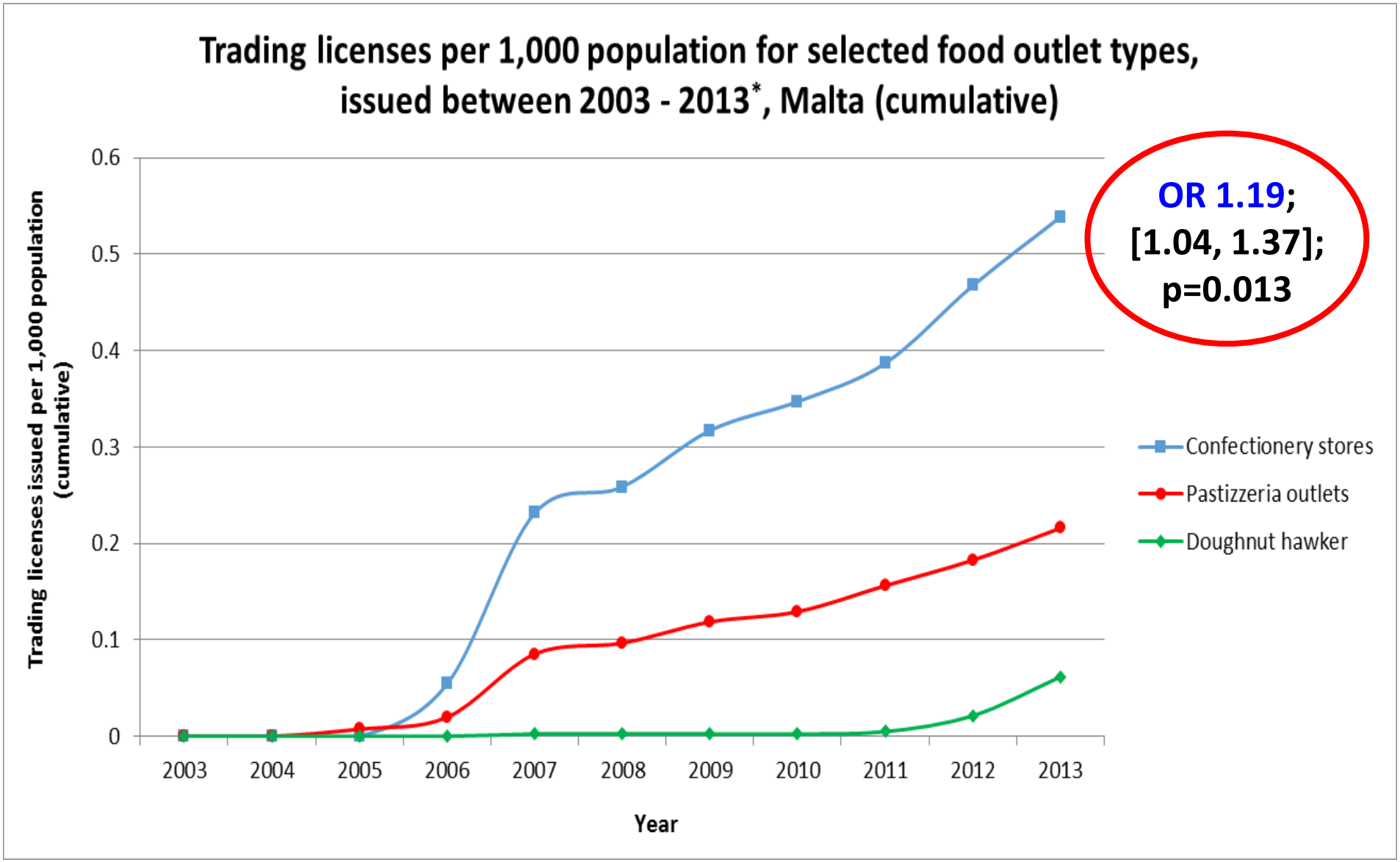
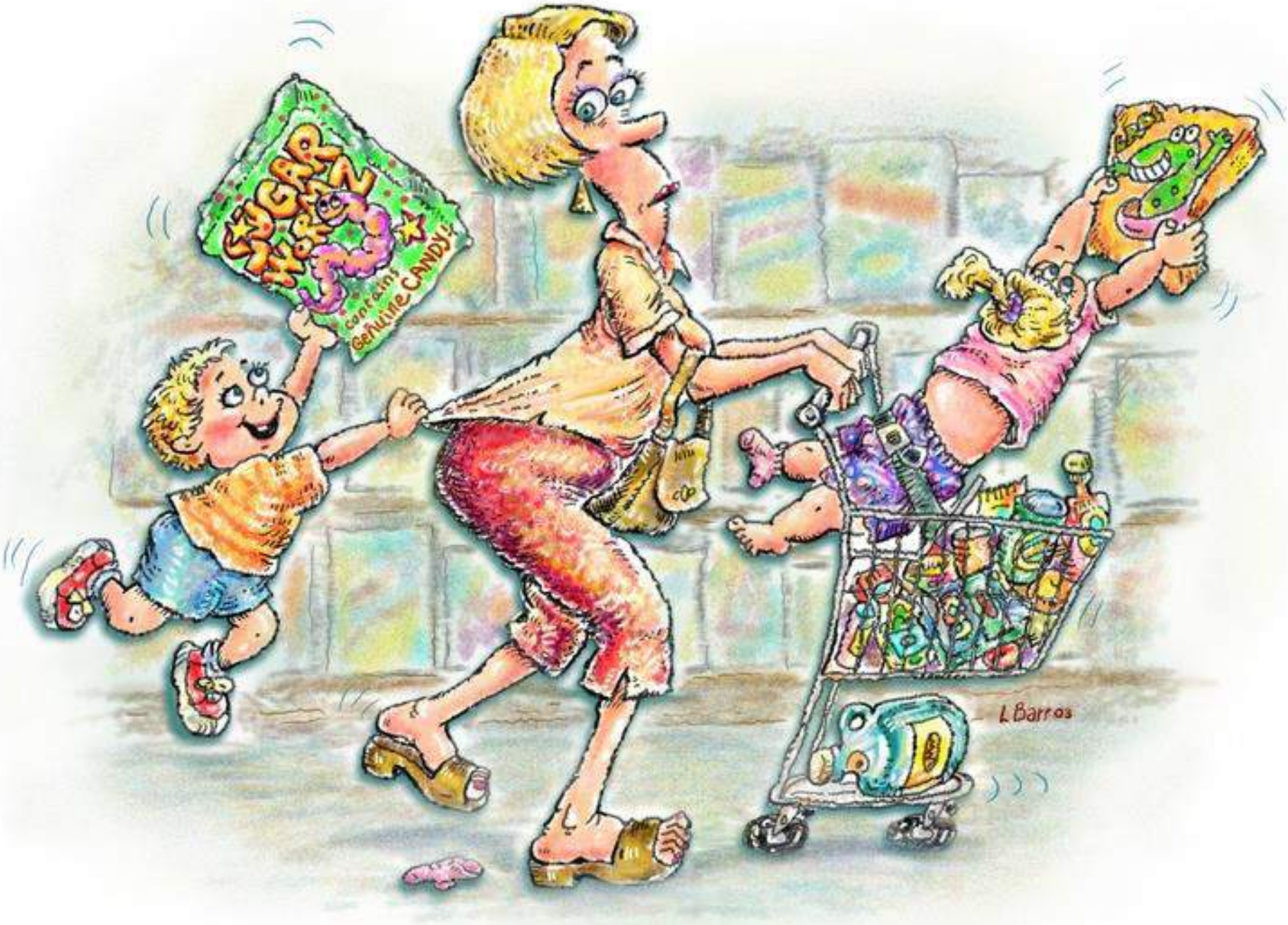

Trading licenses per 1,000 population for selected food outlet types, issued between 2003 - 2013*, Malta (cumulative)
Trading licenses issued per 1,000 population (cumulative)
0.6
0.5
0.4
0.3
0.2
0.1
0
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
Year
Confectionery stores
Pastizzeria outlets
Doughnut hawker
OR 1.19;
[1.04, 1.37];
p=0.013


SUGAR HORRORZ
contains Genuine CANDY!
L Barros

Food Pricing (p = < 0.01)

Median price of <u>healthy</u> option

Median price of <u>less healthy</u> option

€7.74/kg (unsweetened)

€8.85/kg (sugared cereal)

€1.29/L (100% juice)

€1.30/L (juice drink)

€0.81/L (skimmed)

€0.86/L (whole)

Food Pricing (p = < 0.01)

€2.37/kg (wholemeal)

€1.67/kg (white pasta)

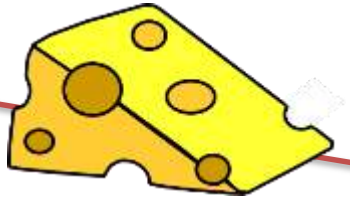
€7.95/kg (lean)

€7.1/kg (regular)

€0.95/400g loaf (wholemeal)

€0.85/400g loaf (white)

€10.9/kg (low-fat)



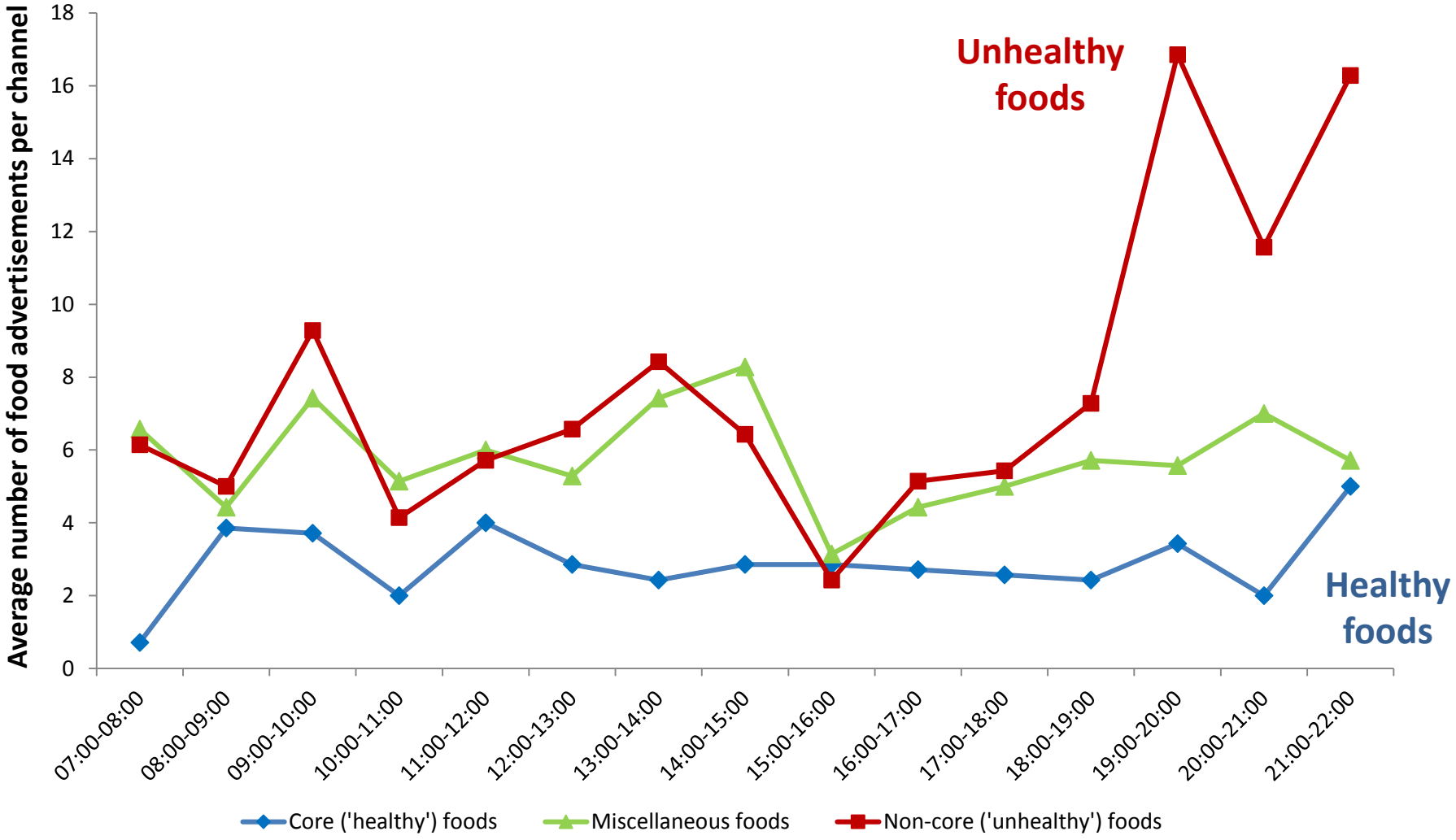
€7.23/kg (regular)

TV advertising - main findings

- Food and drinks heavily advertised (26.9% of all adverts)
- Non-core > core* food & beverage advertisements during peak viewing hours (52% vs 44.6%; p=<0.001)
- Non-core adverts:
  - 95% of child-focused adverts, usually @ prime time
  - 71.4% of all food adverts during children's programmes

*Source: Kelly B, Halford JCG, Boyland EJ, Chapman K, Bautista-Castaño I, Berg C *et al.* Television food advertising to children: a global perspective. *Am J Public Health* 2010; **100**: 1730–1736

% food adverts aired across all local TV channels (weekdays)



Environmental barriers to healthy eating

Physical

- Portion sizes
- Consumer food environment
- Community food environment
- School canteen/tuck shops
- Home food environment
- Informational food environment

Political

- EU trade regulations
- [lack of] policies in public institutions (e.g. Hospital)
- School nutrition standards

Sociocultural

- Historical context
- Lifestyle/Culture change (re. PA)
- Academic pressure (private lessons)

Economic

- Price of ‘healthy’ vs ‘unhealthy’ food

Environmental barriers to PA

Physical

- Urbanization
- Transport onfrastructure
- Neighbourhood environment
- School space

Sociocultural

- Lack of knowledge and awareness
- Lifestyle/Culture change (re. PA)
- Car culture vs cycling
- Technology
- Parental overprotection and safety/crime concerns
- Lack of opportunities to be active
- Academic pressure

Political

- Policies in public places
- School policies re. use of facilities
- School break policy
- PE lessons
- School ethos
- Politics (motorist lobby)

Economic

- Car affordability
- Societal expectations
- Maintenance (playing fields)
- Cost of extracurricular activities

Conclusion

Many aspects of the physical, social, economic and cultural environment in Malta favour a **positive energy balance**, characterised by *limited infrastructure for active living combined with an energy-dense food supply*

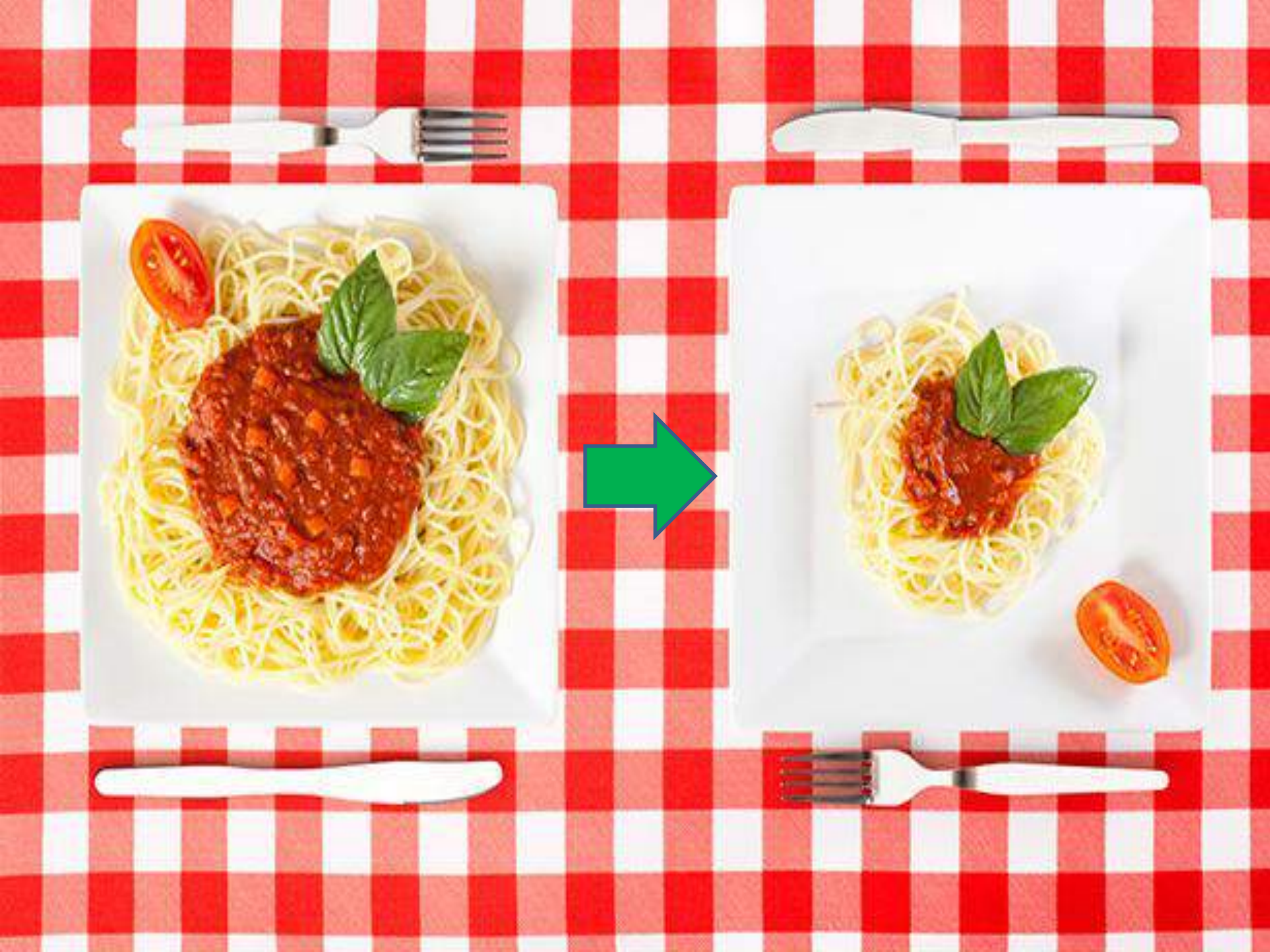

McDouble
eurosaver
€1.90


Coca-Cola
COLLECT ALL 6
LIMITED EDITION
GIFTS
SEE LABELS FOR DETAILS
BRASIL


Grown for
VONS
RIGHT IN
Oxnard
Summit Media
EYE


Real Food. Real Good.
go healthy CAFE
1 Mile Ahead

Photo credit: Dr. Jason Attard



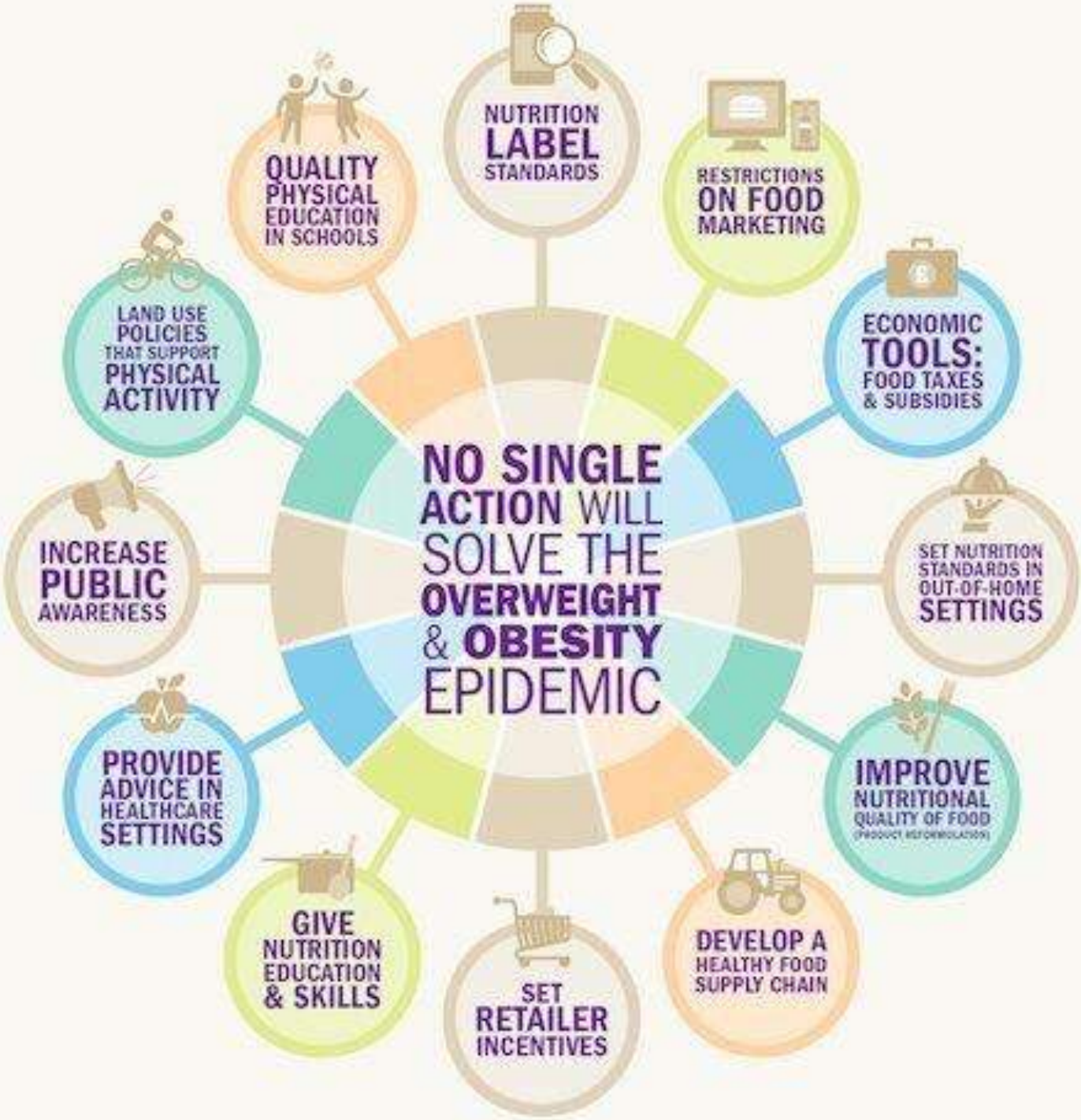

IT ONLY FEELS THAT WAY..


MALTA


Ġnien L-Emigranti Żrieraq
TWISSIJA
WARNING
KUNSILL LOKALI ŻURRIEQ
No Bicycles
No Balls
No Skateboard
No Dogs

Effective environmental interventions

1. **Improvement of overall school food environment** (e.g. school nutrition standards)
2. **Purchase of new PE/sports equipment**
3. **Daily formal PA session organized after-school** (90 - 120 mins duration) with MVPA
   - [improvements in BMI ranging from -0.16 [-0.40, 0.07] to - 0.45 [-0.79, -0.12]
4. **Availability of school playgrounds** for structured/unstructured PA after school
5. **Provision of free/low cost water in school** (e.g. water fountains; provision of water bottles)
   - An intervention focusing solely on enhancing water provision in schools reported a small reduction in zBMI (-0.004 [-0.045, 0.036]) and a significant reduction in the risk of overweight (31% reduction, p = 0.04) among the intervention group
6. **Provision of a healthy breakfast at school**
   - BMI improvement: -0.11 (P=<0.05) in boys; -0.02 (P = <0.05 in girls)
7. **Substitution of SSBs**: replacement with artificially sweetened, zero- calorie substitute
   - BMI improvement: between -0.13 [-0.21, -0.05; p = 0.001] and -0.14 [-0.54 to -0.26]
8. **Reduction in screen time** at home through the installation of an electronic television time manager device to limit TV watching
   - BMI improvement: -0.45 [-0.73, -0.17; p = 0.002]


NO SINGLE ACTION WILL SOLVE THE OVERWEIGHT & OBESITY EPIDEMIC
NUTRITION LABEL STANDARDS
RESTRICTIONS ON FOOD MARKETING
ECONOMIC TOOLS: FOOD TAXES & SUBSIDIES
SET NUTRITION STANDARDS IN OUT-OF-HOME SETTINGS
IMPROVE NUTRITIONAL QUALITY OF FOOD
DEVELOP A HEALTHY FOOD SUPPLY CHAIN
SET RETAILER INCENTIVES
GIVE NUTRITION EDUCATION & SKILLS
PROVIDE ADVICE IN HEALTHCARE SETTINGS
INCREASE PUBLIC AWARENESS
LAND USE POLICIES THAT SUPPORT PHYSICAL ACTIVITY
QUALITY PHYSICAL EDUCATION IN SCHOOLS


Heads of School
Ministry of Health
Broadcasting thority
Transport Malta
Ministry of Education
Planning Authority
Ministry of Health
MSDEC (Dept. of Agriculture)
Ministry of Education
Ministry of Finance
ONE HEALTH

Thank You

Questions?

HWFL

Of the 79 measures shown in Appendix 1, 47% (n = 37) were classified as being behavioural interventions, 26% (n = 21) as environmental in scope, whereas a further 8% (n = 6) contain both behavioural and environmental components. The remainder (n = 15) could not be easily categorised