

**Federalimentare**  
**Parma – 6 maggio 2004**

***Stili di vita***

***Il modello italiano e il contributo dell'industria alimentare***

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***The cost to the world of the current and projected epidemic of chronic disease related to diet and physical inactivity dwarfs all other health costs.***

# Costi dell'obesità

## USA

**Costo dell'obesità/spesa sanitaria: 12%**

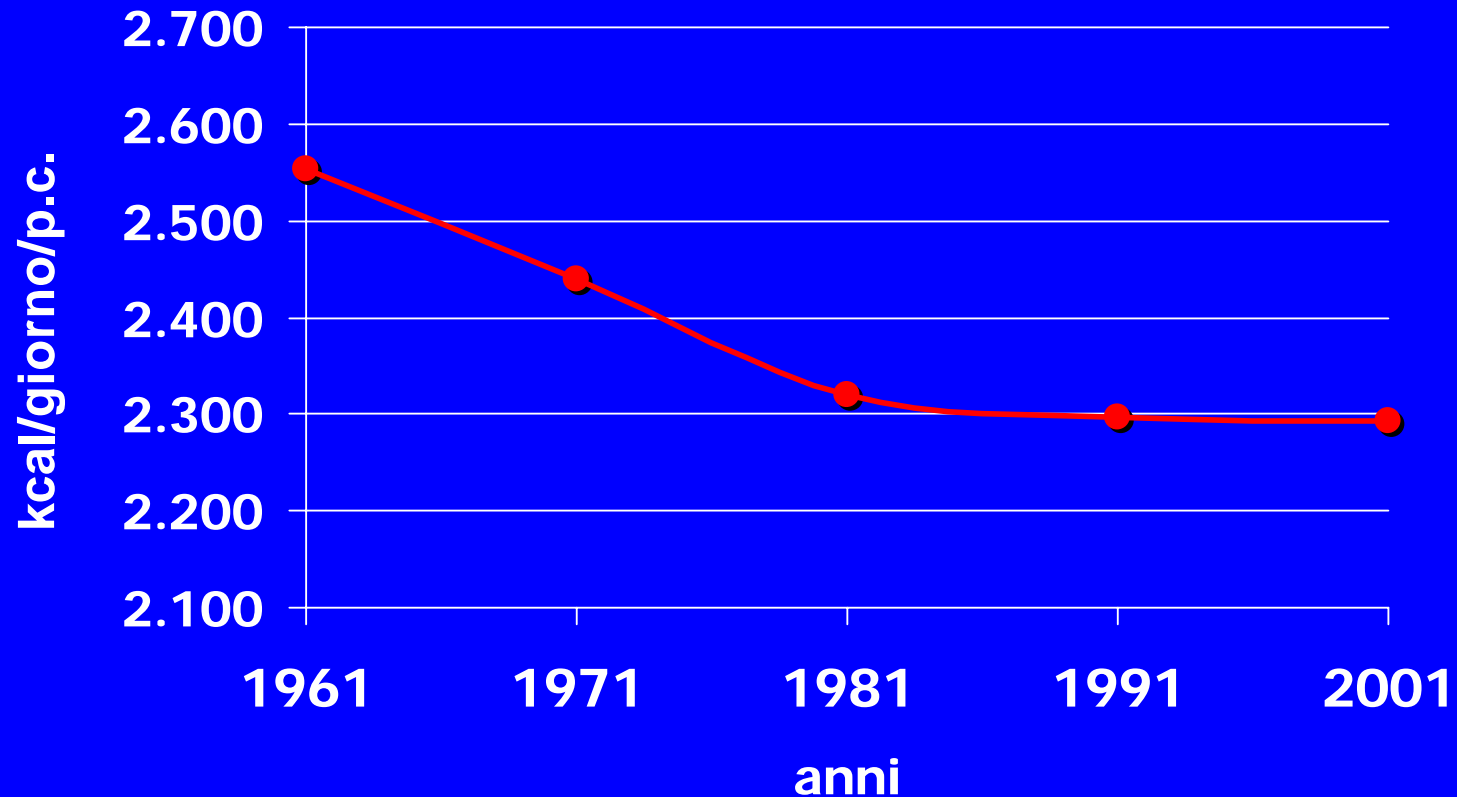
**Costo dell'obesità/PIL: 1,7%**

## ITALIA

**Costo dell'obesità/spesa sanitaria: 3%**

**Costo dell'obesità/PIL : 0,24%**

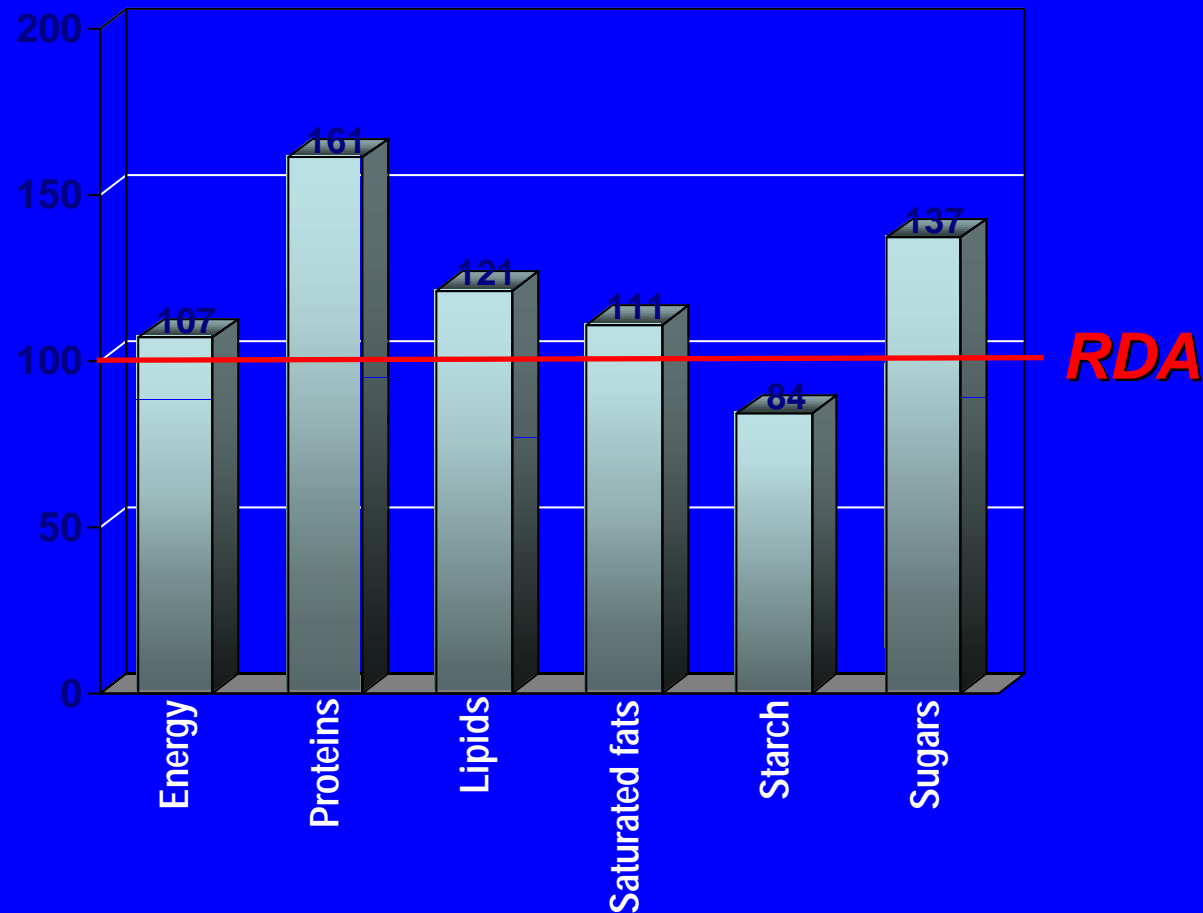
# Variazione del fabbisogno energetico della popolazione italiana dal 1961 al 2001



# Energy and nutrients adequacy of Italian diet

%

Energy kcal/day	2,162
<hr/>	
% energy	
Proteins	16.1
Saturated fats	10.4
Unsaturated fats	23.5
Starch	31.9
Sugars	15.0
Alcohol	3.1
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Fibers g	19.7



Nationwide 7-days weighted food records surveys INRAN

*Adulti*

# **Aumento dei rischi per gli obesi**

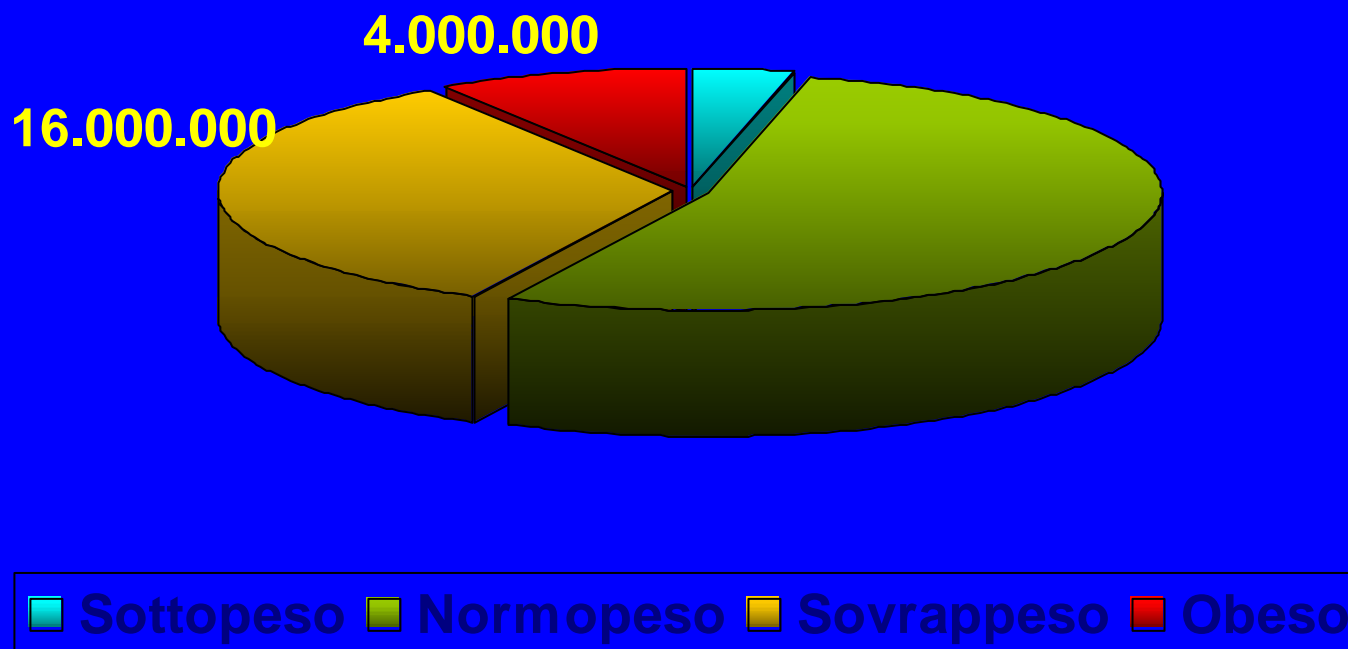
- **Diabete mellito di tipo 2**
- **Infarto del miocardio**
- **Ipertensione arteriosa**
- **Dislipidemia**
- **Ostruzione delle arterie**
- **Apnee notturne**
- **Cancro**
- **Osteoartrite, gotta**
- **Calcolosi biliare**
- **Depressione**

# Obesità

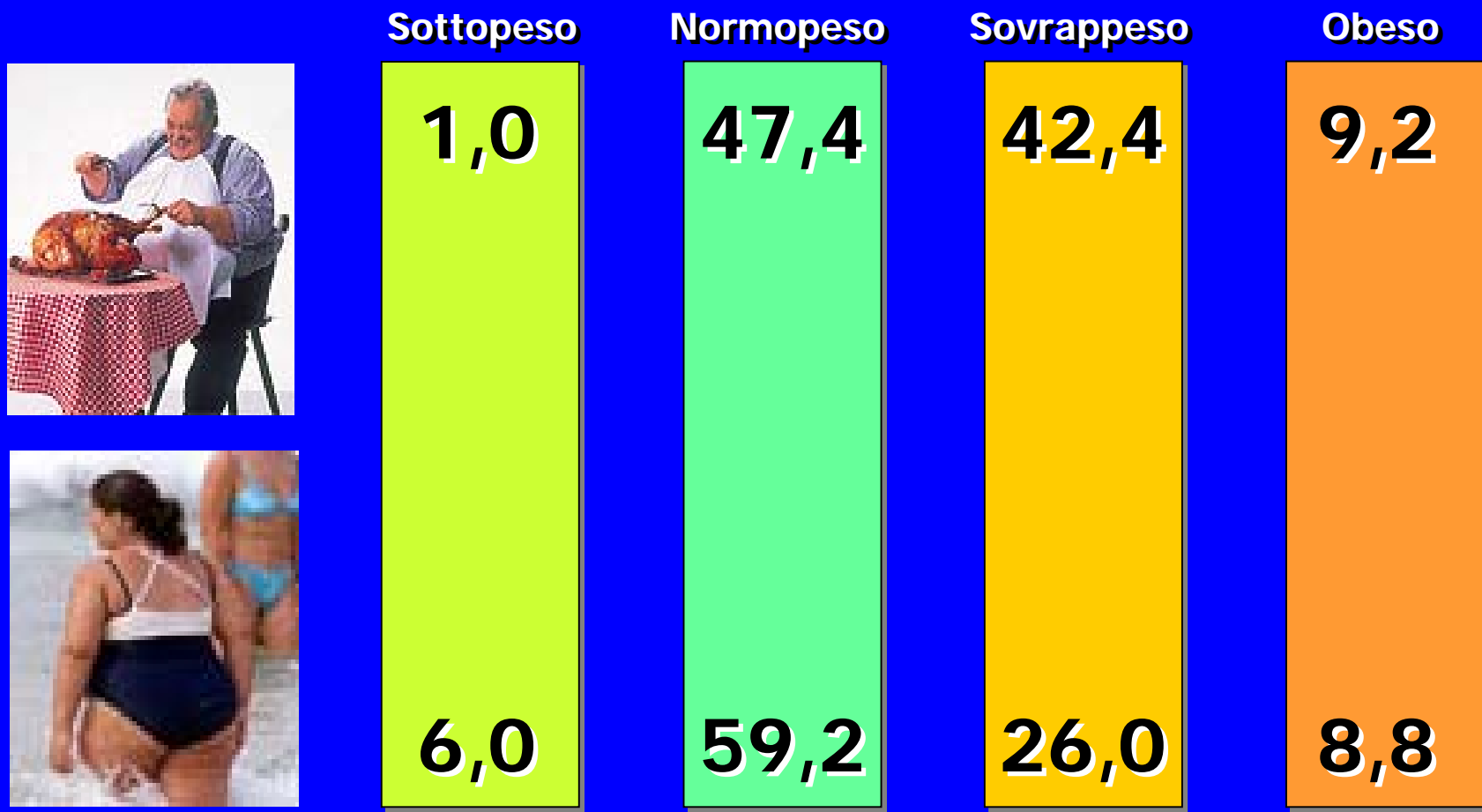
- *Dietary factors are estimated to account for approximately **30% of cancers** in industrialized countries*
- *Overweight and obesity are associated to the following cancers :*
  - *oesophagus*
  - *colorectum*
  - *breast in postmenopausal women*
  - *endometrium*
  - *kidney*



## Distribuzione della popolazione adulta italiana nelle varie condizioni di peso



# Distribuzione percentuale della popolazione adulta italiana nelle varie condizioni di peso

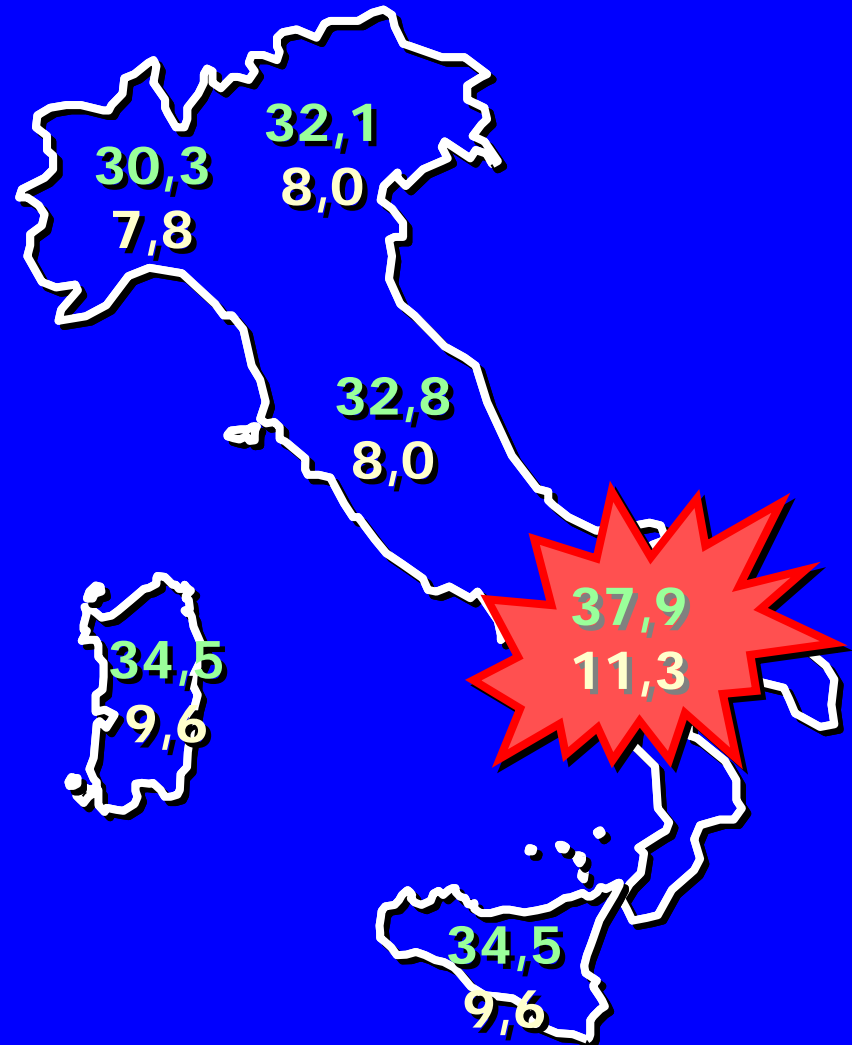


# Distribuzione geografica del sovrappeso e obesità (%) in Italia



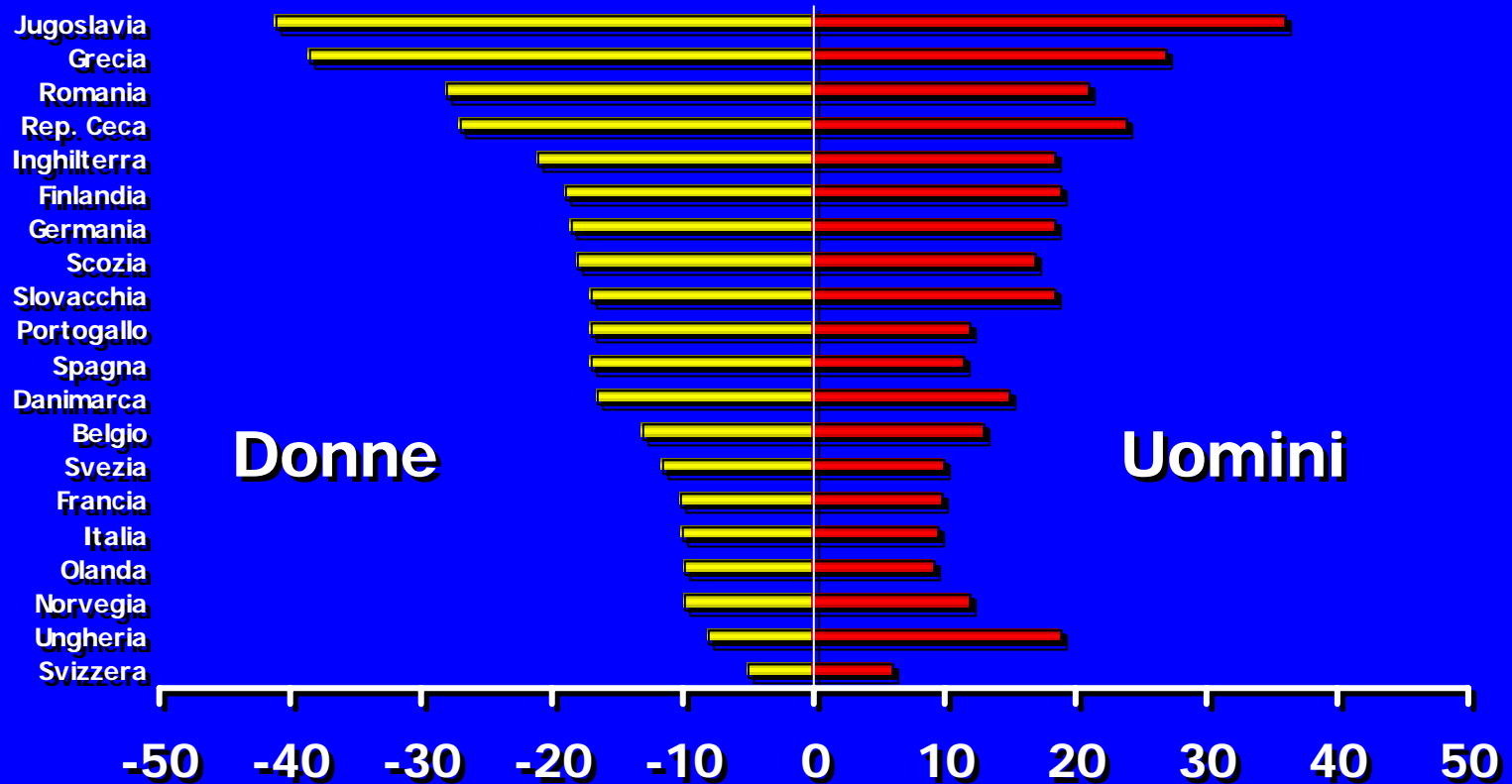
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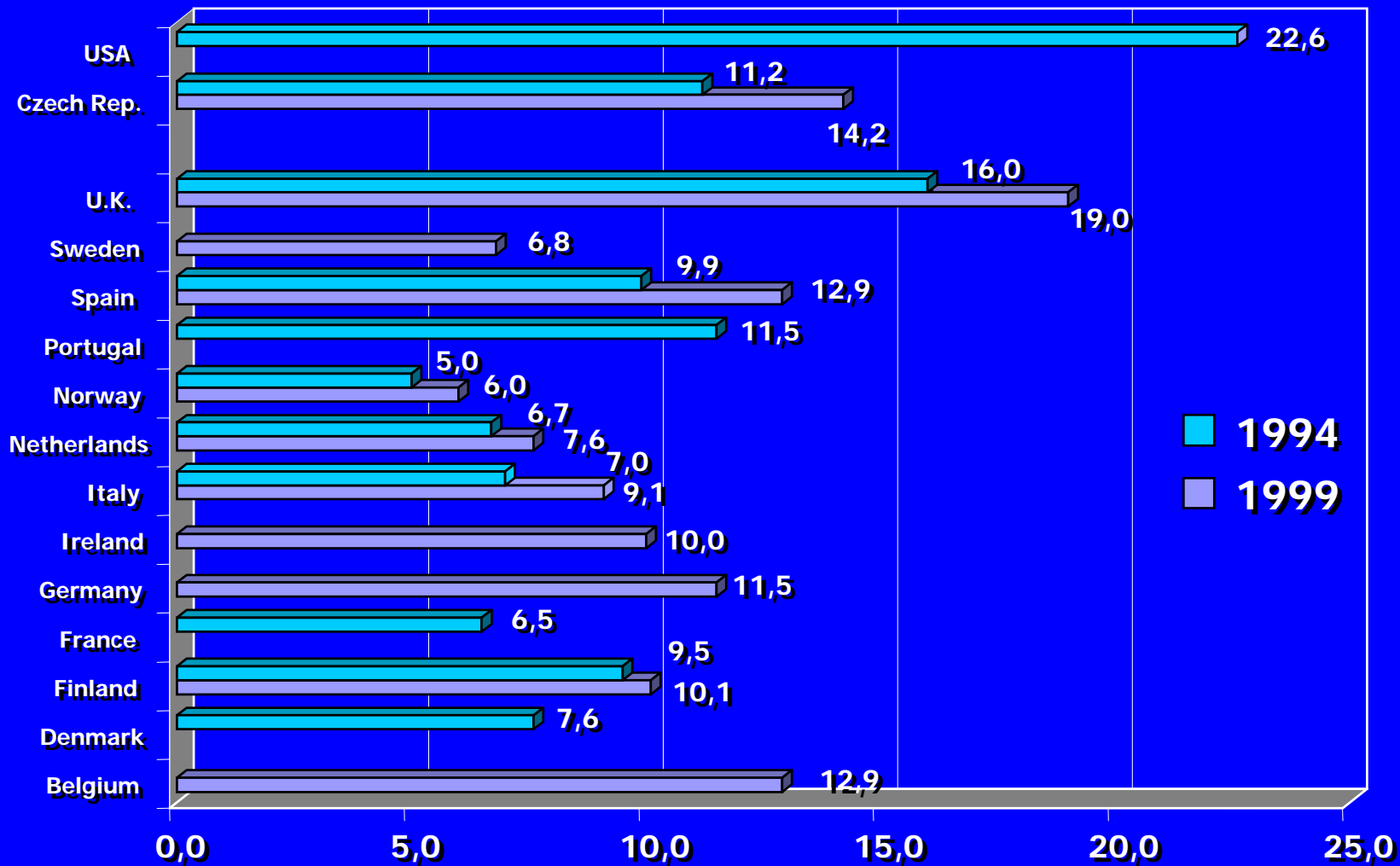


# Prevalenza dell'obesità negli adulti di alcuni paesi europei

## IMC > 30



# Prevalenza dell'obesità tra gli adulti in altri paesi



# Prevalence of overweight and obesity in USA 1999-2000.

JAMA October 9, 2002 vol 288 no 14

## Overweight + Obese

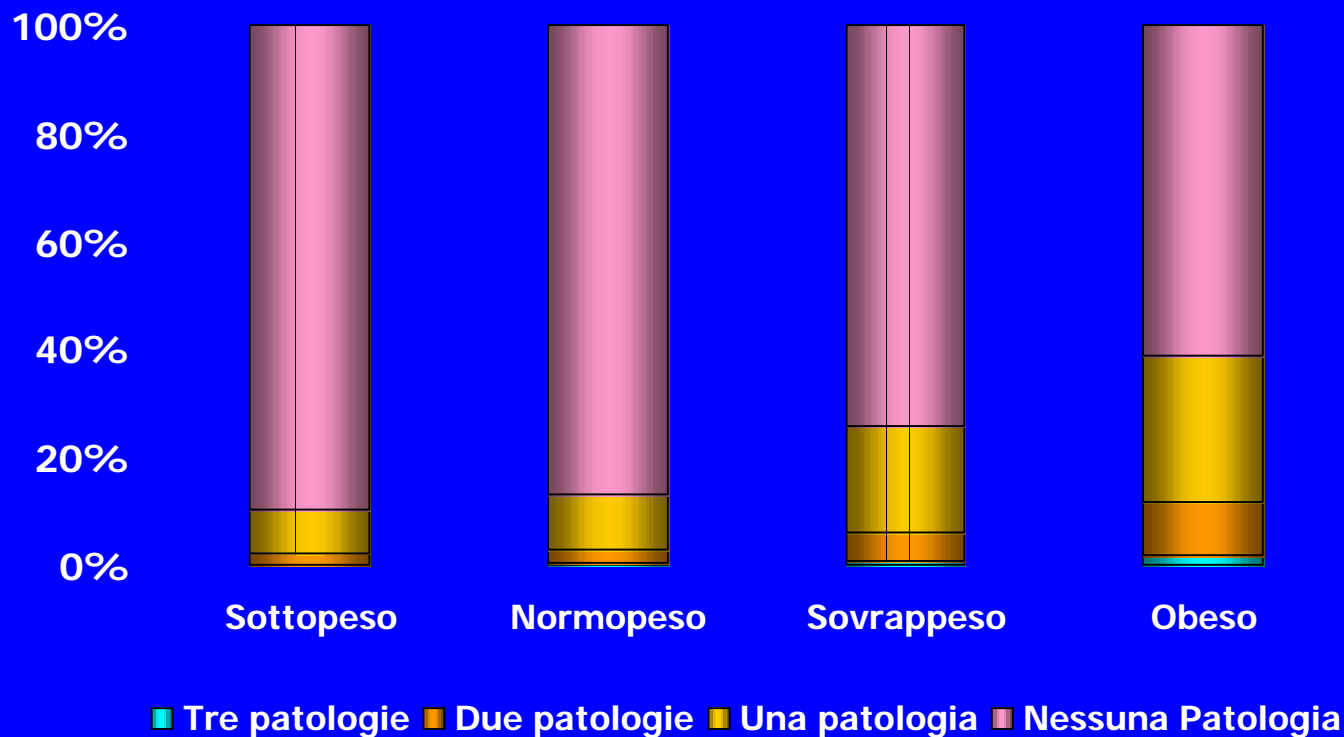
## Obese only

<u>Men</u>	Non hispanic White	Non hispanic Black	Mexican American	All	Non hispanic White	Non hispanic Black	Mexican American	All
<b>20-39</b>	61.0	52.6	67.5	60.5	22.0	27.4	30.4	23.7
<b>40-59</b>	69.9	63.9	79.1	70.0	28.5	29.9	27.0	28.8
<b>&gt;59</b>	74.3	69.1	79.6	74.1	34.3	26.4	29.7	31.8
<u>Women</u>								
<b>20-39</b>	49.0	70.8	61.6	54.3	24.4	46.2	30.6	28.4
<b>40-59</b>	61.0	81.5	79.3	66.1	34.2	53.2	48.5	37.8
<b>&gt;59</b>	65.8	81.7	77.5	68.1	33.3	50.2	41.0	35.0

# Obesità

*In one study in the USA, over half (**53%**) of all deaths in women with a BMI >29 kg/m<sup>2</sup> could be directly attributed to their obesity.*

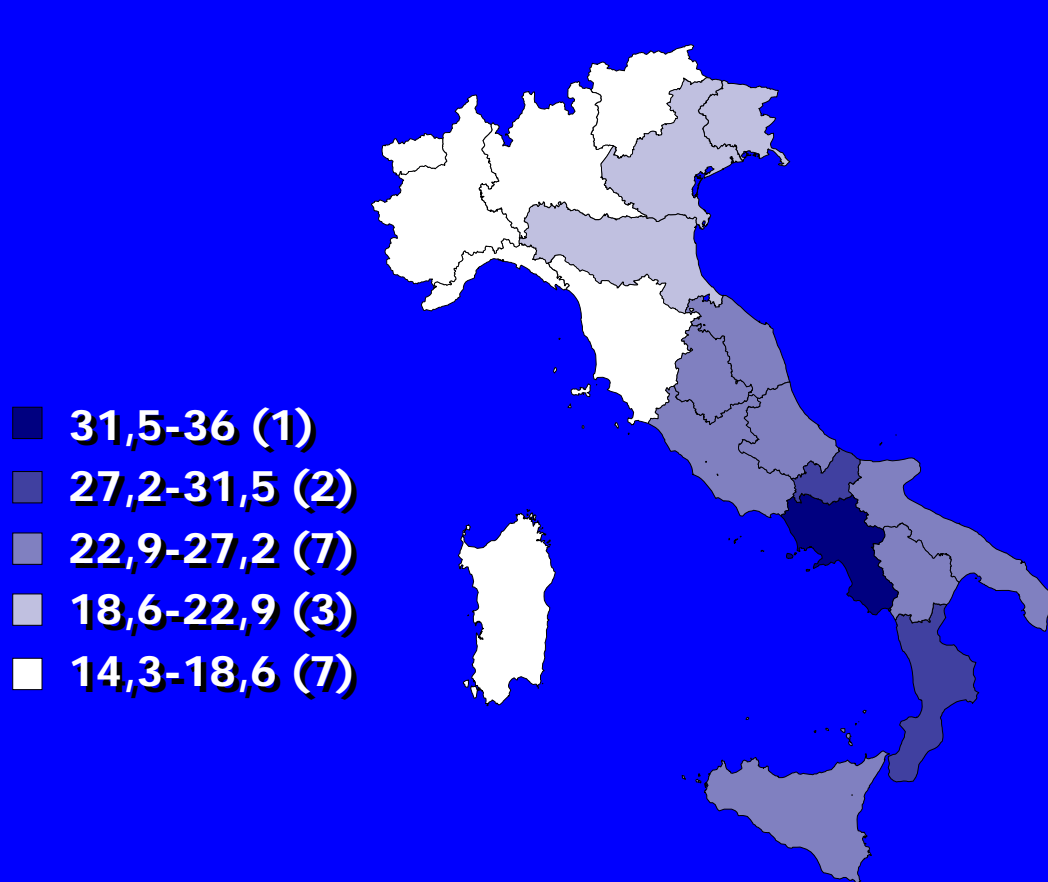
# Numero di patologie presenti in soggetti di oltre 18 anni di età nelle varie classi di peso corporeo. Anni 1999-2000.





***Bambini***

# Prevalenza dell'eccesso di peso per regione



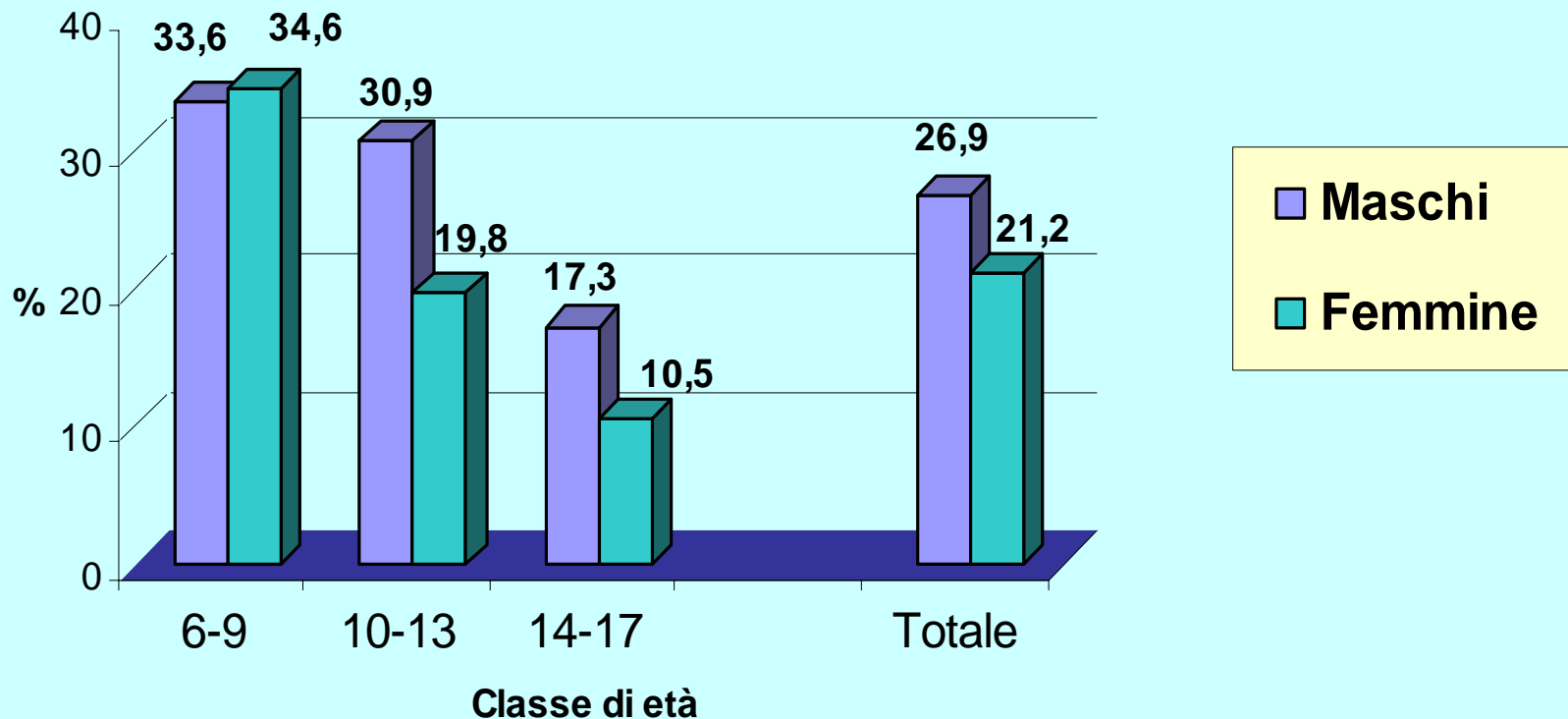
Bambini e adolescenti  
obesi o in sovrappeso  
(%)

Piemonte	17,1
Valle d'Aosta	14,3
Lombardia	18,5
Trentino-Alto Adige	16,1
Veneto	21,4
Friuli-Venezia Giulia	20,1
Liguria	17,0
Emilia-Romagna	22,7
Toscana	17,0
Umbria	24,1
Marche	25,8
Lazio	24,7
Abruzzo	27,0
Molise	27,5
Campania	36,0
Puglia	26,0
Basilicata	24,5
Calabria	27,2
Sicilia	26,8
Sardegna	16,6
<b>ITALIA</b>	<b>24,2</b>

**Il fenomeno è crescente passando da Nord a Sud**

# Bambini e adolescenti con eccesso di peso

Sulla base dei cut-offs proposti dall'IOTF (*International Obesity Task Force*) in Italia la quota di ragazzi in eccesso di peso tra i 6 e i 17 anni è pari al **24,2%**.



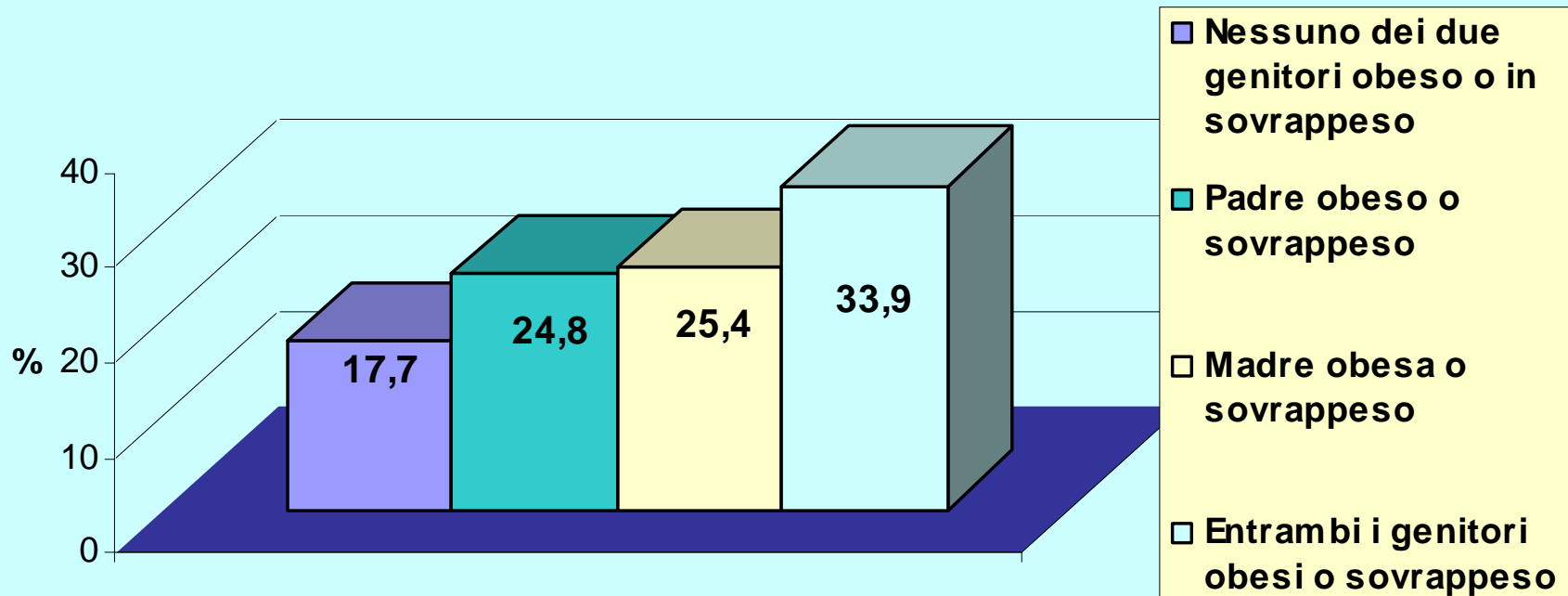


# Obesità

*Part of the consistent, strong relationships between **television viewing and obesity** in children may relate to the food advertising to which they are exposed.*

# ... La familiarità *genetica e ambientale*

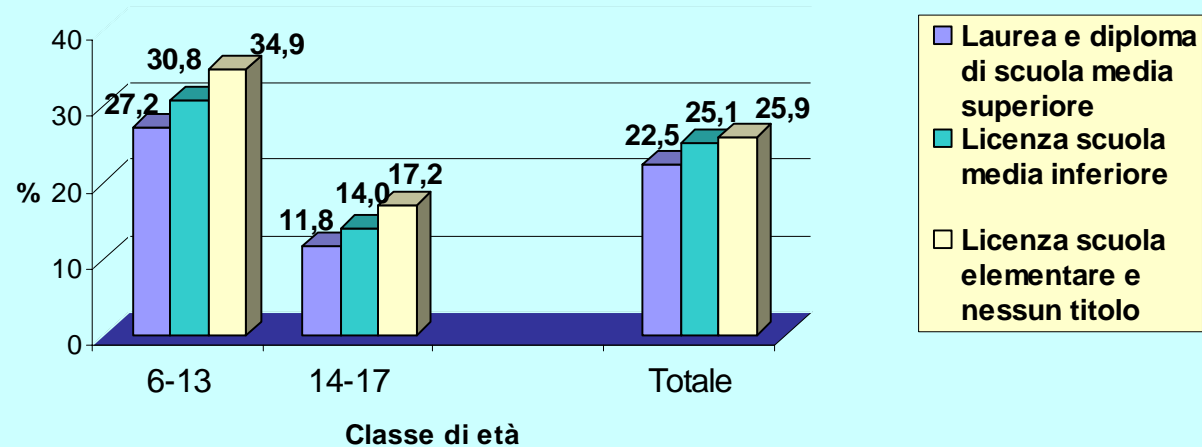
Percentuale di bambini e adolescenti con eccesso di peso per presenza di eccesso di peso dei genitori



# ... Lo status socio-economico

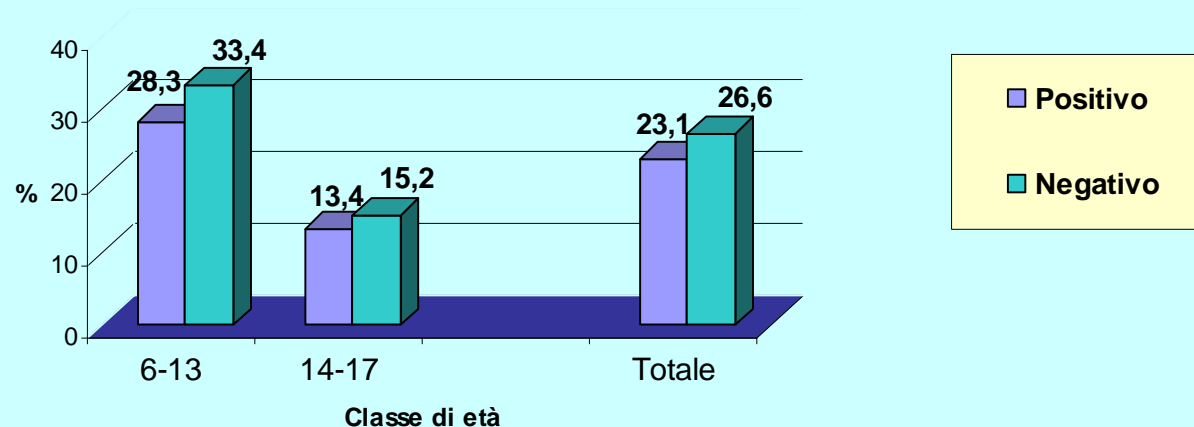
## Titolo di studio della madre

Percentuale di bambini con eccesso di peso per titolo di studio della madre



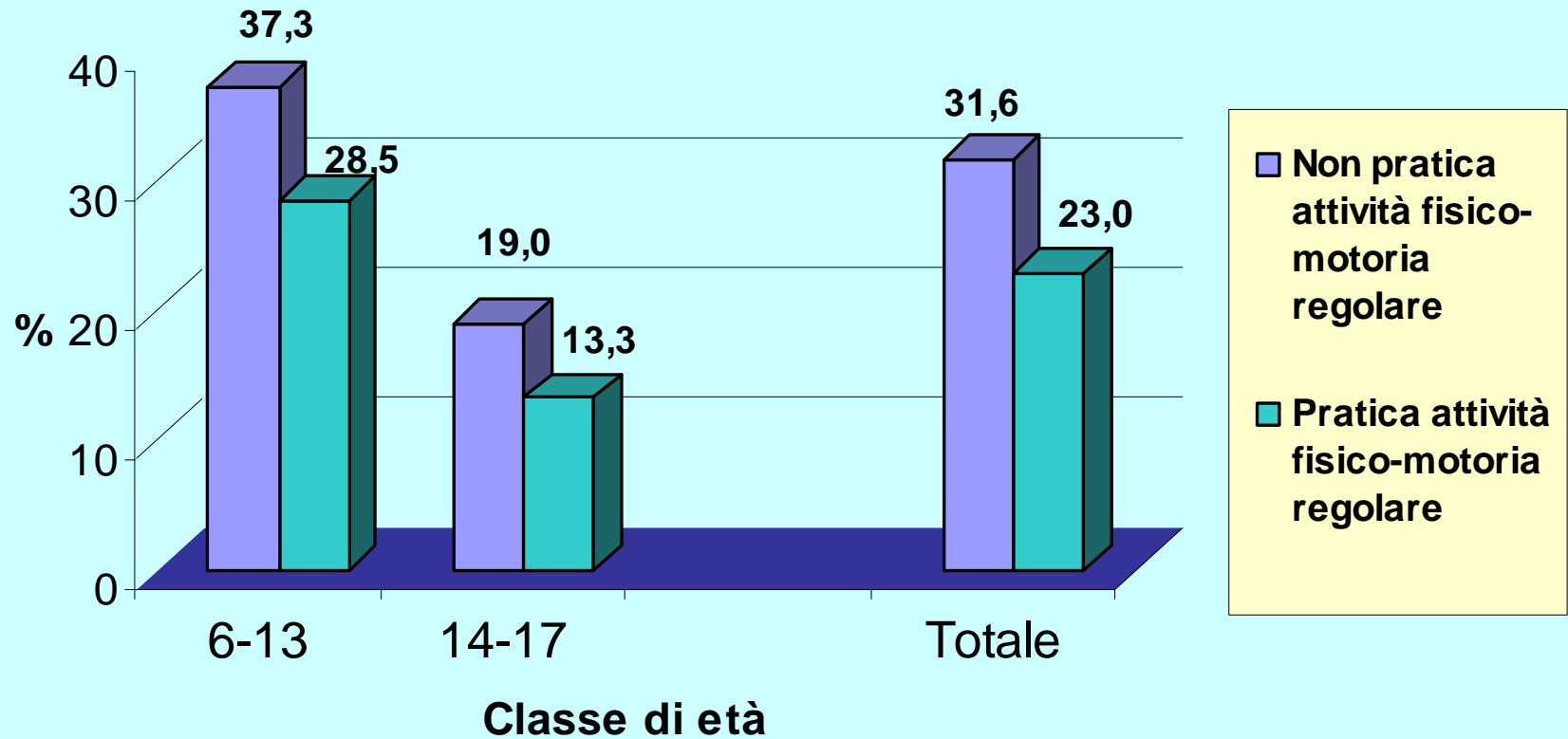
## Giudizio sulle risorse economiche della famiglia

Percentuale di bambini con eccesso di peso per giudizio sulle risorse economiche della famiglia



# ... La sedentarietà

**Percentuale di bambini e adolescenti con eccesso di peso per pratica di attività motoria regolare**





# Ranges of population nutrient intake goals

## *Dietary factor*

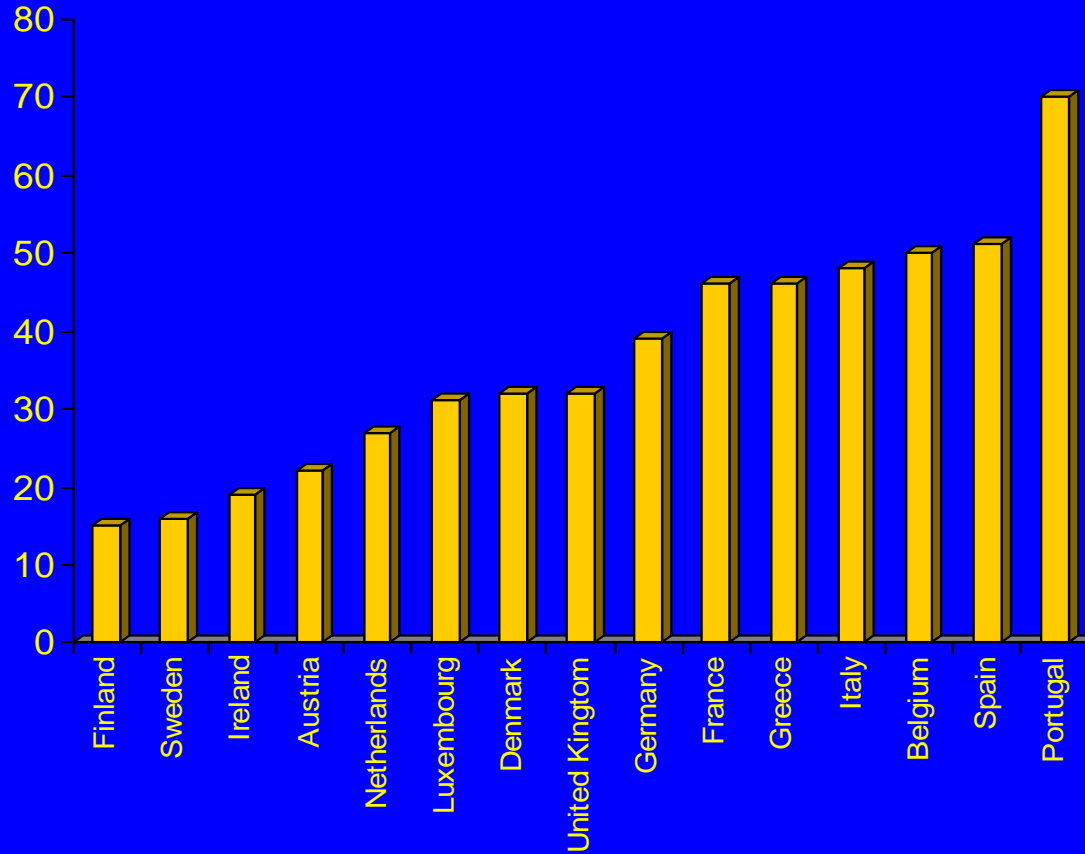
## *Goal (% of total energy)*

- Total fat
  - Saturated fatty acids <10%
  - Polyunsaturated fatty acids (PUFAs) 6-10%
  - n-6 Polyunsaturated fatty acids (PUFAs) 5-8%
  - n-3 Polyunsaturated fatty acids (PUFAs) 1-2%
  - Trans fatty acids <1%
  - Monounsaturated fatty acids (MUFAs) By difference
- Total carbohydrate 55-75%
  - Free sugars <10%
- Protein 10--15%
- Cholesterol <300 mg per day
- Sodium chloride (sodium) <5 g per day (<2 g per day)
- Fruits and vegetables  $\geq$ 400 g per day
- Total dietary fibre From foods
- Non-starch polysaccharides (NSP) From foods

# Attività fisica

*There is firm evidence that moderate to high fitness levels provide a substantially **reduced risk** of cardiovascular disease and all-cause mortality.*

# Percentage of people in the EU countries who exercise insufficiently to benefit health (less than 3.5 hours per week, 1997)



Source: A pan-EU survey on consumer attitudes to physical activity, body weight and health. European Commission, Directorate V/F.3, 1998)



# Diet, nutrition and the prevention of chronic diseases - WHO/FAO, 2003

*Policy principles for the promotion of healthy diets and physical activity*

*Change can only be initiated through effective communication. The core role of health communication is to bridge the gap between technical experts, policy-makers and the general public. The proof of effective communications is its capacity to create awareness, improve knowledge and induce long-term changes in individual and social behaviours – in this case consumption of healthy diets and incorporating physical activity for health.*

# Global strategy on diet, physical activity and health (WHO, 17.3.2004)

## 46. (1) Education, communication and public awareness

*.....Consistent, coherent, simple and clear messages should be prepared and conveyed.....*

# Global strategy on diet, physical activity and health (WHO, 17.3.2004)

**49. School policies and programmes should support the adoption of healthy diets and physical activity.**

*.....Schools are encouraged to provide students with daily physical education and should be equipped with appropriate facilities and equipment.....*

# **Diet, nutrition and the prevention of chronic diseases - WHO/FAO, 2003**

*Policy principles for the promotion of healthy diets and physical activity*

*Governments need to work together with the private sector, health professional bodies, consumer groups, academics, the research community and other nongovernmental bodies if sustained progress is to occur.*