National Nutrition and Physical Activity Action Plan

Goals, objectives or targets related to nutrition:

GOAL of the Action Plan
To reduce morbidity and mortality attributable to chronic non-communicable diseases (such as diabetes, cardiovascular disease and certain types of cancer) in the State of Qatar.

OBJECTIVES of the National Health Strategy Part 3.2 Nutrition and Physical Activity
- Set up a comprehensive nutrition and physical activity program with initiatives targeted at various stakeholders and with impact on the prevalence of obesity:
  o Reduction in the prevalence of obesity and overweight
  o Increase in the rate of physical activity
  o Enhanced nutritional status

OBJECTIVES of the Action Plan
1. To reduce the diet and inactivity-related risk factors of chronic non-communicable diseases (NCDs);
2. To increase the overall public awareness on the positive health effects of eating a healthy diet and engaging in regular physical activity;
3. To develop and promote culturally sensitive and sustainable policies and legislations aimed at promoting food diversity, healthy eating habits and increasing physical activity in the population;
4. To stimulate the practice of regular physical activity in the population, with special emphasis on schools, workplaces and communities;
5. To facilitate the collaboration with the private sector to promote import, production and distribution of food products which contribute to a healthier and more balanced diet;
6. To strengthen the capacity of human resources involved in the implementation of the Action Plan;
7. To monitor scientific data related to diet and physical activity in relation to NCDs and to support research in relevant areas.

EXPECTED OUTCOMES of the National Health Strategy Part 3.2
Nutrition and Physical Activity 1. Decrease the prevalence of obesity by 3 percentage points, from 32% to 29% for all residents and from
40% to 37% for Qataris; 2. Achieve a 10% weight reduction for people enrolled in dietary services programs.

EXPECTED OUTCOMES of the Action Plan

1. The rates of obesity and overweight are reduced by 1% yearly (i.e. 5% within 5 years);
2. The rates of physical activities are increased by 1% yearly (i.e. 5% within 5 years);
3. The proportion of the population consuming five servings of fruits and vegetables daily is increased by 10% in 5 years;
4. The proportion of the population suffering from high blood pressure levels is decreased in both men and women by 2.5% in 5 years;
5. The proportion of the population suffering from high blood cholesterol levels is decreased by 2.5% in men and 0.5% in women in 5 years;
6. The level of public awareness on nutrition and physical activity is increased by 25% in 5 years.

Strategies

Strategies and activities related to nutrition:

Action areas are:

Area 1: National policies and legislations
- Objective. To formulate and promote national policies and legislation to improve dietary patterns and encourage physical activity.

Area 2: National coordination mechanism
- Objective. To establish national coordinating mechanisms that address nutrition and physical activity within the context of the Action Plan.
- Objective. To facilitate the establishment of mechanisms to promote the participation of non-governmental organizations, the academia, civil society, the private sector and the media in activities related to nutrition and physical activity.

Area 3: National nutrition programs
- Objective. To promote optimal maternal health care.
- Objective. To promote optimal infant and young child development.
- Objective. To promote optimal nutrition for school-aged children.
- Objective. To promote optimal nutrition for adults.

Area 4: National physical activity programs
- Objective. To review the existing national guidelines for health-enhancing physical activity in schools.
- Objective. To review the existing national guidelines for health-enhancing physical activity at the workplace.

Area 5: Promotion and advocacy
- Objective. To raise public awareness through all means of communications about the benefits of good nutrition and physical activity as protective factors against the development of NCDs.

Area 6: Surveillance, monitoring and evaluation
- Objective. To assess the progress and implementation of the Action Plan.
- Objective. To evaluate the impact of the Action Plan.
- Objective. To assess the quality of national programs in terms of coverage and efficiency

Area 7: Capacity building
- Objective. To strengthen the capacities of human resources involved in the planning, implementation and evaluation of the Action Plan.
- Objective. To ensure sufficient nutritionists are available at PHC centers for support of the programs specified in the Action Plan.
Area 8: Partnership with academic institutions and the private sector

- Objective. To strengthen the partnership with academic institutions in the development, implementation and evaluation of the Action Plan.

- Objective. To strengthen the partnership with the private sector in the development and implementation of the Action Plan.

M&E Indicators

M&E Indicators related to nutrition:

Indicators:

- Number of national policies, regulations and legislations developed or updated out of the total number planned.
- Number of policies and legislations implemented out of the total developed and updated.
- Number of sub-committees established with clear terms of reference.
- Number of meetings held out of the total number planned.
- Number of partners involved in the Action Plan.
- Number of nutritionists available per primary health care center out of total targeted.
- Number of health sectors applying breastfeeding programs out of total targeted.
- Percent of mothers achieving recommended weight gain during pregnancy.
- Percent of mothers referred to nutrition counseling during pregnancy.
- Percent of infants exclusively breastfed for the first 6 months of life.
- Percent of children with continued breastfeeding for up to 1 year.
- Number of schools participating in the national school snack program out of the total number targeted.
- Number of workplaces implementing the guidelines for healthy eating at the workplace out of total targeted.
- Number of indoors facilities for physical activities established on school premises out of total targeted.
- Percent of students involved in the school physical activity program.
- Number of indoors facilities for physical activities established on the premise of the workplace out of total targeted.
- Number of physical activities facilities (indoors/outdoors) in the community out of total targeted.
- Number of health promotion activities conducted in each workplace out of total targeted.
- Formative research on public knowledge about the importance of healthy eating and physical activity conducted.
- Social marketing campaign conducted.
- Number of media channels involved in the campaign out of total available.
- STEPwise survey conducted.
- National nutrition surveillance system established.
- Number of recruited nutritionists in PHC out of total number targeted.
- Number of recruited specialist nutritionists in the NCD section of SCH out of total planned.
- Number of trainings on growth monitoring and basic nutrition conducted.
- Number of trainings on data collection and results-based management conducted
- Number of joint collaborations with academic institutions.
- Number of private companies adhering to the recommendations of the Action Plan.
- The national nutrition survey is conducted.
Reference:

Policy topics:
- Overweight, obesity and diet-related NCDs
- Dietary practice
- Fruit and vegetable intake
- Fruits
- Vegetables
- Maternal, infant and young child nutrition
- Counselling on healthy diets and nutrition during pregnancy
- Growth monitoring and promotion
- Breastfeeding promotion/counselling
- Nutrition in schools
- School-based health and nutrition programmes
- Regulation/guidelines on types of foods and beverages available
- Nutrition in the school curriculum
- Provision of school meals / School feeding programme
- Promotion of healthy diet and prevention of obesity and diet-related NCDs
- Dietary guidelines
- Food labelling
- Regulating marketing of unhealthy foods and beverages to children
- Creation of healthy food environment
- Healthy food environment in workplaces
- Media campaigns on healthy diets and nutrition
- Nutrition counselling on healthy diets

Partners in policy implementation
- Government
  - Education and research
  - Environment
  - Health
  - Nutrition council
  - Urban planning
  - Details: more Ministry of Public Health
- Research / Academia
  - Details: more Research/academia: Qatar University
- Private Sector
  - Details: more Weill Cornell Medical College Qatar, AlMerra Consumer Goods, Private Bakeries,
- Other
  - Details: more ASPETAR (Qatar Orthopedic and Sports Medicine Hospital), Hamad Medical Corporation, Qatar Media Corporation, Qatar Museum Authority, Qatar Olympic Committee, Qatar Women’s Sports Committee

Links: