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*A multi-stakeholder approach to tackling Ireland's obesity epidemic.*

Dr. Muireann Cullen, NHF manager

# Firstly



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1. Prof. Andrew Hill



2. Dr. Mary McCarthy



3. Dr. Catherine Woods



4. Dr. Bernadette Carr



# € cost of physical inactivity



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- UK CMO (2004) - physical inactivity costs €8.9 bn (11% health budget)
- Physical inactivity levels similar to UK
- €1.6 bn 2010 cost (health budget €14.83 bn)

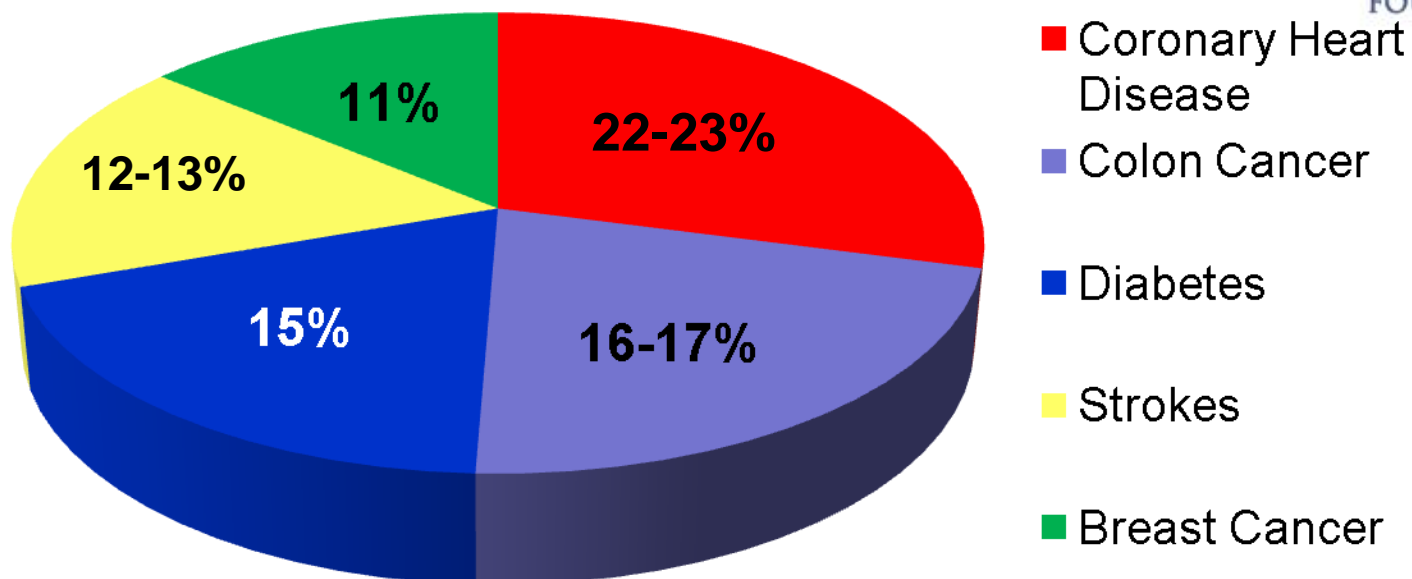


# In Human terms

Percentage of disease cases resulting from physical inactivity



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World Health Organisation, 2002

**Main Killers:** Circulatory system diseases (inclu CHD & strokes) 35% of all deaths in Ireland (CSO, 2006)



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- **59% of Irish adults** (*Slán*, 2008),
  - Little evidence of change 62% (1998\*), 60% (2002\*) and 59% (2007\*). \* (*Slán* studies)
- **75% of 9 yr olds** (*Growing up in Ireland*, 2009)
  - don't meet PA recommendations
    - 30 mins 5 days/wk or /150 mins/wk (adults)
    - 60 mins/day (children)
- **Without major change = WORSE situation**

# CRISIS



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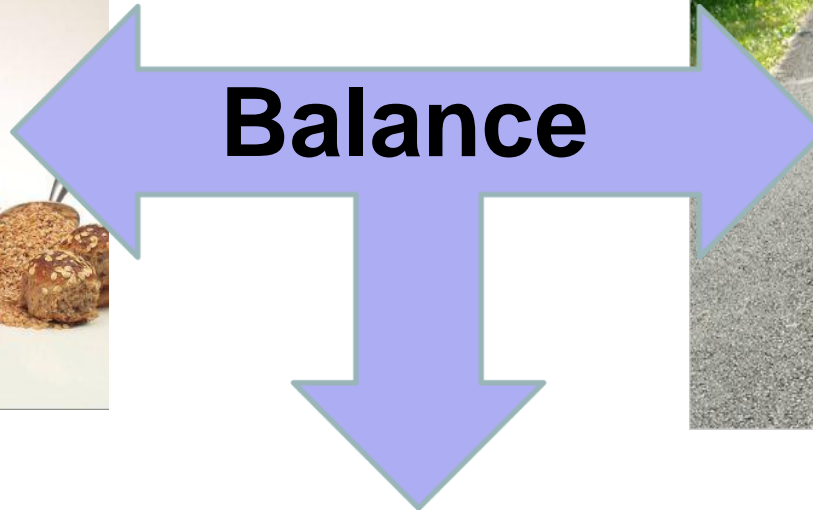
Health consequences



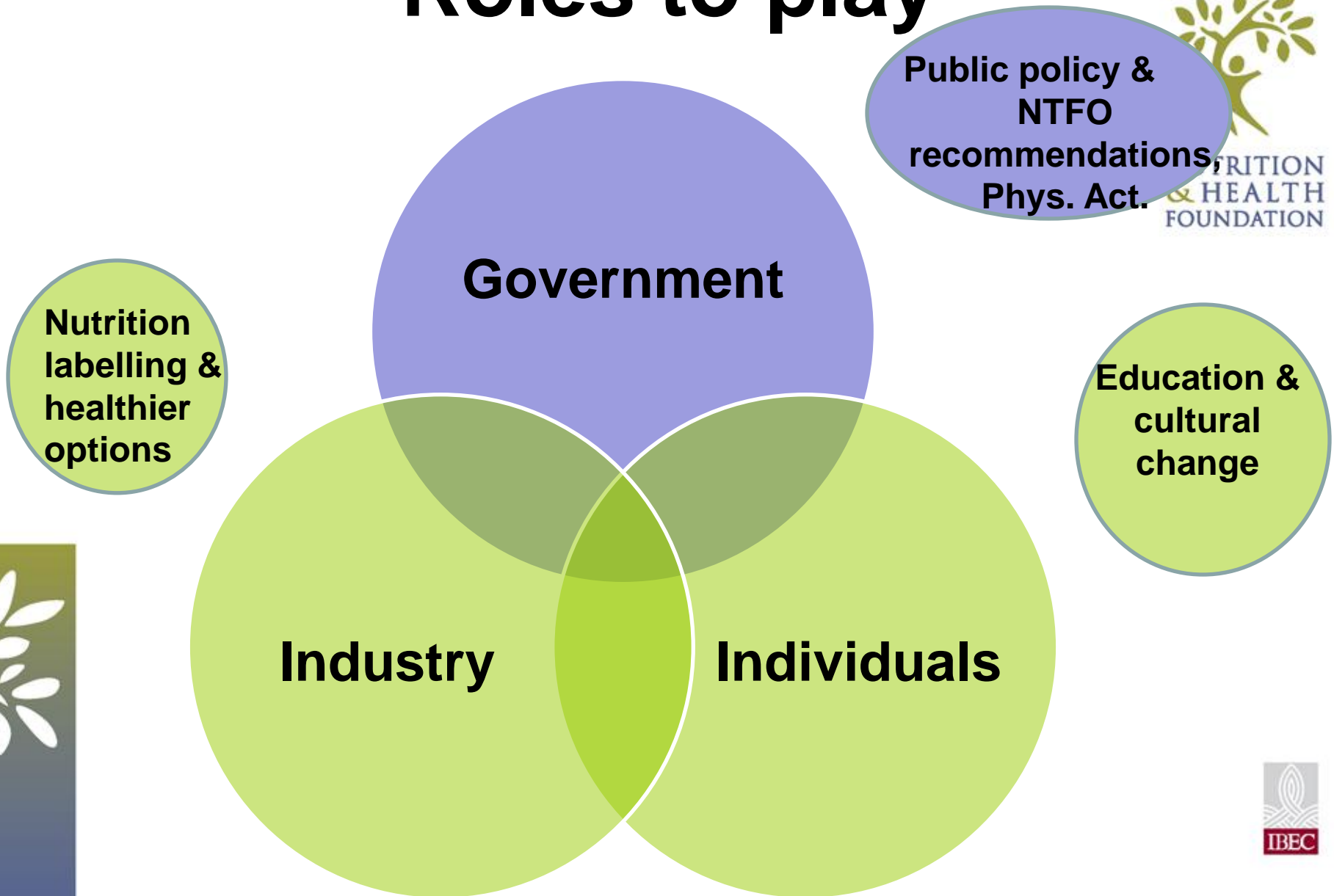
75% of 9 yr olds inactive



# Two contributors to the crisis



# Roles to play



**Packaging  
and labelling**

**Industry**

**NHF survey**

**Help  
consumer  
make better  
choices**



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**Public  
Policy**

**Government**

**Implementation of  
NTFO  
recommendations**

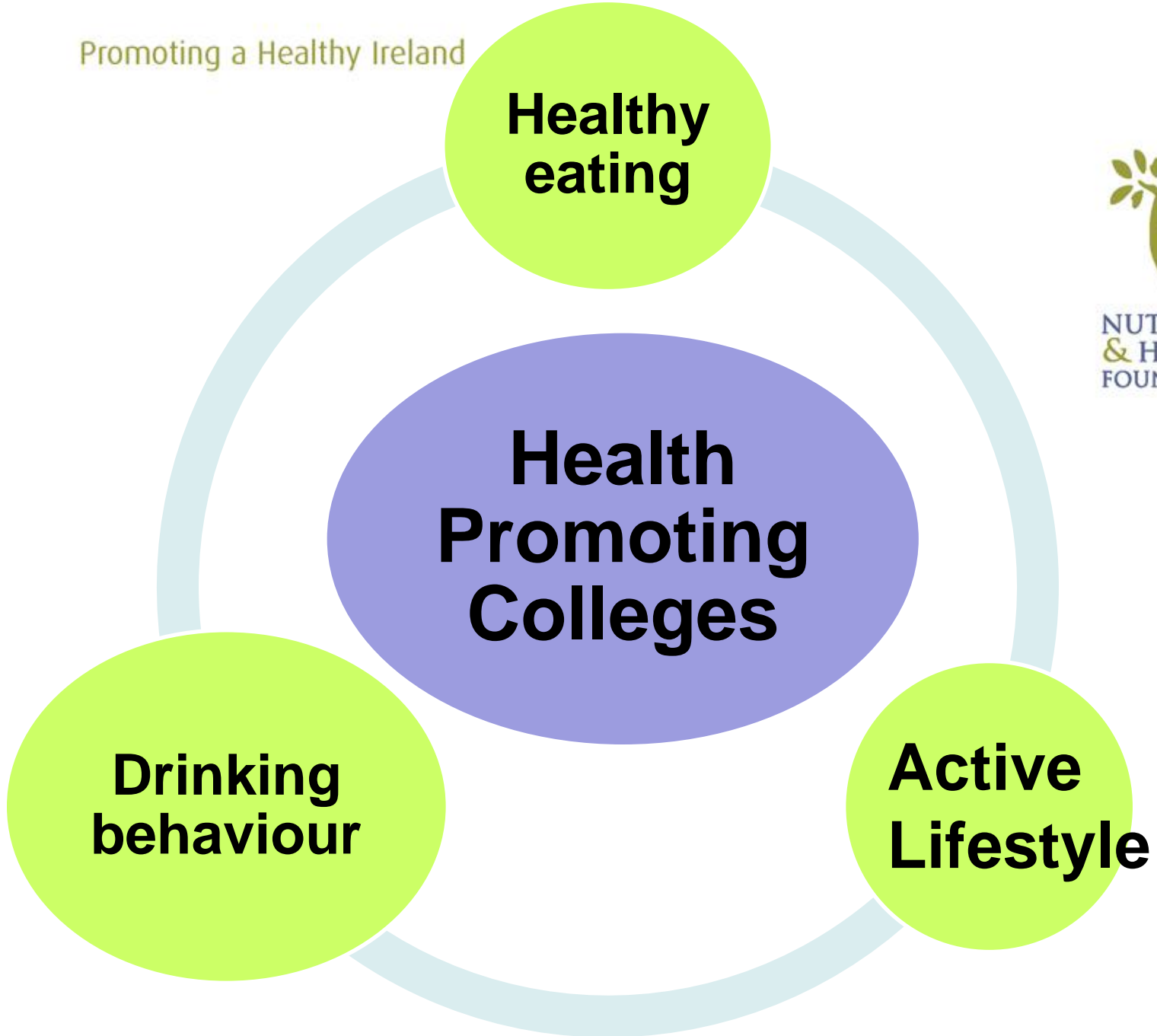


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**Appropriate &  
Sensitive  
management**

**Life Skills**

**HCP  
Training**

**GPs:  
front  
line**

**Standardised  
measuring  
techniques**



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**Physical  
activity**

**Financial  
regulator**

**Public  
Liability  
Insurance**

**Preventative  
measures**



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**Physical  
activity**

**Workplaces**

**Healthy  
food  
choices**

**Change of  
environment**



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Promoting a Healthy Ireland



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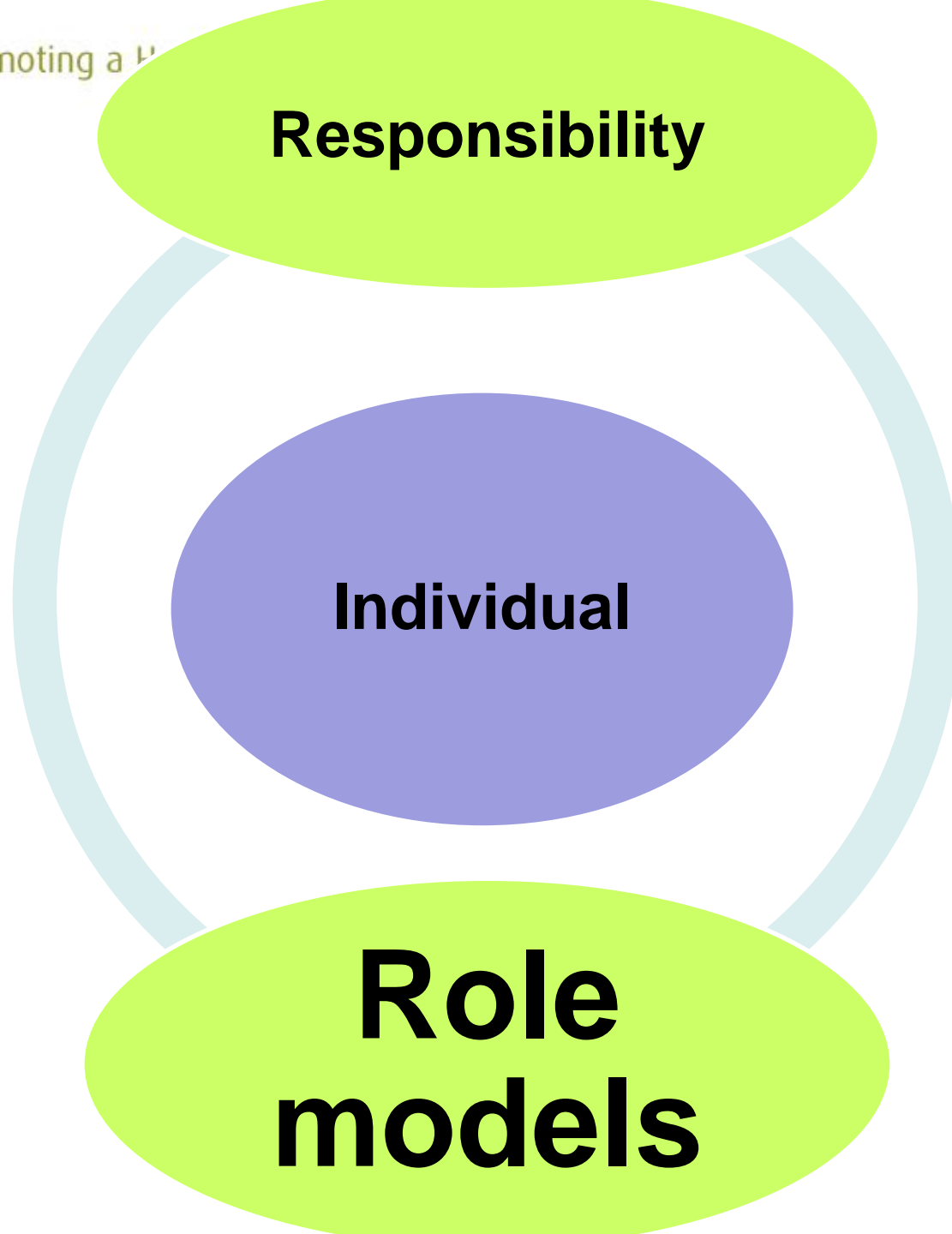


An Roinn Gnóthaí Pobail,  
Comhionannais agus Gaeltachta  
Department of Community, Equality  
and Gaeltacht Affairs



**Happy Heart Eat Out  
Happy Heart Catering Awards**





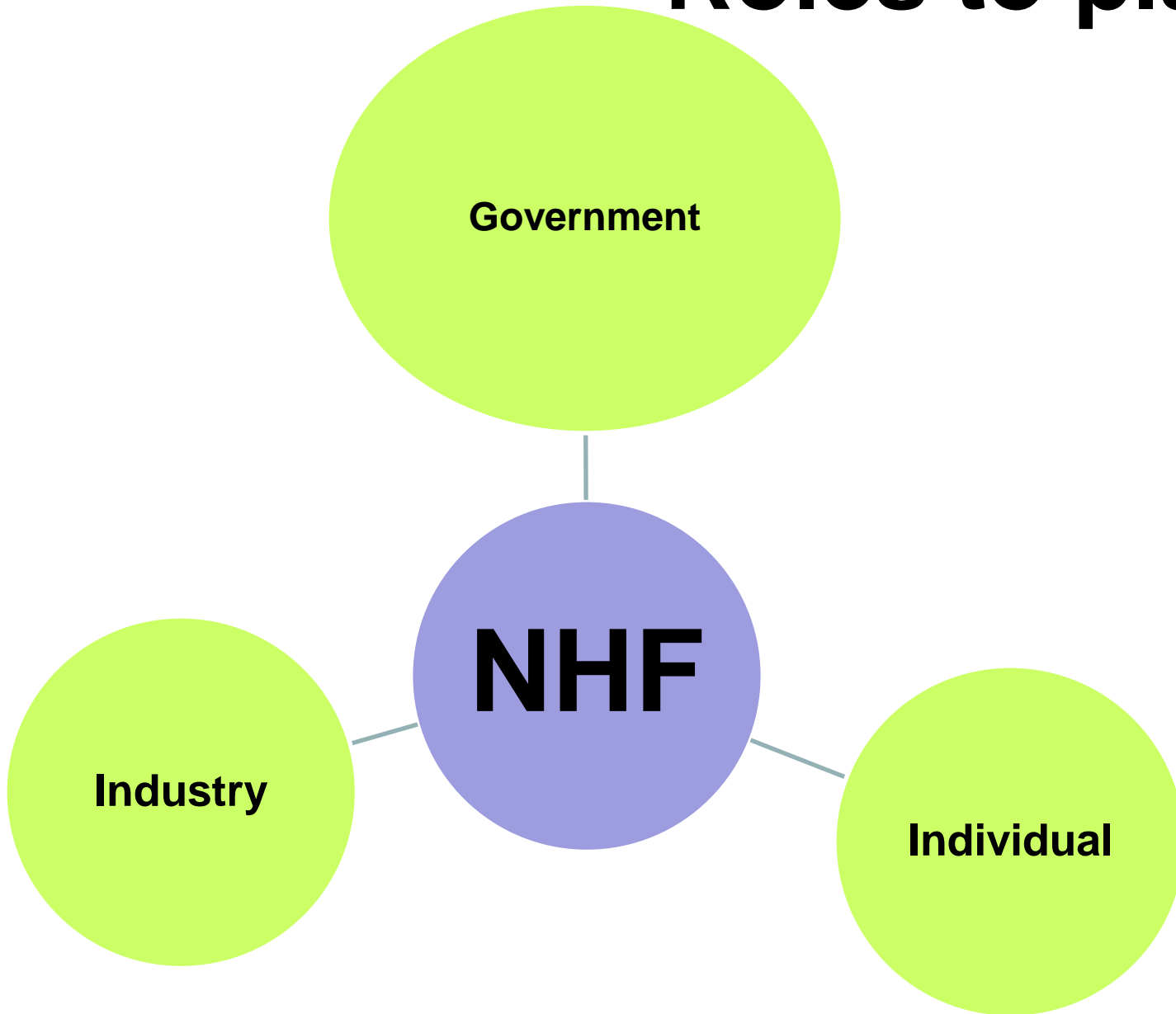
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# Roles to play



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Thank  
You!

# Further information

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