

Geneva, 22 May 2017.

Dr OLEG CHESTNOV  
Assistant Director-General  
World Health Organization

**Subject: UN Decade of Action on Nutrition. Brazil.  
SMART Commitments on Ending Obesity.**

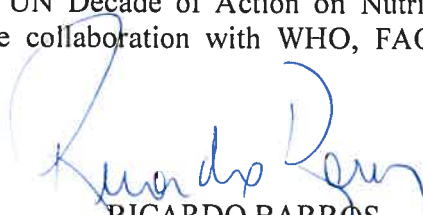
Dear Mr. Chestnov,

The Brazilian government has been working, in collaboration with the World Health Organization, the Food and Agriculture Organization and the Pan American Health Organization, in order to strengthen regional and global engagement within the United Nations Decade of Action on Nutrition framework. Taking the ICN2 Rome Declaration on Nutrition and its Framework for Action recommendations into consideration, Brazil aims to address the multiple challenges of malnutrition in all its forms and to identify opportunities for tackling them in the near future.

Bearing that in mind, it is with great pleasure that I present the commitments that the Ministry of Health of the Federative Republic of Brazil has undertaken as a part of our comprehensive strategy to tackle the rising challenge of overweight and obesity in our country.

I am sure that the following SMART commitments will put Brazil on track towards achieving the 2025 nutrition and NCD targets approved by the World Health Assembly, in accordance with the Sustainable Development Goals, to end all forms of malnutrition.

I take this opportunity to reiterate the Brazilian government's willingness to join forces for the success of the UN Decade of Action on Nutrition by strengthening our national policies and working in close collaboration with WHO, FAO, PAHO and other countries and partners.



**RICARDO BARROS**  
Minister of Health  
Federative Republic of Brazil



MINISTRY OF HEALTH  
FEDERATIVE REPUBLIC OF BRAZIL

UNITED NATIONS DECADE OF ACTION ON NUTRITION  
BRAZILIAN COMMITMENTS

**Commitment 1: To stop the obesity growth rate in adult population until 2019, through health and food and nutritional security intersectoral policies.**

Specific	Measurable	Achievable	Relevant	Time bound
Yes: this is an official commitment of the Federal Government of Brazil that is stated in the National Food and Nutrition Security Plan (Plansan 2016-2019).	Yes: The prevalence of obesity in the adult population is 20.8% and this prevalence must be traced through national surveys. National Health Plan (PNS) – QUINQUENNIAL/ Surveillance of Risk and Protective Factors for Chronic Diseases (Vigitel) - ANUAL	This is a bold but plausible goal, based on a set of policies aimed at tackling obesity.	Excess weight is a risk factor for chronic noncommunicable diseases (NCDs), responsible for more than 70% of the causes of death in Brazil.	Commitment until 2019, as established in Plansan 2016-2019

Achieving this commitment is the primary goal of the Technical Committee on Obesity of the Federal Government's Interministerial Chamber of Food and Nutrition Security and is stated as an official commitment in the National Food and Nutrition Security Plan for 2016-2019. This committee has developed the Intersectoral Strategy for Obesity Control and Prevention, which is based on policies for: promoting the availability and access to healthy and adequate foods, education, communication and information on healthy diets, promoting healthy lifestyles in key settings, food and nutrition surveillance, integral health care to overweight and obese in the healthcare networks, food regulation and food safety.

*This is a SMART commitment, as it addresses who will handle the commitment and what will be done within a given timeframe. Yet, it provides a baseline and the ultimate goal that will be measured.*

Other SMART Commitments related to this broader commitment:

- By 2019, the Brazilian Government will transfer income to families in situation of poverty which attend the eligibility criteria of the national conditional cash transfer program (Bolsa Familia). The program's budget for 2015 reached 27.6 million reais and benefited almost 14 million families.
- By 2019, the Brazilian Government will offer school meals to 40 million students of public schools every year.
- By 2019, the Brazilian Government will implant the National Strategy for the Promotion of Breastfeeding and Adequate Complementary Feeding in over 2,000 primary health units.
- By 2019, the Brazilian Government will establish Commitments on Healthy and Adequate Diet Promotion with all Brazilian states.
- By 2019, the Brazilian Government will implement the Food Guide for the Brazilian Population and develop other educational and informative materials based on the food guide for the population, teachers, health professionals and other key social actors.
- By 2019, the Brazilian Government will support food and nutrition education in 100 thousand primary schools.

- By 2019, the Brazilian Government will increase the students covered by the School Health Program from 18 to 20.7 million.
- By 2019, the Brazilian Government will include information on food and nutrition education on the covers of school books of 120 thousand primary schools.
- By 2019, the Brazilian Government will have set reduction targets for sodium and sugar in processed foods.
- By 2019, the Brazilian Government will have included the revision of regulation on food labelling in the national regulatory agenda and in Mercosul.
- By 2019, the Brazilian Government will have regulated the commerce, advertisement and publicity of processed foods in all public and private health and educational facilities, social protection facilities and all public agencies.
- By 2019, the Brazilian Government will implement the National Intersectoral Strategy for the Control and Prevention of Obesity and will support and incentive state and municipal obesity strategies.
- By 2019, the Brazilian Government will implant overweight and obesity care in at least 70% of the Brazilian states.
- By 2019, the Brazilian Government will implant 3,500 facilities for physical activities (Health Academy Program) in municipalities.

**Commitment 2: To reduce the regular consumption of soda and artificial juice by at least 30% in the adult population, by 2019.**

Specific	Measurable	Achievable	Relevant	Time bound
Yes: this is an official commitment of the Federal Government of Brazil that is stated in the National Food and Nutrition Security Plan (Plansan 2016-2019).	The regular consumption of soft drinks and artificial juice is stated and must be traced through national surveys. National Health Plan (PNS) – QUINQUENNIAL/ Surveillance of Risk and Protective Factors for Chronic Diseases (Vigitel) - ANUAL	This is a bold but plausible goal, based on a set of policies aimed at promoting healthy eating to tackle obesity and analyzing the historical trends of the indicator.	The consumption of ultraprocessed foods, especially sweetened beverages, contributes to excessive sugar consumption, risk factors for dental cavities, overweight, and chronic noncommunicable diseases (NCDs).	Commitment until 2019, as established in Plansan 2016-2019

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**Other SMART Commitments related to this broader commitment:**

- By 2019, the Brazilian Government will establish Commitments on Healthy and Adequate Diet Promotion with all Brazilian states.
- By 2019, the Brazilian Government will implement the Food Guide for the Brazilian Population and develop other educational and informative materials based on the food guide for the population, teachers, health professionals and other key social actors.
- By 2019, the Brazilian Government will support food and nutrition education in 100 thousand primary schools.
- By 2019, the Brazilian Government will increase the students covered by the School Health Program from 18 to 20.7 million.
- By 2019, the Brazilian Government will include information on food and nutrition education on the covers of school books of 120 thousand primary schools.

- By 2019, the Brazilian Government will have regulated the commerce, advertisement and publicity of processed foods in all public and private health and educational facilities, social protection facilities and all public agencies.
- By 2019, the Brazilian Government will implement the National Intersectoral Strategy for the Control and Prevention of Obesity and will support and incentive state and municipal obesity strategies.
- By 2019, the Brazilian Government will strengthen the regulation of publicity of foods and beverages, particularly that directed to children.
- By 2019, the Brazilian Government will propose fiscal measures (subsidies, tax reduction etc.) in order to reduce the price of healthy foods, as fruits and vegetables.
- By 2019, the Brazilian Government will have included the revision of regulation on food labelling in the national regulatory agenda and in Mercosul, including the mandatory declaration of added sugars and front of pack labelling.

**Commitment 3: Increase by at least 17.8% the percentage of adults who consume fruits and vegetables regularly until 2019.**

Specific	Measurable	Achievable	Relevant	Time bound
Yes: this is an official commitment of the Federal Government of Brazil that is stated in the National Food and Nutrition Security Plan (Plansan 2016-2019).	The regular consumption of fruits and vegetables is stated and should be traced through national surveys. National Health Plan (PNS) – QUINQUENNIAL/ Surveillance of Risk and Protective Factors for Chronic Diseases (Vigitel) - ANUAL	This is a bold but plausible goal, based on a set of policies aimed at promoting healthy eating to tackle obesity and analyzing the historical trends of the indicator.	Adequate consumption of fruits and vegetables may reduce the risk of cardiovascular disease and some types of cancer.	Commitment until 2019, as established in Plansan 2016-2019

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**Other SMART Commitments related to this broader commitment:**

- By 2019, the Brazilian Government will establish Commitments on Healthy and Adequate Diet Promotion with all Brazilian states.
- By 2019, the Brazilian Government will implement the Food Guide for the Brazilian Population and develop other educational and informative materials based on the food guide for the population, teachers, health professionals and other key social actors.
- By 2019, the Brazilian Government will support food and nutrition education in 100 thousand primary schools.
- By 2019, the Brazilian Government will increase the students covered by the School Health Program from 18 to 20.7 million.
- By 2019, the Brazilian Government will offer school meals to 40 million students of public schools every year.
- By 2019, the Brazilian Government will assist 350 thousand families in situation of poverty in rural productive inclusion strategies.
- By 2019, the Brazilian Government will provide continued technical support and rural extension to 700,000 families from agrarian reform and forest extractive activities.
- By 2019, the Brazilian Government will provide 1.8 million microcredit loans to family farmers.

- By 2019, the Brazilian Government will increase public procurement of foods from family farmers to 2.5 billion reais.
- By 2019, the Brazilian Government will offer school meals to 40 million students of public schools every year.
- By 2019, at least 30% of all food purchases for the National School Meal Program (PNAE) must be from provided by local family farmers.
- By 2019, the Brazilian Government will increase the expenditures for the National School Meal Program by 2.5% every year.
- By 2019, the Brazilian Government will increase the storage capacity of the National Food Supply Company (CONAB, responsible for national crop management and strategic storage) in 700,000 tons.
- By 2019, the Brazilian Government, along with states and municipalities, will promote and develop urban and peri-urban agriculture based on agroecological models.
- By 2019, the Brazilian Government will strengthen the regulation of publicity of foods and beverages, particularly that directed to children.
- By 2019, the Brazilian Government will propose fiscal measures (subsidies, tax reduction etc.) in order to reduce the price of healthy foods, as fruits and vegetables.
- By 2019, the Brazilian Government will have included the revision of regulation on food labelling in the national regulatory agenda and in Mercosul, including the mandatory declaration of added sugars and front of pack labelling.