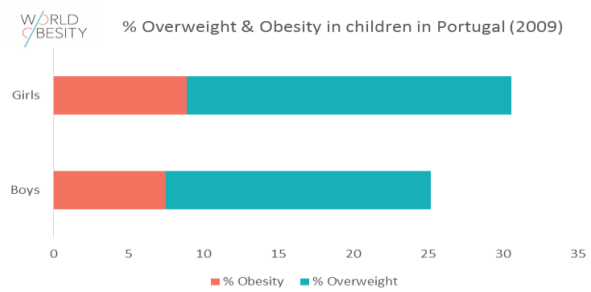
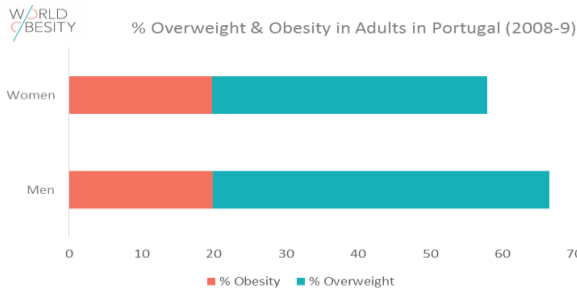


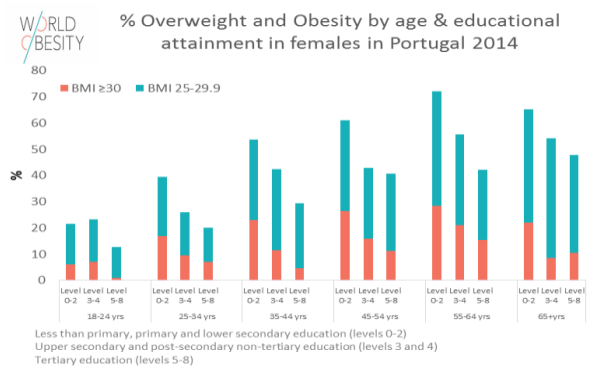
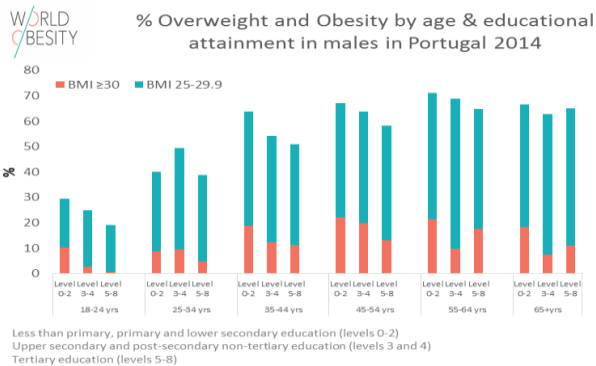
POPULATION: 10,349,803

GINI INDEX: 36.04

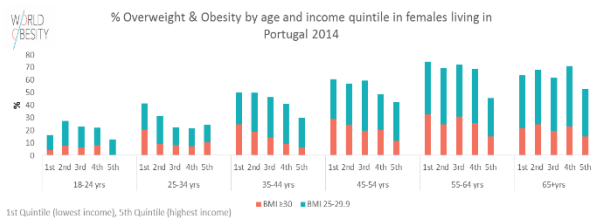
General Prevalence



By Age & Education



By Age & Income

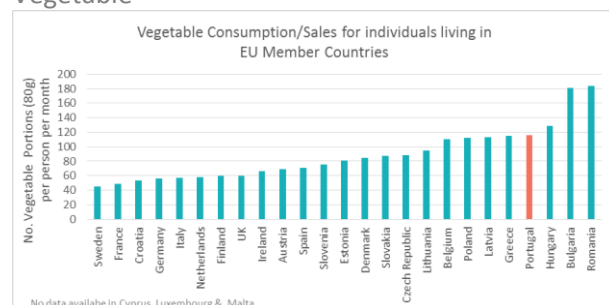


Drivers

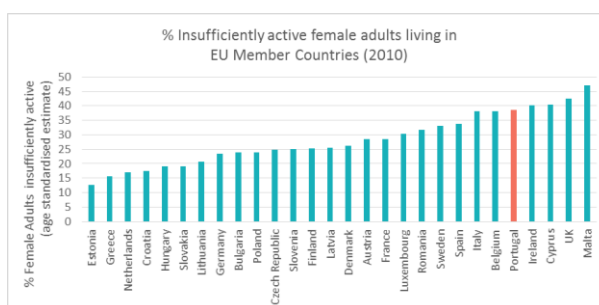
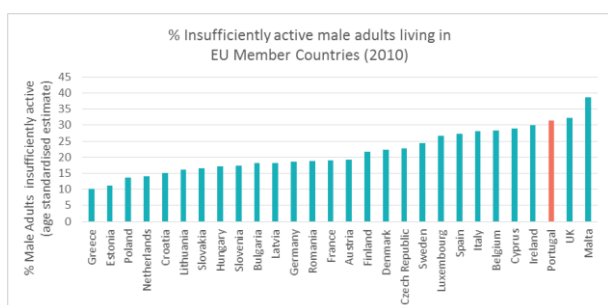
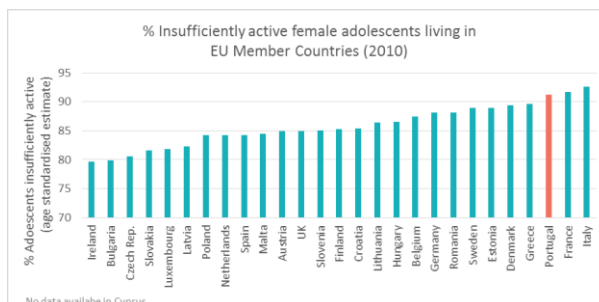
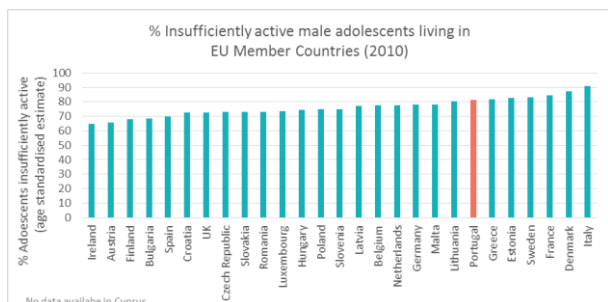
Sugar



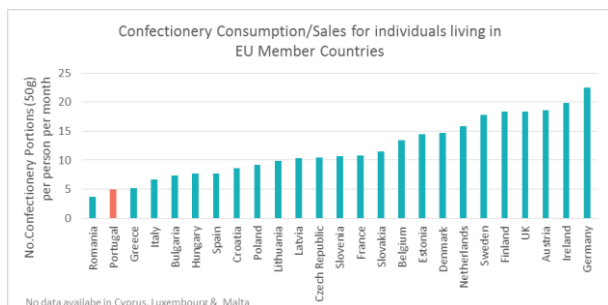
Vegetable



Insufficient Activity

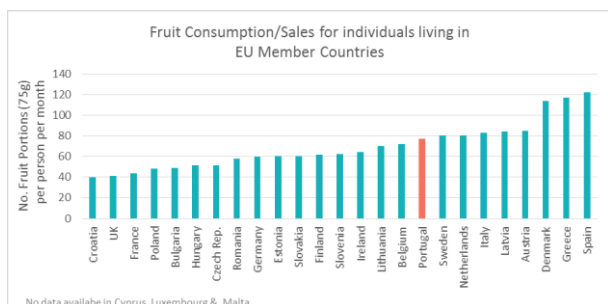


Confectionery



Sweet & Savoury Snacks

Fruit

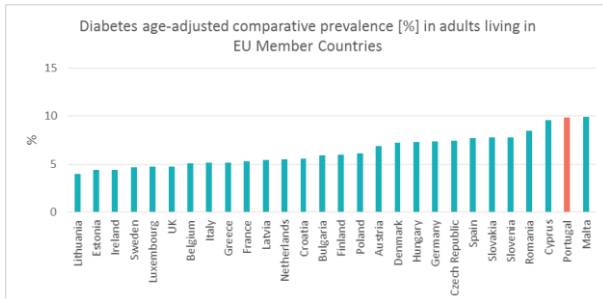


Soft Drinks

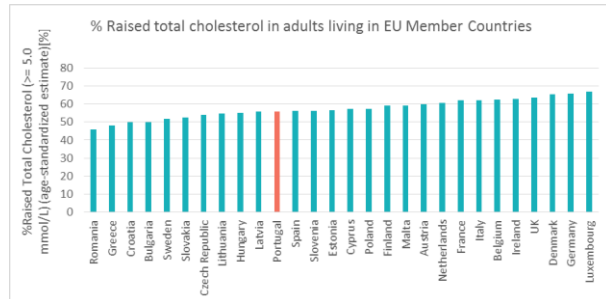


Impact

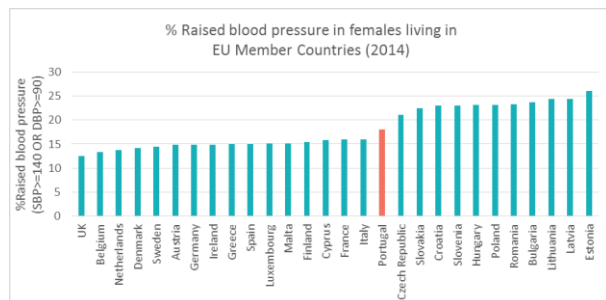
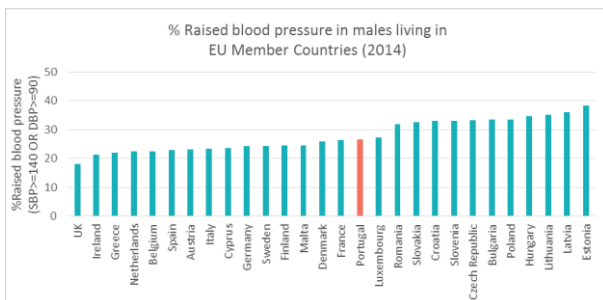
Diabetes (Type I & II)



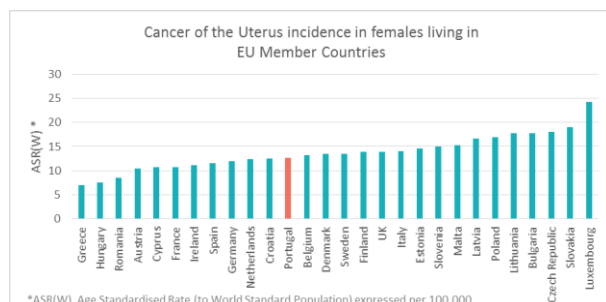
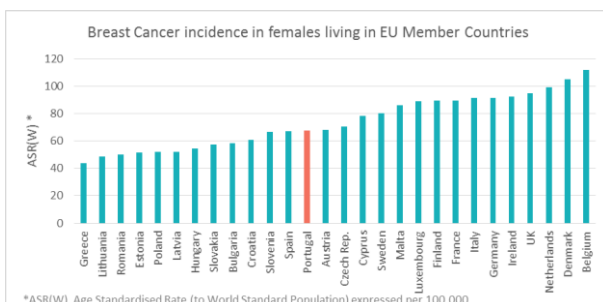
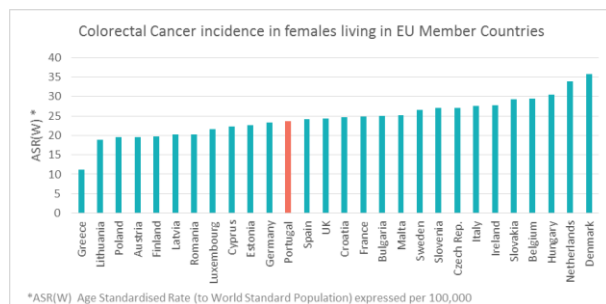
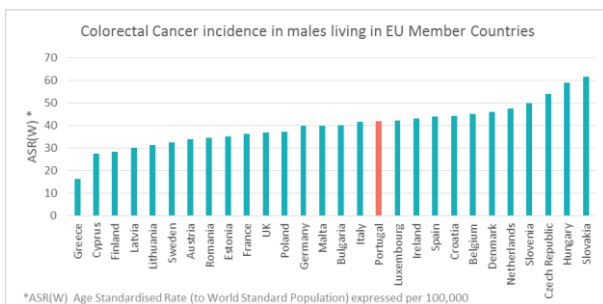
High Cholesterol



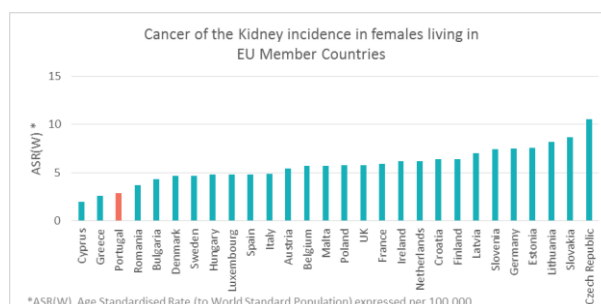
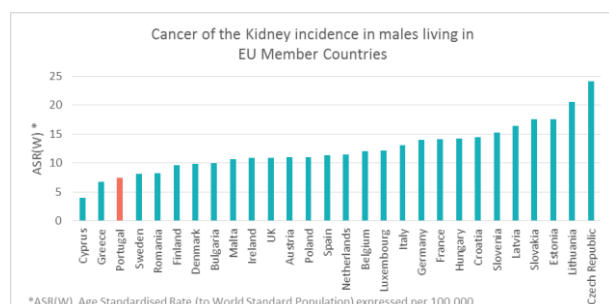
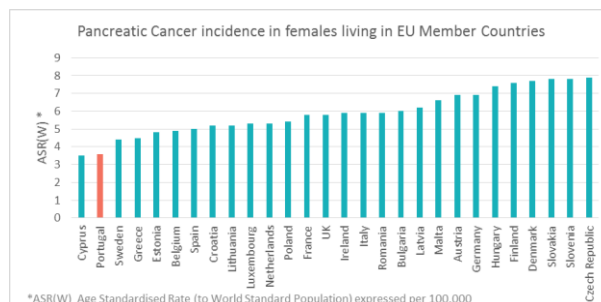
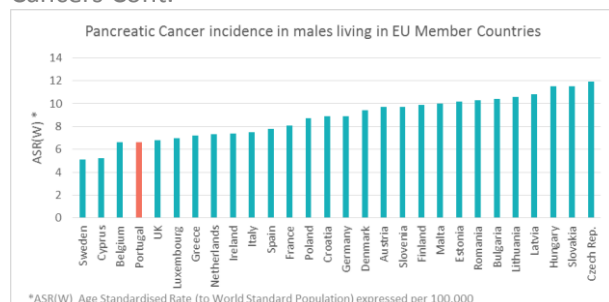
Raised Blood Pressure



Cancers



Cancers Cont.



Policies & Interventions

<u>LUTA POR TI</u>	One of the European Youth Tackling Obesity (EYTO) projects, the campaign title translates as ‘fight for yourself’ and is about taking the power and responsibility for your lifestyle choices. It is a campaign created by and for the young people and was launched via Facebook and Media (CNE Magazine), which they use to post content like; “Hoje o Cozinheiro Sou Eu”, “Soup Contest” and “National Fighting Obesity Day”; tips and news.
<u>EPHE (EPODE for the Promotion of Health Equity)</u>	The EPODE project enables communities to implement effective and sustainable strategies to prevent childhood obesity. Its philosophy includes a positive, step-by-step approach tailored to the needs of all socio-economic groups. Launched in 2012, the project aims to reduce socio-economic inequities linked to health-related behaviour of families in 7 European countries over three years.
<u>National Programme for the Promotion of Healthy Eating (PNPAS)</u>	The National Programme for the Promotion of Healthy Eating (Programa Nacional para a Promoção da Alimentação Saudável) aims to improve the nutritional status of the population, encouraging physical and economic availability of food constituents of an eating pattern and create the conditions so that the population understand and integrate them into their daily routines.
<u>Food Industry Commitments on Diet, Physical Activity and Health: Advertising and marketing directed at children</u>	Food Industry Commitments on Diet, Physical Activity and Health: Advertising and marketing directed at children (Compromissos da indústria alimentar sobre Alimentação, Actividade Física e Saúde: Publicidade e Marketing dirigidos a Crianças)
<u>Code on marketing food and non-alcoholic beverages to children</u>	Code on marketing to children
<u>WHO European Action Network on reducing marketing pressure on children</u>	Currently 28 countries participating in the WHO European Action Network on reducing marketing pressure on children, all of which have a joint interest in finding ways to reduce the marketing pressure of high salt, energy-dense, micronutrient-poor foods and beverages towards children
<u>The National Programme against Obesity 2005-2009</u>	The Program’s objective is to reverse the increase in the prevalence of pre-obesity and obesity in Portugal. It is divided into 4 main strategies, prevention, therapy and surgical treatment, training of physicians, nutritionists and professionals concerned with physical activity; gathering and analyzing information on the trends and prevalence of obesity and monitoring of program implementation.

<u>The Code of Good Practice in Commercial Communication to Children</u>	A self-regulatory code that has specific rules for the food and drink sector, addressing the use of celebrities and well-known characters and marketing targeting younger schoolchildren.
<u>Project Obesity Zero (POZ)</u>	A community family-based programme based in 5 Portuguese municipalities that tackle childhood obesity through a set of activities targeted at low income families with overweight children (6-10yr olds)
<u>National Health Plan 2004-2010</u>	This plan, issued by the Ministry of Health in 2004, is a framework outlining measures to be taken from 2004 to 2010 to promote health and prevent diseases. It highlights priority actions and defines objectives. One priority action is the fight of causes of main lifestyle-related diseases, for example by means of physical activity promotion.
<u>National Sports for All Programme Mexa-Se (Programa nacional de desporto para todos – Mexa-Se)</u>	This program is part of the governmental strategy to increase physical activity and sports practice in the population. Objectives have been defined, including for example mobilizing inactive people to include physical activity into their daily routines. Activities are carried out with different partners, including for example a national physical activity day, bike tours and school projects
<u>National Health Plan 2012-2016</u>	The National Health Plan (NHP) is the Health Planning instrument and resource which creates a framework for the goals, plans and strategies of all of those whose mission is to maintain, improve or recover the health of individuals or populations in Portugal.
<u>Physical activity and sport: a means to improve health and well-being</u>	
<u>Growing up with Healthy Weight</u>	The aim of this project was to promote healthy eating habits and physical activity in children 1 Viana do Alentejo municipality cycle during the academic years 2011-2015.
<u>Program to Combat Childhood Obesity in the Algarve Region</u>	A programme to counter the growth rate of the pre-obesity prevalence and childhood obesity in the Algarve.
<u>MUN-SI program</u>	MUN-SI is an on-going community-based program which aims to tackle the problem of childhood malnutrition (obesity and thinness), seeking its prevention on continuous and sustainable actions developed during 1-4 years periods.
<u>National Platform against Obesity (Plataforma contra a obesidade)</u>	The platform was created to allow the reduction and prevention of chronic diseases of high prevalence such as diabetes and cardiovascular disease. It includes national programmes such as the Integrated Programme about Determinants of Health Related to Lifestyles and other strategic initiatives addressing problem of obesity.
<u>Food Wheel Guide</u>	These recommendations are intended for the healthy Portuguese population in general and include the number of portions required for individual energy requirements.
<u>Physical activity strategy for the WHO European Region 2016-2025</u>	The strategy focuses on physical activity as a leading factor in health and well-being in the European Region, with particular attention to the burden of non-communicable diseases associated with insufficient activity levels and sedentary behaviour. It aims to cover all forms of physical activity throughout the life-course.
<u>The European Food and Nutrition Action Plan 2015-2020</u>	The aim on this action plan is to significantly reduce the burden of preventable diet-related non-communicable diseases, obesity and all other forms of malnutrition that are still prevalent in the WHO European Region.
<u>European charter on counteracting obesity</u>	To address the growing challenge posed by the epidemic of obesity to health, economies and development, the Ministers and delegates attending the WHO European Ministerial Conference on Counteracting Obesity (Istanbul, Turkey, 15–17 November 2006) adopted the European Charter on Counteracting Obesity. The process of developing the Charter involved different government sectors, international organizations, experts, civil society and the private sector through dialogue and consultations

<u>Action Plan for implementation of the European Strategy for the Prevention and Control of Noncommunicable Diseases 2012–2016</u>	It identifies priority action areas and interventions for countries to focus on over the next five years (2012–2016), as they implement the European Strategy for the Prevention and Control of Non-communicable Diseases.
<u>Maia Menu Saudável (Maia Healthy Menu)</u>	School-based programme in the Municipality of the city Maia, promoting healthy eating habits and lifestyle to over 8.000 school children.
<u>Nutri Ventures</u>	The Nutri Ventures project aims to create, through entertainment, a positive environment around the healthy eating theme, taking children to associate good feelings to healthy food and creating a unique opportunity for parents, teachers, nutritionists and other health professionals influence the diet of children.
<u>Eating Slowly and Well & Move it also</u>	The project "Eating Slowly and Well & Move it also" aim is to contribute to the promotion of a set of behaviours that reinforce the practice of healthy eating habits and physical activity in a group of children. The target population consists of children attending the 1st year of primary school in school year 2012/2013 the ACES Lisbon North School Park (Alvalade Benfica, Lumiar and Seven Rivers).



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Sources

Overweight & Obesity %	Data sources available at www.worldobesity.org/resources/
Population Estimates	UN Population Estimates, United Nations, http://esa.un.org/unpd/wpp/
Diabetes estimates 2015	Reproduced with kind permission of IDF, Diabetes Estimates 2015, IDF, http://www.diabetesatlas.org/resources/2015-atlas.html
Worldwide GINI Index	Worldwide GINI Index, Central Intelligence Agency - World Fact Book, https://www.cia.gov/library/publications/the-world-factbook/rankorder/2172rank.html (last accessed 19th January 2016)
Physical Inactivity estimates	Global Health Observatory data repository, World Health Organisation, http://apps.who.int/gho/data/node.main.A893?lang=en
Raised Fasting Glucose	Global Health Observatory data repository, World Health Organisation, http://apps.who.int/gho/data/node.main.A869?lang=en
Raised BP	Global Health Observatory data repository, World Health Organisation, http://apps.who.int/gho/data/node.main.A875?lang=en
Raised cholesterol	Global Health Observatory data repository, World Health Organisation, http://apps.who.int/gho/data/node.main.A885
Cancer incidence rates	Cancer incidence rates, GLOBOCAN, IARC, http://globocan.iarc.fr/Pages/online.aspx
EUROMONITOR FOOD INTAKES	Estimates calculated by World Obesity Federation based on Euro monitor food intake data. Euro monitor, http://www.euromonitor.com