



Support for Childhood Overweight Prevention in School and Community Settings in Latin America: Brazil, Chile, Colombia, Mexico, Peru

2022 Annual Report

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**BNP PARIBAS
CARDIF**

in support of

unicef  | for every child

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Brazil



Chile



Colombia



Mexico



Peru

Executive Summary

In 2022, BNP Paribas Cardif and UNICEF's Regional Office for Latin America and the Caribbean (LACRO) joined forces to contribute to the prevention of childhood overweight in five countries in Latin America: Brazil, Chile, Colombia, Mexico, and Peru. This partnership targets school children, caregivers, and school staff, with the goal of directly supporting almost 50,000 children and adolescents and indirectly supporting one million people in the wider community via social and behaviour change communication (SBCC) activities.



In one year, the partnership has been able to achieve the following results:

- **UNICEF Brazil** directly reached 4,144 adolescents through SBCC activities related to healthy habits promotion and obesity prevention, and indirectly 170,000 through social media activation. A U-Report survey reached over 4,320 adolescents with key information about their dietary habits and food environments. In addition, 3,825 health and education professionals and 740 public education managers attended a series of webinars on healthy schools to increase their understanding and knowledge about how to promote healthy habits for students.
- **UNICEF Chile** focused on forming the project team, visiting selected schools, and planning the official launch event with local authorities and key stakeholders in the first year of the project. Concretely, the office implemented two key initiatives Reactiva Tu Verano (Re-activate Your Summer) and Reactiva Tu Escuela (Re-activate Your Schools) in coordination with selected schools to promote healthier eating habits and physical activity, directly reaching 440 children and their families, and almost 1,300 people through social media.

- **UNICEF Colombia** implemented the Estilos de Vida Saludables (Healthy Lifestyle) strategy in six schools, which included healthy eating, physical activity, and hygiene practices into their school curriculum. Along with the communication and social mobilization workshops that were held on healthy lifestyles, a total of 4,367 students and 220 teachers were reached directly and 3,530 family members were reached indirectly in Year 1 of activities.
- **UNICEF Mexico** launched the Héroes por la Salud (Heroes for Health) campaign to change behaviours around food choices in children and caregivers, and leveraged the Ministry of Health's strong social media presence nationally to reach over 18 million children, adolescents, and caregivers through social media channels. Also, SBCC materials indirectly reached over two million children between the ages of 6 and 11.
- **UNICEF Peru** directly reached 6,150 children and adolescents (between 6 to 17 years old) from five peri-urban schools in Carabayllo through the healthy schools initiative. In addition, due to UNICEF Peru's advocacy, the mayor-elect of Carabayllo has included the prevention of overweight and obesity in his municipal work plan.

In just one year, the alliance between BNP Paribas Cardif and UNICEF has significantly contributed to the achievements of results via multiple initiatives tailored to each country. Together, the activities supported by this partnership during 2022 have reached more than 20 million children, adolescents, and people in their communities, and in many instances have already exceeded the planned results. UNICEF LACRO and its Country Offices look forward to continuing the foundation set out in Year 1, the partnerships created with local communities and governments, and further build on the results achieved to create healthier food environments for children and adolescents in these five priority countries to support the prevention of overweight and obesity.

During 2022, the project has reached more than **20 million** children, adolescents, and people in their communities.



Introduction

Today in Latin America and the Caribbean (LAC), a high number of children are affected by overweight and obesity, making it one of the region's greatest public health challenges. Over the last three decades, this condition has steadily increased. Nowadays, 7.5 per cent of children under 5 and 30 per cent of children aged between 5 to 19 have overweight, which are some of the highest regional rates in the world. Overweight and its severe form, obesity, carry heavy societal and economic consequences for the individual, families, and their communities. Children who have overweight are at a higher risk of developing serious health problems, including musculoskeletal and orthopaedic complications, as well as chronic noncommunicable diseases.

Overweight prevention is one of UNICEF's priorities, and some of the strategies to address it include policy advocacy, capacity building, and social and behaviour change communication (SBCC). School plays a crucial role in the prevention of overweight. After the early childhood period between zero to two years of age, which serves as a crucial time for growth, psychosocial development, and establishing



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lifelong dietary and lifestyle habits, the period between 5 and 19 years of age provides a second window of opportunity to address habits that affect children's lifelong health.

Recognizing this opportunity, BNP Paribas Cardif and UNICEF joined forces in 2021. One of the key results of this collaboration was the creation of the global guidance on SBCC for overweight prevention, now being used by UNICEF Country Offices across the world. To further complement and build on the momentum of this work, BNP Paribas Cardif formed a two-year partnership with UNICEF's Regional Office for Latin America and the Caribbean (LACRO) in 2022 to focus on five countries on the prevention of overweight and obesity: **Brazil, Chile, Colombia, Mexico, and Peru.**

This regional alliance targets school children, caregivers and school staff, with the goal of directly supporting almost 50,000 children and adolescents and indirectly impacting one million people in the wider community. The partnership's main objective is to change awareness, knowledge, and where possible, practices on healthy diets in children and adolescents and people in the community through SBCC, particularly focusing on engaging children and adolescents at the school level and sports & recreational centres.

The goal is to create healthier environments for all children and adolescents, both in and out of schools, while empowering them, their caregivers, and the wider community in maintaining a healthy lifestyle with adequate nutrition and exercise.

Brazil



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A. Introduction

The latest National School Health Survey (PeNSE) estimated that more than 11 million Brazilian students (97 per cent) aged 13 to 17 years consumed at least one ultra-processed product on the day before the survey: crackers (49 per cent); sweet biscuits (47 per cent); ultra-processed breads (42 per cent); and soft drinks (41 per cent). In Brazil, the increase in overweight (affecting more than one million children and adolescents) coexists with the difficulty of accessing quality food. According to the second National Survey on Food Insecurity released in 2022, more than 33 million people in the country go hungry. Research has established correlations between these figures and the high consumption of ultra-processed products. Because of this, there has also been a decrease in the consumption of natural or minimally processed foods. In a 2021 UNICEF study, 29 per cent of households reported increased consumption

of ultra-processed foods, which is aligned with similar food consumption trends that have been reported nationally in recent years.

B. Objectives

- Build capacity of adolescents about healthy and sustainable dietary habits, focusing on school feeding;
- Strengthen the knowledge and engagement of the school community on the promotion of healthy and sustainable diets and obesity prevention in schools; and,
- Create and disseminate advocacy materials related to the adoption of the Education's National Guidelines to include topics related to healthy and sustainable diets

C. Activities and results

1) Adolescents trained and engaged in the topic of healthy and sustainable dietary habits, acting as peer educators in schools

At least 2,893 adolescents in 324 “Groups of Adolescent Citizens” participated in SBCC activities (online and face-to-face) related to healthy and sustainable eating and obesity prevention. Some of the face-to-face meetings also dealt with climate change and its intrinsic relationship with sustainable and healthy eating. As a result of the activity, the teenagers carried out mobilization with schools and the local community by producing videos and holding conversation circles to raise awareness on overweight prevention. These mobilizations reached 1,221 adolescents in person (direct beneficiaries) and more than 170,000 viewers on social media (indirect beneficiaries). Thus 4,114 teenagers directly participated in this activity.

UNICEF used U-report to conduct a self-assessment with over 4,324 adolescents to understand how they perceived their eating habits. Seventy per cent considered it important that the food offered at school is based on food and eating practices that are culturally and contextually appropriate.

As a result of the activity, the teenagers carried out mobilization with schools and the local community by producing videos and holding conversation circles to raise awareness on overweight prevention

D. Lessons learned

- Strategic actions working at the municipal level to engage closely with government officials and professionals to work on creating a healthy school environment for children in schools allowed UNICEF Brazil to reach more children and adolescents. This strategy has shown enormous potential to impact an even higher number of children, adolescents,

2) School community engaged on the promotion of healthy and sustainable diets and obesity prevention in schools

Within the municipalities that are active under the UNICEF Seal Strategy, UNICEF Brazil carried out three webinars on healthy schools and good practices aimed at the school community. The UNICEF Seal is a strategy in Brazil to strengthen municipal public policies aimed at children and adolescents living in the Amazon and the Semi-Arid region. The webinars received more than 2,000 views on the UNICEF YouTube channel. A post-survey regarding the webinar contents’ usefulness was conducted for all the 2,023 UNICEF Seal municipalities, and 45 per cent (917 municipalities) responded. Responses were received from 3,825 health and education professionals and 739 public managers who work in these municipalities. Of these professionals, 79 per cent consider actions to promote healthy environments in schools relevant to support students in the prevention of overweight and obesity.

To strengthen the capacities of educational managers (target 500 public managers) and engage them in the implementation of local policies on healthy eating and a healthy school environment, UNICEF Brazil provided technical support for the development of the guidelines on a healthy school environment, which are being revised and expected to be released and posted online in April 2023. The guidelines include information on how to advocate for, and implement local policies on these issues, and have the potential to reach 100,000 people in the school community.

In addition, an informative guide aimed at adolescents in the format of a “role-playing game” is being developed. The central idea is to promote a participatory discussion about the changes in the reality of school food according to expectations and everyday life. The guide will be released in May 2023 and has potential to reach more than 5,000 adolescents.

- and the entire school community in the future.
- By meeting with partners regularly to discuss strategies and programmes related to the promotion of healthy school environments and overweight prevention, this increased UNICEF’s influence and support to national public policies related to this topic.

E. Communication and other key materials

- Survey about adolescents eating habits / [\(U-report results\)](#)
- Human Interest Story / [Adolescents discuss climate change and healthy eating](#)



Guidelines for the implementation of the local policy on healthy and sustainable food and a healthy school environment [\(version under review\)](#)



Webinar 1 - [Healthy food environment in schools](#)



Webinar 2 - [Commercial promotion and food advertising in the school environment](#)



Webinar 3 - [Food trade and food and nutrition education in the school environment](#)



Adolescent meetings on healthy and sustainable eating



Photos: © UNICEF Brazil/2022/Kaylle Vieira

F. Next steps

Plans for Year 2 include creating strategies to adapt the school curriculum to develop students' competencies to follow and promote healthy and sustainable food and actions and training school managers and teachers on strategies for implementing nutrition education as a cross-

cutting theme within the school curriculum. This will develop students' skills to have a healthy and sustainable diet and to understand the links between eating habits, food systems, and climate change.

Chile



© UNICEF Chile/2022/Goupil - Highway Child

A. Introduction

Over the past decade, there has been a persistent increase in overweight and obesity among school-aged children in Chile, rising from 45 per cent in 2011 to 58 per cent in 2021. Regrettably, La Araucanía region has experienced the country's largest increase in overweight. This issue disproportionately affects students who come from lower socioeconomic status and who live in poorer residential areas. According to the 2020 School Vulnerability Index, students from the poorest quintile are 44 per cent more likely to have obesity than their richest counterparts. Furthermore, students from rural schools are also affected more than those in urban settings. With respect to dietary practices, the latest National Survey on Food Consumption indicates that only 5 per cent of the population in Chile meets the national food guidelines,

which is associated with affordability and availability barriers. Moreover, the COVID-19 pandemic has exacerbated food insecurity for vulnerable children and their families, further worsening the scenario.

B. Objectives

- Increase knowledge about healthy eating habits and the importance of physical activity amongst students and their families.
- Contribute to the adoption of healthier habits and physical activity routines among students at the selected schools.

C. Activities and results

In Year 1, UNICEF Chile focused on forming the project team, visiting selected schools, and planning the official launch event with local authorities and key stakeholders. The Country Office also began planning for the summer school period (January 2023) to disseminate the project and establish collaborations with key institutional and community stakeholders to create synergies during the project's implementation.

Specific activities and results are described below.

1) Diagnostic on healthy eating and physical activity behaviours in school settings

UNICEF Chile is finalizing the methodology of the initial data collection at schools to establish a baseline and design the capacity building model.

2) Capacity building model for project field workers and school communities

UNICEF Chile continued to train project staff on the methodology and contents of the intervention. At the same time, they gathered evidence about effective interventions to share with school communities as a resource for promoting healthy eating and physical activity.

These activities allowed the Country Office to disseminate critical information about the project to the general community and reached 440 children and their caregivers/parents through face-to-face interactions.

3) Dissemination of the project to the general community

In coordination with the selected schools, UNICEF Chile implemented a summer school programme which included recreation and educational activities for children and their families in three locations in the city. These activities allowed the Country Office to disseminate critical information about the project to the general community and reached 440 children and their caregivers/parents through face-to-face interactions, while social media (Instagram and Facebook) publications reached almost at 1,300 people.

4) Formation of school committees

Since the beginning of the project, UNICEF Chile has met with school principals and staff to explain the project and provided support to form a school committee. This is an ongoing process due to recent adjustments to strengthen its child-friendliness. Each committee will consist of 10 to 12 members and represent the school which will benefit the entire community totalling about 3,470 children and adolescents, their parents and caregivers, and school academic and non-academic staff.

5) Implementation of interventions for healthy eating and physical activity in the school community

UNICEF Chile has designed and planned recreation and educational activities to conduct at each school by early April 2023 as a kick start of the year and to highlight the diverse alternatives of actions towards the promotion of healthy eating and physical activity. UNICEF Chile is also developing a manual/handbook for school-based interventions with theoretical and practical guidelines to support field workers and future new implementers in other schools. This is expected to be released by December 2023.

D. Lessons learned

- To involve authorities and decision-makers, it is necessary to communicate the goals of the proposed collaborations clearly and to invite them well in advance.
- Schools often have multiple initiatives happening simultaneously; therefore, it is important to be flexible with deadlines and plan well in advance with contingencies in place.
- Based on children and adolescents' feedback, UNICEF will incorporate content related to healthy eating and physical activity into the design of each activity.

E. Communication material and other key material

Reactiva Tu Verano (Re-Activate Your Summer) – activity held at Isla Cautín Park, Temuco



Sunday family activity promoting healthy habits in Cerro Ñielol, Temuco



Photos: © UNICEF Chile/2022

Reactiva Tu Verano (Re-Activate Your Summer)

School feeding environment



© UNICEF Chile/2022/Goupil- Highway Child

Infographic on water consumption



Meeting with school authorities



© UNICEF Chile/2022

F. Next steps

In building on the preparatory work done in Year 1 to get the project started and taking into account the local operating context, Year 2 will focus on direct implementation with the school community, including the use of different social media strategies. The baseline data collection will allow UNICEF Chile to analyse the current situation regarding the school food and physical activity environment, as well as the knowledge, attitudes, and practices of students, caregivers, parents, academic and non-academic staff.

Each school committee will be encouraged and supported to develop a plan that delineates the course of action, including improvements to infrastructure, equipment, and human capacities that can be conducive to healthier learning environments.

The coordination with key institutional and community stakeholders will continue to establish ways of collaboration and to identify or create opportunities to integrate the experience and learning of this project into local policies and practices. At least two events will be held with key actors and decision-makers to discuss and support the development of recommendations for local policies.

Lastly, UNICEF Chile will initiate a social media dissemination strategy, including specific content related to the healthy behaviours of interest and communication of activities developed with schools and collaborators, to reach even more students and families.

Colombia



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A. Introduction

In recent years, Colombia has witnessed a significant surge in pregnant women, children, and adolescents with overweight. Of concern is the school-age population, where obesogenic environments contribute to unhealthy habits and practices. These environments are characterized by the high availability of ultra-processed foods and high prevalence of sedentary behaviours, with limited time and space for physical activity and play in the school curriculum.

According to Colombia's 2015 National Nutritional Status Survey (ENSIN), more than 6 per cent of children under 5 have overweight, a rate above the global average, and 24 per cent of school-aged children have overweight. Only 31 per cent of school-aged children, regardless of their socioeconomic status, follow the World Health Organization's (WHO) recommendations on physical activity. More than 68 per cent of adolescents spend most of their free time in sedentary activities in front of their screens.

According to the 2019 national school population survey (ENSE), 87 per cent of school-aged children in Colombia fail to meet the recommended intake of fruits and vegetables. Moreover, 77 per cent of school-aged children do not consume dairy products and other healthy foods per WHO guidelines and 74 per cent consume sugar-sweetened beverages regularly.

The Government of Colombia has taken some policy measures to address this problem, such as imposing a tax on sugar-sweetened beverages, implementing front-of-package food labelling, and formulating a law to promote healthy food environments for children. However, these initiatives require additional support. Specifically, schools need technical assistance from the Ministry of Education to transform their environments to make them healthy through communication strategies and curricular guidance such as the Estrategia de Vidas Saludables (Healthy Lifestyle Strategy). This strategy aims to transform schools through social mobilization of the educational community and provide guidance for the design of school curricula favouring practices, policies, and school cultures for wellness.

B. Objectives

Strengthen the knowledge, practical skills, and attitudes regarding healthy eating, physical activity, and key hygiene practices of decision-makers in the educational community and the community in general.

C. Activities and results

1) Capacity development

Enhance the knowledge, practical skills and attitudes towards healthy eating, physical activity, and essential hygiene practices in the school population, educational community decision-makers, and the broader community in six priority schools in the departments of Santander and Risaralda.

Results:

- Coordination with the municipal and departmental education secretaries of Virginia in Risaralda and Mesa de los Santos in Santander to manage the implementation of eight municipal programmes and projects related to healthy eating and physical activity in the context of the Healthy Lifestyle Strategy, benefiting the school population of the prioritized municipalities.
- Each school created a dynamic group, with 340 members from the six educational communities.
- The training workshops' pre-test and post-test results showed that participants increased their knowledge, attitudes, and practices related to healthy eating, physical activity, and hygiene by 35 per cent.
- A technical assistance and support plan was developed to integrate healthy eating, physical activity and hygiene practices into each school's curriculum. Technical assistance was provided to incorporate the contents of the Healthy Lifestyle Strategy into the educational curricula of the six prioritized schools, incorporating healthy eating, physical activity, and hygiene practices to four

active institutional projects. This process benefited 4,367 students from the six schools where the project is operating.

- A sustainability plan for the Healthy Lifestyle Strategy was formulated in each school, including a pedagogical initiative linked to the curriculum. Support will be provided in the form of materials and resources aimed at educational innovation in healthy lifestyles.

2) Communication and social mobilization

Implementing communication actions for change and social mobilization in the six prioritized educational communities by replicating and disseminating key messages using the elements of the Healthy Lifestyles toolbox.

Results:

- Six workshops were held with 180 participants to share technical knowledge and build their skills to work with the Healthy Lifestyle toolbox. Participants were trained on how to work with the materials, games, and pedagogical brochures to replicate activities on healthy eating, physical activity, and hygiene practices with their educational communities.
- Six communication and social mobilization workshops on healthy lifestyles were implemented under the leadership of the dynamic group. These workshops also directly reached 4,367 students and 220 teachers, and indirectly 3,530 family members from the six educational communities where the project is implemented.

D. Lessons learned

- Due to the high prevalence of overweight and obesity in Colombian children and the lack of strategies aimed at transforming obesogenic environments in schools, it is crucial to implement cross-cutting SBCC actions and strengthen the curriculum to guide individual and collective decision-making in the prevention of overweight and obesity.
- Implementing strategies like Healthy Lifestyle Strategy, which focusses on preventing childhood overweight and obesity, can improve the enabling environments of schools, families, and communities. Such strategies can also help design relevant interventions in key stages such as early childhood and adolescence.
- Implementing the Healthy Lifestyle Strategy in coordination with the Ministry of National Education has been highly beneficial. It has been included as a quality intervention, offering a methodological route that has influenced sectoral policy frameworks as a response to the national agenda for the prevention of childhood overweight and obesity in the school environment and has the potential for greater reach through national scale up.

E. Communication material and other key material

- Healthy Lifestyle Toolkit | [Colombia Aprende](#)

Social media posts on the Healthy Lifestyle Strategy

[Click # 8 año 2023 - YouTube](#)



Healthy Lifestyle toolkit



Photos: © UNICEF Colombia/2022

F. Next steps

UNICEF Colombia will provide resources and materials to schools in April-May 2023 to ensure the implementation of the strategy's institutional sustainability.

The Ministry of National Education is working with six other schools in two departments to begin implementing the Healthy Lifestyle Strategy there.

UNICEF Colombia will develop a joint communication strategy with the Ministry of Education to promote pedagogical strategies on healthy lifestyles and healthy food environments, targeting public school teachers and directors across Colombia.

Mexico



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A. Introduction

Mexico is affected by the triple burden of malnutrition, with 13 per cent of children under five suffering from stunting, over 34 per cent of children aged 1 to 4 years with anaemia, and 9 per cent of children under five have overweight and obesity. This rises to 37 per cent for children from 6-11 years and 43 per cent for adolescents from 12-19 years (ENSANUT 2021). The main immediate determinants are poor diets: low exclusive breastfeeding prevalence (35 per cent) and consumption of unhealthy foods, as well as inadequate physical activity.

The alliance between UNICEF and BNP Paribas Cardif focusses on strengthening social and behaviour change interventions to promote healthy diets, physical activity, in support of key food regulations. SBCC interventions are co-designed

with children, adolescents, and caregivers. UNICEF uses a system strengthening approach, working closely with Government institutions, and strengthening national policies and programmes to maximize impact and scale up the projects in a sustainable way.

B. Objectives

To contribute to the prevention of obesity and overweight among school-age children and adolescents in Mexico by strengthening social and behavioural change actions in schools, health facilities, communities and through social media, with a focus in Yucatán.

C. Activities and results

1) Héroes por la Salud (Heroes for Health) campaign

The campaign is aimed at changing behaviours in children and their families and caregivers on their food choices using the nutrition warning labelling implemented in Mexico since October 2020. The communication campaign was officially launched in September 2022 by the Ministry of Health (MOH), which included it in their official social media and health promotion activities, allowing for massive reach. “Heroes for Health” campaign reached 18 million children, adolescents, families, and caregivers, and shows extensive interaction through social networks. UNICEF Mexico’s long-standing partnership with the Mexican Ministry of Health made it possible for us to successfully advocate for the use of SBCC approaches to reach the general population with important health promotion messages.

2) Development of nutrition education materials

Based on the new food systems based dietary guidelines (FSBDGs) in Mexico, UNICEF Mexico has facilitated a series of workshops with nutrition professionals from federal and state-level Ministry of Health, the Family Welfare Agency, and other institutions to train them on the development of nutrition education materials aimed at children and adolescents with a SBCC approach. Around 200 nutrition professionals who oversee health and social assistance food programmes, including school feeding, from 32 states in Mexico were trained in the design of nutrition education materials with an approach to prevent overweight and obesity. Eleven states (30 per cent) are already implementing the knowledge acquired as they have developed adequate SBCC communication materials that were reviewed by UNICEF and have reached over two million children aged 6 to 11 years of age.

3) Training of health professionals and adolescents

UNICEF Mexico, in collaboration with the Mexican Institute of Social Security (IMSS) finalized the materials for the training of health professionals and adolescents of the National Centres for Adolescents. The training and materials were designed specifically to address the barriers and responded to the interest expressed by adolescents related to adoption of healthier diets and will be used to promote physical activity and healthy eating

to prevent overweight and obesity. In April 2023, UNICEF in collaboration with the National Institute of Public Health (INSP) will start the training of over 400 health professionals and 430 adolescent leaders. During 2022, UNICEF strengthened the relationship with IMSS based on the satisfactory results achieved, and the institute is now interested in scaling up the strategy after the first training in Yucatán.

4) Come como un Campeón (Eat like a Champion) campaign

This includes a social media campaign and community level interventions in urban spaces to promote behaviour change among children, adolescents, and caregivers for increased physical activity and healthier diet. It is envisaged that the champions children, adolescents, and caregivers identified in the participatory design phase, including athletes, singers, children character, and others will fuel the motivation to change. The campaign was developed with a unified graphic identity and includes different messages and arts depending on the target audience: children, adolescents, or caregivers. UNICEF formalized alliances with the first two champions: the Olympic medallists Alexa Moreno and Donovan Carrillo. The video and photo production with Donovan Carrillo were concluded, and the work with Alexa Moreno is ongoing.



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D. Lessons learned

- It is important to advocate for the use and importance of SBCC approaches on how to prevent overweight and obesity among Government institutions and orient key partners through workshops, materials, and interventions. This can influence and generate an important change in the way use SBCC activities in pushing this agenda forward.
- The campaigns that are designed with a participatory approach are more likely to be accepted and to generate an effective and long-lasting change in the target population.
- The messages and materials aimed at adolescents must consider their interests and motivations, understanding their stage in the life cycle, and be addressed accordingly to their needs.
- When working with institutions such as IMSS it is important to invest time in building trust and provide quality results. This generates a big opportunity to influence and improve those programmes that operate at large scale and reach high numbers of children and adolescents with direct interventions.

E. Communication material and other key material



- **Heroes for Health website and social media:**

[Website](#)

[Facebook](#)

[Instagram](#)

[Twitter](#)

[Youtube](#)



Example of materials developed by institutions derived from the trainings aimed at nutrition professionals

Comida Saludable

Lo ideal es que incluya:

- Cereal Integral (avena)
- Acompañado de un alimento de origen animal o leguminosa.
- Porción de Verdura
- Puedes terminar con una porción de fruta como postre.

La naturaleza es sabia y la comida "pide bebida", ya que esta última favorece la óptima consistencia de los alimentos que debemos digerir.

Este material va dirigido a Niñas y Niños de 2 a 5 años 11 meses no escolarizados y cuidadores.

La Rueda Educativa de la Saludable

Objetivo: Promover la participación y actividades con colaboración.

Alfabetización: Niños, niñas en edad escolar entre 6 y 11 años.

Adolescentes: Adolescentes entre 12 y 19 años de edad.

Cuidadores: Cuidadores de niños, niñas y adolescentes.

Este material va dirigido a Niñas y Niños de 2 a 5 años 11 meses no escolarizados y cuidadores.

One pager of the Eat Like a Champion campaign

¡COMER SANO ES LA PRIMERA PASADA!

OBJETIVO: La campaña de comunicación para el cambio social y de comportamiento "Come sano campeón" busca a que las niñas, niños y adolescentes estén en contacto con información relevante respecto a la alimentación y actividad física al sentirse motivados por los juegos y competencias de "Mejor", así como por sus amigos.

AUDIENCIA: Niños, niñas en edad escolar entre 6 y 11 años. Adolescentes entre 12 y 19 años de edad. Cuidadores de niños, niñas y adolescentes.

ELEMENTOS DE LA CAMPAÑA:

- Comunicación en medios masivos:**
 - Presencia:** Colaborar a la participación y actividades con colaboración.
 - TV:** Colaboración con canal Once en base de programación, especialmente Once niñas y niños, además de la realización del programa de cocina para niñas y niños. "El lugar donde sucede la magia".
 - Página web y redes sociales:** Creación y difusión de contenidos digitales con información, recomendaciones, motivación y recordatorios para el cambio social y de comportamiento.
 - Salud móvil:** Difusión de mensajes y contenido de la campaña a través de WhatsApp, principalmente entre cuidadores de niñas, niños y adolescentes.
- Intervención comunitaria:**
 - Activaciones locales:**
 - Tour en escuelas y espacios públicos con juegos y concursos para que la población experimente la campaña, aprenda y reflexione acerca de la nutrición y actividad física.
 - Consejería para niñas, niños, adolescentes y cuidadores para formar habilidades.
 - Dinámicas para acompañar a las comunidades en el diseño y gestión de soluciones para mejorar el acceso a una alimentación saludable.

LANZAMIENTO: 2023

Draft of the booklet and flip chart for adolescents

Lámina 1A

MÓDULO DE ACTIVIDAD FÍSICA Y ALIMENTACIÓN SALUDABLE Y SOSTENIBLE

- TALLER 1: "MOVIMIENTO, - PANTALLAS"
- TALLER 2: "COMIENDO SANO, ME SIENTO BIEN, ME CUIDO A MÍ Y AL AMBIENTE"
- TALLER 3: "EL PODER DE ELEGIR SALUDABLE"

¡COMENCEMOS!

Lámina 13A

¡Bienvenidas y bienvenidos!

RETO

PARA COMER MÁS RICO, VARIADO Y MEJOR, DESCUBRE FORMAS DE AÑADIR VERDURAS, FRUTAS Y LEGUMINOSAS EN TODAS TUS COMIDAS. ¡DISFRUTA CON QUIEN TÚ QUIERAS!

- ¿Cómo te fue haciendo el reto?
- ¿Qué fue lo que más te gustó de hacer tu reto?
- ¿Qué les compartirías a tus compañeros para lograr el reto?

Sample of Eat Like a Champion campaign materials

LOS CAMPEONES SE DIVIERTEN BAILANDO

CUANDO CELEBRAN SIN NECESIDAD DE REFRESCOS

¡SACA EL CAMPEÓN QUE LLEVAS DENTRO!

unicef para cada infancia

ESTA CAMPEONA PODRÍAS SER TÚ

LA QUE SE ATREVE A INTENTAR LO IMPOSIBLE

¡COMER SANO ES EL PRIMER PASO!

unicef para cada infancia

Training health professionals and adolescents (participatory design sessions)



Eat Like a Champion activities in Chihuahua



IMSS Bienestar



Photos: © UNICEF Mexico/2022

F. Next steps

In 2023 the Heroes for Health campaign will be expanded beyond social media. Activities will take place in schools, supermarkets, public spaces, and other recreational events with children. New interactive tools including board games are being produced. The website is being strengthened to include a Heroes for Health Club where children can register themselves as a hero character and begin to start a movement on healthy eating.

UNICEF Mexico will launch a practical guide on how to develop communication materials with the SBCC approach in the 3rd quarter of 2023.

In April 2023, UNICEF Mexico and INSP will train 408 health professionals and 430 adolescent leaders on physical activity and healthy diets for adolescents, as part of the IMSS-Bienestar CASA programme in Yucatán. UNICEF Mexico will launch the national Eat like a Champion campaign in April 2023.



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Peru



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A. Introduction

Peru faces nutrition challenges in school-aged children and adolescents, with high rates of overweight and obesity. A survey from 2017-18 showed that children aged 6–13 years had rates of 38 per cent of overweight and obesity, with much higher rates combined in urban (45 per cent) compared to rural (15 per cent) areas. Adolescents aged 12–17 years had rates of 25 per cent of overweight and obesity, also with higher rates in urban (32 per cent) vs. rural (16 per cent) areas.

Even though the country has some laws and guidelines like the Promotion of Healthy Foods for Children and Adolescents Law 30021 (2013), food guides for the Peruvian population (2019), and guidelines for school kiosks, and cafeterias were approved (2019 and 2020), there is still a significant need to build awareness around their importance for families with children and adolescents and build capacities in health and education personnel to implement relevant components.

With BNP Paribas Cardif's support, UNICEF has been working to improve the school environment to promote healthy foods in the peri-urban districts of San Martín de Porres and Carabaylo, in Northern Lima. The model developed and implemented in the 12 selected schools of the project will generate knowledge and a route to prevent the problem in urban context.

B. Objectives

Contribute to a healthy, non-obesogenic environment through the development of a model for how to implement in schools existing guidelines on healthy kiosks, cafeterias or canteens, nutrition education, physical activity curriculum and extra-curricular activities that promote healthy lifestyles.

C. Activities and results

The reopening of schools in the country, after two years of closure due to the pandemic, was an opportunity to position the prevention of overweight and obesity in the school environment with the authorities of North Lima. Therefore, this first year of the project focused on raising awareness among municipal, education, and health authorities to commit them to improve food and nutrition in schools, using the global guidance on SBCC on the prevention of overweight and obesity that was developed in 2021 with BNP Paribas Cardif's support.

In addition, UNICEF developed a protocol for the diagnosis of the situation of overweight and obesity, the analysis of determinants at the school level, and the analysis of components to improve behaviours and practices related to food and physical activity.

In this context, the main activities developed were:

- 1) UNICEF supported the preparation of the Governance Agreements for the rights of children and adolescents of Carabayllo 2023-2026 signed by candidates of eight political groupings for the 2022 municipal and regional elections for the next five-year term. In the social dimension, the "Promotion of access and consumption of nutritious and healthy food to combat anaemia and malnutrition of children and adolescents" was incorporated in the agreements. As a result, the mayor-elect of Carabayllo has included the prevention of overweight and obesity in his municipal work plan.
- 2) The Health Promoting Schools Initiative was strengthened in five schools in the district of Carabayllo. These schools promote healthy lifestyles and good nutrition as one of the central components. The sessions with teachers have promoted the consumption of healthy foods in the places where children and adolescents develop, including the home, the school (canteens and school kiosks), and the community. These topics have been incorporated in the management documents of four public schools. In total, 6,175 students have benefited from these school improvements.
- 3) UNICEF supported three comprehensive health campaigns aimed at families in the districts of the Directorate of Integrated Health Networks (DIRIS) of North Lima. This included comprehensive care in nutritional counselling and healthy eating, with an emphasis on children and adolescents.
- 4) UNICEF Peru developed a protocol and instruments for the diagnosis of the situation of overweight and obesity and associated factors of the problem in children and adolescents, and the social diagnosis to identify behaviours and conditions that can lead to improvement in the school environment. As a first phase, UNICEF undertook a mapping of the school environment outside the 12 schools prioritized by the project.

Despite the complex social and political context in Peru during 2022, thanks to BNP Paribas Cardif, we were able to directly reach 6,175 children and adolescents (between 6 to 17 years old) from five peri-urban schools in Carabayllo and 53 health and education sector managers from Northern Lima, health personnel, teachers, and municipal authorities.

D. Lessons learned

- UNICEF Peru was able to leverage the SBCC global guidance on overweight prevention and other existing UNICEF global tools and locally contextualized them in developing the protocol the project's baseline study on the school food environment.
- The project has shown that schools do not comply with the national guidelines because it is not clear to them how to apply these guidelines in the school context, such as guidelines on healthy kiosks.

E. Communication material and other key material

Santa Rosa primary school



Pedro Ruiz Gallo school



La Flor school



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F. Next steps

- Complete the SBCC intervention model for the prevention of overweight and obesity in children and adolescents and its application in the 12 schools.
- Elaborate and develop a training plan aimed at managers and operators of education, health, and other key actors of the 12 schools for the implementation of the comprehensive model in the second half of 2023.
- Strengthen the management tools of the 2023 and 2024 schools to incorporate the improvements defined in the model and facilitate the implementation of practices and behaviours that contribute to the expected changes.
- Support to the Health Directorate of North Lima in the implementation of the “Protected Schools” initiative, which will cover eight districts benefiting 100 primary and secondary schools with 80,000 students.
- To implement the healthy lunchbox campaign at the beginning of the school year. This is in the creative design phase.

Concluding remarks and appreciation

Thanks to BNP Paribas Cardif's support, UNICEF was able to reach more than 20 million children, adolescents, and people in five countries in Latin America in 2022 as part of the first year of our regional alliance.

We fully acknowledge BNP Paribas Cardif's continued leadership and generous support in the prevention of overweight and obesity for children and adolescents. This important partnership will allow UNICEF to continue to improve the lives of millions of children and adolescents, and by extension their families, across Latin America by promoting healthy eating habits and lifestyle.

Undoubtedly, BNP Paribas Cardif's support for this agenda in the years ahead will be critical for scaling up actions to achieve the greatest impact for children, adolescents, and their families. UNICEF looks forward to continuing this journey together to guarantee the rights of every child and adolescent.



Annex 1: Financial report and impact

Country	Cost (US\$)	Funds utilized in Year 1 (US\$)	Expected direct impact in two years	Direct impact in Year 1	Expected indirect impact in two years	Indirect impact in Year 1
Brazil	200,000	71,411 (36%)	10,000 adolescents 1,000 education managers/ school teachers	8,438 adolescents 3,825 health/education professionals 739 public managers	62,000 adolescents 100,000 people reached through social media	170,000 people reach through social media
Chile	300,000	154,164 (51%)	5,500 children/adolescents 4,000 adults	440 children/caregivers/ parents	10,000 people reached through social media	1,292 people reached through social media
Colombia	200,000	44,179 (22%)	12,000 children/adolescents 240 community leaders	4,367 children/ adolescents 220 teachers	48,000 people	3,530 family members
Mexico	200,000	89,013 (45%)	8,000 children reached by the IMSS Bienestar programme 880 service providers	200 nutrition professionals	1 million reached through social media	20 million reached through social media
Peru	200,000	98,948 (50%)	13,000 students 130 health personnel, school principals, teachers	6,175 students 53 health and education sector managers and municipal authorities	63,000 students	To be reached in Year 2
Regional impact	1,100,000	57,715 (42%)	48,500 children/ adolescents 6,250 adults	19,420 children/ adolescents (40% of goal) 5,037 adults (80% of goal)	1,283,000 people	20,174,822 people (1,572% of goal)
Regional programme management and reporting ¹	30,000	5,214 (17%)	N/A		N/A	
Programme communication ²	30,000	5,214 (17%)	N/A		N/A	
Total programmable	1,170,000	467,929 (40%)	N/A		N/A	
8% UNICEF Cost Recovery	93,600	93,600 (100%)	N/A		N/A	
Total	1,263,600	561,529 (44%)	48,500 children/ adolescents 6,250 adults	19,420 children/ adolescents (40% of goal) 5,037 adults (80% of goal)	1,283,000 people	20,174,822 people (1,572% of goal)

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Latin America and the Caribbean Regional Office
Bldg. 102, Alberto Tejada St., City of Knowledge
Panama, Republic of Panama
P.O. Box 0843-03045
Phone: +507 301 7400
www.unicef.org/lac
Twitter: @uniceflac
Facebook: /uniceflac

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For more information, please contact:

Paula Veliz

Regional Nutrition Specialist

UNICEF

Latin America and the Caribbean Regional Office

Email: pveliz@unicef.org



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