To promote preventive healthcare in general and tackle childhood obesity in particular, the States across the country will soon launch a campaign in schools to restrict calorie intake and cut down salt and sugar consumption.

An official from the Food Safety and Standards Authority of India (FSSAI) said the move follows a meeting held last month wherein Health Ministers of the States decided to take steps with a special focus on children for limiting energy intake from fat to less than 30 per cent of the total daily calorie intake and eliminate trans-fats completely (or bring down consumption of trans-fat to less than 1 per cent of total calorie intake).

It was also decided to ensure that salt consumption is reduced to less than 5 gm per day and intake of free (added) sugar is limited to less than 10 per cent of daily total calorie intake by 2022.

“The idea is to bring about large-scale social and behavioral change among school students on safe and nutritious food so that they become healthier citizens,” the official added.

Childhood obesity is already becoming a huge problem in the country as youngsters are consuming too many unhealthy snacks and soft drinks while outdoor games activities have reduced.
Various campaigns will also be launched soon in the schools across the country with an aim to encourage the students to increase consumption of fruits and vegetables to at least 450-500 gm/day and moderate the intake of refined carbohydrates.

“The programmes are in keeping with the health life-style and as these become important as we are seeing increasing cases of diabetes and heart attack. Addressing micronutrient deficiencies and promoting healthy dietary habits will be the priority,” the official said.

The measures are in keeping with the key decisions taken at the “First Health Ministers Roundtable on Food Safety and Nutrition” organised by the Health Ministry in collaboration with the FSSAI last month.

Union Health Minister JP Nadda had said that the Central Government has been providing support to the tune of Rs 482 crore for the States. “As many as 45 State labs are to be strengthened. I request the States to come forward with the proposals or give us the plan for strengthening the laboratories.”

He added that funds will not be a constraint and each State should have at least one high quality Government food laboratory while bigger States should have two. Nadda also stressed on focusing shift from disease and treatment centric healthcare to preventive and promotive healthcare.