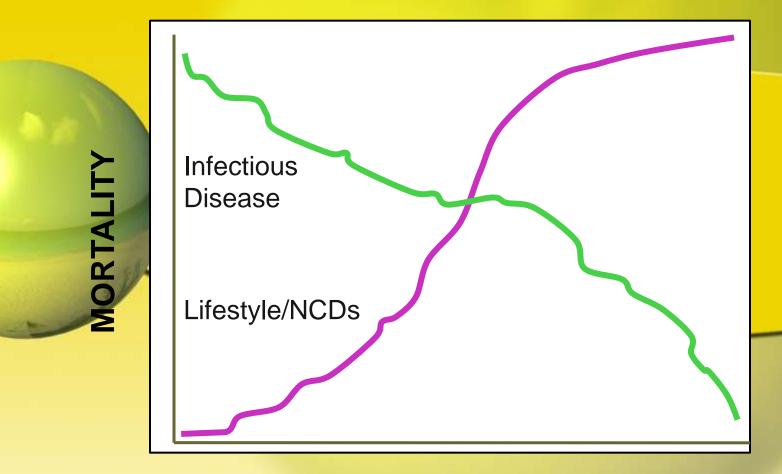
## **Health and Wellness**



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## **Epidemiologic** Transition



#### DEVELOPMENT

Omran et al 1970.



#### In the Philippines...

10 Leading Causes of MORBIDITY

- 1. Acute lower RTI and Pneumonia
- 2. Bronchitis/Bronchiolitis
- **3. Acute Watery Diarrhea**
- 4. Influenza
- 5. Hypertension
- 6. TB Respiratory
- 7. Diseases of the Heart
- 8. Malaria
- 9. Chickenpox
- 10. Dengue

10 Leading Causes of MORTALITY 1. Diseases of the Heart 2. Diseases of the Vascular System 3. Malignant neoplasm 4. Pneumonia 5. Accidents 6. Tuberculosis, all forms 7. Chronic Lower Respiratory Diseases 8. Diabetes Mellitus 9. Certain conditions originating in the Perinatal Period Source: National Epidemiology Center, Department of Health 10. Nephritis, nephrotic

syndrome & Nephrosis

#### **COMMON RISK FACTORS**



#### Prevalence of Hypertension, Hyperglycemia, Dyslipidemia & Overweight (1998, 2003 and 2008 Philippine NNS, FNRI)

Risk factors	1998	2003	2008	Basis
Hypertensio n	21.0	22.5	25.3	SBP ≥ 140, DBP ≥ 90
Hyperglycem ia	3.9	3.4	4.8	FBS <u>&gt;</u> 126 mg/dL
Total cholesterol	4.0	8.5	10.2	≥ 240 mg/dL
Triglycerides	8.7	9.4	14.6	≥ 200 mg/dL
BMI (Overweight)	20.2	24.0	26.6	BMI ≥ 25.0

Dietary intake trends show increasing consumption of energy dense foods high in fats and sugars,

P 18 88 82

The trend of obesity is increasing among younger age groups (9-11 year old) from 2.4% in 1993 to 4.8% in 2005 and 4.6% in 2008

#### Similarly the prevalence rate of overweight for children 6-10 years old doubled from 0.8% in 2001 to 1.6% in 2005 and 1.6% in 2008



Almost the entire adult population has low levels of physical activity in all domains: occupation, non-occupation, leisure, transportation.



## **Changing Eating Patterns**

The consumption of meat (up 3.1 per cent) and poultry (up 4.3 per cent) has increased over the past three decades – and intake of healthier foods has fallen: roots and tubers by 2.6 per cent and fruit by 2.2 per cent.



## **Changing Eating Patterns**



'Intake of fruits and vegetables has been on the downtrend because they're expensive', and also eating patterns have changed, with many people eating outside the home, and often eating fast food.



# Pilipinas Googlealth!

is the nationwide healthy lifestyle movement spearheaded by the Department of Health (DOH) and its partners. It aims to inform and encourage Filipinos from all walks of life to practice a healthy lifestyle by making a personal commitment to physical activity, proper nutrition, and the prevention or cessation of smoking and alcohol consumption. Through the movement, DOH and its partners work together to promote and establish a sustainable environment for healthy living.



GO sigla

## GO sustansya

# slow sa tagay

**GLOBAL:** 6 million people die every year due to tobacco use, according to the World Health Organization (WHO),

- A person dies every 8 seconds from tobacco use.
- More than 5 million people are direct smokers
- 600,000 are second-hand smokers

smoke

Almost half (48 percent or 14.6 million) of adult males and 9 percent (2.8 million) of adult females are current smokers. (WHO)

**PHILIPPINES:** Among Top 10 advertisers of tobacco in Asia. (WHO)

28% of Filipinos, aged 15 years and older, are current tobacco smokers. (2009 Global Adult Tobacco Survey)

> 23% of Filipino adults daily tobacco smokers: 38 % males, 7 % females.

10 Filipinos die every hour from smoking and second-hand smoking.

**GLOBAL:** WHO projects that by 2015, approximately 2.3 billion adults will be overweight and more than 700 million will be obese. (WHO)

> 925 million people undernourished.
>  13.1% or almost 1 in 7 people are hungry (UN FAO)

sustansya

**PHILIPPINES:** Trend towards foods higher in sugar and fat underscores double burden of under and over-nutrition. (WHO)

- Daily household intake of fruits decreased by 30%, from 77 grams a day in 1993 to 54 in 2003. (WHO)
- Between 1993 and 2003, intake of soft drinks increased by 150%, and fats and oils by 50%; intake of roots and tubers decreased by 50%. (WHO)

22.3% of Filipino adults are
overweight (body mass index of 25 29.9 (Philippine Nutrition Facts and
Figures 2011, Food and Nutrition
Research Institute)

**GLOBAL:** Physical inactivity has been identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally. (WHO)

- Around 31% of adults aged 15 and over were insufficiently active (men 28% and women 34%). (WHO)
  - Nearly 30% of students spent three or more hours per day sitting and doing activities such as watching television, playing computer games or talking to friends. (WHO)
    - Less than a tenth of students surveyed were physically active for seven days for at least 60 minutes a day during the past week or during a typical week. (WHO)

**PHILPPINES:** Most Filipino children not physically active during the school day, except in physical education classes. (NCBI) **GLOBAL:** 320,000 people aged 15-29 years die annually from alcohol-related causes, resulting in 9% of all deaths in that age group. (WHO)

Worldwide consumption in 2005 equal to 6.13 liters of pure alcohol consumed per person aged 15 years or older. (WHO)

Nearly 4% of all deaths are related to alcohol. Most alcohol-related deaths are caused by alcohol result from injuries, cancer, cardiovascular diseases and liver cirrhosis. (WHO)

 $\diamond$ 

SOV

#### **PHILIPPINES:**

- 11% of the population of Filipino 15to 74-year-olds are regular drinkers at an average rate of four or more days in a week. (DOH)
  - 24% of 15- to 19-year-olds are teen drinkers. (DOH)

### **Our Pledge**

We believe that every Filipino has the right to a healthy family, community, and country. As lead advocate for the nationwide healthy lifestyle movement, we work hand-inhand with different sectors to provide options for healthy living and make it accessible to as many people as possible.

Ultimately, **Pilipinas Go4Health** hopes to contribute to successful nation and inclusive development by encouraging Filipinos to embrace four key health habits: physical activity, proper nutrition, and the prevention or cessation of smoking and alcohol consumption.

#### **Our Objectives**

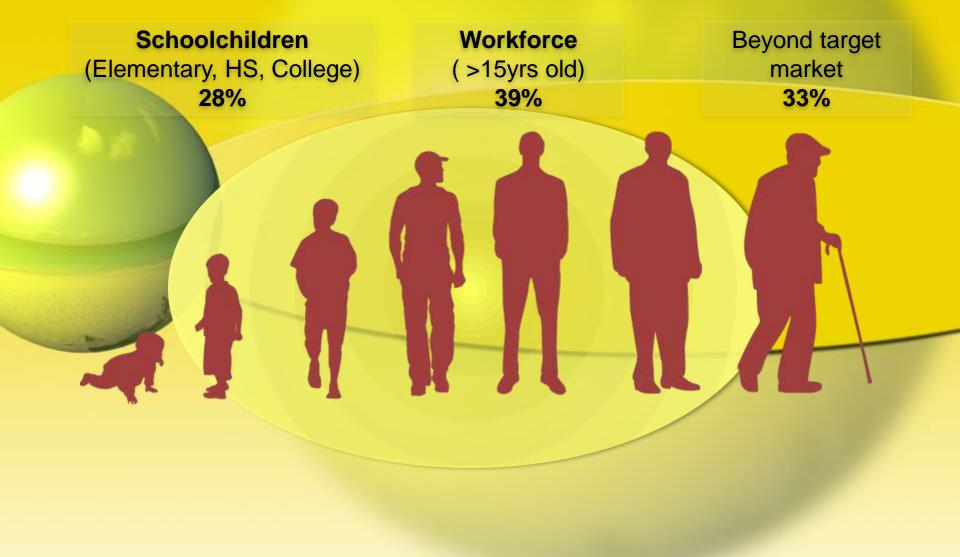
Engage private and public institutions to commit to establishing environments that encourage healthy lifestyle choices

Encourage target publics to make personal commitments to healthy living

Generate public interest in and awareness of healthy lifestyle choices

#### **Schoolchildren & Working Adults**

#### **On Target!**



### **Touchpoints**



Pilipinas Go4Health

## **Our Strategy**

#### Community Involvement

Institutional participation

Personal Commitment

### **Our Strategy**

Community Commitment

Institutional

Increase Awareness, Change Habits, Enhance Skills

Personal Commitment

#### **Personal Commitment**



### **Pilipinas Go4Health Website**



#### www.go4health.ph

YOU can register in the Pilipinas Go4Health website to use the health tools and apps and receive the latest news and updates on living healthy!

## Social Media Accounts

News and updates about Pilipinas GoHealth will be posted in these social networking sites



## **Our Strategy**

Comm Comm Comm Comm Partnerships, Share Promsing Practices

Institutional Commitment

> Personal Commitment

#### **Institutional Commitment**

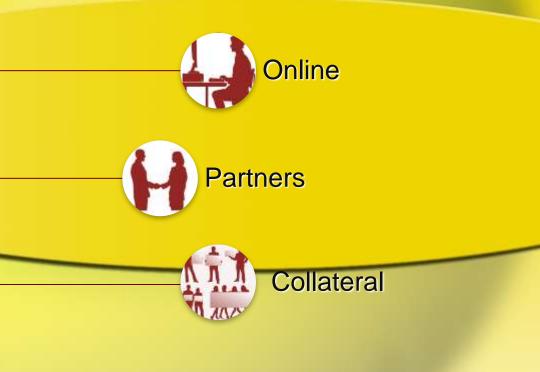


#### **Institutional Commitment**



Engage both private and public sector in promoting healthy lifestyle

Tap partners to implement healthy lifestyle programs



#### GO smoke-free

#### IS SMOKING TAKING A TOLL ON YOUR HEALTH?

Get ready to love a healthy intestyle/ Join Phoys that are taking action for health.

initi Contraction of the Contrac

Go slow sa tadau

Go Health!



sustansya



## Promote Pilipinas Go4Health!

🖸 sigla

#### ARE HANGOVERS GETTING THE BEST OF YOU?

Get resay to live a healthy iffestyle/ Join Programs willing action for health.

C testar consistent and the

IS THE LACK OF EXERCISE LEAVING YOU BREATHLESS?

> healthy intrinsie Jon Prove metare laine scion for health

and a stress of the Although and account the Palatase Gomina the Manager Replace Company of the Although Altho Produce and display movement collateral in your establishments

#### **Be a Go4Health Institution!**

As a company policy, declare the establishment/school/agency as a "Go4Health" place, and the promotion of a healthy lifestyle as a priority.

### **Support Healthy Lifestyle Programs**





Remove additives like MSG and lessen sodium and sugar in cooking Offer healthier menu; offer fresh fruits for dessert instead of pastries Offices should provide a short break in the morning to give those who missed out on breakfast a chance to grab a quick meal



Partner with sports or fitness facilities to offer services to employees at lower costs Plan weekly sports events for the schools and offices Set challenges that would encourage students or employees to engage in more exercises



Enforce restrictions on selling alcohol to minors Avoid partnering with alcoholic brands for events and activities Prohibit putting up of posters of alcohol brands in the premises



# Pilipinas Google Health!

#### We're bringing Pinoys together to take action for health!

Register at www.go4health.ph and support the Pilipinas Go4Health Movement!





## Life's simple 7

- Don't Smoke
- Maintain a healthy weight
- Devote 150 minutes to moderate-intense physical activity each week
- Eat a healthy diet
- Manage your blood pressure
- Keep cholesterol in check
- Manage your blood glucose levels





## Lower Your Blood Pressure



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES National Institutes of Health National Heart, Lung, and Blood Institute

#### Blood Pressure Levels for Adults\*

Category	Systolic† (mmHg)‡		Diastolic† (mmHg)‡	Result
Normal	Less than 120	and	Less than 80	Good for you!
Prehypertension	120–139	or	80–89	Your blood pres- sure could be a problem. Make changes in what you eat and drink, be physically active, and lose extra weight. If you also have diabetes, see your doctor.
Hypertension	140 or higher	or	90 or higher	You have high blood pressure. Ask your doctor or nurse how to control it.

- \* For adults ages 18 and older who are not on medicine for high blood pressure and do not have a short-term serious illness. Source: The Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure; NIH Publication No. 03-5230, National High Blood Pressure Education Program, May 2003.
- *†* If systolic and diastolic pressures fall into different categories, overall status is the higher category.
- ‡ Millimeters of mercury,

### Daily Nutrient Goals Used in the DASH Studies (for a 2,100 Calorie Eating Plan)

Total fat	27% of calories	Sodium	2,300 mg*
Saturated fat	6% of calories	Potassium	4,700 mg
Protein	18% of calories	Calcium	1,250 mg
Carbohydrate	55% of calories	Magnesium	500 mg
Cholesterol	150 mg	Fiber	30 g

 \* 1,500 mg sodium was a lower goal tested and found to be even better for lowering blood pressure. It was particularly effective for middle-aged and older individuals, African Americans, and those who already had high blood pressure.
 g = grams; mg = milligrams

#### Following the DASH Eating Plan

Food Group	Daily Servings	Serving Sizes
Grains*	6–8	1 slice bread 1 oz dry cereal† 1/2 cup cooked rice, pasta, or cereal
Vegetables	4–5	1 cup raw leafy vegetable 1/2 cup cut-up raw or cooked vegetabl 1/2 cup vegetable juice
Fruits	4-5	1 medium fruit 1/4 cup dried fruit 1/2 cup fresh, frozen, or canned fruit 1/2 cup fruit juice
Fat-free or low-fat milk and milk products	2–3	1 cup milk or yogurt 11/2 oz cheese
Lean meats, poultry, and fish	6 or less	1 oz cooked meats, poultry, or fish 1 egg‡
Nuts, seeds, and legumes	4–5 per week	1/s cup or 11/2 oz nuts 2 Tbsp peanut butter 2 Tbsp or 1/2 oz seeds 1/2 cup cooked legumes (dry beans and peas)
Fats and oils§	2-3	1 tsp soft margarine 1 tsp vegetable oll 1 Tbsp mayonnaise 2 Tbsp salad dressing
Sweets and added sugars	5 or less per week	1 Tbsp sugar 1 Tbsp jelly or jam 1/2 cup sorbet, gelatin 1 cup lemonade

- Whole grains are recommended for most grain servings as a good source of fiber and nutrients.
- <sup>†</sup> Serving sizes vary between 1/2 cup and 11/4 cups, depending on cereal type. Check the product's Nutrition Facts label.

	Examples and Notes	Significance of Each Food Group to the DASH Eating Pattern	
	Whole wheat bread and rolls, whole wheat pasta, English muffin, pita bread, bagel, cereals, grits, oatmeal, brown rice, unsalted pretzels and popcorn	Major sources of energy and fiber	
	Broccoli, carrots, collards, green beans, green peas, kale, lima beans, potatoes, spinach, squash, sweet potatoes, tomatoes	Rich sources of potassium, magnesium, and fiber	
	Apples, apricots, bananas, dates, grapes, oranges, grapefruit, grapefruit juice, mangoes, melons, peaches, pineapples, raisins, strawberries, tangerines	Important sources of potassi- um, magnesium, and fiber	
	Fat-free (skim) or low-fat (1%) milk or butter- milk, fat-free, low-fat, or reduced-fat cheese, fat-free or low-fat regular or frozen yogurt	Major sources of calcium and protein	
	Select only lean; trim away visible fats; broil, roast, or poach; remove skin from poultry	Rich sources of protein and magnesium	
_	Almonds, hazelnuts, mixed nuts, peanuts, walnuts, sunflower seeds, peanut butter, kidney beans, lentils, split peas	Rich sources of energy, magnesium, protein, and fiber	
	Soft margarine, vegetable oil (such as canola, corn, olive, or safflower), low-fat mayon- naise, light salad dressing	The DASH study had 27 per- cent of calories as fat, including fat in or added to foods	
	Fruit-flavored gelatin, fruit punch, hard candy, jelly, maple syrup, sorbet and ices, sugar	Sweets should be low in fat	
	<ul> <li><sup>‡</sup> Since eggs are high in cholesterol, limit egg yolk in week; two egg whites have the same protein content same protein content changes serving amount for fats and oregular salad dressing equals one serving; 1 Tbsp of a fat-free dressing equals</li> </ul>	ent as 1 oz of meat. oils. For example, 1 Tbsp of of a low-fat dressing equals	

#### DASH Eating Plan— Number of Daily Servings for Other Calorie Levels

	Servings/Day		
Food Groups	1,600 calories/day	2,600 calories/day	3,100 calories/day
Grains*	6	10-11	12–13
Vegetables	3-4	5–6	6
Fruits	4	5–6	6
Fat-free or low- fat milk and milk products	2–3	3	3–4
Lean meats, poultry, and fish	3–6	6	6–9
Nuts, seeds, and legumes	3/week	1	1
Fats and oils	2	3	4
Sweets and added sugars	0	≤2	≤2

Whole grains are recommended for most grain servings as a good source of fiber and nutrients.

# How to Lower Calories on the DASH Eating Plan

#### To increase fruits -

- Eat a medium apple instead of four shortbread cookies. You'll save 80 calories.
- Eat 1/4 cup of dried apricots instead of a 2-ounce bag of pork rinds. You'll save 230 calories.

#### To increase vegetables -

- Have a hamburger that's 3 ounces of meat instead of 6 ounces. Add a 1/2-cup serving of carrots and a 1/2-cup serving of spinach. You'll save more than 200 calories.
- Instead of 5 ounces of chicken, have a stir fry with 2 ounces of chicken and 1<sup>1</sup>/<sub>2</sub> cups of raw vegetables. Use a small amount of vegetable oil. You'll save 50 calories.

#### To increase fat-free or low-fat milk products -

 Have a 1/2-cup serving of low-fat frozen yogurt instead of a 1/2-cup serving of full-fat ice cream. You'll save about 70 calories.

#### And don't forget these calorie-saving tips:

- Use fat-free or low-fat condiments.
- Use half as much vegetable oil, soft or liquid margarine, mayonnaise, or salad dressing, or choose available low-fat or fat-free versions.
- Eat smaller portions—cut back gradually.
- Choose fat-free or low-fat milk and milk products.
- Check the food labels to compare fat content in packaged foods items marked fat-free or low-fat are not always lower in calories than their regular versions.
- Limit foods with lots of added sugar, such as pies, flavored yogurts, candy bars, ice cream, sherbet, regular soft drinks, and fruit drinks.
- Eat fruits canned in their own juice or in water.
- Add fruit to plain fat-free or low-fat yogurt.
- Snack on fruit, vegetable sticks, unbuttered and unsalted popcorn, or rice cakes.
- Drink water or club soda—zest it up with a wedge of lemon or lime.

## Make a Dash for DASH

Thirty minutes of moderate-intensity physical activity each day can help.

- If your blood pressure is moderately elevated, 30 minutes of brisk walking on most days a week may be enough to keep you off medication.
- If you take medication for high blood pressure, 30 minutes of moderate physical activity can make your medication work more effectively and make you feel better.
- If you don't have high blood pressure, being physically active can help keep it that way. If you have normal blood pressure—but are not active—your chances of developing high blood pressure increase, especially as you get older or if you become overweight or obese or develop diabetes.

- 1. Set a schedule and try to keep it.
- Get a friend or family member to join you. Motivate each other to keep it up.
- Cross-train. Alternate between different activities so you don't strain one part of your body day after day.
- 4. Set goals.
- Reward yourself. At the end of each month that you stay on your exercise program, reward yourself with something new—new clothes, a compact disc, a new book—something that will help keep you committed. But don't use food as a reward.

## Where's the Sodium?

Food Groups	Sodium (mg)	
Whole and other grains and grain products*		
ooked cereal, rice, pasta, unsalted, 1/2 cup	0–5	
Ready-to-eat cereal, 1 cup	0–360	
Bread, 1 slice	110–175	
egetables		
resh or frozen, cooked without salt, 1/2 cup	1–70	
Canned or frozen with sauce, 1/2 cup	140-460	
Tomato juice, canned, 1/2 cup	330	
Fruit		
Fresh, frozen, canned, 1/2 cup	0–5	
Low-fat or fat-free milk and milk products		
Milk, 1 cup	107	
Yogurt, 1 cup	175	
Natural cheeses, 11/2 oz	110-450	
Process cheeses, 2 oz	600	
Nuts, seeds, and legumes		
Peanuts, salted, 1/3 cup	120	
Peanuts, unsalted, 1/3 cup	0–5	
Beans, cooked from dried or frozen, without	0–5	
salt, 1/2 cup		
Beans, canned, 1/2 cup	400	
Lean meats, fish, and poultry		
Fresh meat, fish, poultry, 3 oz	30–90	
Tuna canned, water pack, no salt added, 3 oz	35–45	
Tuna canned, water pack, 3 oz	230-350	
Ham, lean, roasted, 3 oz	1,020	
* 14/1 - 1		

\* Whole grains are recommended for most grain servings.

## Label Language

#### Phrase

#### What It Means\*

#### Sodium

Sodium free or salt free Very low sodium Low sodium Low-sodium meal Reduced or less sodium

Light in sodium

Unsalted or no salt added

Less than 5 mg per serving 35 mg or less of sodium per serving 140 mg or less of sodium per serving 140 mg or less of sodium per 31/2 oz (100 g) At least 25 percent less sodium than the regular version 50 percent less sodium than the regular version

No salt added to the product during processing (this is not a sodium-free food)

## Label Language

#### Fat

Fat-free Low saturated fat

Low-fat Reduced fat

Light in fat

Less than 0.5 g per serving 1 g or less per serving and 15% or less of calories from saturated fat 3 g or less per serving At least 25 percent less fat than the regular version Half the fat compared to the regular version

## Where's the Potassium?

Food Groups	Potassium (mg)	
Vegetables		
Potato, 1 medium	926	
Sweet Potato, 1 medium	540	
Spinach, cooked, 1/2 cup	290	
Zucchini, cooked, 1/2 cup	280	
Tomato, fresh, 1/2 cup	210	
Kale, cooked, 1/2 cup	150	
Romaine lettuce, 1 cup	140	
Mushrooms, 1/2 cup	110	
Cucumber, 1/2 cup	80	_
Fruit		
Banana, 1 medium	420	
Apricots, 1/4 cup	380	
Orange, 1 medium	237	
Cantaloupe chunks, 1/2 cup	214	
Apple, 1 medium	150	

## Where's the Potassium?

Food Groups	Potassium (mg)
Nuts, seeds, and legumes	
Cooked soybeans, 1/2 cup	440
Cooked lentils, 1/2 cup	370
Cooked kidney beans, 1/2 cup	360
Cooked split peas, 1/2 cup	360
Almonds, roasted, 1/3 cup	310
Walnuts, roasted, 1/3 cup	190
Sunflower seeds, roasted, 2 Tbsp	124
Peanuts, roasted, 1/3 cup	120
Low-fat or fat-free milk and milk products	
Milk, 1 cup	380
Yogurt, 1 cup	370
Lean meats, fish, and poultry	
Fish (cod, halibut, rockfish, trout, tuna), 3 oz	200-400
Pork tenderloin, 3 oz	370
Beef tenderloin, chicken, turkey, 3 oz	210

### Haste Makes Waist.



#### **Chicken Salad**

31/4	cups	chicken breast, cooked, cubed, and skinless
1/4	cup	celery, chopped
1	Tbsp	lemon juice
$1/_{2}$	tsp	onion powder
1/8	tsp	salt*
3	Tbsp	mayonnaise, low-fat

1. Bake chicken, cut into cubes, and refrigerate.

2. In a large bowl combine rest of ingredients, add chilled chicken and mix well.

Makes 5 servings Serving Size: 3/4 cup Per Serving:

Calories	176	Carbohydrate	2 g
Total Fat	6 g	Calcium	16 mg
Saturated Fat	2 g	Magnesium	25 mg
Cholesterol	77 mg	Potassium	236 mg
Sodium	179 mg	Fiber	0 g
Protein	27 g		

To reduce sodium, omit the 1/8 tsp of added salt.
 New sodium content for each serving is 120 mg.

## REALPRONOFION.

## More fun in the Philippines.

## Maraming Salamat po!