

Argentina has an average annual growth rate (2001-2010) of 11.4/ thousand inhabitants, and a birth rate of 19 births per 1,000 population. Life expectancy is 75 years, more favorable for woman than for men (79 years against 72 years). Moreover, the total fertility rate in our country is 2.2 children per woman. The population over 64 years represents 10% of the total population, of which 93% receive retirement or pension.

During the last 14 years there were profound changes in the way to live, get sick and die. The lifestyles and the market supply of food and beverages changed. Additionally, we have more information and scientific production in relation to the nutritional needs and food properties, along with better access to them. Furthermore, in these past years we improved the knowledge about the epidemiological and nutritional situation through conducting population surveys. In Argentina the results of the ENNyS (National Survey of Nutrition and Health) warn about nutritional inadequacy situations in all social classes. The quality of the diet of children and adolescents in all socioeconomic levels is poor, markedly monotonous and low in nutrient density. In 2009, according to data from the second ENFR (National Survey of Risk Factors), overweight and obesity prevalence increased to 35.5%—and 18% respectively, representing more than half of the population (53.5%). The third ENFR, in 2013, continued to show the same trend.

Food Based Dietary Guidelines (GABA) constitute a fundamental contribution in achieving goals established by the World Health Organization (WHO) in the global strategy on "Diet, Physical Activity and Health "of 2004 (8); according to the diagnoses, GABA seek to help people limit energy intake from saturated fats and prefer unsaturated fats, eliminate the trans fats in food, increase consumption of fruit and vegetables, legumes, whole grains and dried fruits, and limit the intake of free sugars and salt.

Argentina began the process of developing its own Food Guidelines in 1996, coordinated by AADYND (Argentinean Association of Dietitians and Nutritionist Dietitians). The material was published in the year 2000 and was formally known as the Dietary Guidelines for Argentinean Population (GAPA). The GAPA 2000 were organized around 10 primary messages, each one disaggregated into secondary messages. The messages constituted the body of the educational content that the guides transmitted to the population, and were accompanied by an image that conceptualized the healthy eating messages. The update process of the New Dietary Guidelines for Argentinean Population (2013-2016) was coordinated by the National Ministry of Health with the assistance of the Directorate of Health Promotion and Control of Chronic Diseases with the support of AADYND and a broad interdisciplinary panel of professionals to address the subject.

AADYND and community associated projects

AADYND, since 2010 performs community associated management projects along with the Ministry of Development of the City of Buenos Aires. Our objectives are:

- Identify the maternal, child and adolescent population with nutritional problems (deficit, overweight and / or anemias) for comprehensive care.
- Develop actions of food and nutrition education, promoting healthy eating practices and helping prevent nutritional problems. Promote intra- and inter-sectoral coordination with programs that are aimed at maternal and child population, strengthening prevention and early detection of nutritional problems, health promotion and healthy habits.

AADYND'S projects since 2010:

- 2010/2011 "Healthy Citizens"
- 2011/2012 "Healthy Family"
- 2014/2015 "Healthy Family in the first months"
- 2016 "Healthy Family through play"

The spotlights of the projects are:

1. Massive Campaign Communication.
2. Meetings for health promotion and orientation, with card holders from the Citizenship Program which transfers money through a magnetic card. These families can purchase food in supermarkets which are attached.
3. Healthy eating practices, at the lowest cost possible.
4. The overall goal was always to improve the feeding quality of the families in the Program, through various focal points.



It is important to remark that the theme and concepts to be transmitted were based on previous diagnosis of the situation. The team was composed by a Project Coordinator, a Coordinator Advisor, the technical team of the Ministry of Social Development, a graphic designer, a social communicator, an artist, an illustrator and Nutritionists. The selected image under the slogan "Choose to be informed, choose to eat better" emerged from the synthesis of the idea of "embrace". The circles surrounding the circular shapes represent a family structure composed of a father, mother and a son.



As a demonstration we can see an example: **"Healthy Citizens Program"**:

It was held in 2010 and provided information to 31.790 people. The project incorporated the following concepts: "Choose what is good for you and your family", "Choose safe food to protect your family's health", "Choose thinking in the growth of your children".

The main nutritional problems in Argentina are overweight, obesity, anemia and stunting, especially in children. These health problems can be prevented with healthy eating practices since birth, with exclusive breastfeeding during the first 6 months and starting complementary feeding at the appropriate age. Furthermore, healthy, adequate, pleasant, balanced, varied and sufficient foods, accompanied by the usual practice of physical exercise are key in the prevention of many chronic adult diseases: diabetes, hypertension, cardiovascular disease, various cancers and osteoporosis.

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