

National initiatives



NAOS STRATEGY



Strategy for nutrition, physical activity and obesity prevention

- Was launched in 2005 by the Ministry of Health and Consumption together with Spanish Agency of Food Security and nutrition.
- Main objective: to raise awareness of the population regarding the obesity problems and to promote the initiatives and healthy life habits through healthy diet and physical activity practise.

Covers 5 areas:

- 1. School environment
- 2. Agreements with companies
- 3. Health sphere
- 4. Obesity observatory
- 5. Territorial actions

Aims at:

The strategy aims at creating a platform with all the actions which would help to reach the objective integrating the efforts and participation of all the components of the society: public administration, experts, private companies, consumers and all the population.

The scope of action of the strategy is multiple: the family, school environment, companies and health system.

1. School environment:



- The program PERSEO was launched in 2006 and consists of simple interventions in the schools promoting healthy habits and also involving the families.
- The program is directed to the primary schools pupils, between 6 and 10 years old and includes interventions in 67 selected schools in autonomous communities of: Andalucía, Canarias, Castilla y León, Extremadura, Galicia, Murcia y Ceuta y Melilla.

Main objectives of the program:

- To promote the acquisition of healthy habits between the school pupils and encourage physical activity
- Raise awareness
- Create the school and family environment which would promote equilibrate diet

- In numbers:
- The program is coordinated by 2 Ministries, 6 autonomous communities, 12 departments, 2 autonomous cities, 64 primary schools, and reaches about 14.000 pupils. Various publications, leaflets and posters. 500 professionals.

2. Naos and the companies

The idea of the initiative: encouraging the big food industries like hotel industry, restaurants etc. to develop and promote more healthy products which contribute to the healthy and equilibrate diet.

PAOS code of auto regulation:

The initiative includes the regulation of the way food is being advertised in the media and especially when is directed to children.

Commitment of the companies

- Agreements signed between Ministry of Health and Consumption, AESAN and various organizations and companies with the main compromise to contribute in promotion of healthy habits and prevention of obesity:
- Agreement between Ministry of Health and Consumption and Spanish Association of Distributors and supermarkets;
- Agreement between Ministry of Health and Consumption and National Association of big distributors;
- Agreement between Ministry of Health and Consumption and Spanish Confederation of bakery organizations;
- Agreement between Ministry of Health and Consumption and Spanish federation of food and drink industries;
- Agreement between Ministry of Health and Consumption and Spanish federation of hotel industry

PAOS CODE: publicity and marketing

- The code was signed by 36 major Spanish companies which represent more than 75% of the publicity in the area. The code came into effect in the 15th of September, 2005 with the objective that the publicity on food directed to the younger population has the capacity to promote the healthy life style.
- The scope of the application of the code is especially directed to the advertising of food products to the younger than 12 years.
- The monitoring commission:
 - Periodically evaluates the application of the Code.

36 companies compromised to follow the Code:

- Acesur Grupo
- Aguas de Fuensanta, S.A.
- Arteserena, S.L.
- Bimbo, S.A
- Burger King España
- Cadbury Schweppes Bebidas de España, S.A
- Campofrío Alimentación, S.A
- Casa Tarradellas, S.A
- Clesa, S.A
- Compañía de Bebidas Pérsico, S.L
- Compañía de Servicios de Bebidas Refrescantes, S.L.
- Corporación Alimentaria Peñasanta, S.A
- Danone, S.A
- Ebro Puleva
- Ferrero Iberica, S.A.
- Gallina Blanca, S.A
- Grupo Leche Pascual, S.A
- Heinz Ibérica, S.A
- Kellogg´s España, S.L
- Kraft Foods España, S.A.U
- La Bella Easo, S.A
- Lácteas García-Baquero, S.A
- Master Foods Effem España
- McDonald´s Sistemas de España, Inc
- Migasa
- Nestlé España, S.A.
- Nutrexpá, S.A
- Panrico, S.A
- Pescanova Alimentación, S.A
- Snack Ventures, S.A
- Sovena
- Unilever Food España, S.A
- United Biscuits
- Hero España, S.A
- Industrias y Promociones Alimenticias, S.A
- Jealsa Rianxeira, S.A

3. Territorial actions: Spreading and sharing initiatives, plans and campaigns taken by autonomous communities.

1. Basque Country initiative: the strategy of healthy life
2. Catalonia initiative
3. Madrid initiatives

References:

- <http://www.naos.aesan.msps.es/> (Website of the Naos strategy)