



Corso di Formazione
Mangia Giusto Muoviti con Gusto
A.S. 2008-2009



Obesità: un problema di sanità pubblica

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Dipartimento di Sanità Pubblica - AUSL di Modena

This report contains the collective views of an international group of experts and does not necessarily represent the decisions or the stated policy of the World Health Organization or of the Food and Agriculture Organization of the United Nations

WHO Technical Report Series

916

DIET, NUTRITION AND THE PREVENTION OF CHRONIC DISEASES

Report of a
Joint WHO/FAO Expert Consultation



World Health Organization

Geneva 2003

Per promuovere la salute....

- Svolgere una regolare attività fisica
- Evitare sovrappeso ed obesità
- Consumare quotidianamente frutta e verdura
- Mangiare pesce almeno 1-2 volte a settimana
- Moderare l'uso di bevande alcoliche

.....la soluzione

è

nelle nostre mani



WORLD HEALTH ORGANIZATION

GLOBAL STRATEGY

ON DIET, PHYSICAL ACTIVITY AND HEALTH

In May 2004, the 57th World Health Assembly (WHA) endorsed the World Health Organization (WHO) Global Strategy on Diet, Physical Activity and Health. The Strategy was developed through a wide-ranging series of consultations with all concerned stakeholders in response to a request from Member States at World Health Assembly 2002 (Resolution WHA55.23).

The Strategy, together with the Resolution by which it was endorsed (WHA57.17), are contained in this document.

Piano Regionale della Prevenzione 2006-2008

SORVEGLIANZA E PREVENZIONE DELL'OBESITA'

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Obiettivo 1. Sorvegliare il fenomeno	pag. 72
– Azione a) Monitoraggio del rischio obesità nell'età evolutiva	pag. 72
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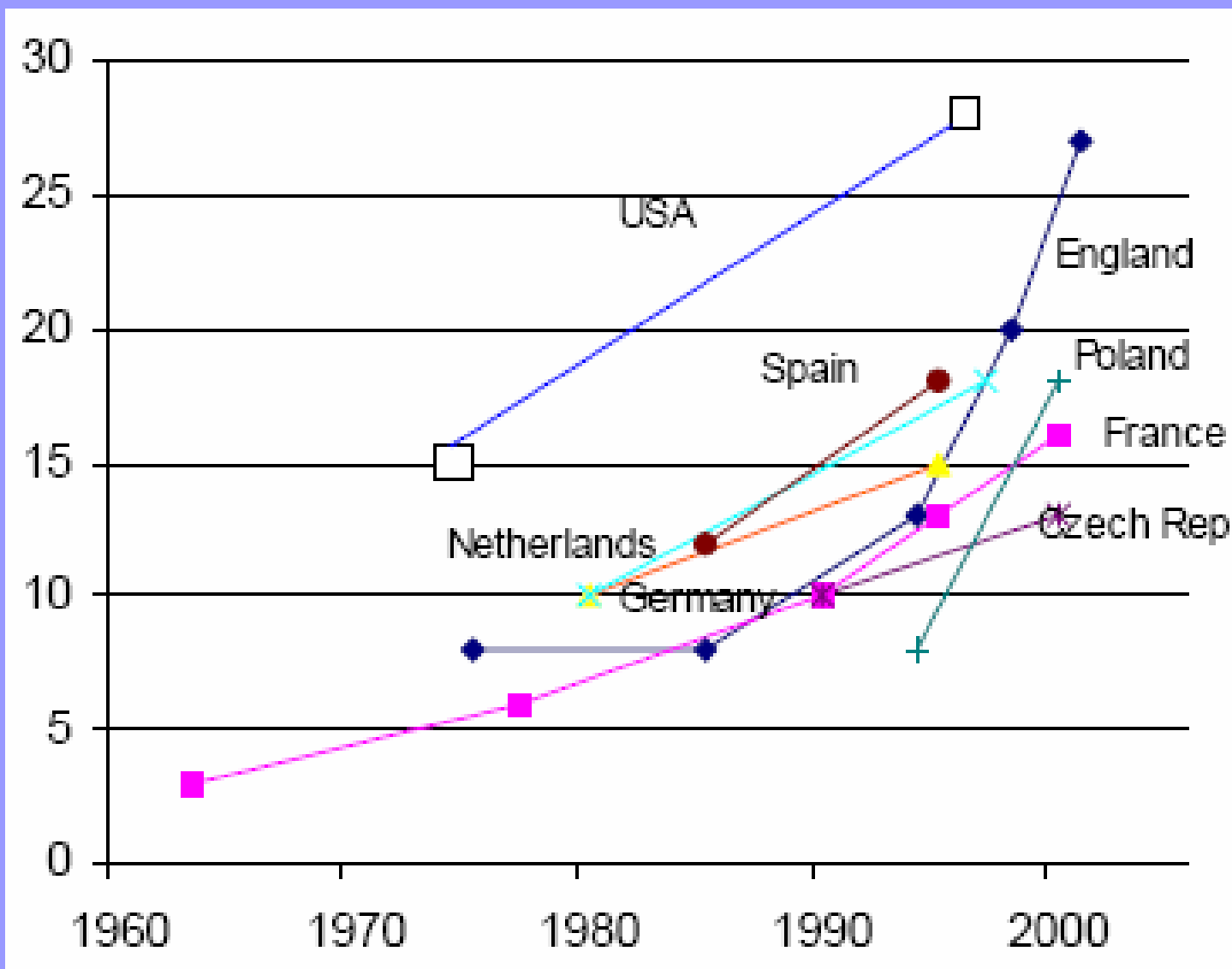
L'OBESITA' HA UN EFFETTO SU MORBOSITA' E MORTALITA'

Malattie associate e complicanze

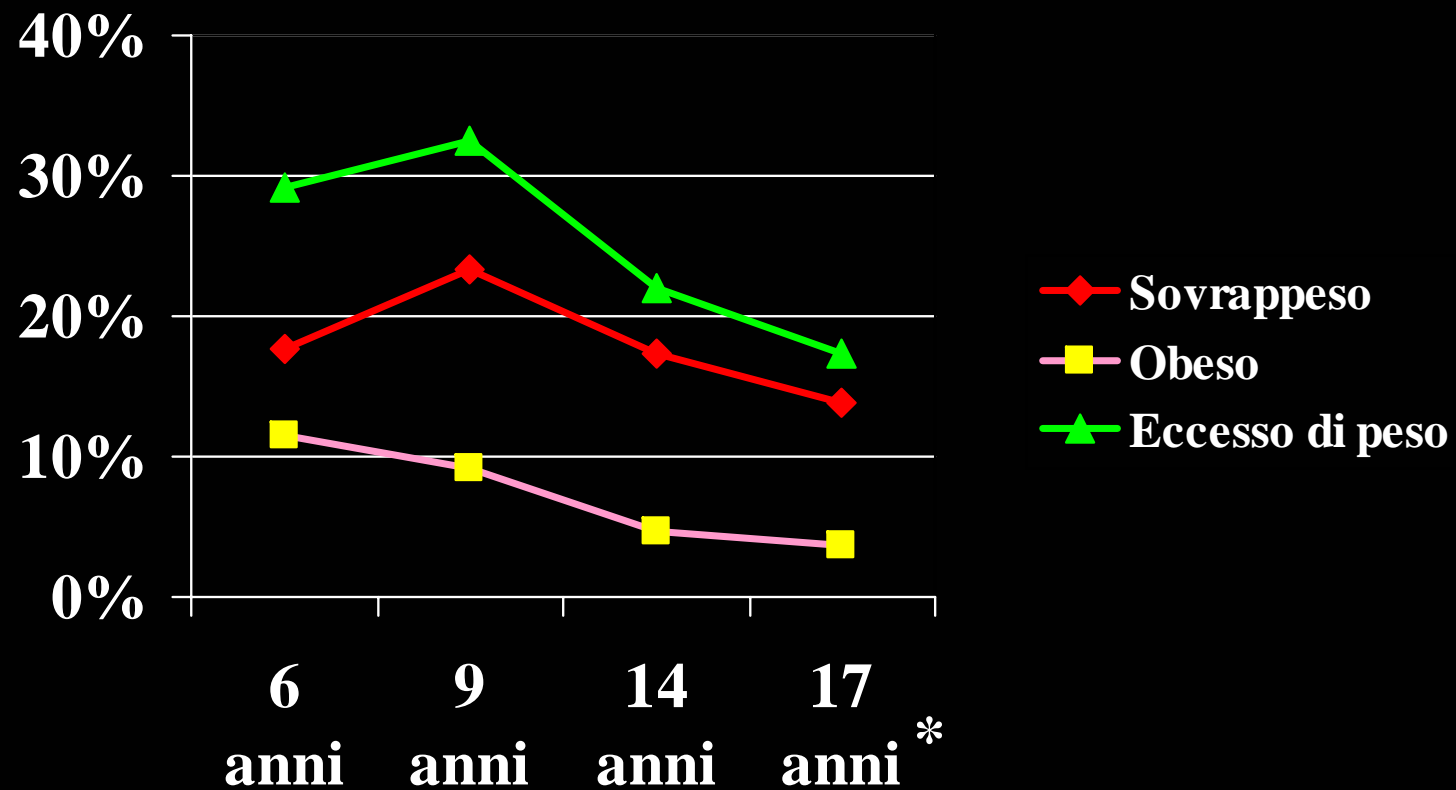
- Diabete di tipo 2
 - Iperensione arteriosa
 - Iperlipidemie
 - Patologia cardiovascolare
 - Calcolosi biliare
 - Tumori (utero, mammella e colon)
 - Patologia delle Gonadi
 - Patologia Ostetrica e Perinatale
 - Patologia Respiratoria (sleep apnea)
 - Patologia Osteo-Articolare
-

<http://www.iotf.org/>

Sovrappeso nell'infanzia in Europa

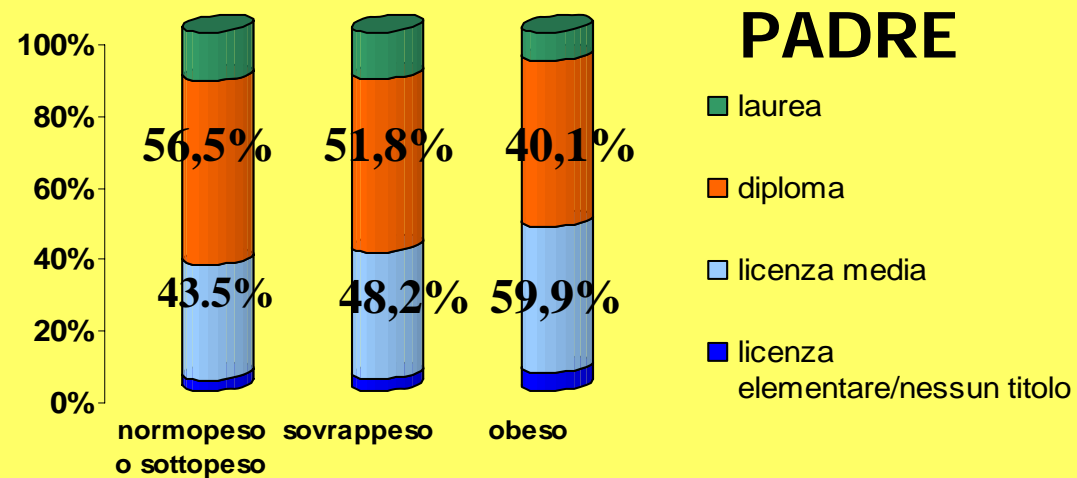
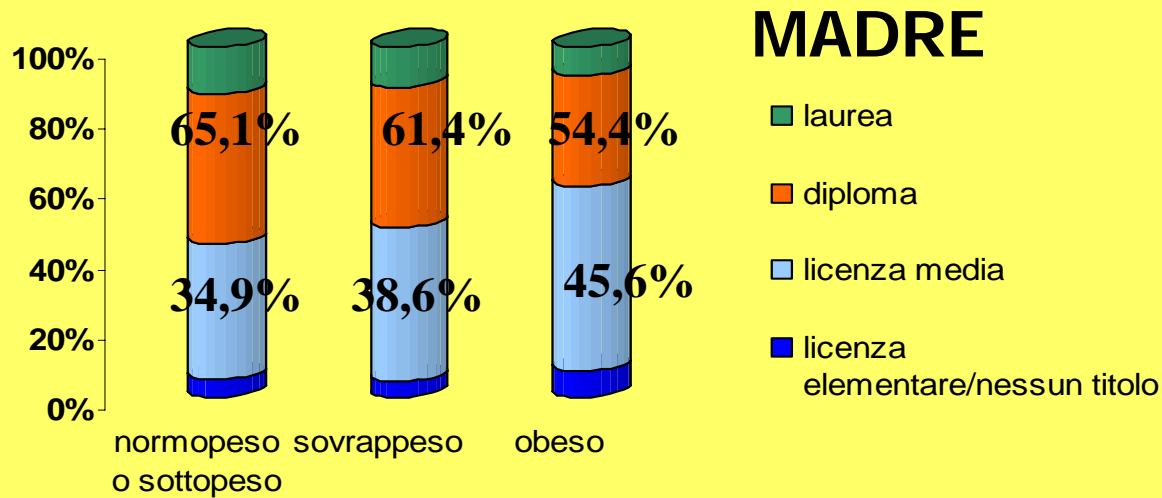


Stato Nutrizionale bambini e ragazzi di 6, 9, 14, 17 anni in provincia di Modena

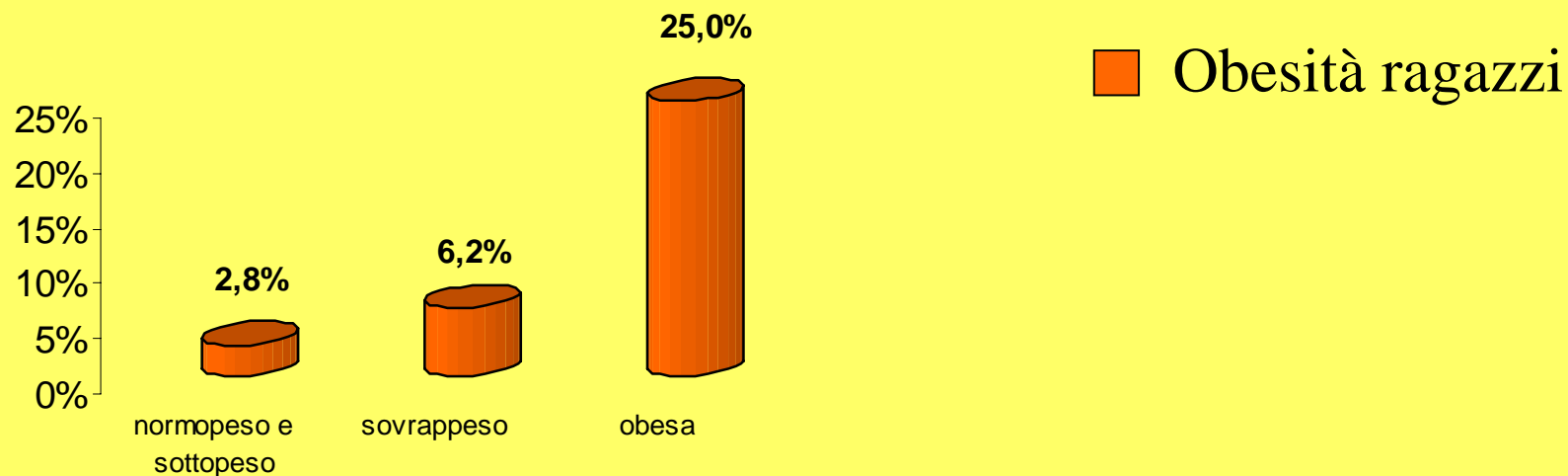


* Dato regionale

CORRELAZIONE TRA GRADO DI ISTRUZIONE DEI GENITORI E STATO NUTRIZIONALE DEL BAMBINO (9 anni)

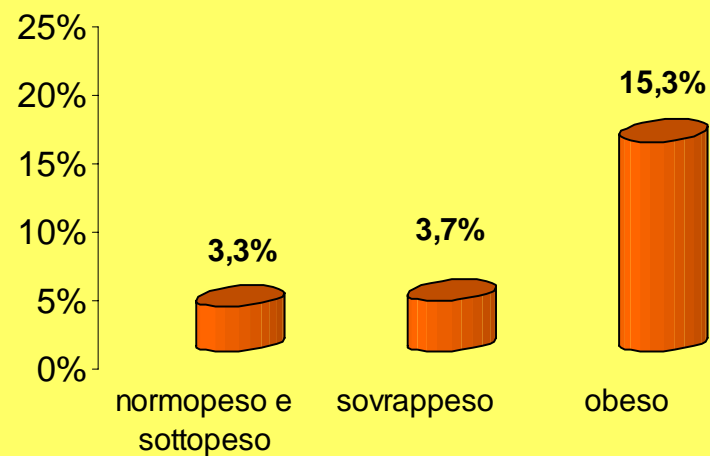


CORRELAZIONE TRA STATO NUTRIZIONALE DEI GENITORI E OBESITA' DEI RAGAZZI DI 14 ANNI



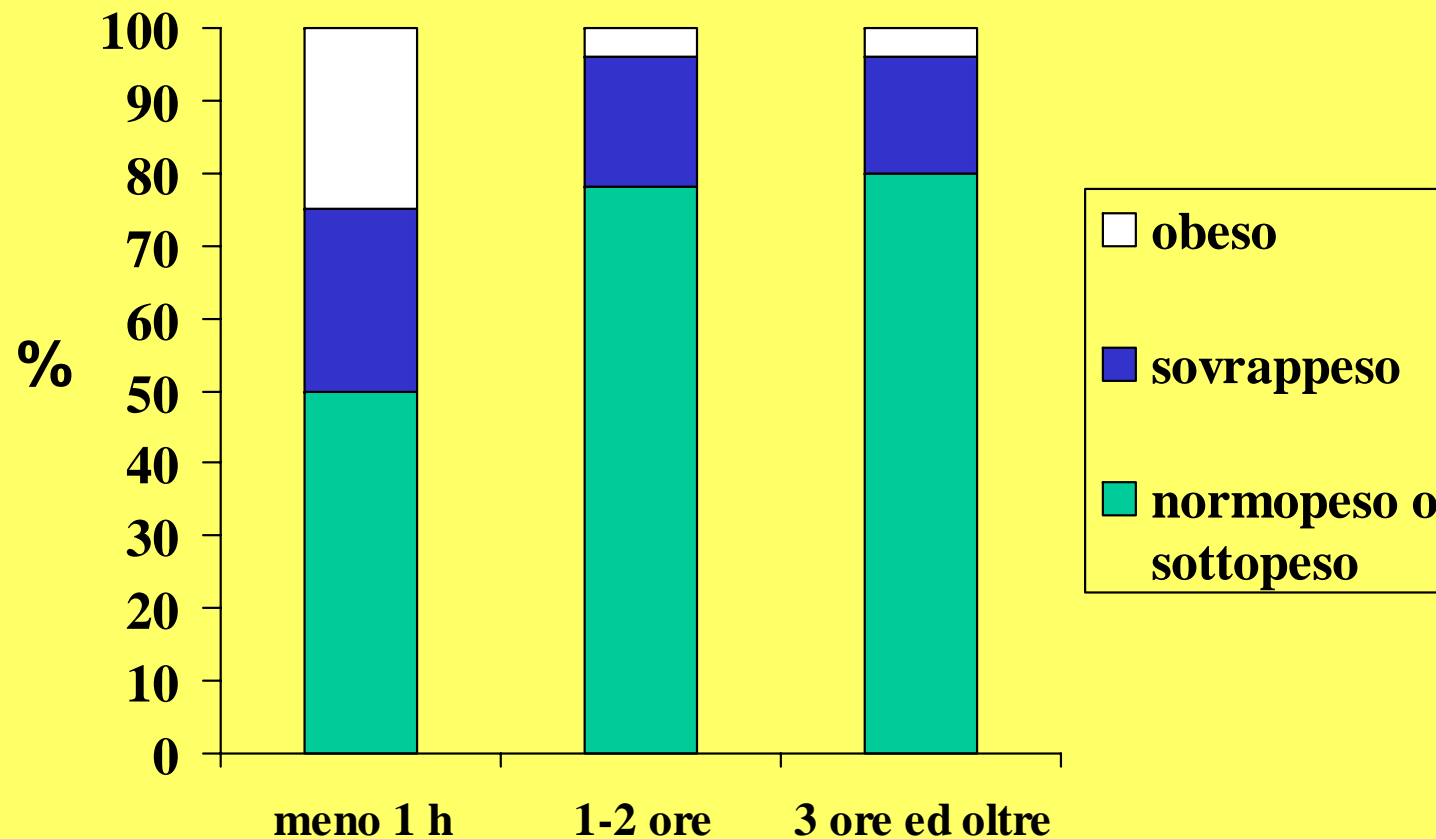
madre

$P < 0.01$



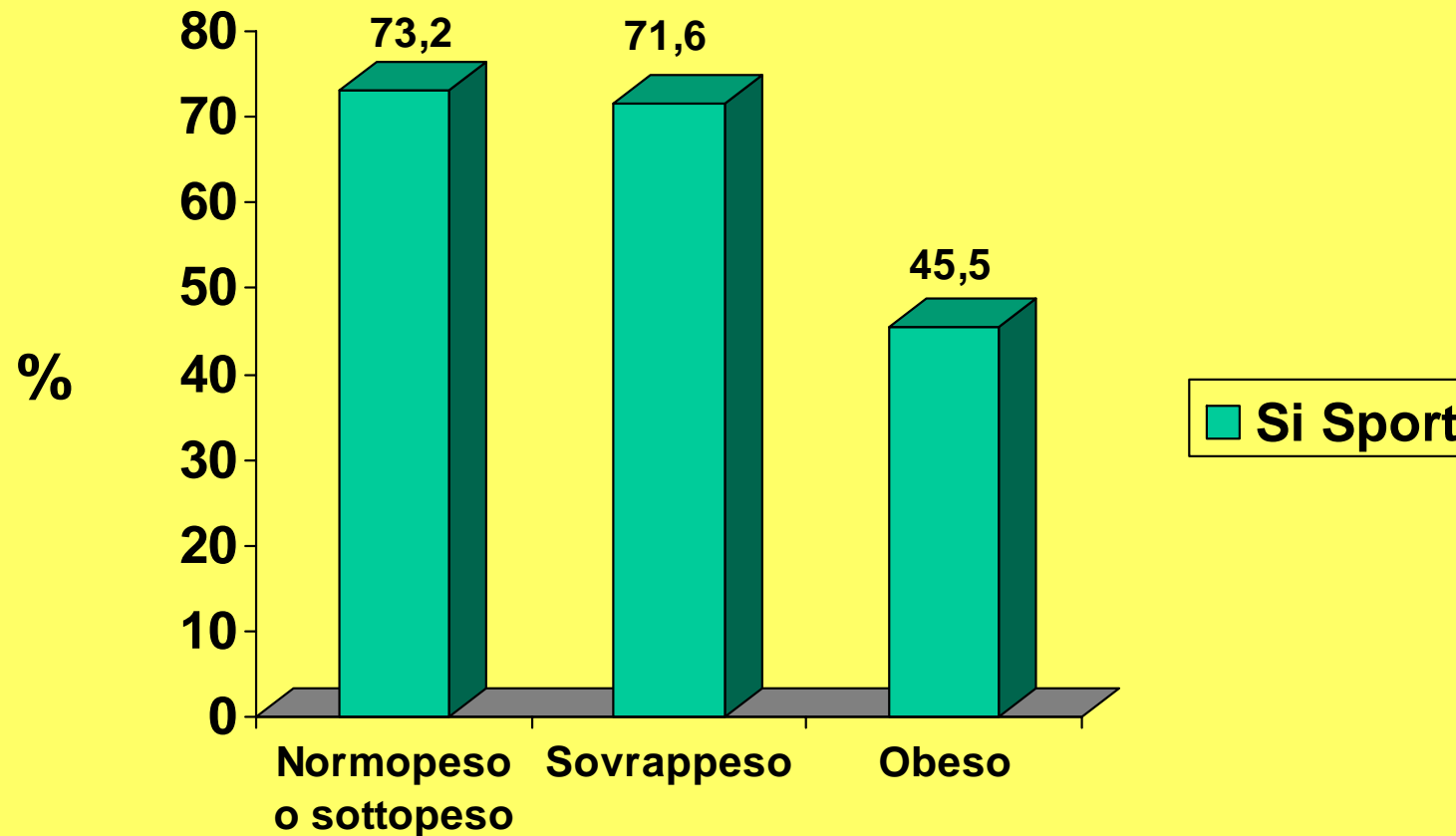
padre

Stato Nutrizionale in ragazzi di 14 anni in rapporto alla attività vivace

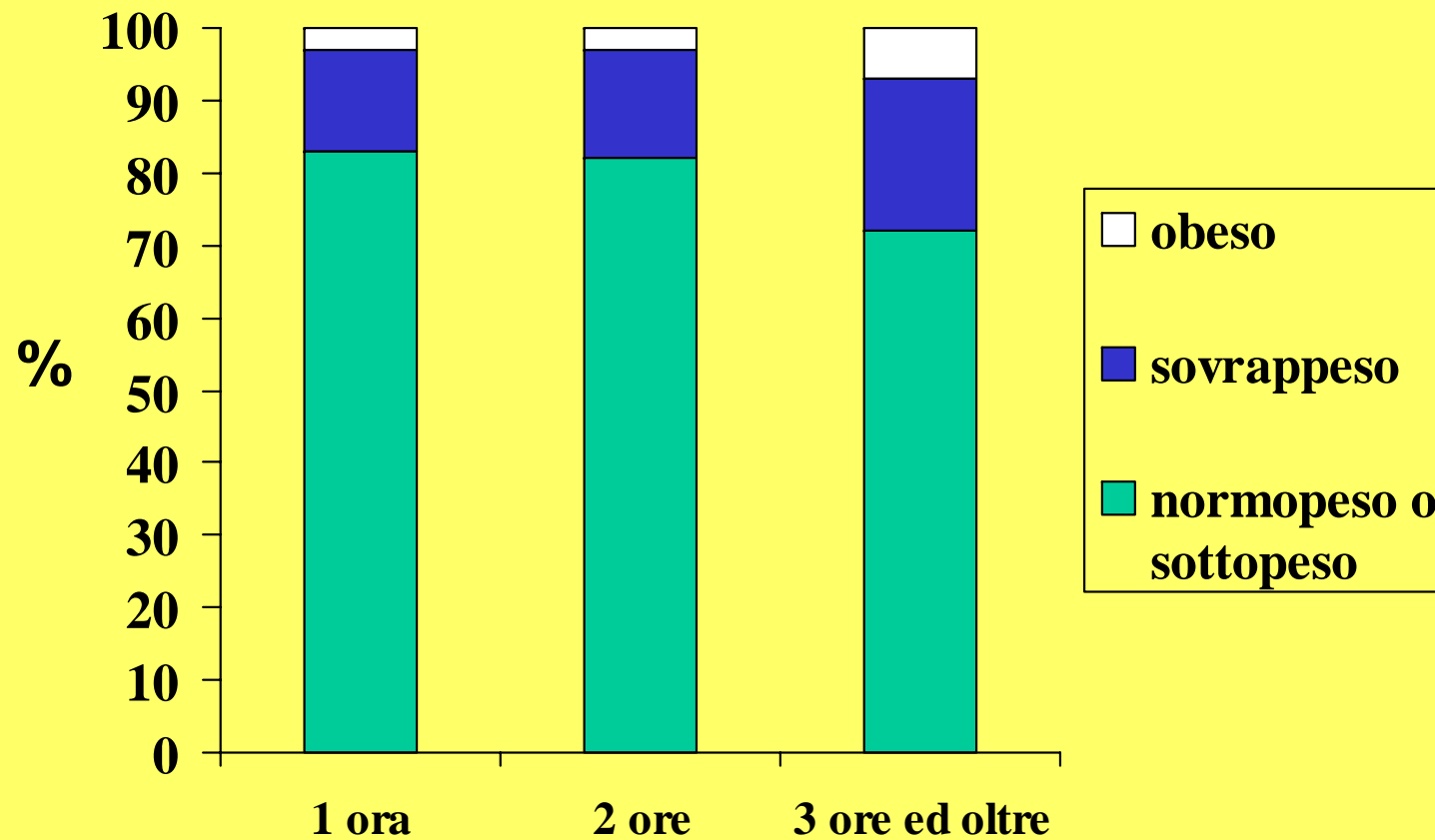


P<0.02

Stato Nutrizionale in ragazzi di 14 anni in rapporto alla pratica dello sport

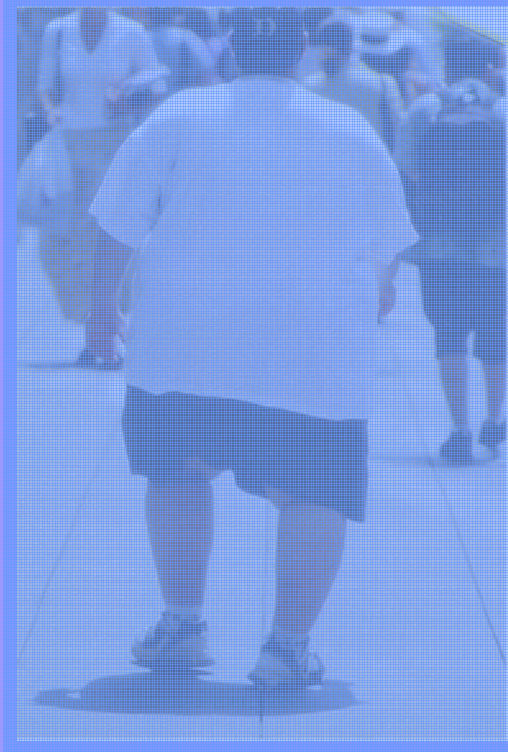


Stato Nutrizionale in ragazzi di 14 anni in rapporto all'uso della TV



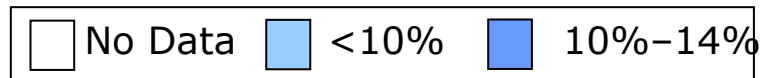
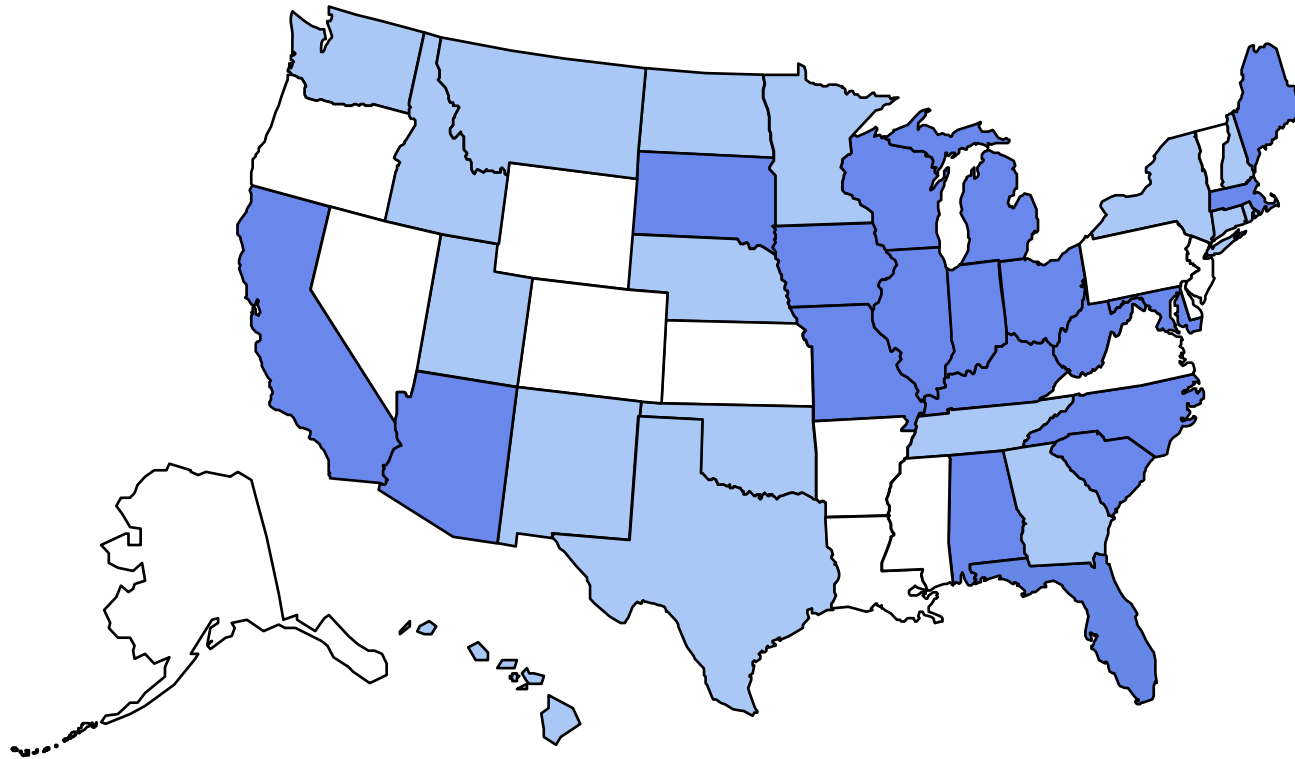
Principali fattori associati all'obesità nei bambini e preadolescenti

- Sovrappeso/obesità dei genitori
- Basso livello di studio dei genitori
- Ridotta attività fisica destrutturata
- Ridotta attività sportiva (nei preadolescenti)
- Elevato uso della TV (> 2 ore)



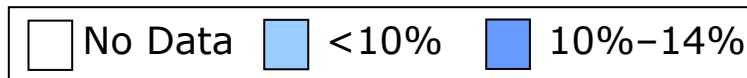
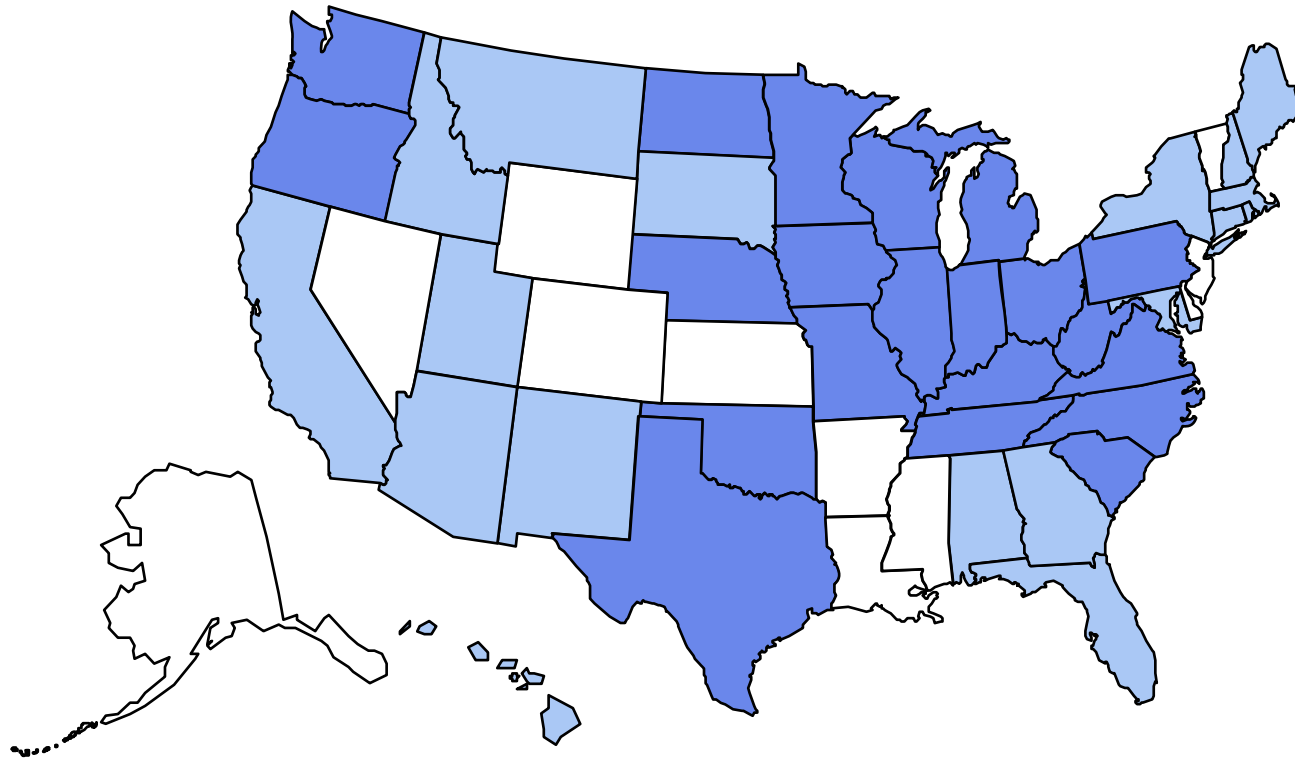
Obesità negli adulti

USA, 1988



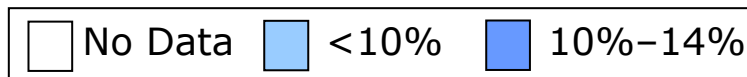
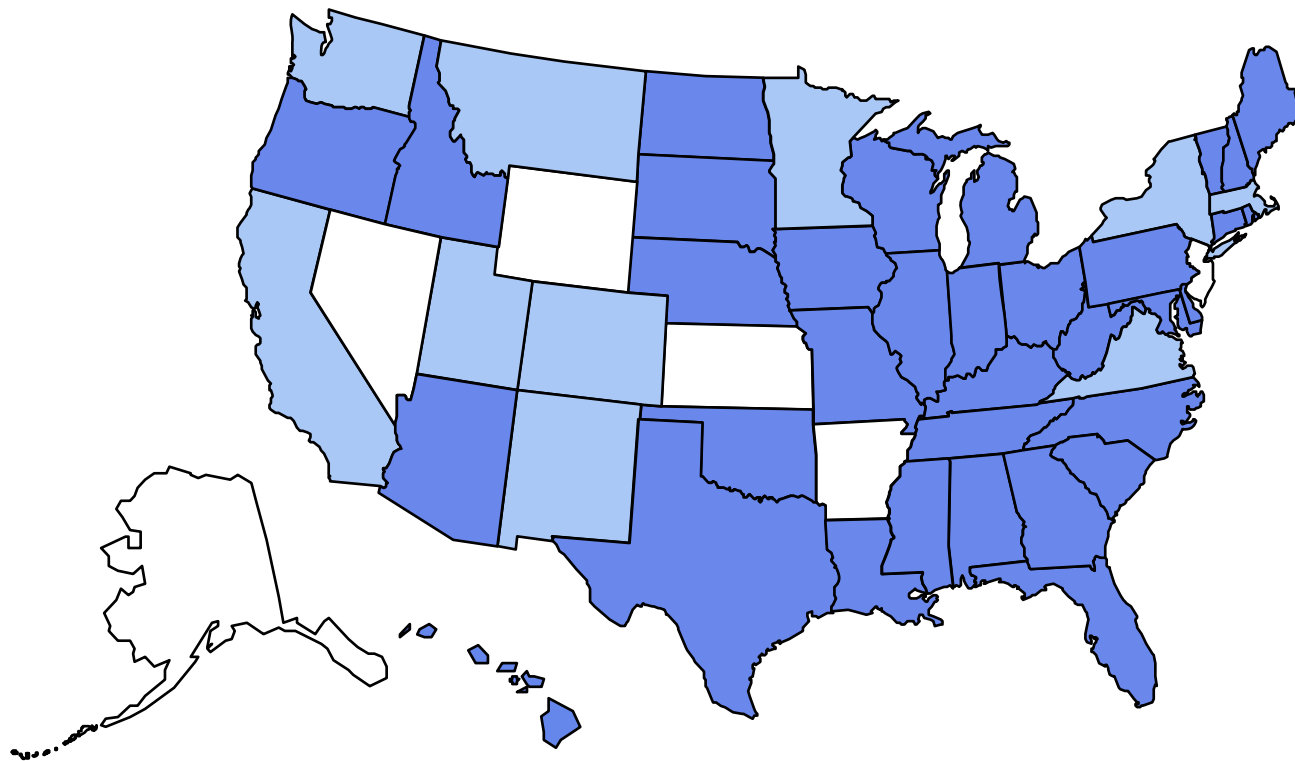
Obesità negli adulti

USA, 1989



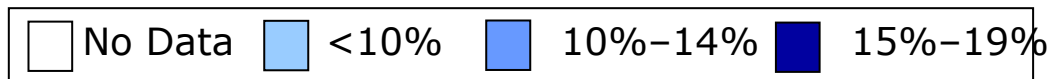
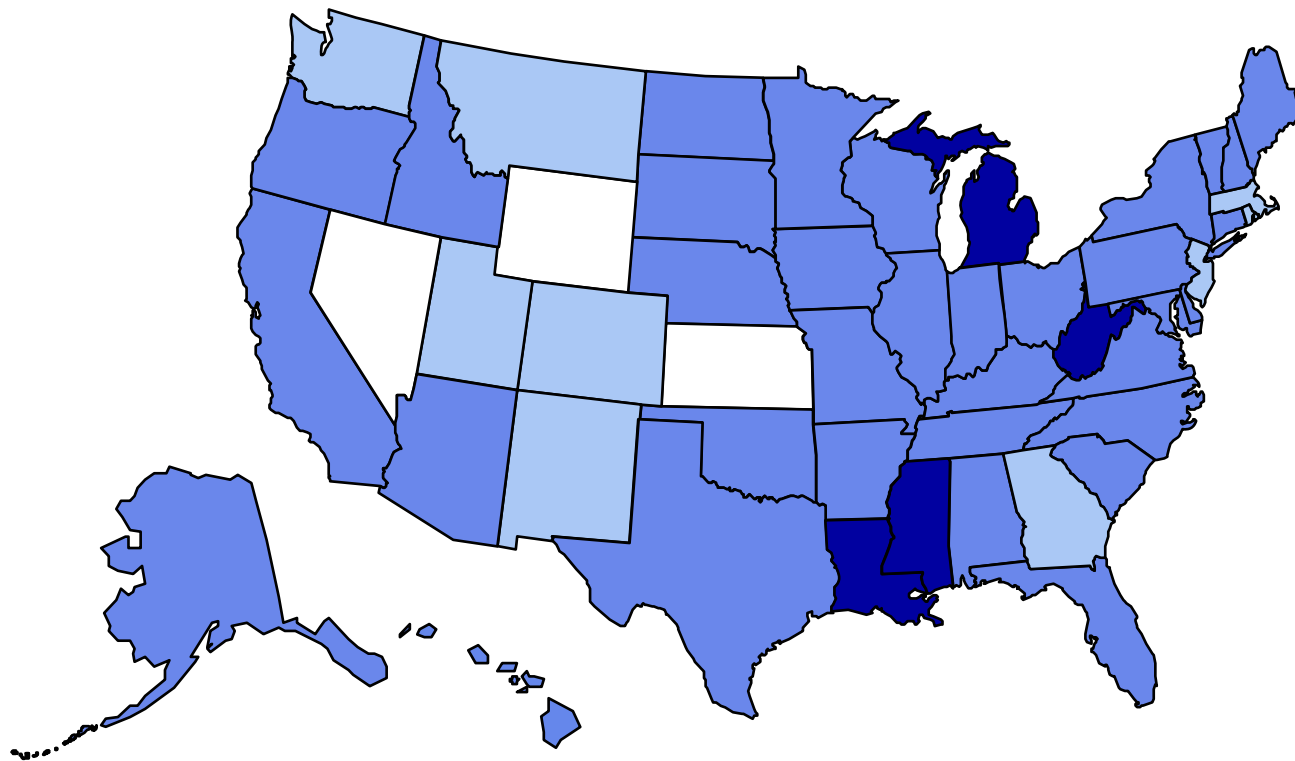
Obesità negli adulti

USA, 1990



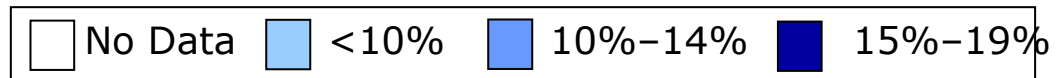
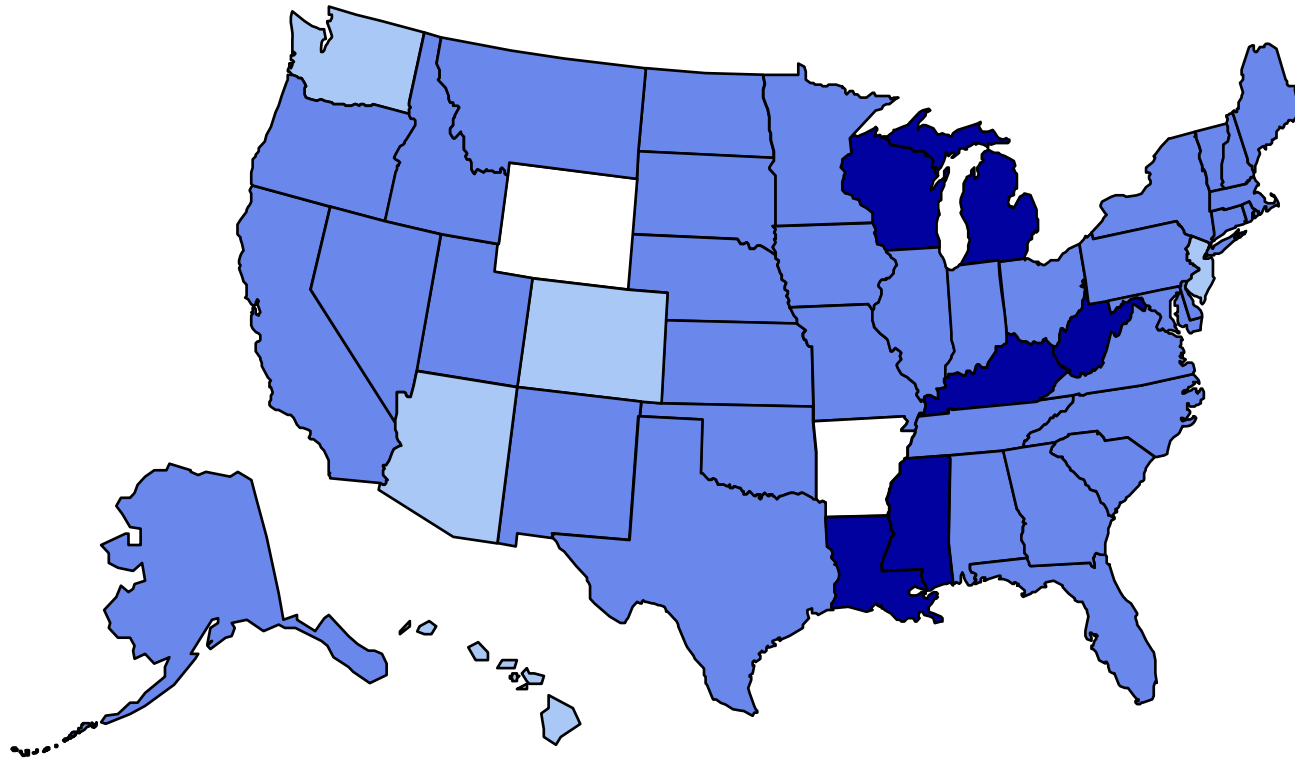
Obesità negli adulti

USA, 1991



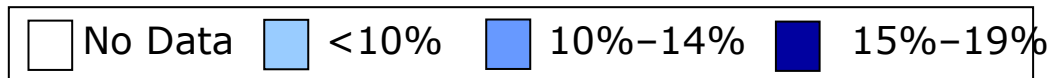
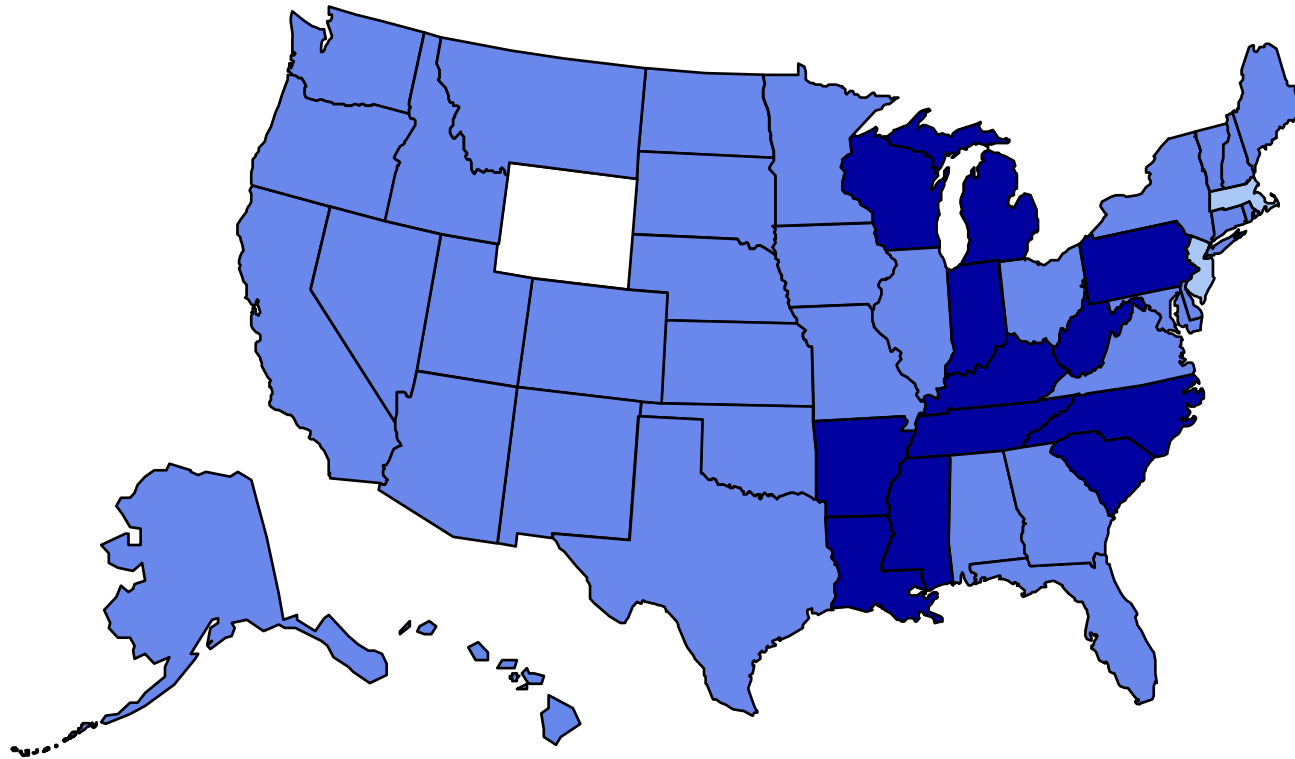
Obesità negli adulti

USA, 1992



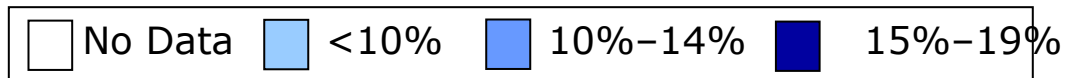
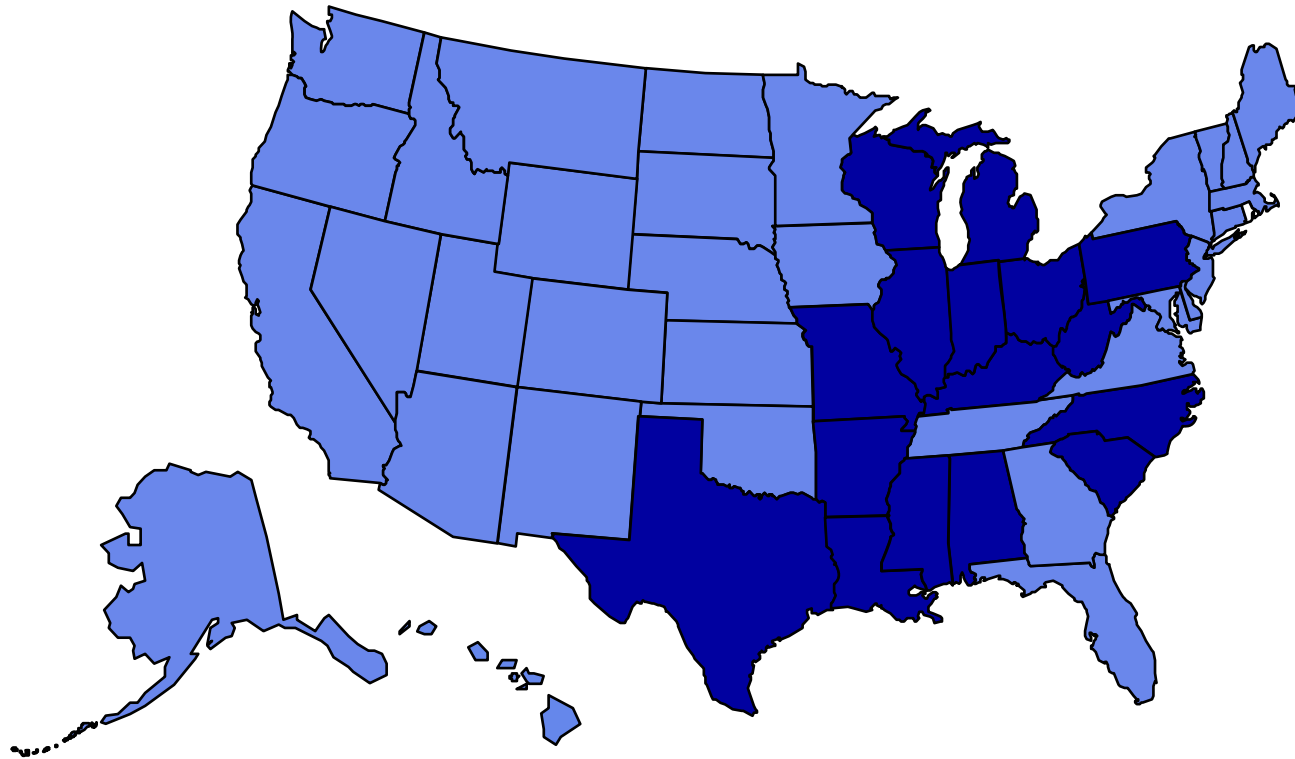
Obesità negli adulti

USA, 1993



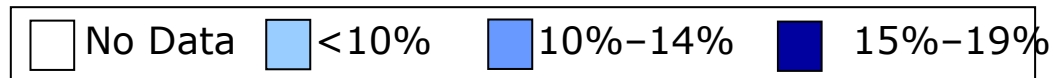
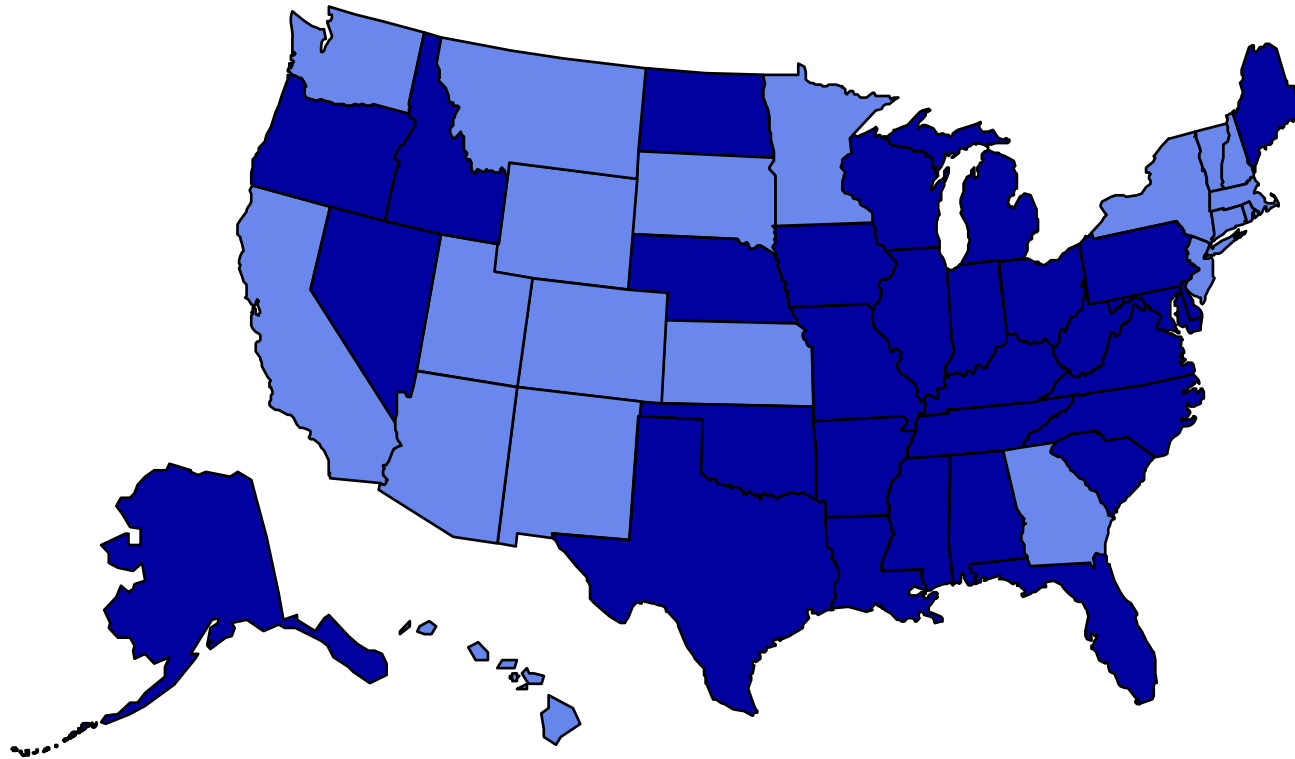
Obesità negli adulti

USA, 1994



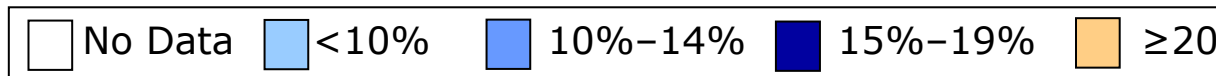
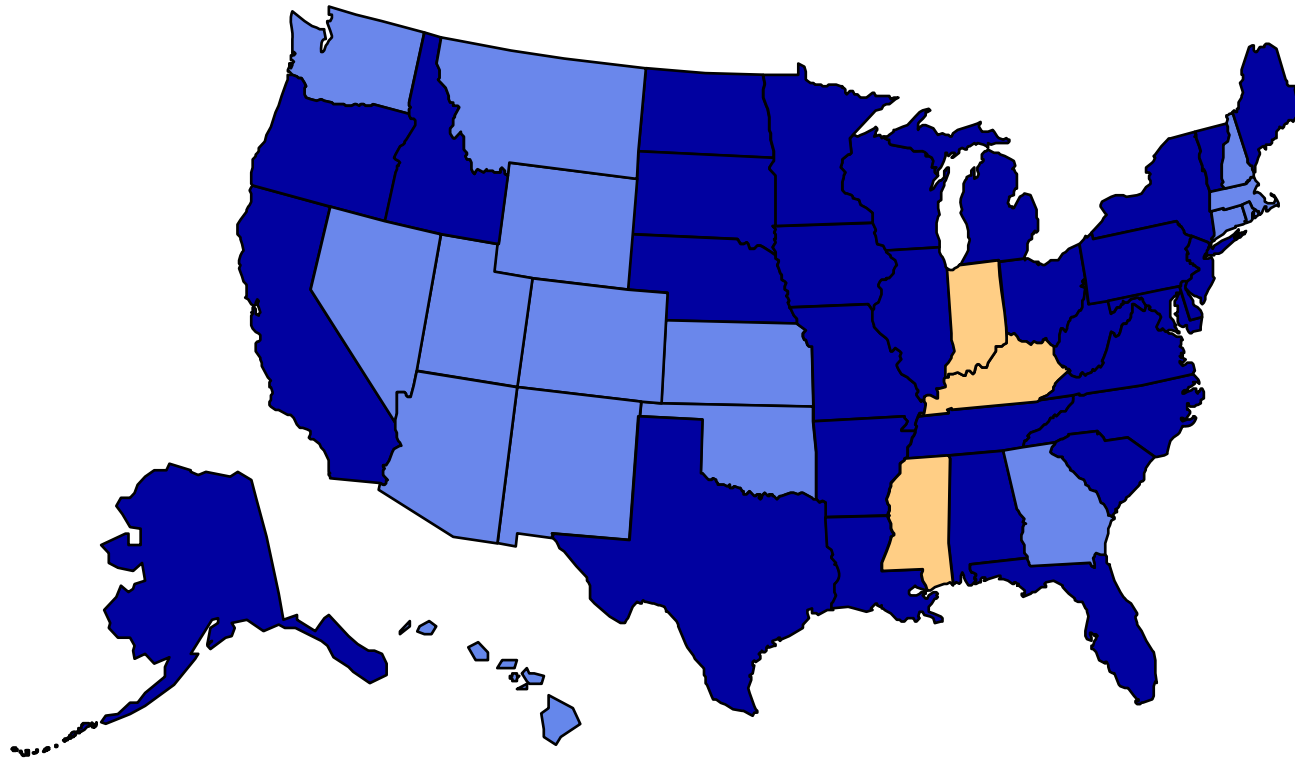
Obesità negli adulti

USA, 1996



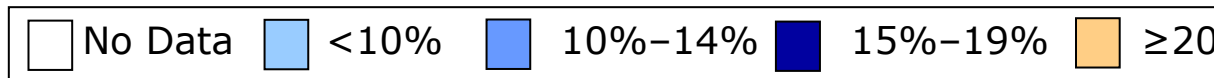
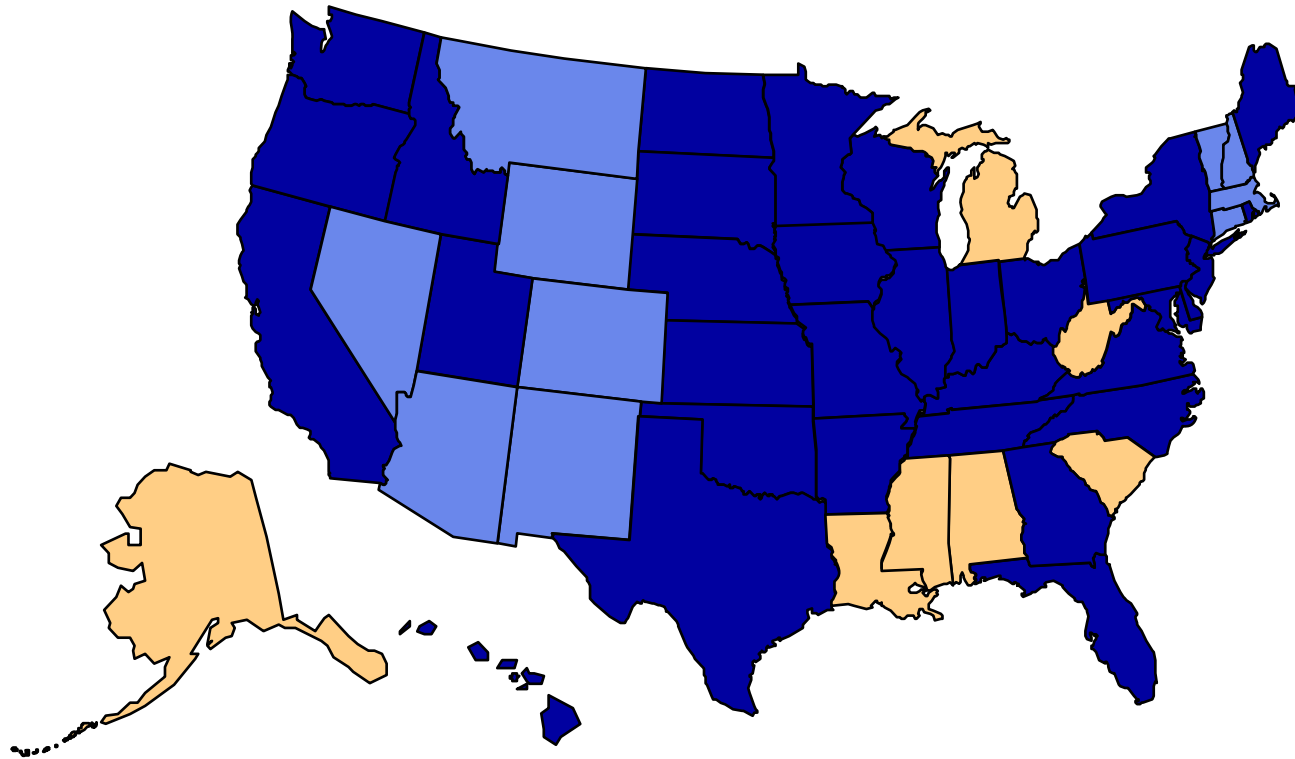
Obesità negli adulti

USA, 1997



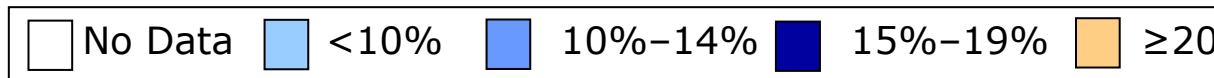
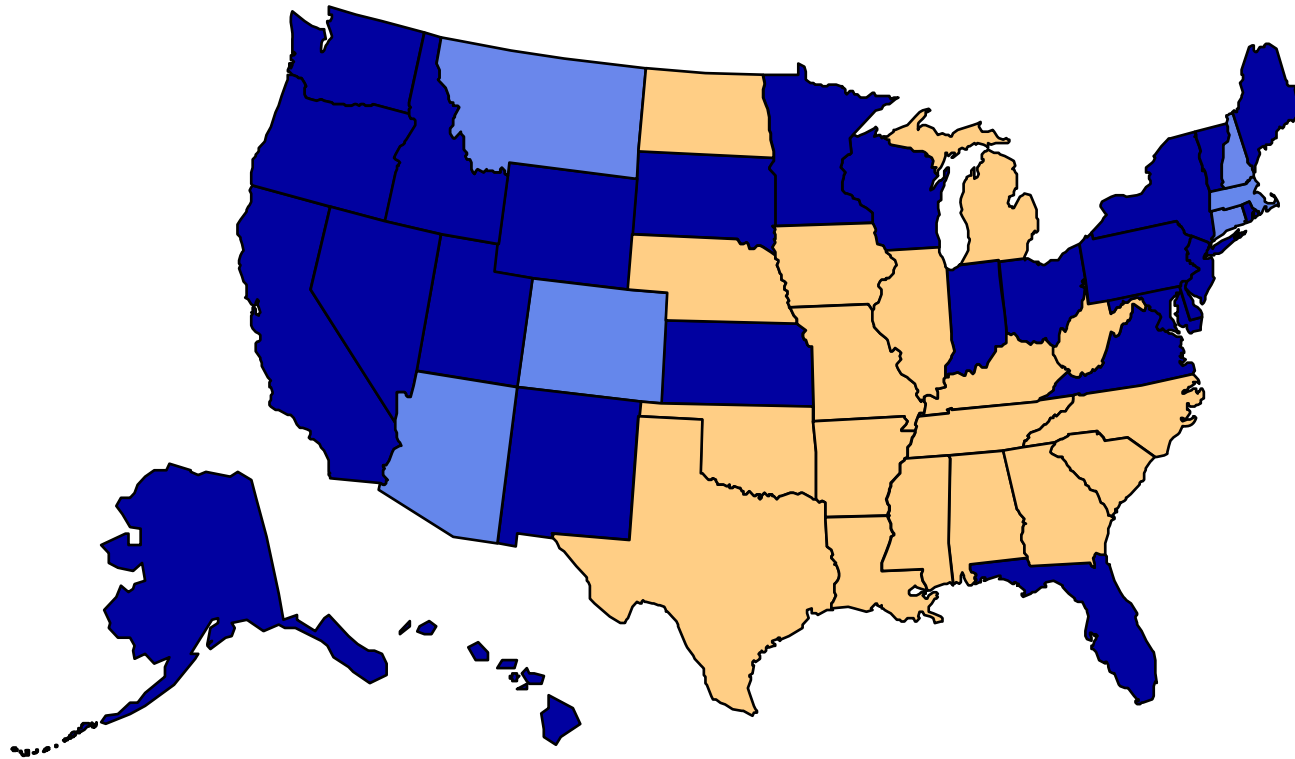
Obesità negli adulti

USA, 1998



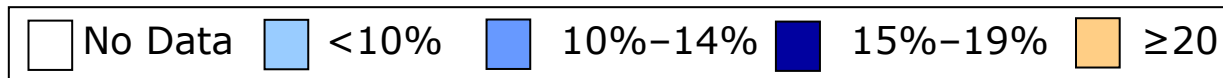
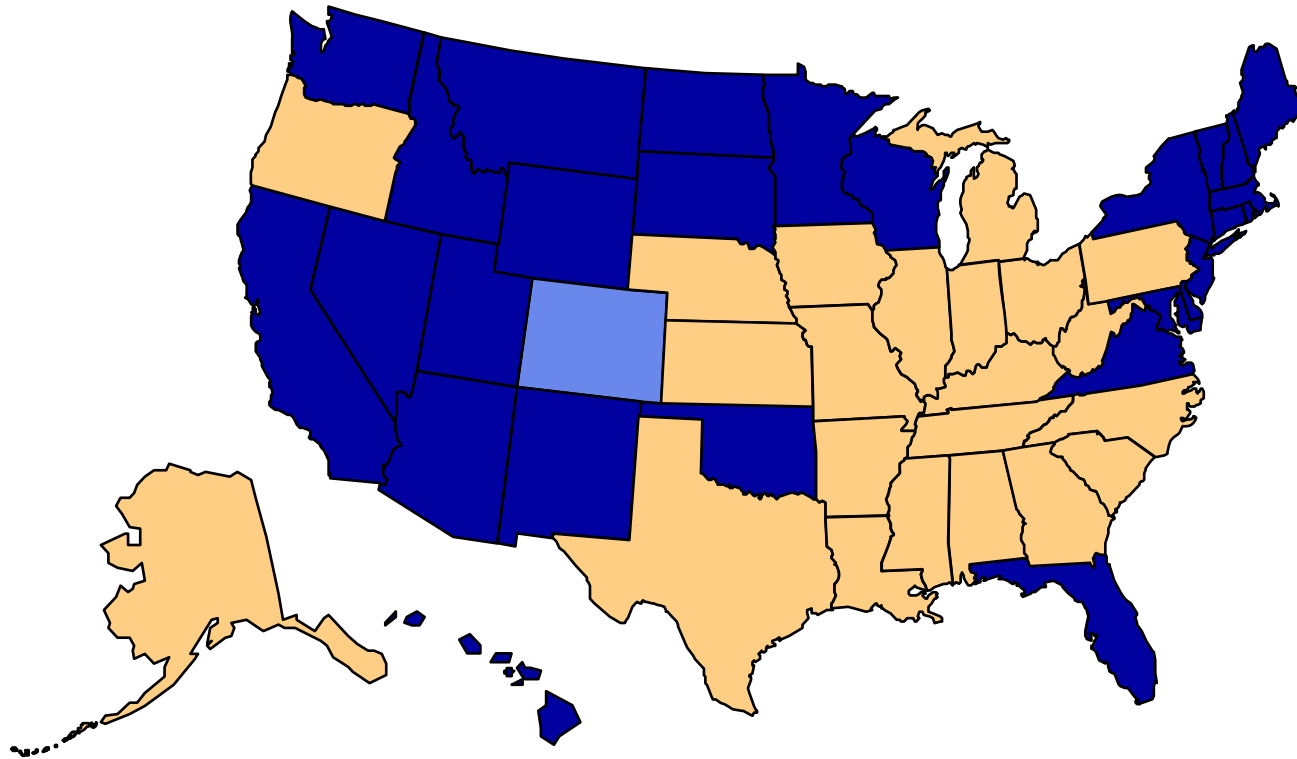
Obesità negli adulti

USA, 1999



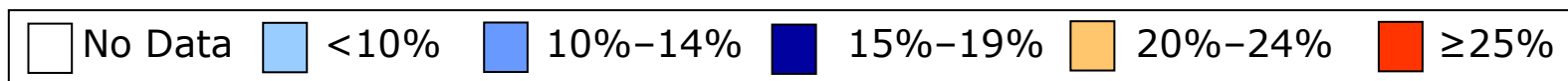
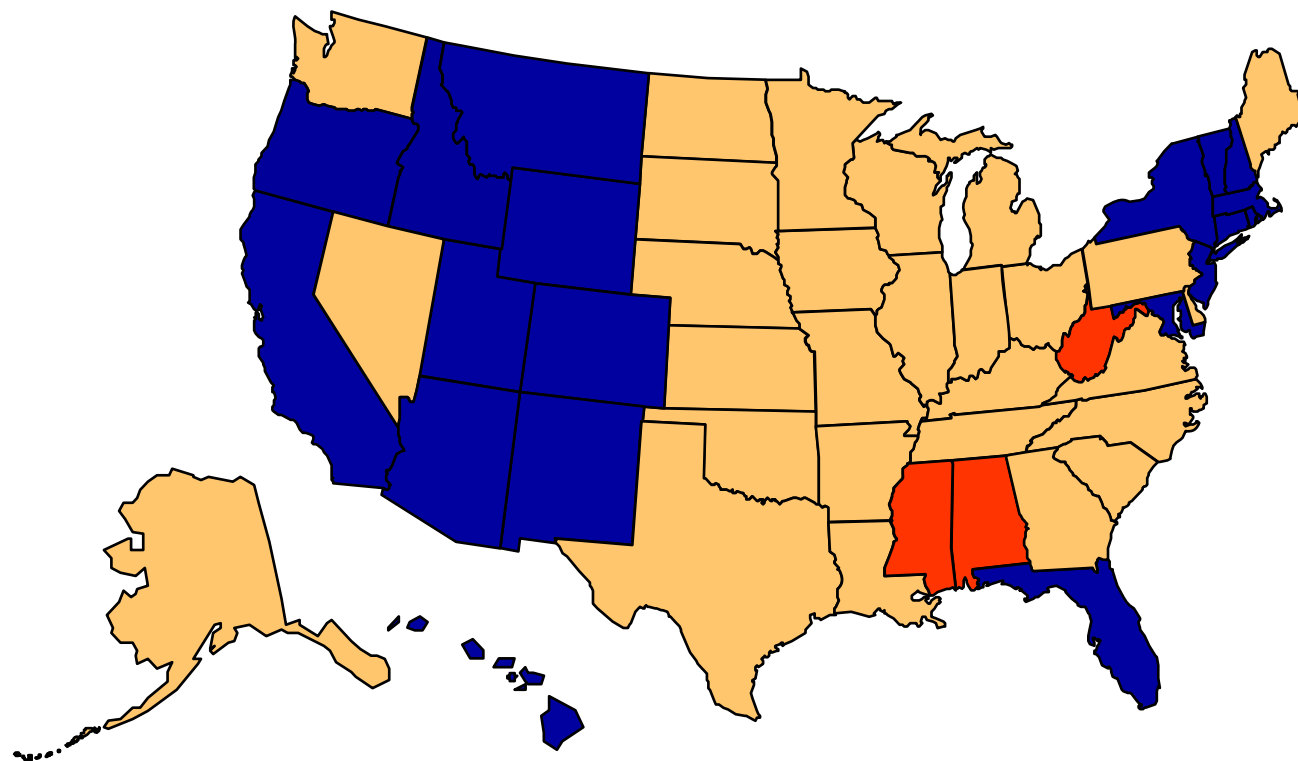
Obesità negli adulti

USA, 2000



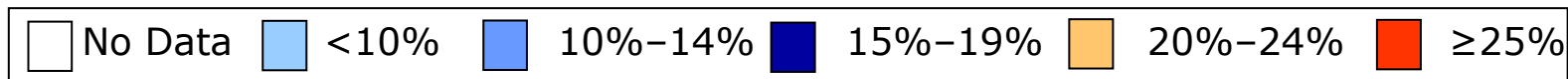
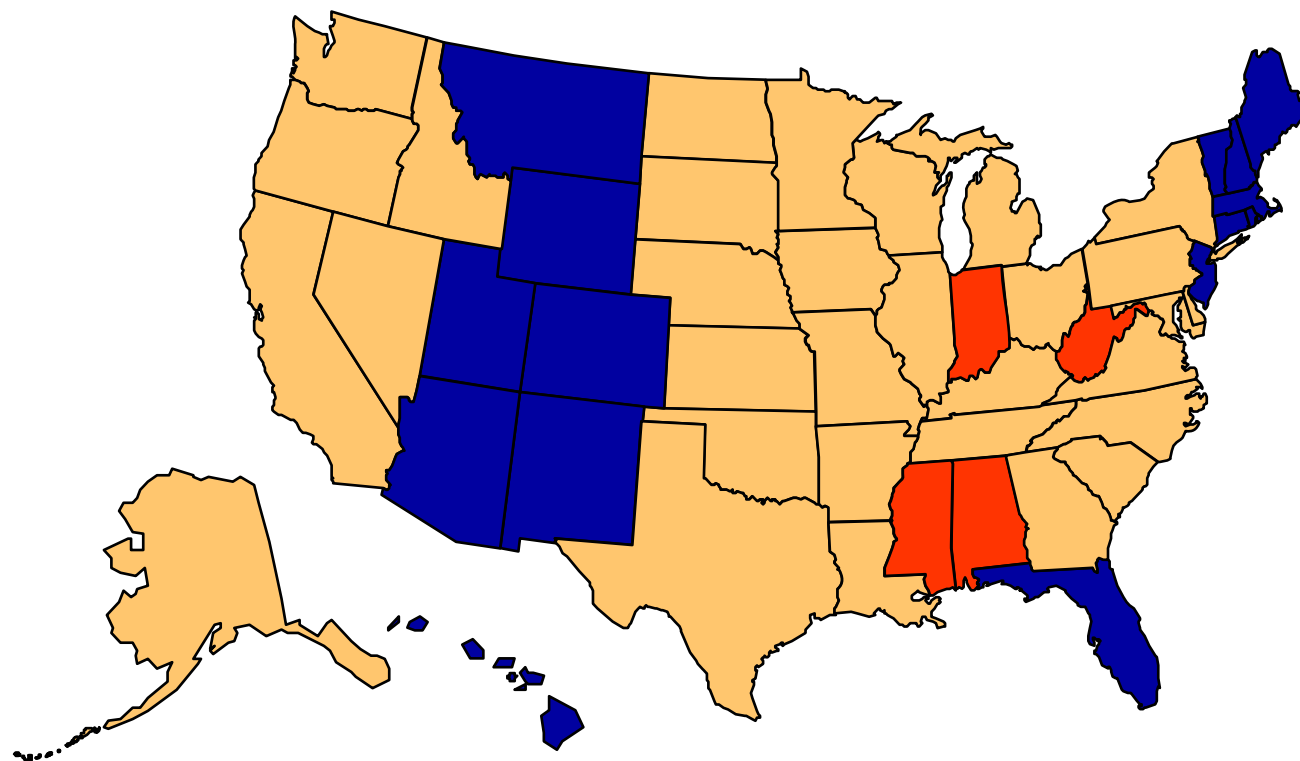
Obesità negli adulti

USA, 2002



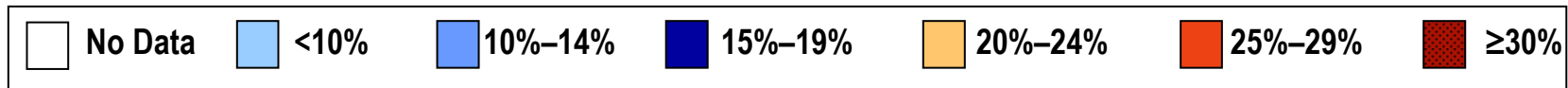
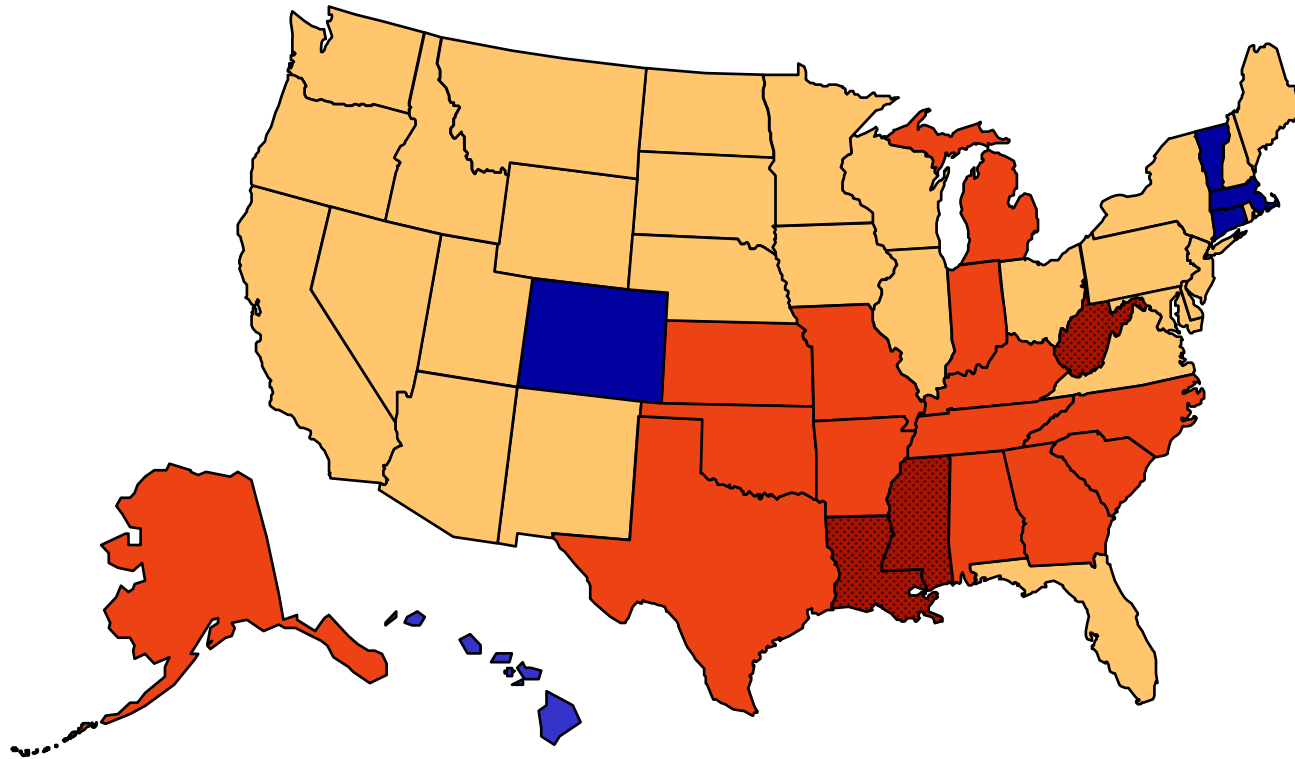
Obesità negli adulti

USA, 2003



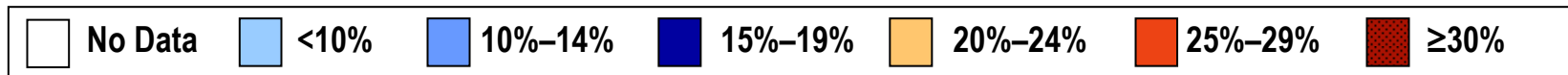
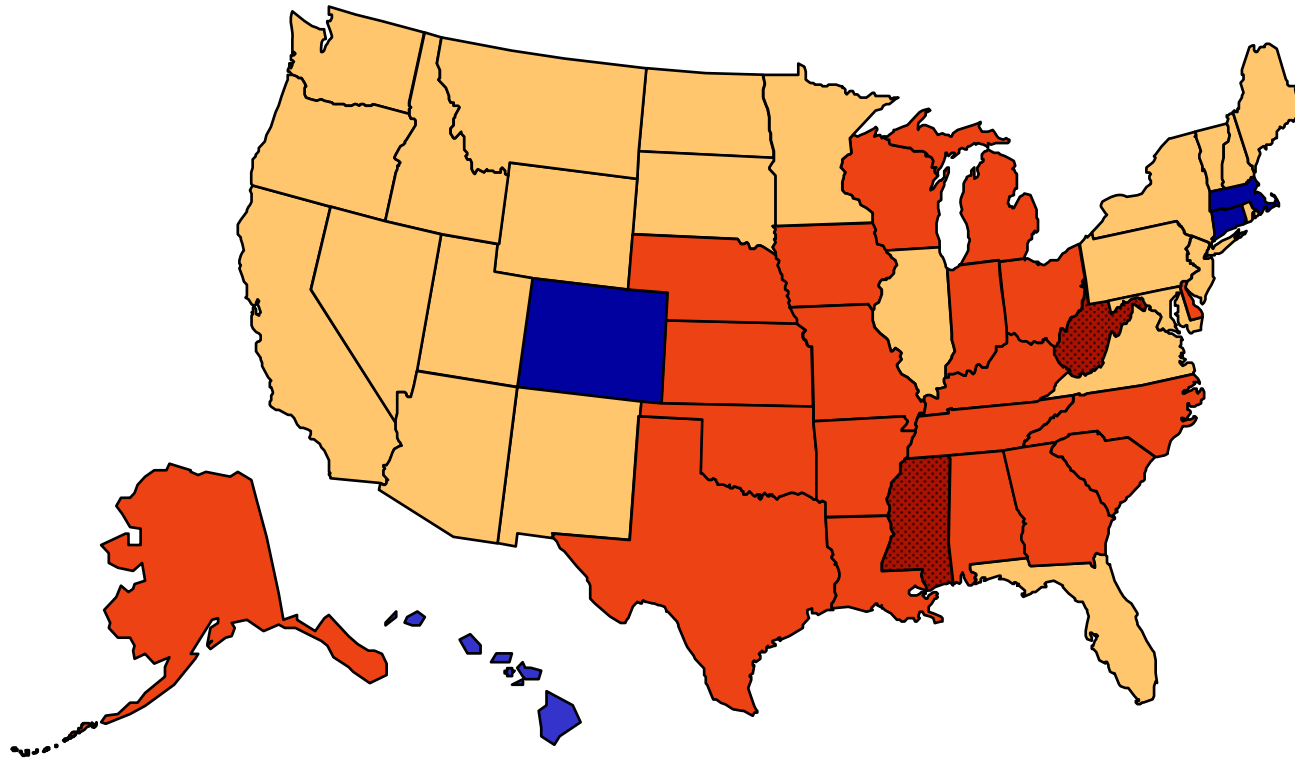
Obesità negli adulti

USA, 2005



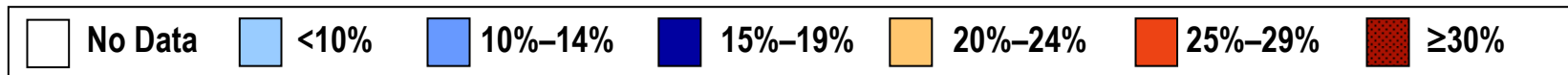
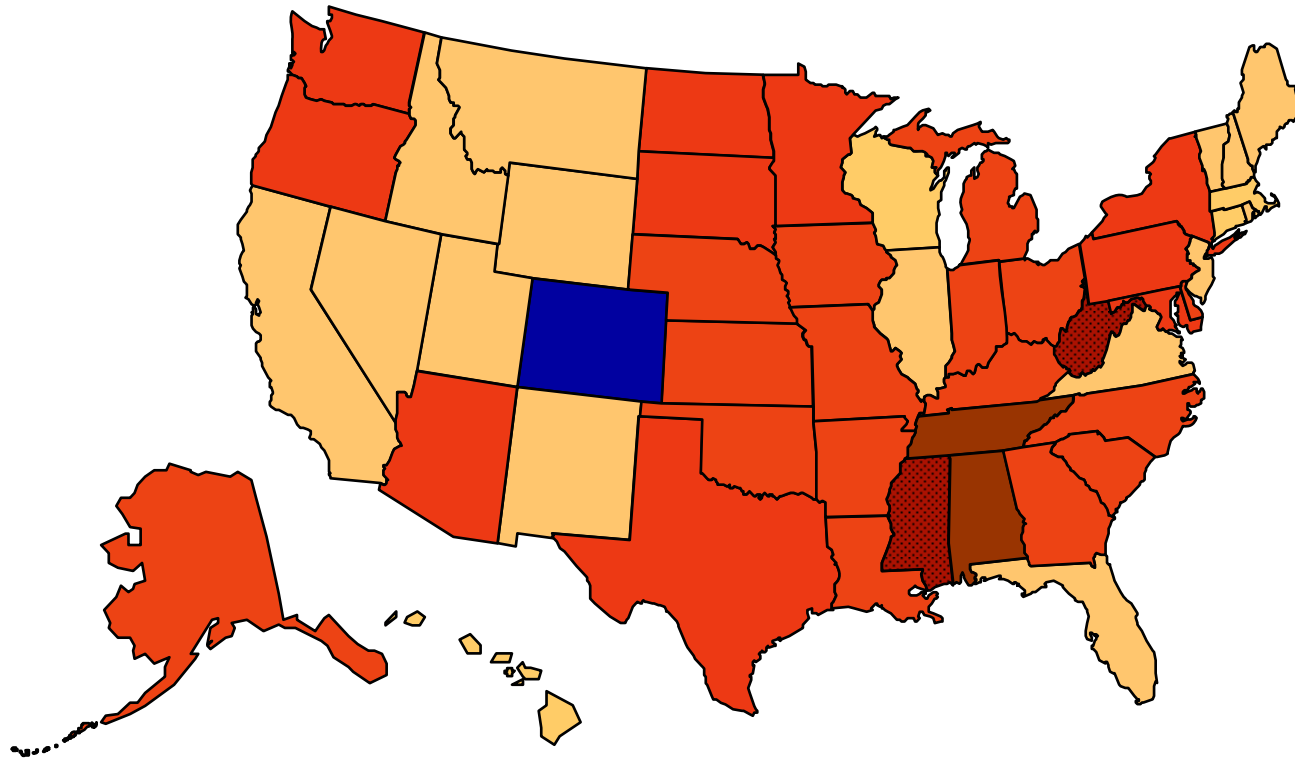
Obesità negli adulti

USA, 2006



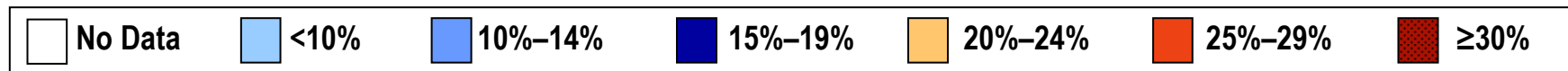
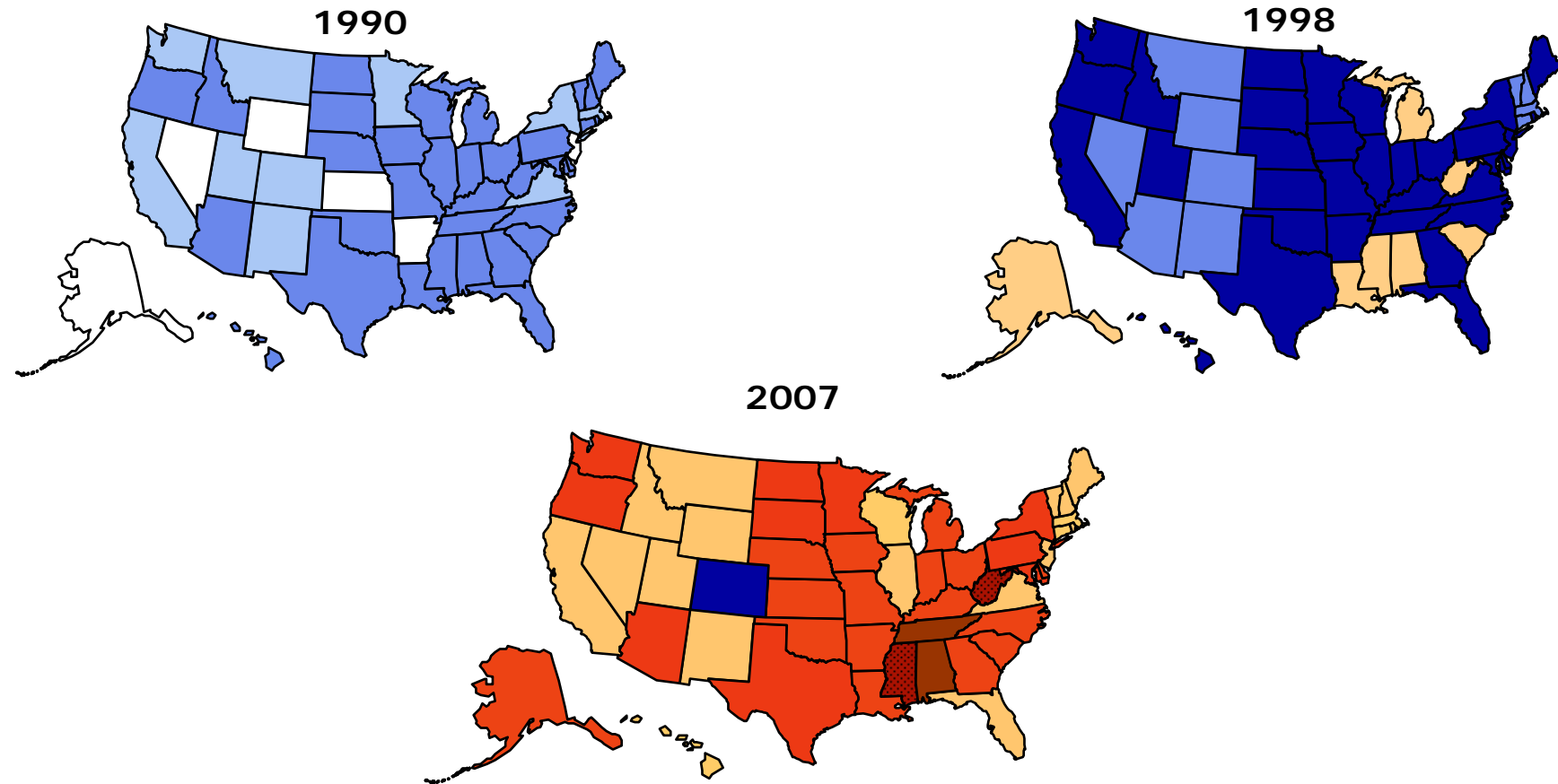
Obesità negli adulti

USA, 2007



Obesità negli adulti

USA, anni 1990, 1998, 2007



Obesita'

**Problema
personale**



**Problema
sociale**

**Obesità:
un problema
anche
per gli animali da
compagnia**



A 28 pound cat!!

Un gatto di 13 kg!!!

The Economist

DECEMBER 13TH-19TH 2003

www.economist.com

Gore anoints Dean

PAGES 12 AND 33

America's Taiwan test

PAGES 12 AND 29

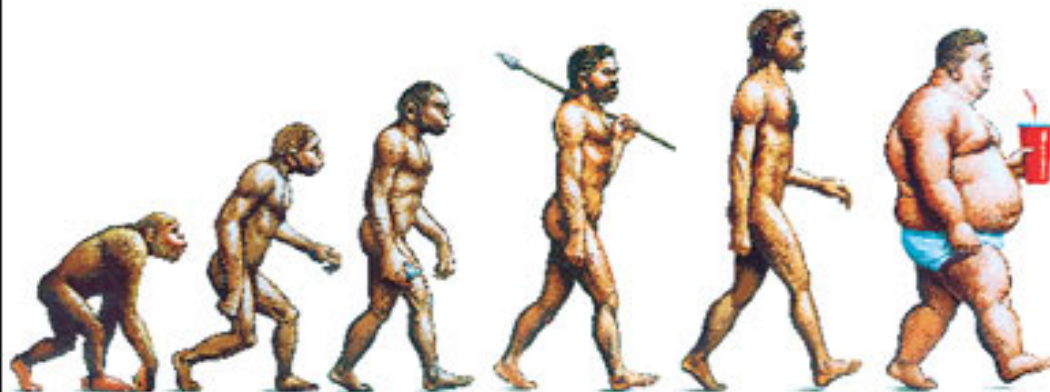
The future of flight

PAGES 79-81

A SURVEY OF FOOD

AFTER PAGE 52

The shape of things to come



US\$4.95 • C\$5.95



Argentina \$2.00
Australia \$4.00
Brazil \$2.00
Canada \$5.00
France \$6.00
Germany \$7.00
India \$3.00
Japan \$8.00
Mexico \$4.00
New Zealand \$5.00
Russia \$3.00
South Africa \$4.00
Spain \$5.00
Sweden \$6.00
Switzerland \$7.00
UK \$4.00
USA \$5.00
Vietnam \$3.00

Argentina \$2.00
Australia \$4.00
Brazil \$2.00
Canada \$5.00
France \$6.00
Germany \$7.00
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New Zealand \$5.00
Russia \$3.00
South Africa \$4.00
Spain \$5.00
Sweden \$6.00
Switzerland \$7.00
UK \$4.00
USA \$5.00
Vietnam \$3.00

Argentina \$2.00
Australia \$4.00
Brazil \$2.00
Canada \$5.00
France \$6.00
Germany \$7.00
India \$3.00
Japan \$8.00
Mexico \$4.00
New Zealand \$5.00
Russia \$3.00
South Africa \$4.00
Spain \$5.00
Sweden \$6.00
Switzerland \$7.00
UK \$4.00
USA \$5.00
Vietnam \$3.00

“I’m Lovin’ it!”

Peter Travers, Rolling Stone

“They eat what you eat”
—Matthew McConaughey

“Two thumbs up!”
—David Spade

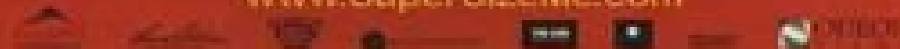
SUPER SIZE ME

A Film of Epic Portions



© 2004 New Line Productions, Inc. All Rights Reserved. www.SuperSizeMe.com

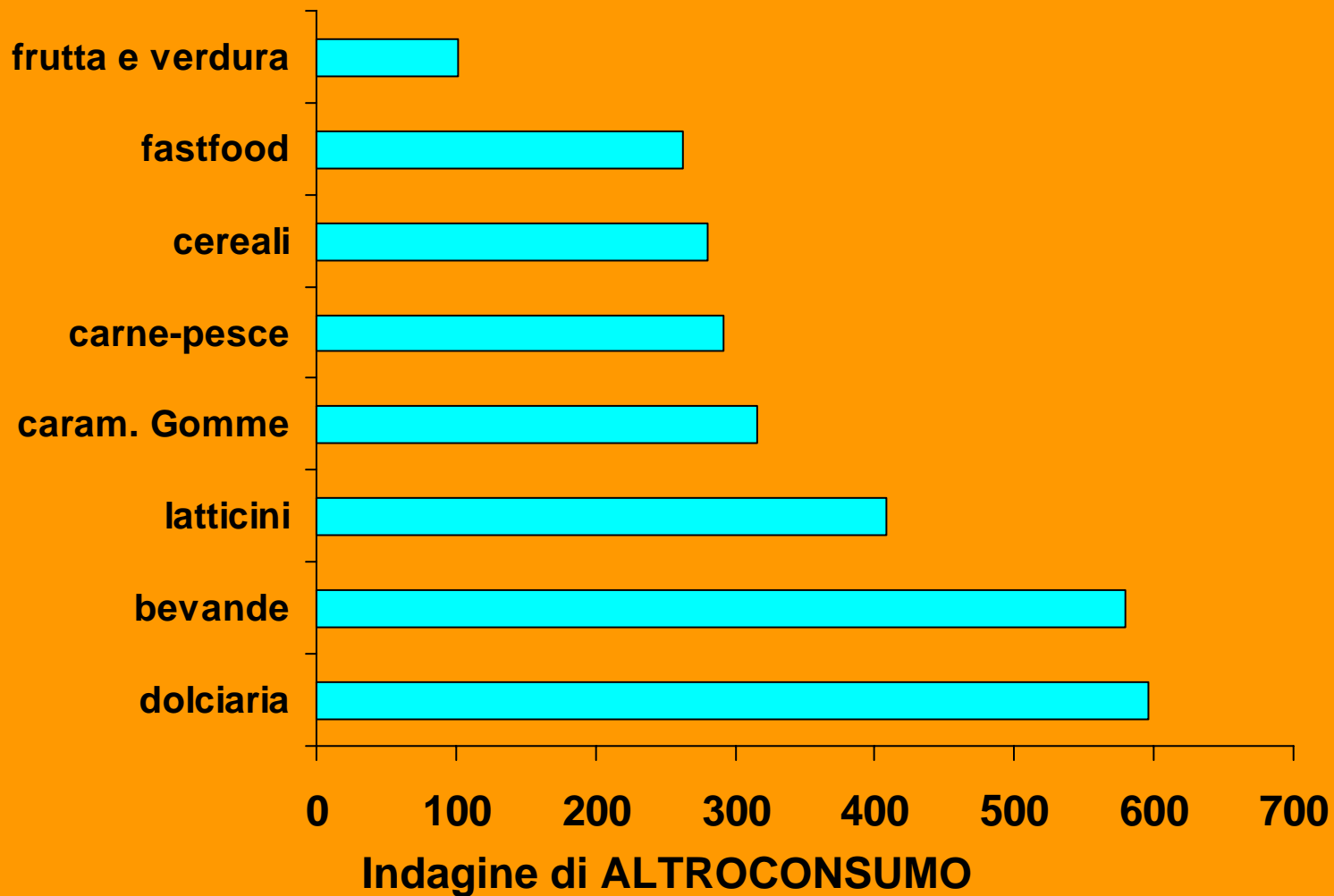
www.SuperSizeMe.com





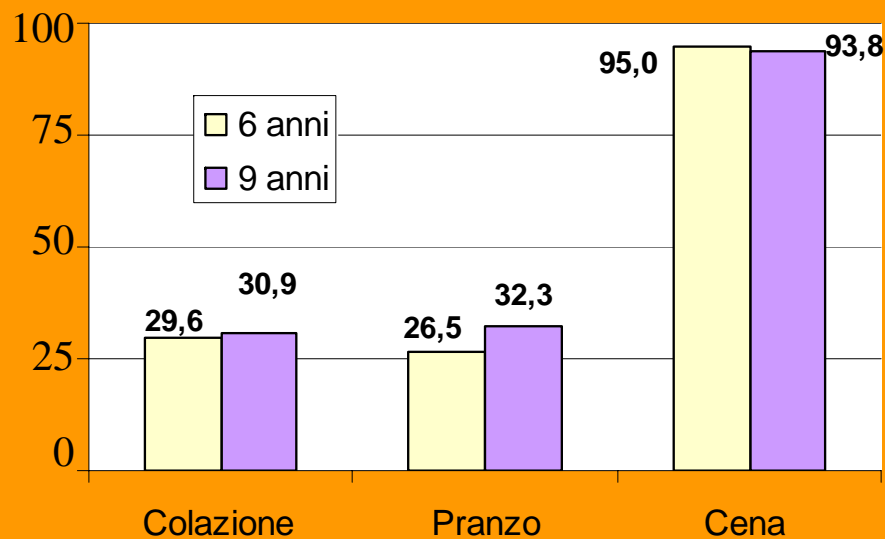
**Più di un quarto
della torta pubblicitaria
riguarda gli alimenti**

N° passaggi pubblicitari al giorno per categoria di alimenti

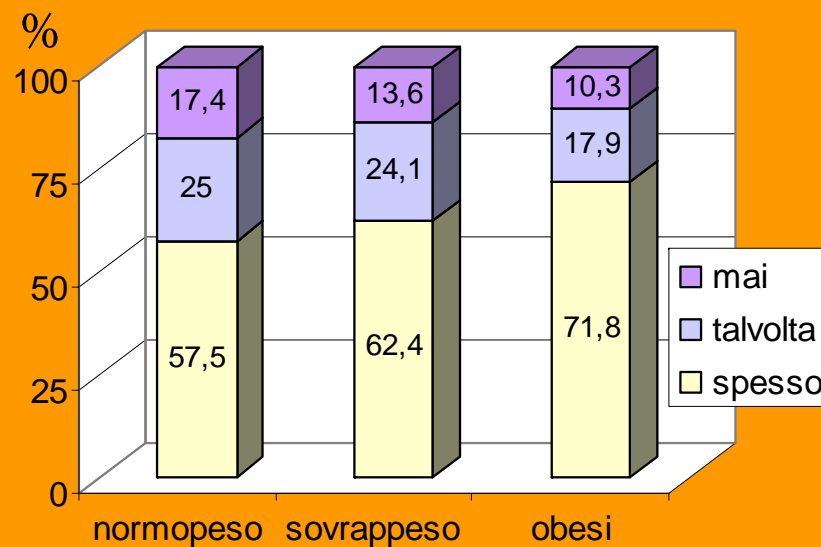


Quando si riunisce la famiglia a tavola

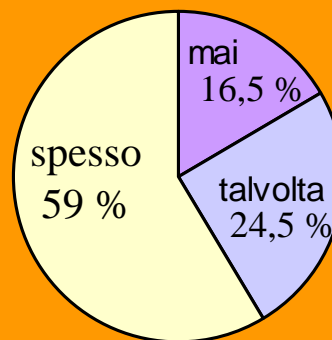
% casi



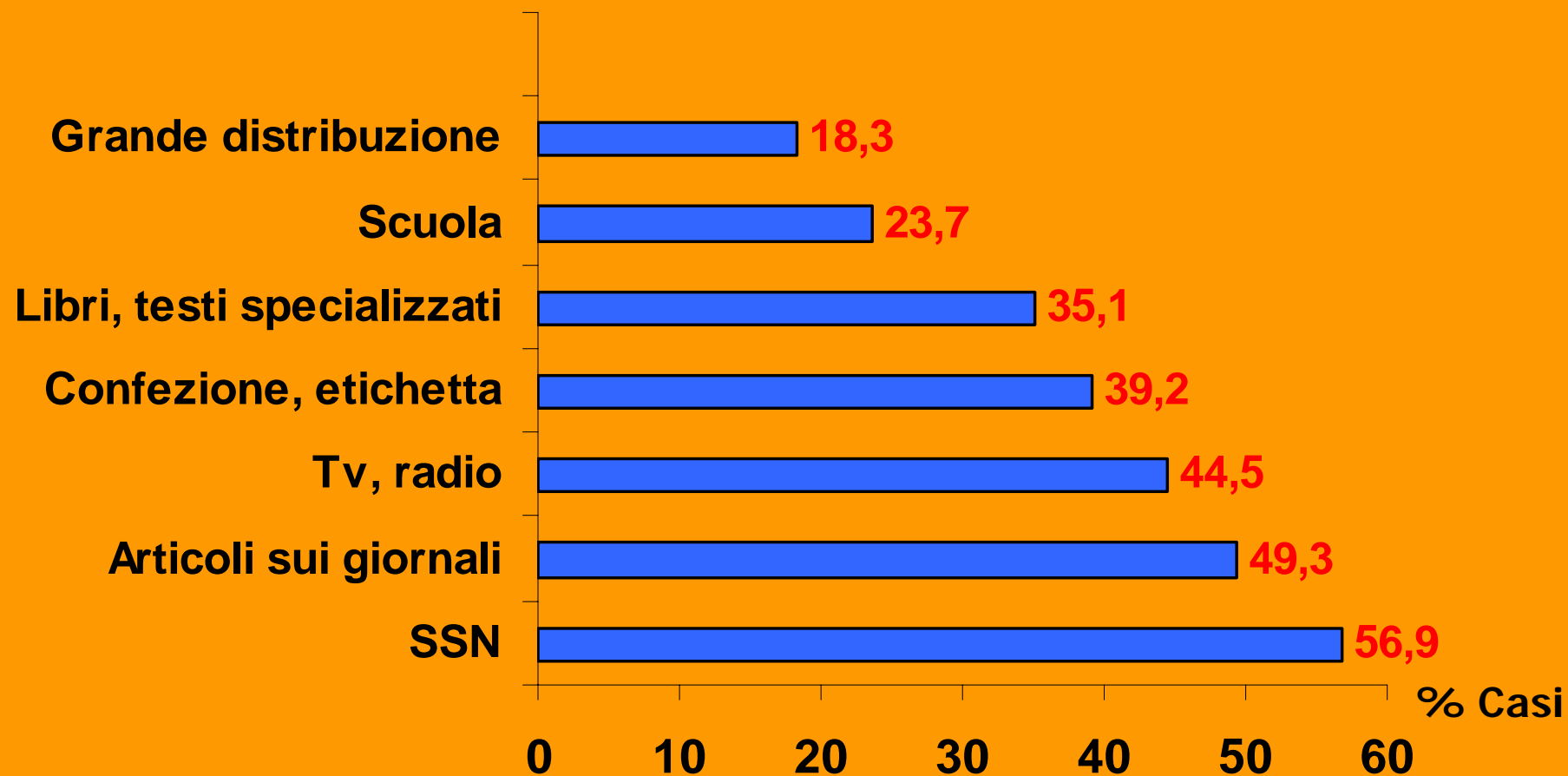
TV accesa durante i pasti e stato nutrizionale



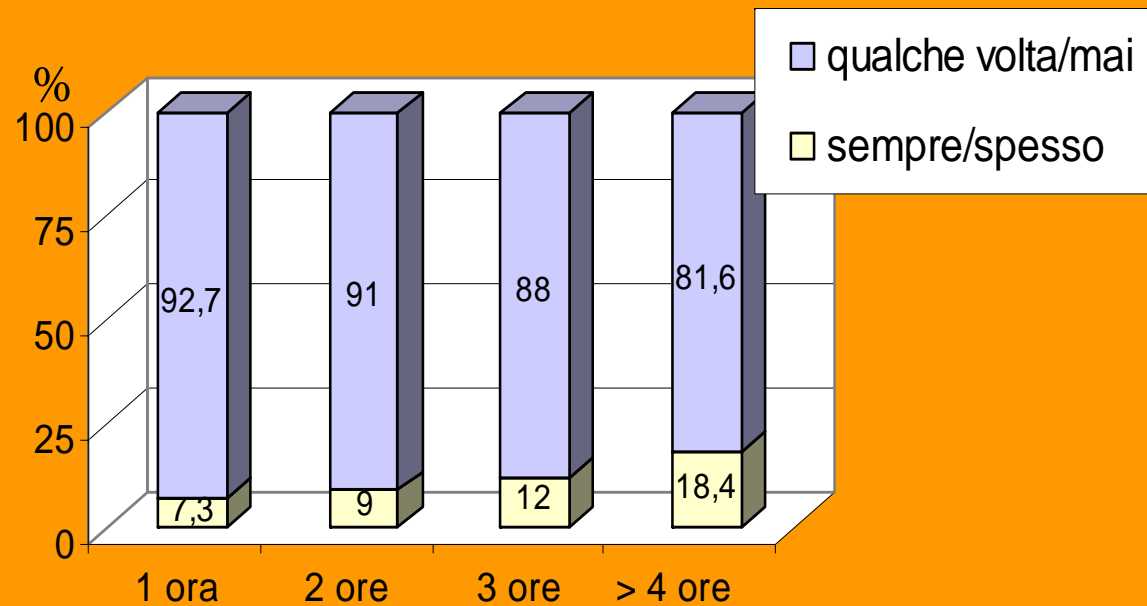
TV accesa durante i pasti



Principali fonti di informazione per le famiglie in tema alimentare



Ore TV e richiesta di comprare cibi pubblicizzati in TV



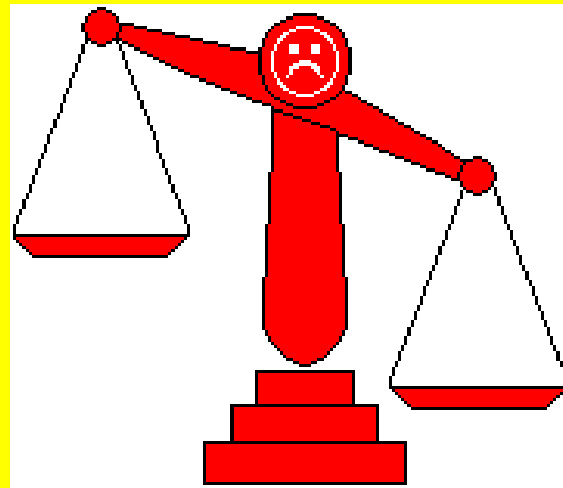
**Ore Tv
al giorno**

1 ora	26,1%
2 ore	46,8%
3 ore	18,0%
> 4 ore	9,1%

BILANCIO ENERGETICO

Entrate:

- alimenti
- bevande

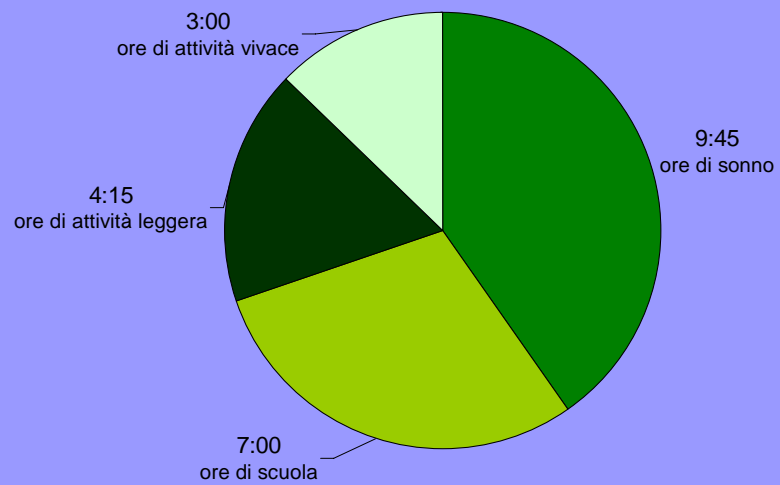


Uscite :

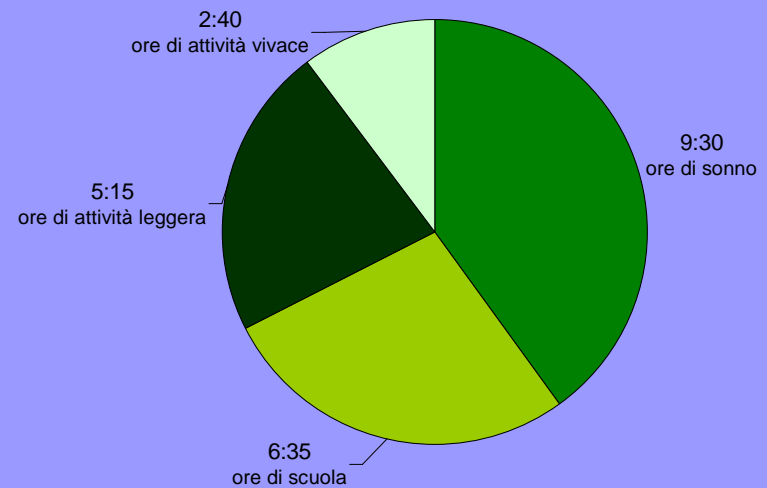
- metabolismo basale
- termogenesi
- attività motoria

Giornata tipo del bambino

bambini di 6 anni



bambini di 9 anni

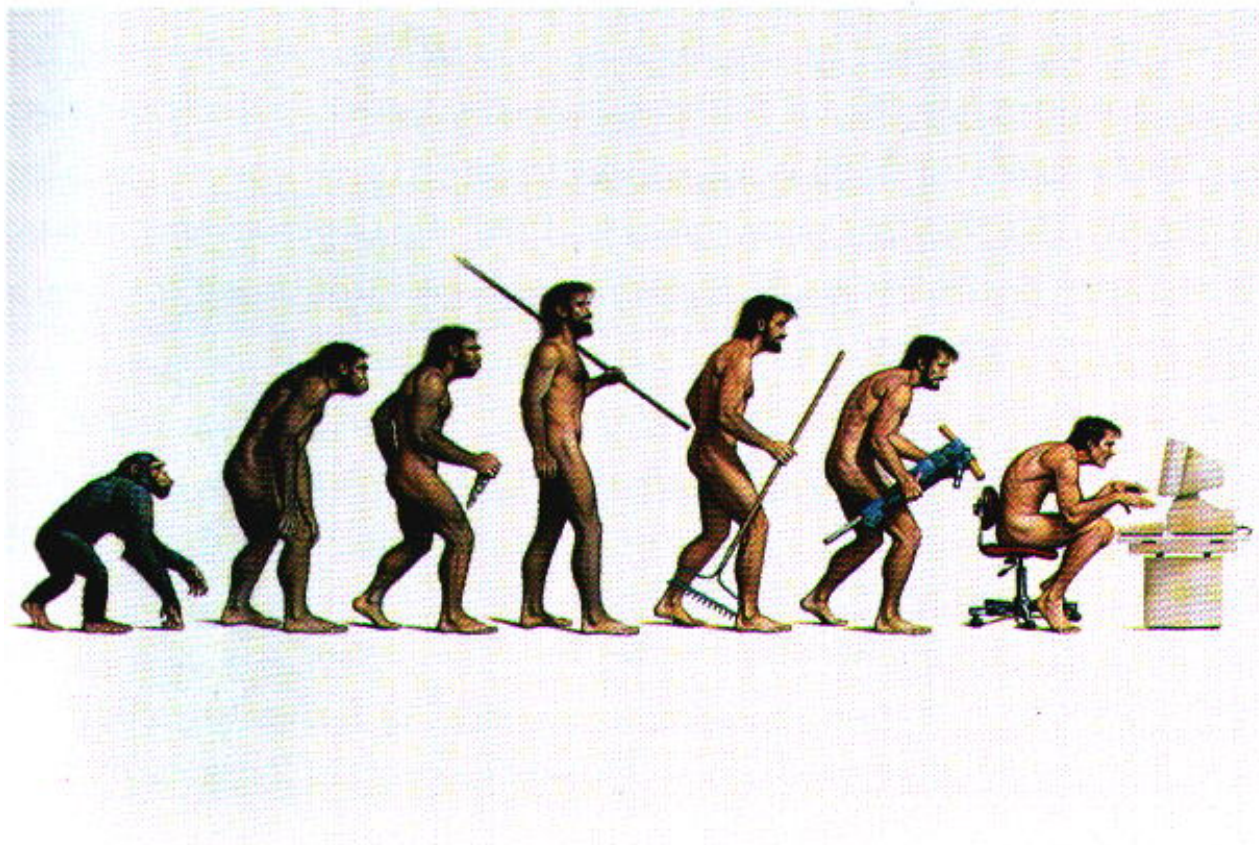






L'OMS raccomanda negli
adulti di svolgere
almeno 30 minuti al
giorno di attività fisica
moderata/intensa

Evoluzione?

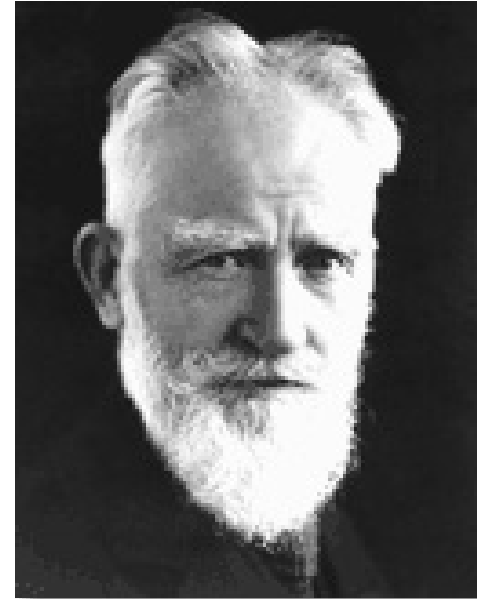






Cambiare il proprio comportamento...è facile?

“Le cose migliori
della vita
o sono immorali
o sono illegali
o fanno ingrassare”



G.B. Shaw

Profilo alimentare (6 anni)

Abitudinario
19%



Onnivoro
29%



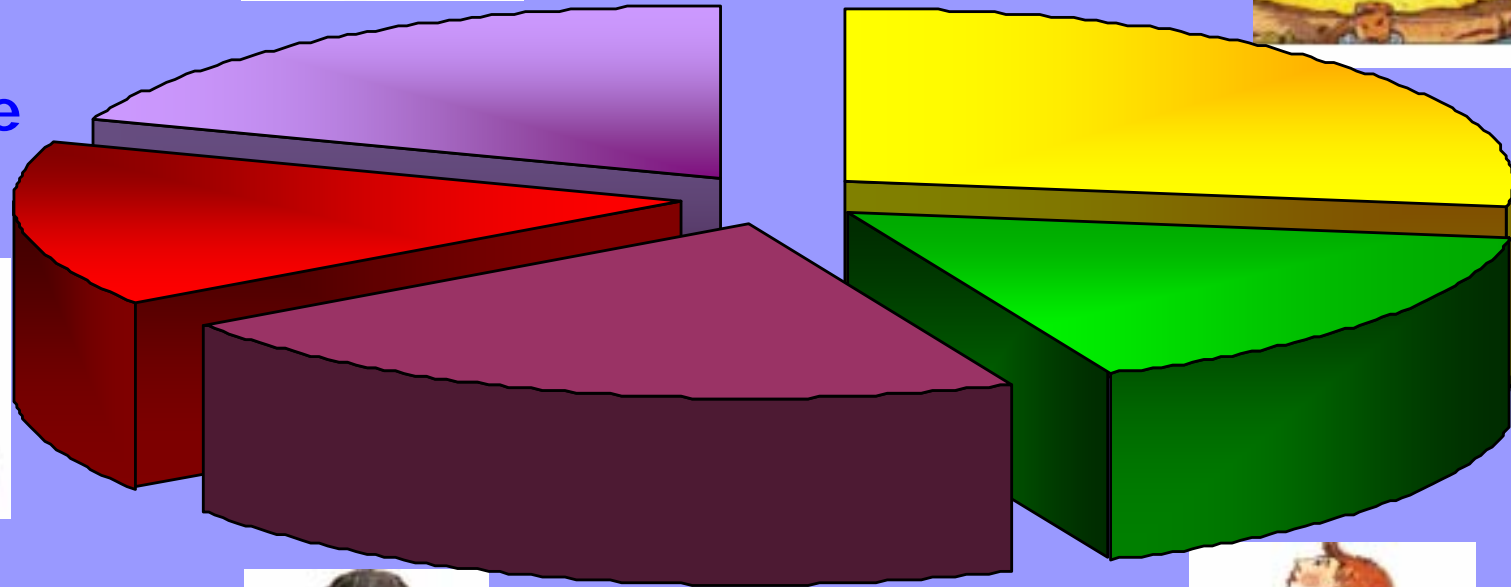
Golosone
14%



Spiluccatore
22%



Disappetente
16%



Prevenzione obesità infantile

**Possibile tramite interventi precoci
ed universali**

Mangia Giusto Muoviti con Gusto
A.S. 2007/2008 – 3° Giornata

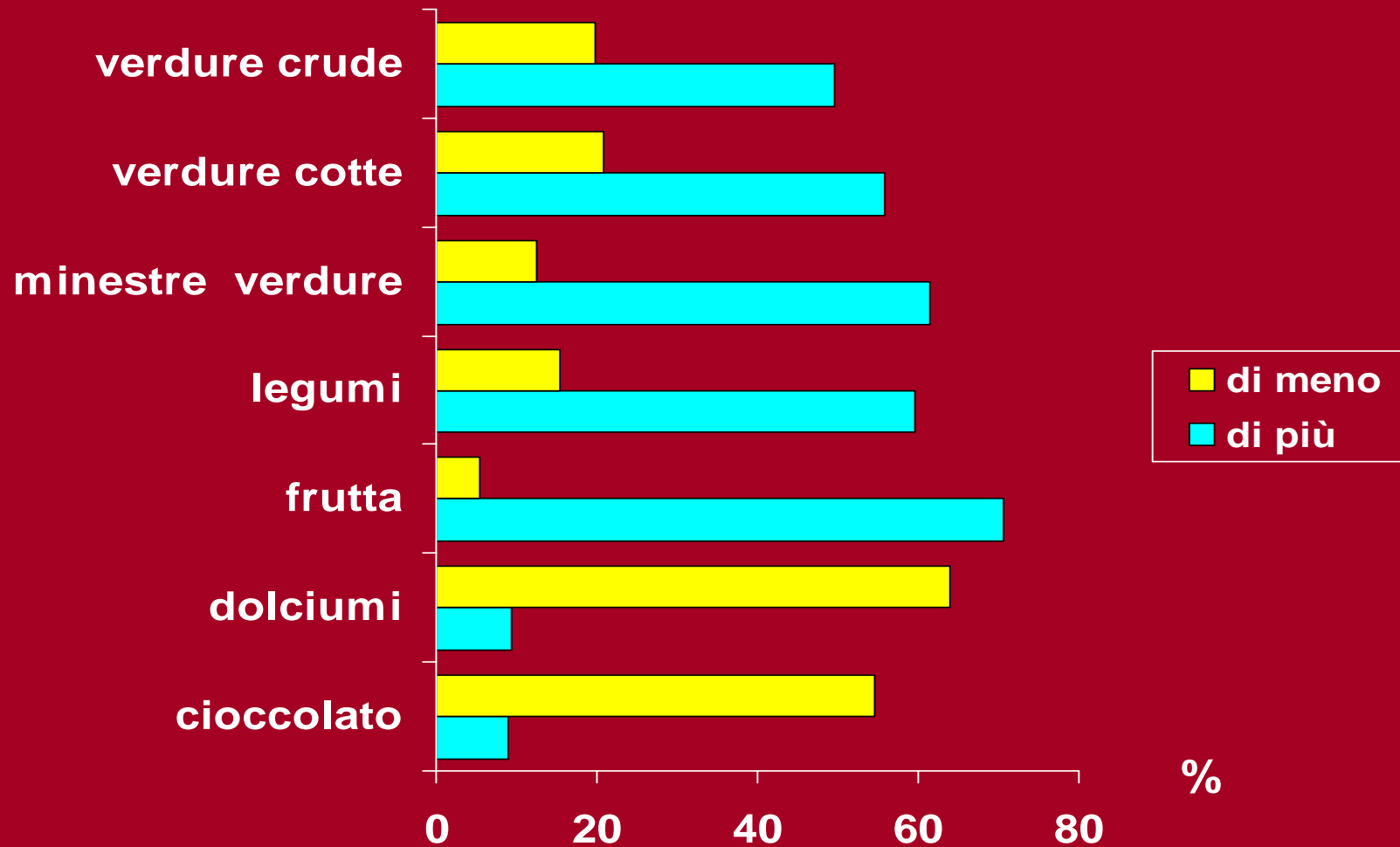
***Le conoscenze e le
competenze di bambini e
genitori***

Servizio Igiene degli Alimenti e della Nutrizione

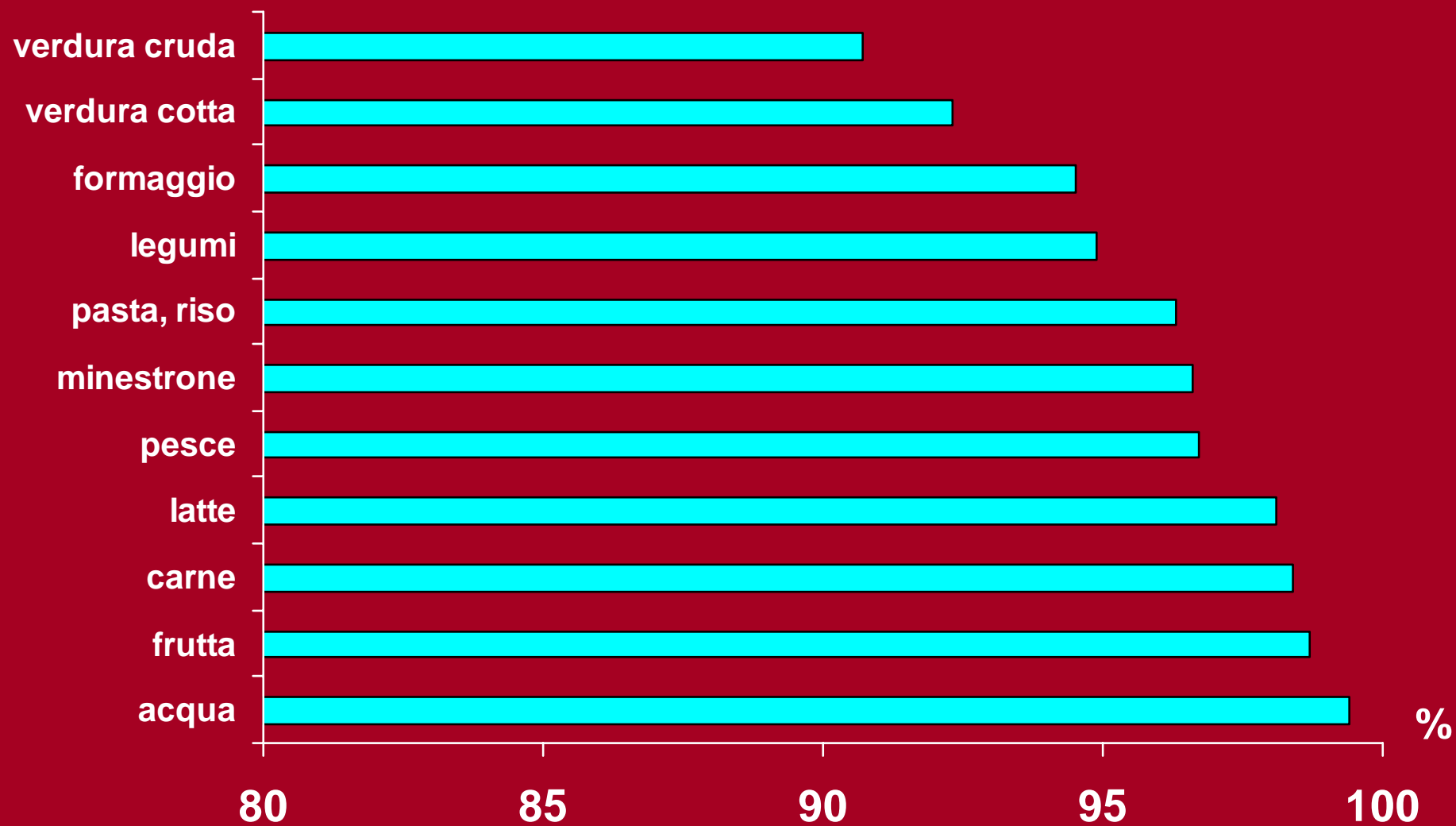
Quanto pensi di sapere sulla nutrizione? (9 anni)

So molto	6,1%
So alcune cose	20,9%
So poco	62,9%
Non so nulla	10,1%

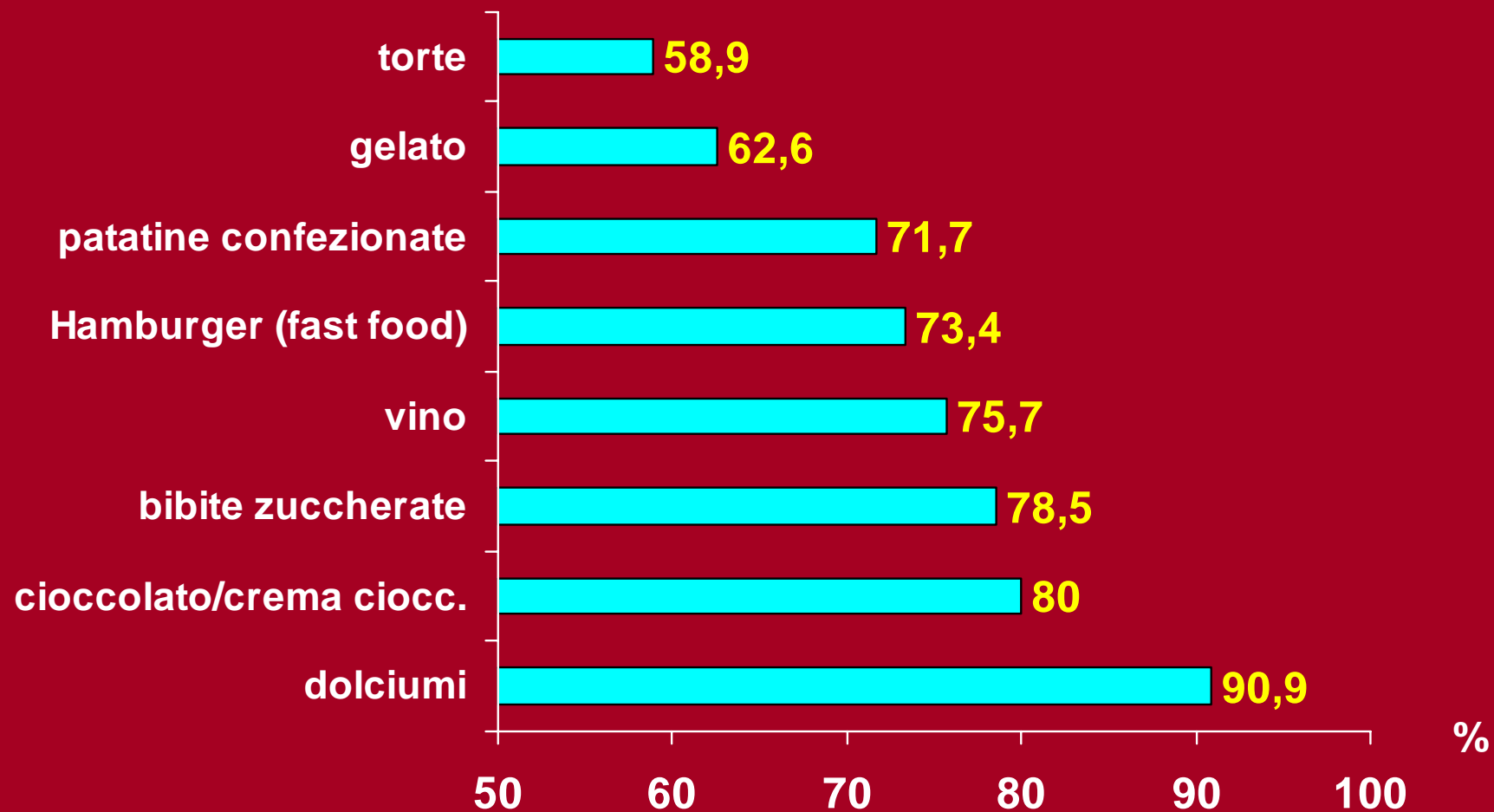
Penso che dovrei mangiare...(9 anni)



I cibi che fanno bene alla salute (9 anni)



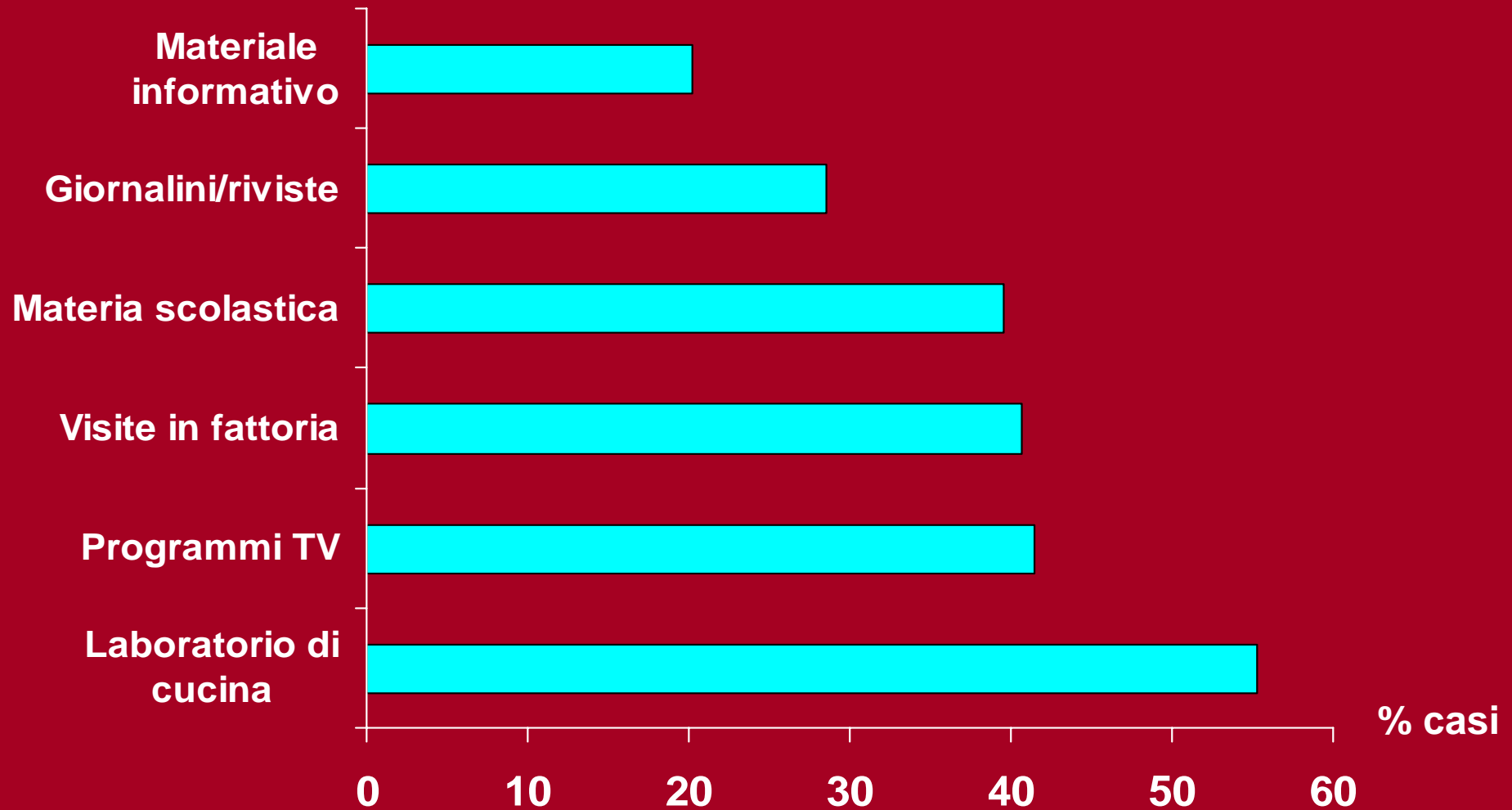
I cibi che non fanno bene alla salute (9 anni)



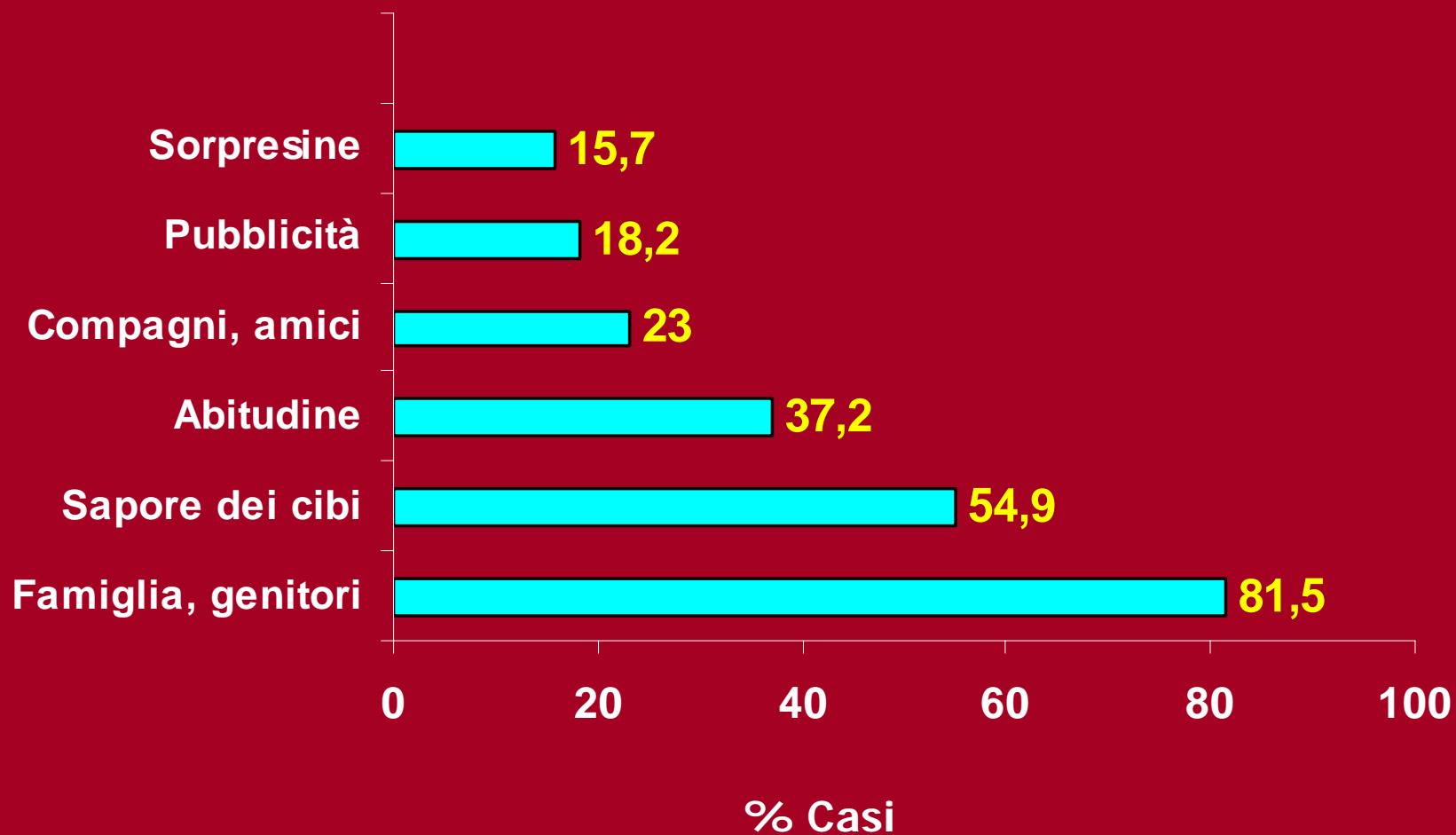
La Piramide delle Conoscenze



Come ti piacerebbe imparare la nutrizione?



Ti fai guidare nell'alimentazione da.... (Bambini di 9 anni)



Principali fonti di informazione in tema alimentare



