

How will the global obesity epidemic tackled

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Alejandro Cavillo lead a consumer organization AOM pushed through the sugar tax in Mexico. Photo: Johan Bergendorff / SR

Mankind is eating himself to death. The global obesity epidemic has hit more than 2 billion of the earth who are overweight or obese. But what about the state of Sweden? And how can the obesity trend broken?

Vällevnadssjukdomarna is the leading cause of death worldwide. To meet the challenge, the World Health Organization updated its dietary guidelines, and says that up to 10 percent of energy intake should come from added sugars or equivalent.

No people drink so much Coke as Mexicans, average half a liter a day because of massive advertising and the lack of drinking water.

- Our health system is about to crash says Alejandro Calvillo, director of the consumer organization El Poder del Consumidor, the consumer power.

They are the fattest in the world, more than 70 percent of Mexicans are overweight. Every sixth citizen has type 2 diabetes, it used to be called adult-onset diabetes, but which now affects children. In Mexico is projected to every third child will become ill come with the risk of kidney damage, heart disease, stroke, blindness and amputation. Mexico is one of 15 countries with anti-obesity taxes, as 10 percent additional tax on soda and 8 percent on fatty junk food. The taxes imposed for a year and a half ago to tackle the problem.

In Sweden eat every person 17 kg of added sugar per year according to the NFA. In the US, stopping every American in the 29 kg of added sugar a year.

- I do not care who bears the greatest responsibility, we must clean up the measuring environment so that it is safe, responsible Professor Laura Schmidt at the University of California San Francisco, who leads a unique research network called Sugar Science who compiled more than 8,000 scientific studies on the health effects of added sugar, to give clear guidance to the public.

Consulting company McKinsey has tried to compile the research on what could be done about the obesity epidemic. They have found over 70 measures that it has been research into, and where 44 is more specific. But even if the company's estimates are difficult to follow, so they pointed out that the problem of obesity affects many areas of society. They therefore believe that Sweden, with its tradition of cooperation could have a role to play.

Johan Carlsson, Director General of the Public Health Agency, also sees the big problems but argues that there is someone who is pushing the issue politically. The most important thing he says is not to create further divisions, as it is already the ones most deprived areas most commonly affected by obesity.

Stephan Rössner, emeritus professor at the Karolinska Institute, points out that no one longs to be bold and to be able to deal with the problems so we need a knowledge center in Sweden.

The program involved a health journalist **Fernando Gonzales** , **Chris Gindlesperger** , spokesperson for the American Beverage Association and **Alejandro Calvillo** , director of the consumer organization El Poder del Consumidor, Chris Gindlesperger, the American Beverage Association, the soft drink industry trade association in the United States, Laura Schmidt, professor of health policy at the University of California San Francisco, **Richard Dobbs** , Research Director, McKinsey, **Johan Carlsson** , Director General of the Public Health Agency and **Stephan Rössner**, professor emeritus of health-oriented behavioral research, Karolinska Institute.

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