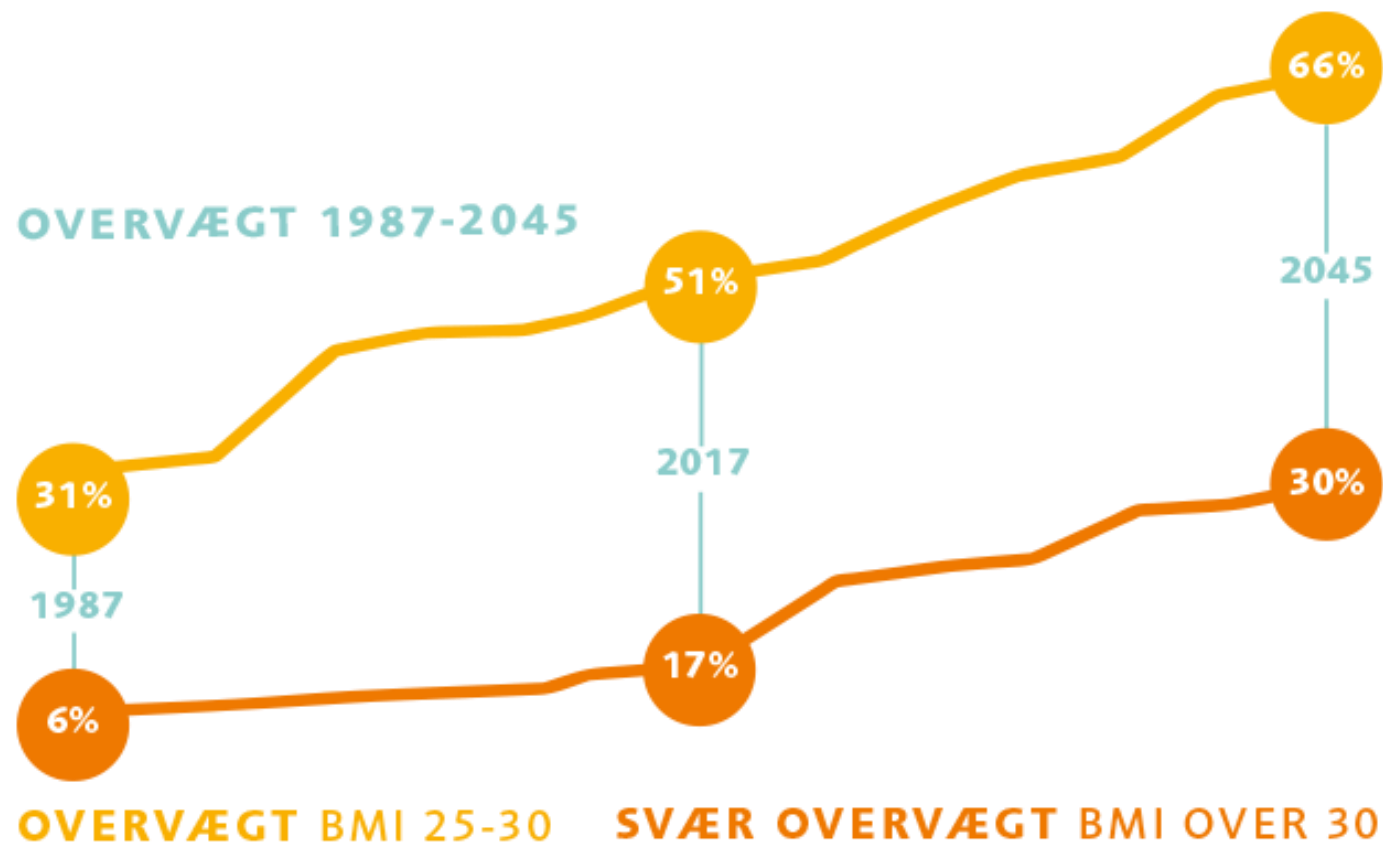


Prevention of overweight and obesity in the Nordic countries

- dilemmas, challenges and common Nordic activities/initiatives

Head of Prevention and Information Mette Lolk Hanak

Why do DCS address overweight and obesity?



MUND, SVÆLG OG STRUBEHOVED

SKJOLDBRUSKKIRTEL

SPISERØR

BRYST

MAVESÆK

LEVER

NYRE

GALDEBLÆRE

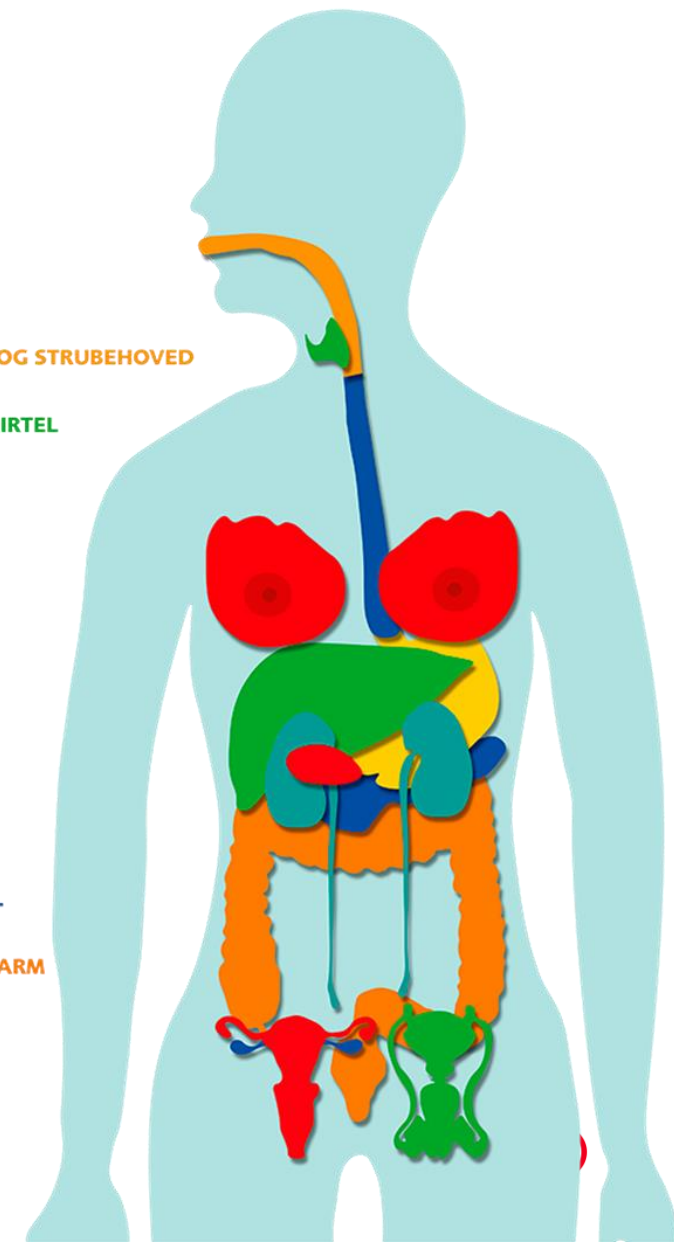
BUGSPYTKIRTEL

TYK- OG ENDETARM

LIVMODER

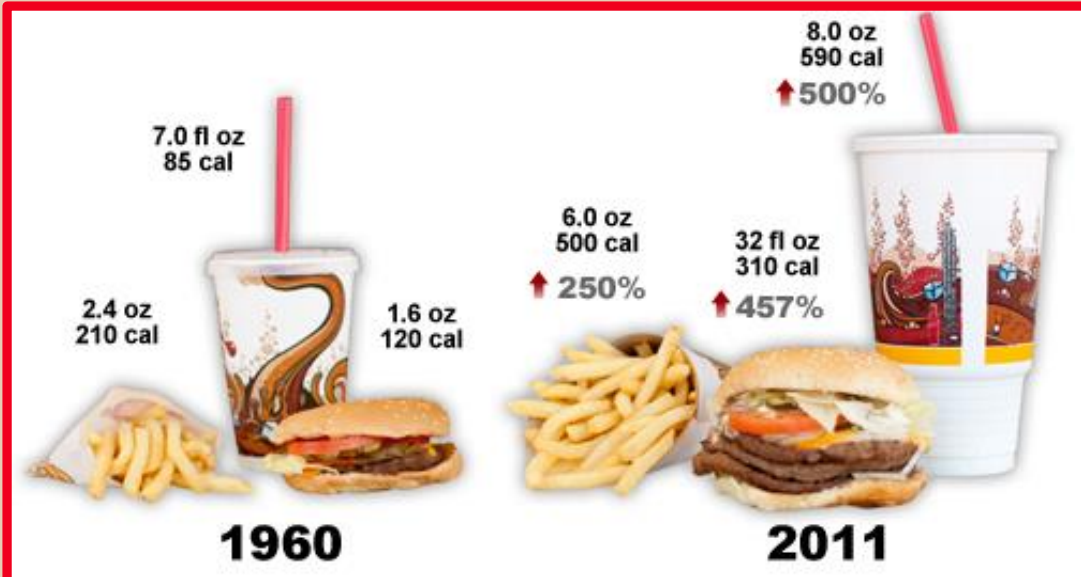
ÆGGESTOK

PROSTATA

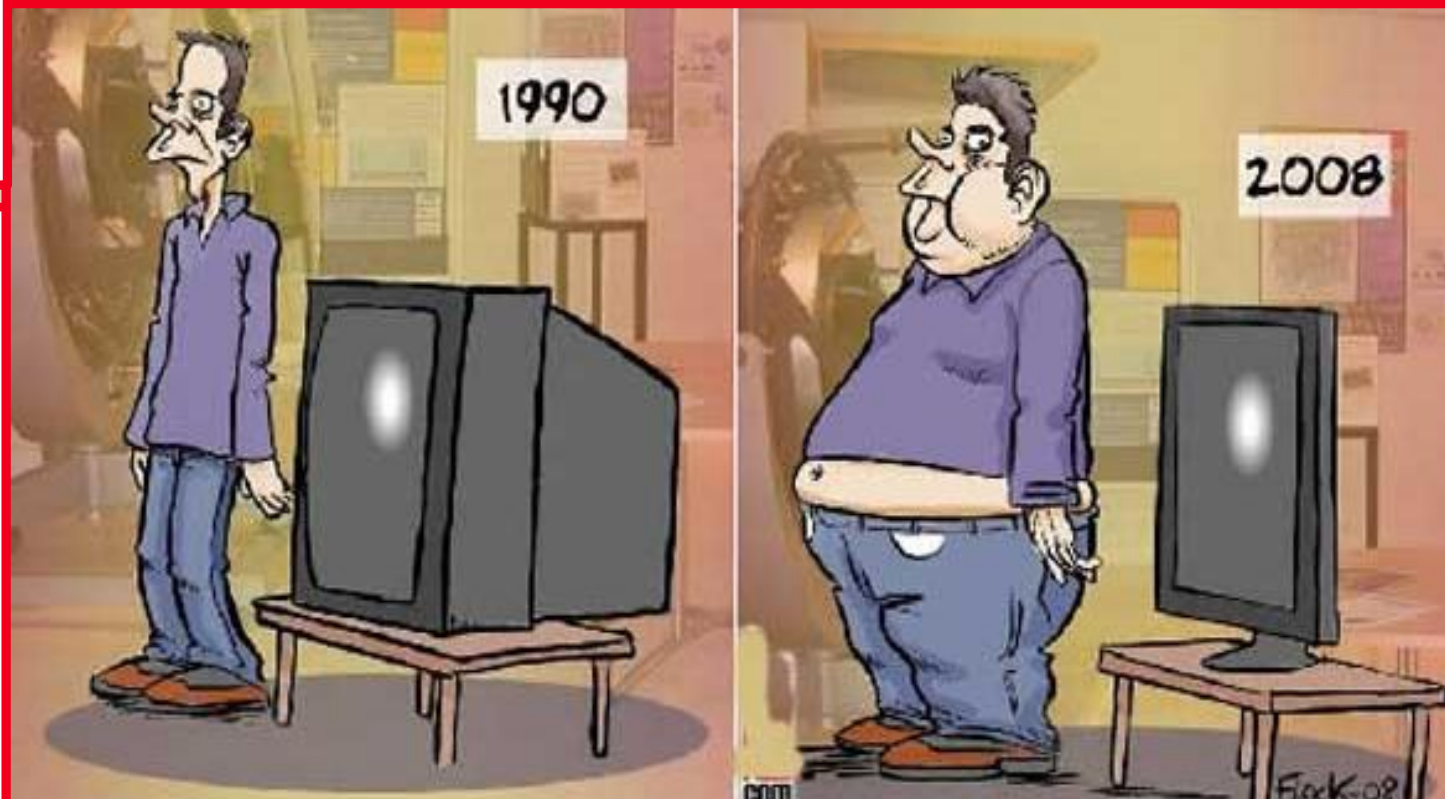


Causes of obesity

- Complex interplay of many causes
- Obesogenic environment
- High availability of foods and drink
- Increased portion sizes
- Energy dense food
- Lack of incentives to be physical active
- Sedentary everyday life

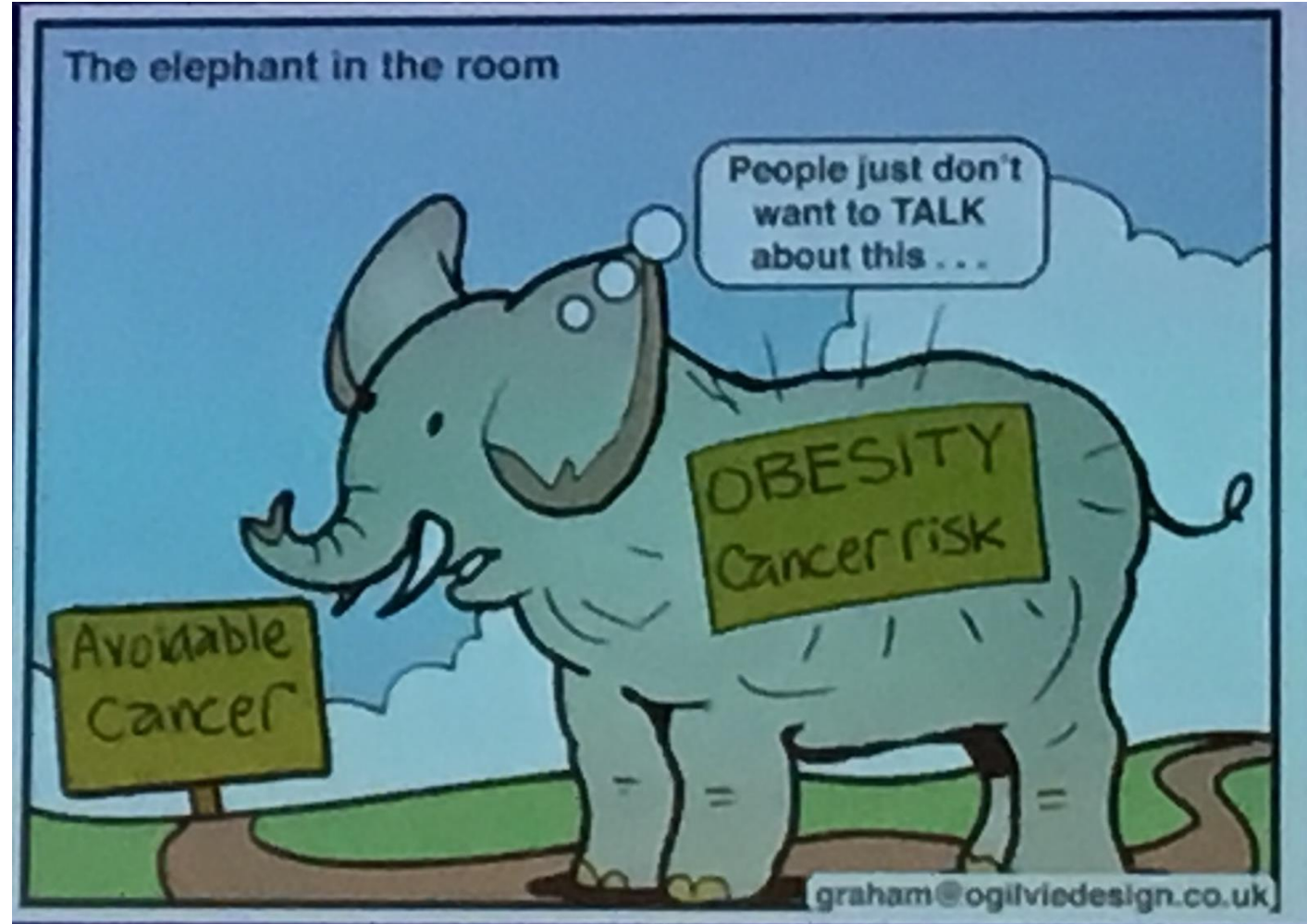


Hvad er der sket?



Dilemmas and challenges

- No cure/ irreversibly changes
- Difficult to avoid and prevent
- Inequality – the risk is higher among low SES and
- Obesity increases inequality
- Stigma directed at the individual



Downsizing of foods and drinks

How to address the obesogenic environment



What? – reduction of portions size for all foods and drinks in one serving size, expected to be consumed in the same instant (i.e. Sugar sweetened beverages, candy, snacks, cakes, fast food, sandwiches)

How much? – Approximately 10 %

Who should downsize? - Food and drink industry, retailers and food service



Getting the message out...

Purpose:

Increase knowledge

Raise awareness

Motivate to dialogue and
reflection



Film vises

Campaign effect – increased knowledge - KPI

30%

22%

Assisted knowledge – marts 2019 - PRE

Which diseases are associated with obesity?

- 5.000 respondents

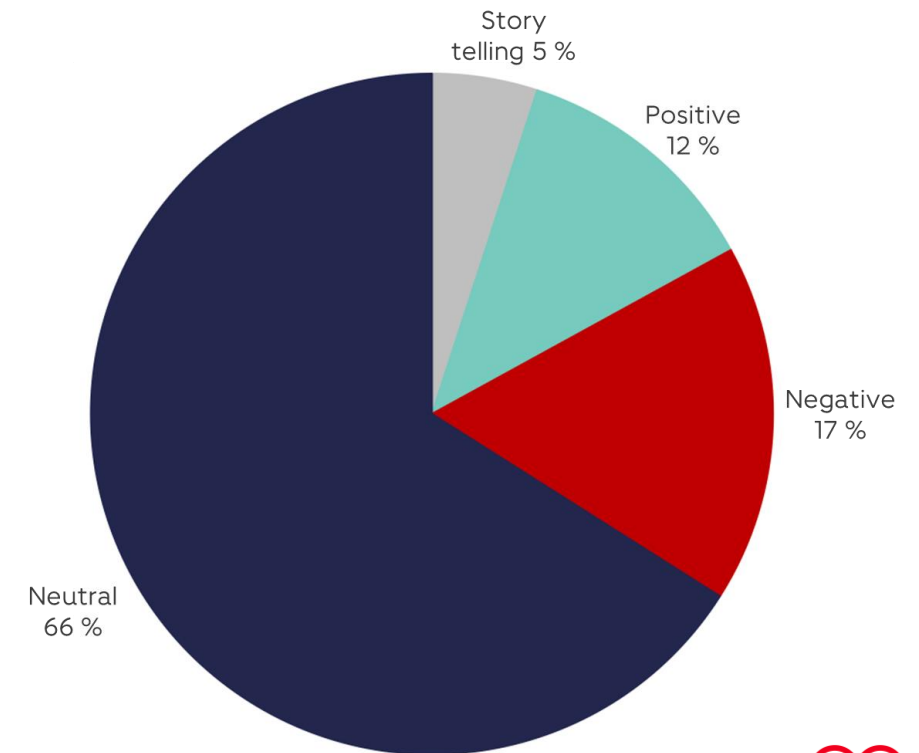
37%

Assisted knowledge – ultimo september 2020 - POST

- 1.078 respondents

Impact	
Impressions (number of people exposed)	5.356.751
Liking (share that find the film good or very good)	80%
Relevance (important message)	84%
Understanding of message (important risk factor for cancer)	90%
Agree (speak openly about overweight)	90%
Press release (number of citations in national and local media)	126
SoMe interactions (sharings/likes)	3.595/7.730

SoMe comments categories





Thank you for your attention!

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Different experiences with
addressing overweight and
obesity

Interest in co-operation
regarding prevention of
overweight and obesity