

PORGROW

Policy Options for Responding to the Growing challenge of Obesity

Italian Research Team

Bruna De Marchi (coordinator)

Sara Casati

Giulio Tarlao

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Data collection through MCM

1. Food processing company representatives
2. Farming industry representatives
3. Representatives of large commercial catering chains
4. Representatives of large food retailers
5. Representatives of small 'health' food retailers
6. Representatives of public sector caterers (eg school meal providers)
7. Representatives of consumer groups
8. Senior official government policy makers in health ministry
9. Senior official government policy makers in finance ministry
10. Public health professionals
11. Town and transport planners
12. Representatives of life insurance industry
13. Representatives of commercial sport or fitness providers
14. Representatives of school teachers
15. Members of expert nutrition/obesity advisory committees
16. Health journalists
17. Representatives of advertising industry
18. Representatives of the pharmaceutical industry
19. Public health non-governmental representatives
20. Public interest sport and fitness NGOs
21. Representatives of trades unions

Epidemic of Obesity in Italy

Source: Istat, *Stili di vita e condizioni di salute* 2005

Percentage of Italian citizens according to body weight

Years	Underweight	Normal weight	Overweight	Obese
2000	3.6	53.5	33.9	9
2003	3.3	54.1	33.6	9

Percentage of overweight plus obese young people 6-17 years old (year 2003)

Age	Male	Female
6-9	34.6	33.6
10-13	30.9	19.8
14-17	17.3	10.5
Total	26.9	21.2

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Estimated Costs of Obesity(K€ /year)

Source: Istituto Auxiologico Italiano, Milan, 2001

	OVERWEIGHT (BMI 25 and over) 13,800,000	OBESE (BMI 30 and over) 4,600,000	BIG OBESE (BMI>40) 450,000
HEALTH COSTS (per person)	0.48	0.78	1.55
SOCIAL COSTS (per person)	0.67	0.70	0.75
TOTAL COSTS (per person)	1.15	1.48	2.30
HEALTH COSTS (population)	6,600,000	3,600,000	700,000
SOCIAL COSTS (population)	9,200,000	3,200,000	340,000
TOTAL COSTS (population)	15,870,000	6,800,000	1,040,000

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Changing patterns of food consumption

Many indicators show that patterns of food consumption follow still (2003) traditional Italian habits: 70.3% Italians say their main meal is lunch, 75.6% have it at home

However, in 1993 the two figures were 78.2% and 84.5%.

76.7% Italians have (2003) some fruit at least once per day.

In 1993 they were 85.4%

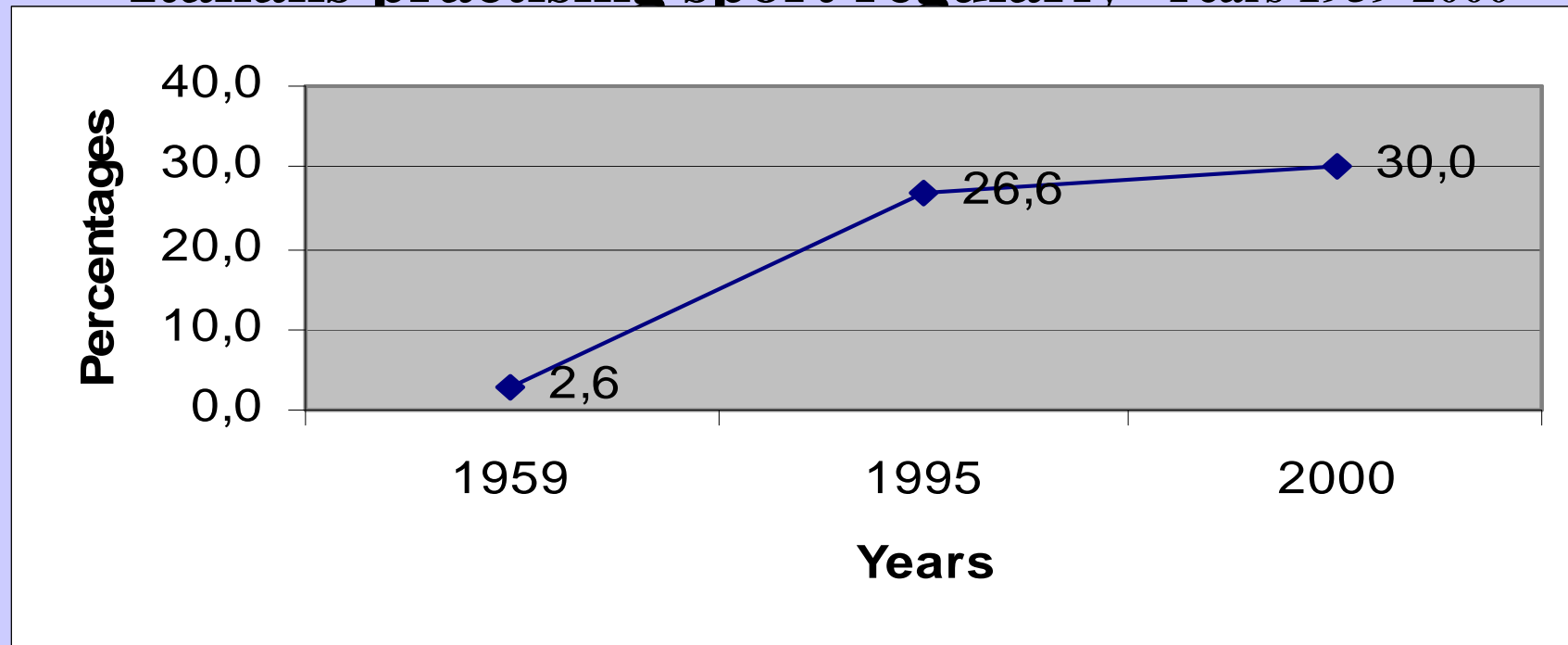
The consumption of fish (at least once per week) is constant:
57.2(2003), 56.9 (1993)

Over 95% Italians use olive oil for cooking and dressing

Around 60% children aged 6-17 have snacks “at least sometimes per week”

Sport and physical activity

Italians practising sport regularly Years 1959-2000



The percentage of Italian practising only some physical activity decreased from 35.3 (1995) to 31.2 (2000)
The percentage of those practising neither sport nor physical activity remained at 37.8 (1995) and 38,4 (2000)

Source: ISTAT report "Lo sport che cambia", 2005

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National Institutions

- Ministry of Health
- Istituto Sanitario di Sanità
- INRAN
- National Prevention and Illnesses Control Centre (CCM)
- National Prevention and Illnesses Control Centre (CCM), established in 2001

Debate and policies

- **Ministry recommendations**

healthy menus in school's and company canteens

fruit and vegetables in the dispenser-machines instead of snacks

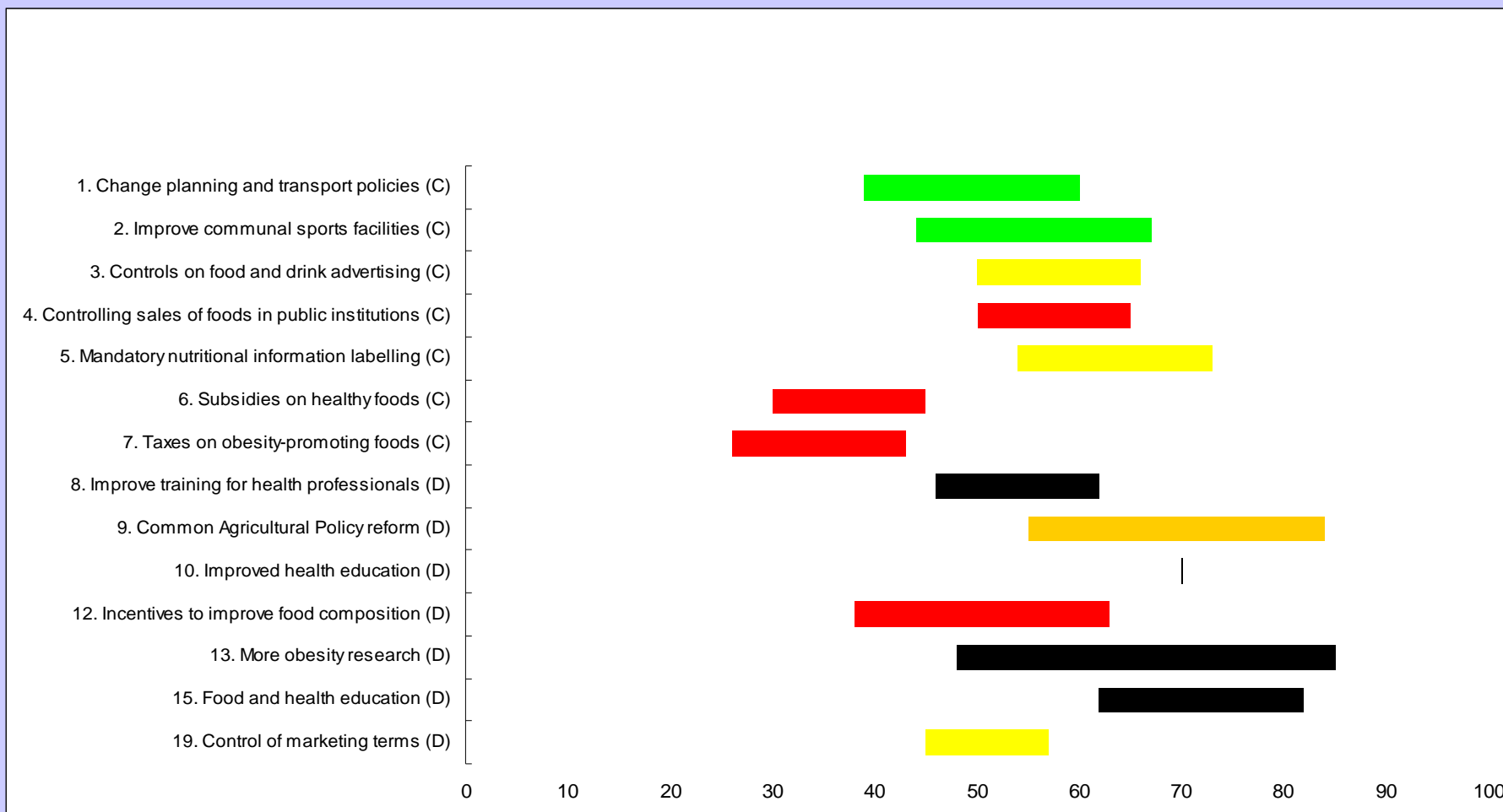
more cycling and pedestrian paths

facilitations to practice sports for youths and adults

promoting breast-feeding

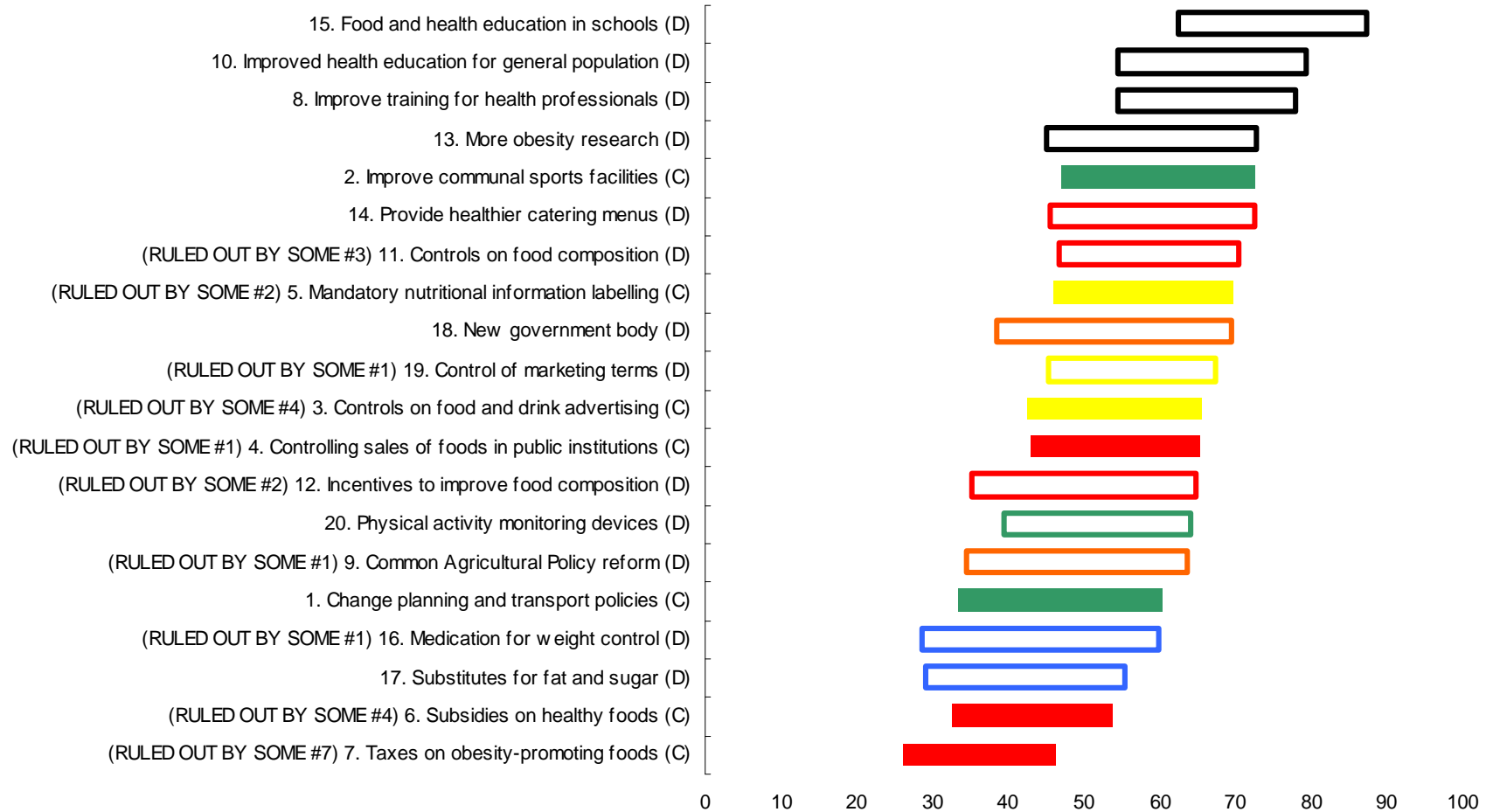
- **Network of Dietetic and Clinical Nutrition Structures of Piemonte**
- **Obesityday**
- **Debate on self-regulation vs law regulation**

The Appraisal of Italian Stakeholders at a Glance

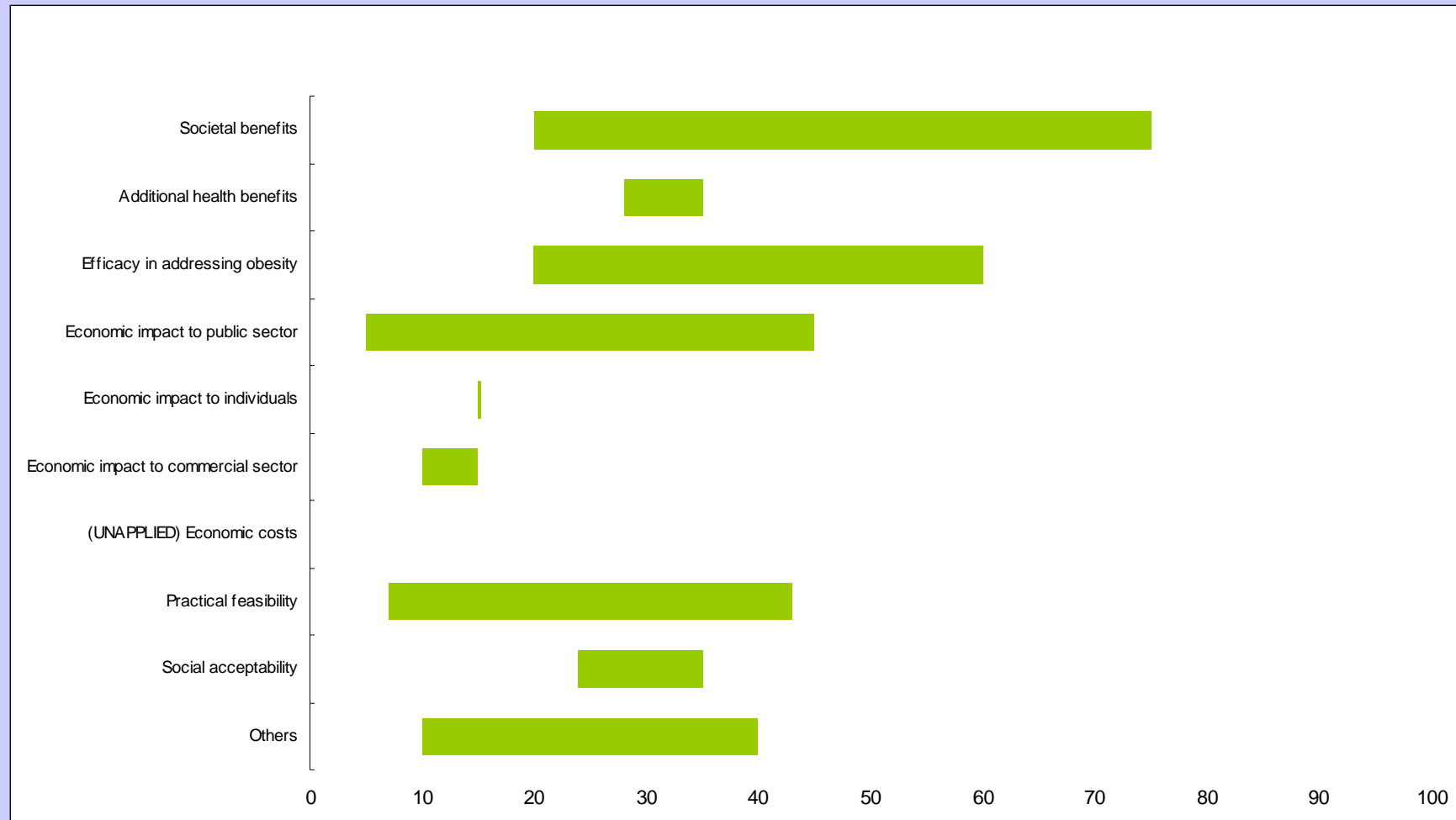


Cross-national results

All participants -- core & discretionary options -- ordered by high rank



Weights of Assessment Criteria



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