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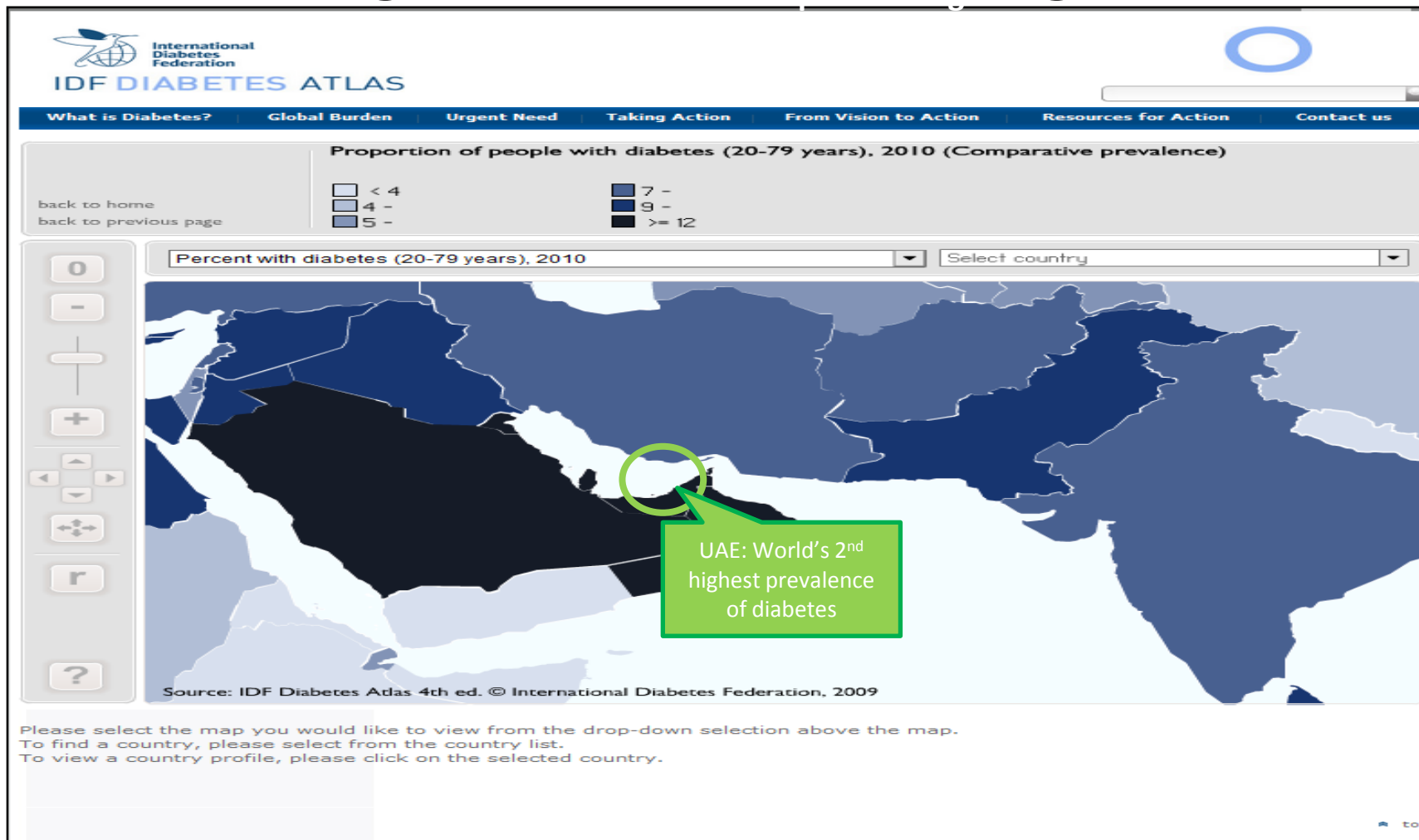
# Promoting Healthy Eating The Challenge and The Opportunity

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Manager Non Communicable Disease*

*HAAD*



# Abu Dhabi's greatest health challenge



# The Weqaya Screening showed concerning levels of obesity and diabetes

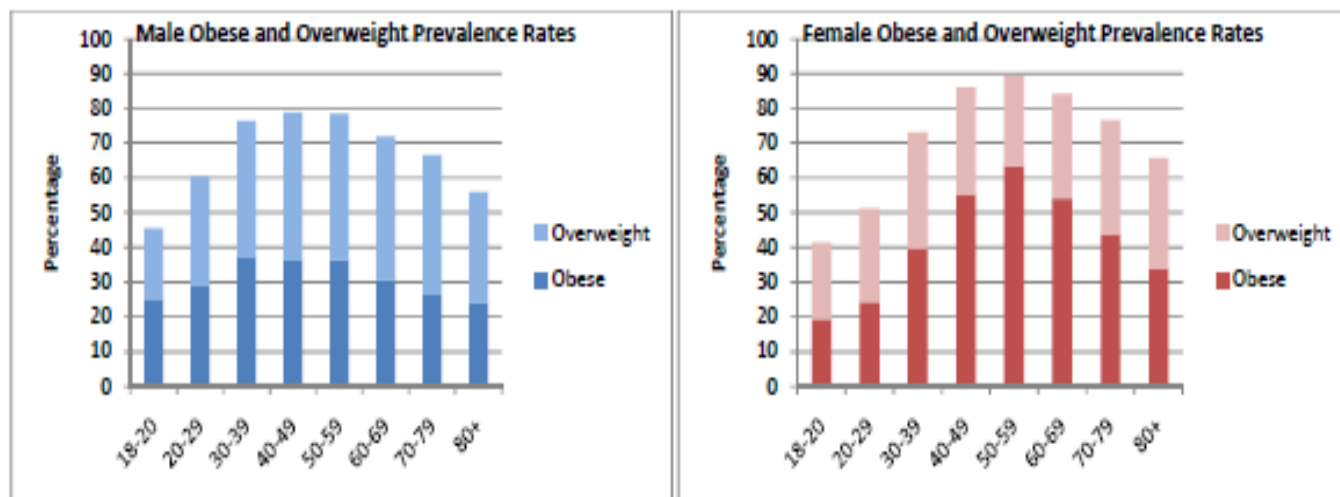


Figure 1. A comparison of rates of Obesity and Overweight for males (overall 68.64%) and females (overall 66.87%)

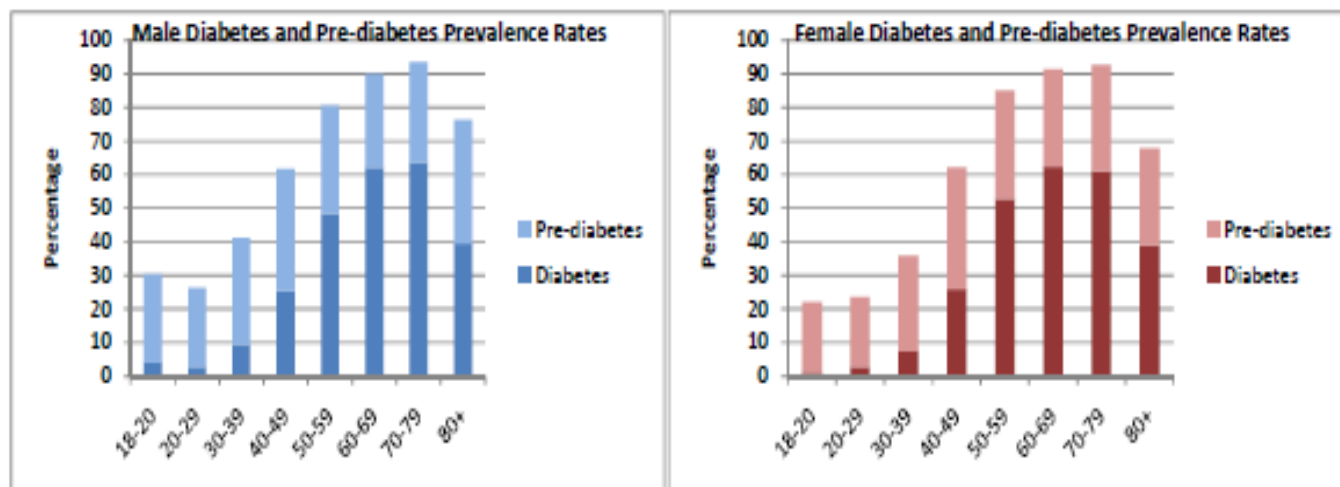
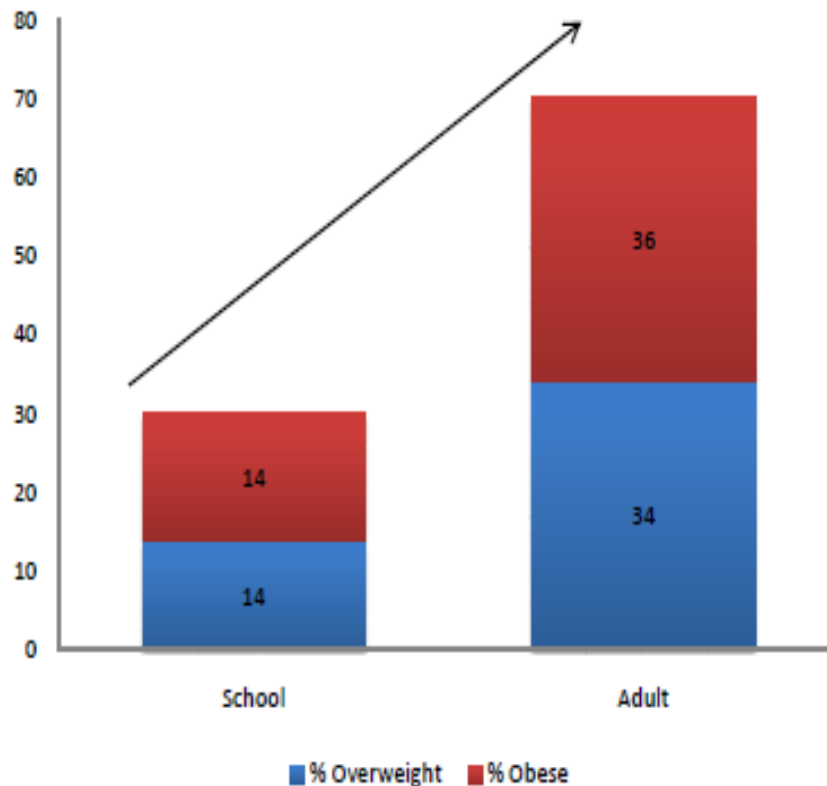


Figure 2. A comparison of rates of Diabetes and Pre-diabetes for males (overall 43.9%) and females (overall 43.2%)

Source: Weqaya Data; n=173,000 Nationals

# Obesity in Abu Dhabi – a concerning picture



- The upwards trend in obesity with age is very concerning
- One in three school age children is overweight or obese
- This affects their growth, development, academic achievements and self esteem
- Research has shown that 70% of overweight adolescents become overweight or obese adults
- It is imperative that we act now to address this trend

Data sources:

School: HAAD School Health Data Reporting, 2010/2011. n=84,000

Adult: HAAD Weqaya Data, 2009-2010 (nationals only). n= 173,000





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## What can we do?

- *Children:* early prevention of weight problems to avoid the ‘conveyor-belt’ effect into adulthood, with the focus on children part of government’s “duty of care” to minors
- *Promoting healthier food choices* - reducing the consumption of foods that are high in fat, sugar and salt and increasing the consumption of healthier food such as fruit and vegetables
- Regulation of food (Laws and policies to regulate food safety, food content , food labelling )



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- *Regulation on advertising for unhealthy food and encouraging advertising for healthy options.*
- *Creating incentives for better health* - increasing the understanding and value people place on the long-term impact of decisions
- *Personalised advice and support* - complementing preventative care with treatment for those who already have weight problems



## The Health of our children is public health priority

- ❖ Children are becoming increasingly vulnerable to overweight and obesity around the world.
  - According to the International Obesity Task Force, one in ten school-age children worldwide are overweight, a total of 155 million.
  - In the US, overweight adolescents have a 70% chance of becoming overweight or obese adults. This increases to 80% if one or more parent is overweight or obese.
- ❖ We are facing a similar challenge in Abu Dhabi
  - 68% of adults screened in the Weqaya program were overweight or obese
  - Currently, almost 1 in three school children in the Emirate of Abu Dhabi are overweight or obese with 14% classified as overweight and 14% obese
  - 28.7% of students have anemia and studies have shown that 10% of this is related to diet



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## Evidence-based methods of promoting healthy weight in children

- *Breastfeeding*
- *Targeted support for at risk families*
- *School-based prevention (including activity, nutrition, reduced soft drink consumption and education to reduce TV viewing)*
- *Reduced consumption of HFSS foods e.g. through reformulation and clear labelling*
- *Reduced HFSS advertising*
- *Community interventions to improve physical activity at all ages*





# School Canteen Guidelines 2011/2012



- Increase the amount and variety of fruits, vegetables, and whole grains
- Set a minimum and maximum level of calories
- Focus more on reducing saturated fat, sugar and sodium

معايير المقاصف المدرسية في إمارة أبوظبي  
العام الدراسي ٢٠١١ - ٢٠١٢

الإمارات العربية المتحدة  
٣٠ مايو ٢٠١١

مجلس أبوظبي للتعليم  
Abu Dhabi Education Council  
التعليم أولاً Education First

جهاز أبوظبي للرقابة الغذائية  
Abu Dhabi Food Control Authority

هيئة الصحة - أبوظبي  
HEALTH AUTHORITY - ABU DHABI





هيئة الصحة - أبوظبي  
HEALTH AUTHORITY - ABU DHABI



## *Eat Right and Get Active Campaign Overview*

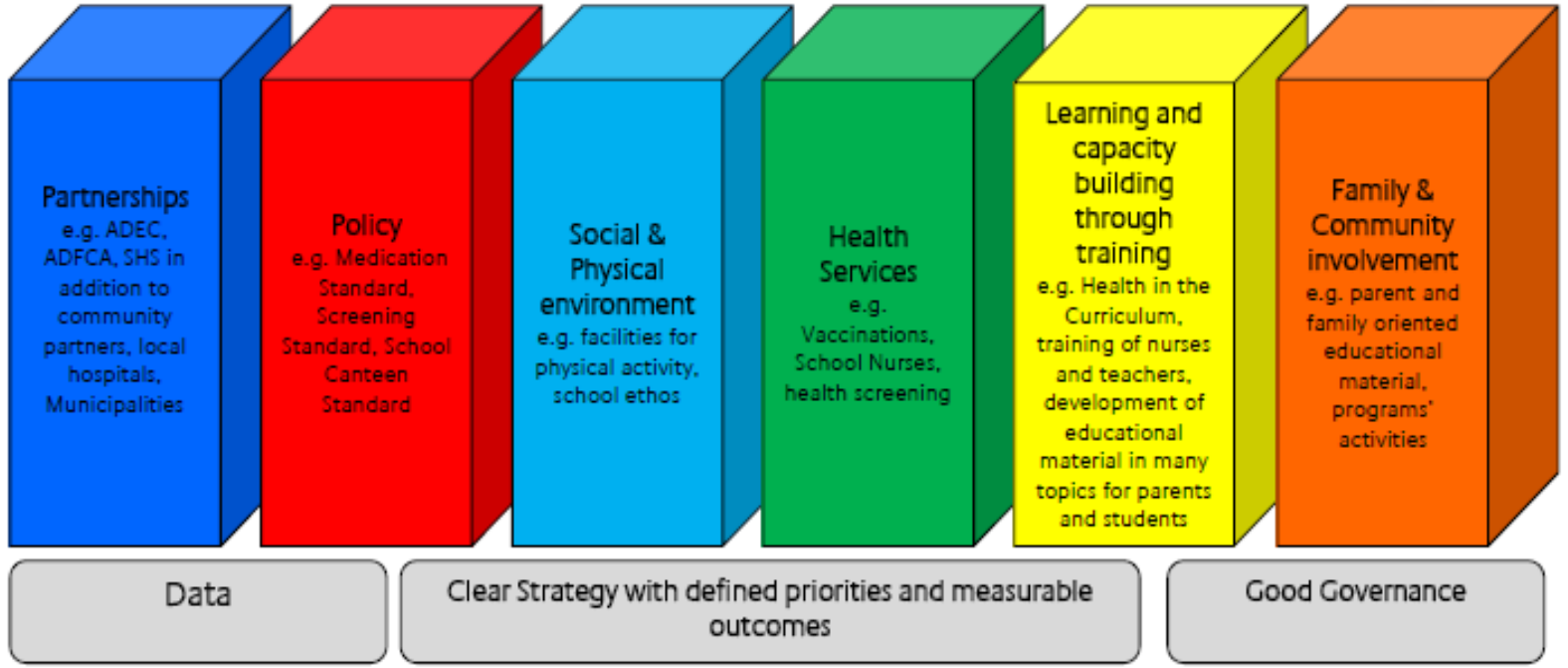




# The Schools for Health framework is based on global best practice



Healthy kids, healthy lives



[www.haad.ae](http://www.haad.ae)



# Campaign objectives

- Increase awareness and knowledge regarding Healthy Eating, for grades 1-5 during 2011-2012 academic school year.
- Promote appropriate physical activity for school children during PE class's, recess time and after-school activities.
- Provide practical steps for children, adolescents and parents to eat a healthy diet and do enough physical activity, and create opportunities for students and their parents to implement the knowledge and skills they have learned.
- Encourage and enable schools to engage students and their guardians' to participate in maintaining their health and well being.
- Create a cultural and behavioral change towards eating a healthy diet and being physically active.

The Eat Right & Get Active Campaign was launched in Jan 2011

Eat Right & Get Active



The poster features a central image of a young boy in a white thobe and a young girl in a red dress standing next to a basket of fresh vegetables. To the left is a large graphic of a green house with a red roof, where the roof and walls are made of various fruits and vegetables. The house is divided into five vertical sections, each with a label in Arabic and English: 'Fruits' (فواكه), 'Vegetables' (خضراوات), 'Grains' (حبوب), 'Milk Low Fat' (الحليب قليل الدسم), and 'Yogurt Low Fat' (الزبادي قليل الدسم). To the right of the children is the 'eat RIGHT get ACTIVE' logo, where 'eat' is in green, 'RIGHT' is in large colorful letters, and 'get ACTIVE' is in blue and green. Below the logo are two buttons: 'EVALUATION TOOLS' with a question mark icon and 'DOWNLOAD MANUAL' in orange text. At the bottom right is a small image of a manual titled 'eat RIGHT get ACTIVE' with 'english' written below it. The Health Authority - Abu Dhabi logo is in the top right corner of the poster. A small circular logo with an apple is in the top left corner of the poster.

# Food labelling

## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

### Amount Per Serving

**Calories** 250      Calories from Fat 110

### % Daily Value\*

<b>Total Fat</b> 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
<b>Cholesterol</b> 30mg	10%
<b>Sodium</b> 470mg	20%
<b>Potassium</b> 700mg	20%
<b>Total Carbohydrate</b> 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Start here .. Look at the serving

Calories per serving

Reduce this

5% or less low  
20% or more high

Take more of  
this :D



# Campaign Overview

- The Eat Right & Get Active campaign was launched in January 2011
- Collaborative approach working with partners from ADEC, ADFCA and SEHA School Health Services (AHS)
- The campaign was run in 26 pilot schools for four months, and will then be rolled out to include more schools
- The *Eat Right and Get Active* Model is based on the WHO Health Promoting Schools model where the school is equipped and trained to identify the gaps in their school and form an action plan to address these gaps
- Schools were given a training manual and training. Interactive tools were developed and provided to schools to engage children in practicing healthy eating and physical activity behaviors.
- The food dome was adapted for the campaign which outlines the nutritional needs for children and adolescents
- The pilot schools were supported by a HAAD team of Health Promotion experts
- The schools completed the pilot and the post evaluation analysis is currently in process



# The roll out of the campaign will be conducted in 4 phases

## Monitoring and evaluation:

- Food frequency questionnaire
- School evaluation
- WHO Nutrition Friendly Schools



## Phase 1 – Pilot

### Objectives:

- Implement pilot by May 2011
- 26 pilot schools

### Approach:

- Campaign pilot launched on 4 January 2011
- 26 schools participating (public & private)
- Monitoring and evaluation of impact

## Phase 2

Roll out to 100 schools

### Objectives:

- Roll out to 100 schools in 2011/2012
- Expand to include more parent and community involvement

### Approach:

- Train and support schools with implementation
- Adapt pilot materials to be more cost efficient
- Monitoring and evaluation of impact
- Conduct community activities

## Phase 3

Roll out to 300 schools

### Objectives:

- Roll out to 300 schools in 2012/2013

### Approach:

- Train and support schools with implementation
- Monitoring and evaluation of impact
- Structured community involvement

## Phase 4

All interested schools

### Objectives:

- Roll out to all interested schools

## Manual & Training



## Program Evaluation Tools

**SELF-APPRAISAL TOOL (SAT)**  
Please complete the SAT with the most current information available and submit to the Get Right Get Active Campaigns Committee and Coordinating Team

**School Data Sheet**

1	State (city/town/village)	County
2	Baseline	Follow-up
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

**Healthy Eating**

		Availability	
		Yes	No
1	Does your school have a School Policy for Nutrition?		
2	Are you implementing the (MAD) and the Guidelines?		
3	Number of health education sessions per month		
4	Are you serving healthy snacks (nuts)?		
5	Are you using the following: - Food journals, - Nutrition knowledge quiz, - Food frequency survey?		
6	Other:		

**Tell us about the food you eat and the time you spend**

Fill in the space that apply to how you spend with you all week only

Name: \_\_\_\_\_  
Age: \_\_\_\_\_  
Grade: \_\_\_\_\_

Do you think the school could:

Improve: \_\_\_\_\_  
Be better: \_\_\_\_\_  
Be worse: \_\_\_\_\_  
Be the same: \_\_\_\_\_

How often do you eat these foods? (circle one)  
Always, Often, Sometimes, Never

How many times do you eat and what you eat




## Interactive Tools



# Sample of School Activities



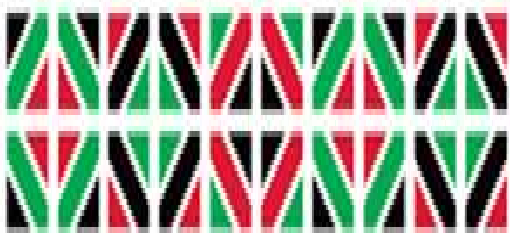
Total of 26 pilot schools

12 in Abu Dhabi

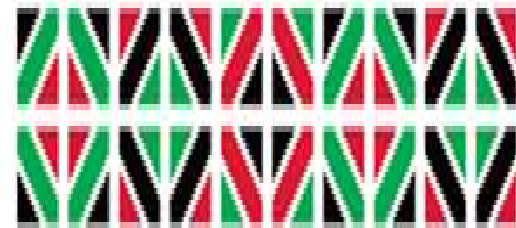
10 in Al Ain

4 in Al Charbiya





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*“We will either find a way...  
or make one!”*

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*Thank you*