

THE NETWORK: TOWARDS UNITY  
FOR HEALTH & FACULTAD DE MEDICINA,  
UNAM, PRESENT



THE NETWORK  
TOWARDS UNITY FOR HEALTH



Facultad de Medicina



# TUFH2020 MEXICO

VIRTUAL CONFERENCE

"PRIMARY HEALTH CARE: A PATH  
TOWARDS SOCIAL JUSTICE"

SYSTEMS AND COMMUNITY BASED  
RESPONSES TO COVID-19

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## TUFH 2020 Abstracts

Title	<b>Overweight and obesity in Mexico: Communication Policies to face them</b>
Type	Oral Presentation <i>Intersectoral Collaborations and the Social Determinants of Health</i>
Presenting Author	TONATIUH CABRERA FRANCO
Co-Authors	Julio-Alfredo Ortiz Ramírez
Country	Mexico
Abstract N°	TUFH508
Content	<p>Introduction: In 1977 the World Health Organization agreed to look for "health for all by the year 2000", for which the following year it was established the Primary Health Care, and eight years later the Health Promotion (HP), that has as one of its tools communication strategies. Problem Statement. One of the greatest global health problems, due to its prevalence and associated diseases, is overweight, which has used three main communication strategies to deal with it: advertising regulation, positive messages and labeling. With the highest combined prevalence of overweight and obesity in children and second in adults, Mexico has adopted the three communication policies. Objective. To present the results of communication policies to confront overweight and obesity in Mexico. Materials and methods. Longitudinal study of trends in a representative sample on Mexican open television and literature review. Results. In advertising regulation: between the baseline measurement and the first stage of implementation spots of food and beverages went from 22% to 16%, in the third implementation stage 19%; in positive messages: 0.03% of the spots corresponded to the campaign that promotes healthy eating; in labeling: the specific nutrient system and nutritional recognition, are not understood at population level. Conclusions. The indicators of the problem continue growing and the showed results of the policies are poor, the undertaken communication and HP strategies are used without a real commitment for a deep change.</p>