



REPORT 2018

10
años

PROMOTING
PUBLIC HEALTH
2008 / 2018



Fundación
InterAmericana
del Corazón - Argentina



REPORT 2018
FIC Argentina

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OPENING WORDS



In 2018 I had the honor of becoming president of FIC Argentina. I have been working with the organization for approximately nine years now, collaborating with projects related to chronic non-communicable diseases (NCDs) risk factors. Thanks to this experience I have been able to see the great impact and the efficient methodology of FIC Argentina's work. In this sense, I have always been struck by FIC's ability to combine technical

and scientific research that is later used to inform the development of public policies and at the same time has a clear advocacy perspective: that is, how we are going to use the generated evidence to transform the social norm, to modify public policies and to achieve an impact on the improvement of health conditions in Argentina. All this remarkable work has been conducted in the areas of tobacco control, food policy, alcohol regulation and physical activity promotion, both at the national and regional levels.

FIC Argentina is not only a non-communicable diseases referent at the national level, but has also a regional and international reputation. Its methodology has been replicated by many other organizations. In addition, FIC has worked directly on capacity building actions for other institutions, so that they can

enhance their work. I have had the opportunity to work in research projects across different countries and regions; and I can tell you it is difficult to find a civil society organization that combines all the skills FIC has developed, that performs its job so well and that is so efficient doing it.

It must be highlighted that FIC Argentina is one of the first tobacco control and non-communicable diseases organizations that adopted a human rights perspective. FIC is a pioneer in integrating human rights and social justice as central guidelines of its agenda. Although this may sound normal nowadays, it was not common at all when FIC started including this issues on its mission and its work. Nine years ago there were not many public health organizations that were relevant actors in the human rights field. Years of work with this comprehensive approach have constituted FIC Argentina as a leading national and international referent in the fields of right to health and human rights. The organization has played a central role in the regulative development at the United Nations and in

informing standards at the OAS-Inter-American system level. For example, FIC Argentina's suggestions were included in the recommendations on tobacco control and healthy eating issued by the Committee on Economic, Social and Cultural Rights. FIC has also participated in the organization of the first thematic hearing on tobacco control within the framework of the Inter-American Commission on Human Rights. These actions have strengthened the relationship between the prevention of NCDs and the human rights agenda.

Finally, what impresses me the most and that I want to strongly emphasize is the quality of the people who work in the organization. In these 10 years, FIC Argentina has spent a lot of time structuring a work team that not only has passion but technical capacity and that work together to advance the mission of the institution. It is an honor to conform this team and in 2019 we renew our commitment to the protection of the right to health.

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MISSION, AGENDA AND WORK PRIORITIES

Tobacco consumption, malnutrition, harmful use of alcohol and physical inactivity are the main determinants of non-communicable diseases. For people to adopt healthy lifestyles public health policies are needed to modify the environment and to create the conditions that encourage healthy decisions.

These measures must be inclusive and prioritize low- income sectors. These sectors face the greatest barriers to adopt healthy habits, suffer more from the consequences of non-communicable diseases and have poor access to health services.

FIC Argentina was created in 2008 following this non-communicable diseases approach. FIC is a non-profit organization,

self- financed and formally constituted in Argentina. Along with FIC México, FIC Jamaica, and FIC Bolivia, it is affiliated to the InterAmerican Heart Foundation (IAHF), an organization created in 1995 in the United States, with whom FIC Argentina shares its mission.



- To promote public policies and social changes that guarantee the protection of the right to health through the reduction of chronic non-communicable diseases, such as cardiovascular, cerebrovascular, cancer, diabetes and respiratory diseases.
- We wish to live in a country where public health is regarded as a human right, with policies that contribute to reduce morbi- mortality caused by preventable non-communicable diseases and which promotes social development and the reduction of inequality and vulnerability.
- To promote legislation and the development of effective public policies to reduce the impact of non-communicable diseases.
- To contribute to the design, implementation and assessment of public health policies through research.
- To contribute with capacity building and networking with other civil society organizations to promote the implementations of public concerning health prevention and promotion.
- To defend people's right to health through advocacy for the fulfillment of obligations assumed by the States through international laws and treaties.
- To educate and create awareness among people to promote a cultural change necessary to adopt healthy habits and lifestyles.

OUR AGENDA



WHY FIC ARGENTINA?



FIC Argentina aims to change this reality by promoting inclusive and equitable public policies.

- 60% of deaths are caused by non-communicable diseases.
- 6 out of 10 adults and 3 out of 10 adolescents are overweight.
- The average age in which Argentinian girls and boys start smoking is 13 years old.
- 1 out of 2 adults have sedentary lifestyles.
- Tobacco consumption kills more than 44.000 people every year.
- Alcohol consumption starts around the age of 14.
- Only 2 out of 10 adolescents practice enough physical activity.
- Children are exposed to 60 fast food TV commercials per week.
- More than 70% of older adults do not practice physical activity.
- Argentina spends 12% of its health expenditure to treat tobacco consumption-related diseases
- Children from low income sectors have 31% more chances of being overweight, which proves that obesity is a problem associated with poverty.

3

OUR STAFF



BOARD OF DIRECTORS

President:

Oscar Cabrera

Secretary:

Ana María Tambussi

Treasurer:

Eduarne Cárdenas

Honorary President:

Herman Schargrodsky

Ex- officio Member:

Beatriz Champagne

Vocal:

Alejandro Ramos

WORK TEAM

Executive Co- directors:

Gabriela Lozano

María Elisabet Pizarro

Belén Ríos

Area Directors:

Lorena Allemandi

Mario Bedosti

Camila Chidiak

Project Managers:

Luciana Castronuovo

Cinthia Shammah

RESEARCH AND ASSISTANCE TEAM

Laura Alí

Berenice Cerra

Guillermo Crespo

Gabriel Giacobone

Leila Guarnieri

Victoria Tiscornia

ADVISORY BOARD

Carlos Chiarelli

Irma Mogilevsky

Ernesto Sebríe

ADVISORS

Patricia Aguirre

Frank Chaloupka

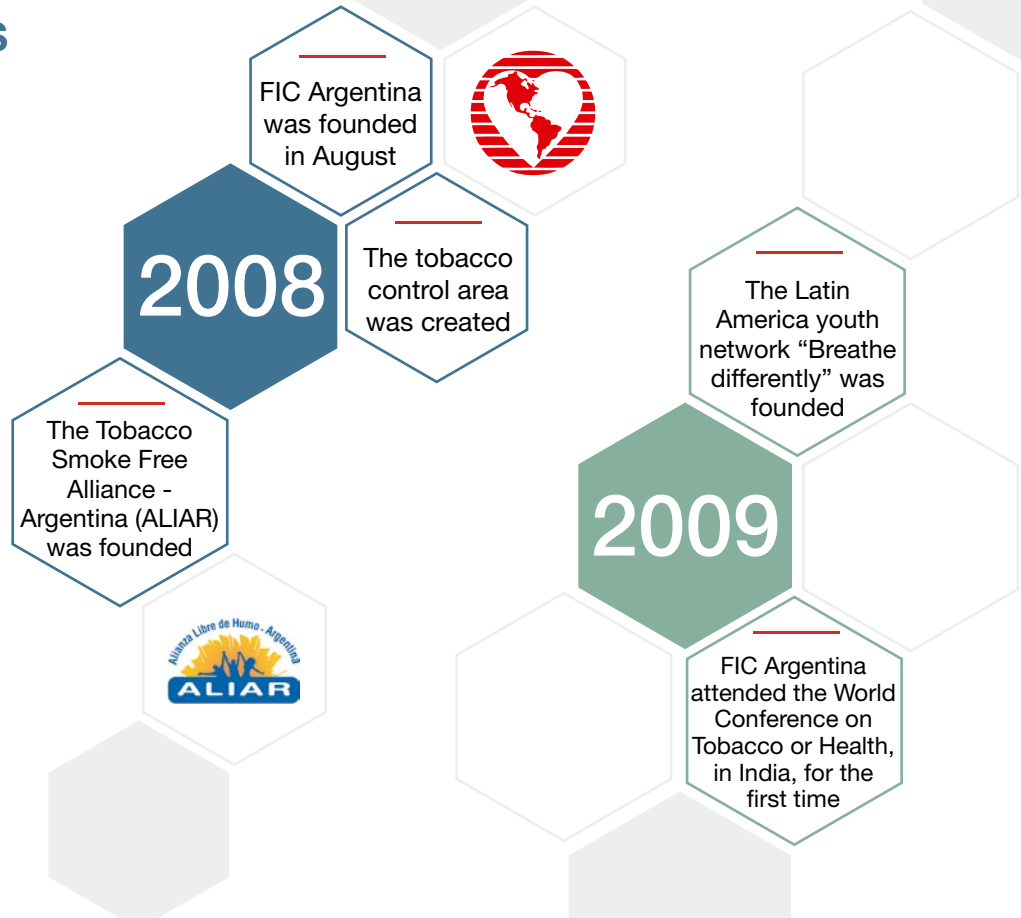
Martín González Rozada

Corinna Hawkes

Marty Otañez

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FIC ARGENTINA'S 10TH ANNIVERSARY: OUTSTANDING MILESTONES







2013

FIC Argentina received its first award in "Developing Latin America" contest for the "Nutrialerta" app

Creation of the "Healthy Work Environments" Program

Creation of the Internship Program with Universities

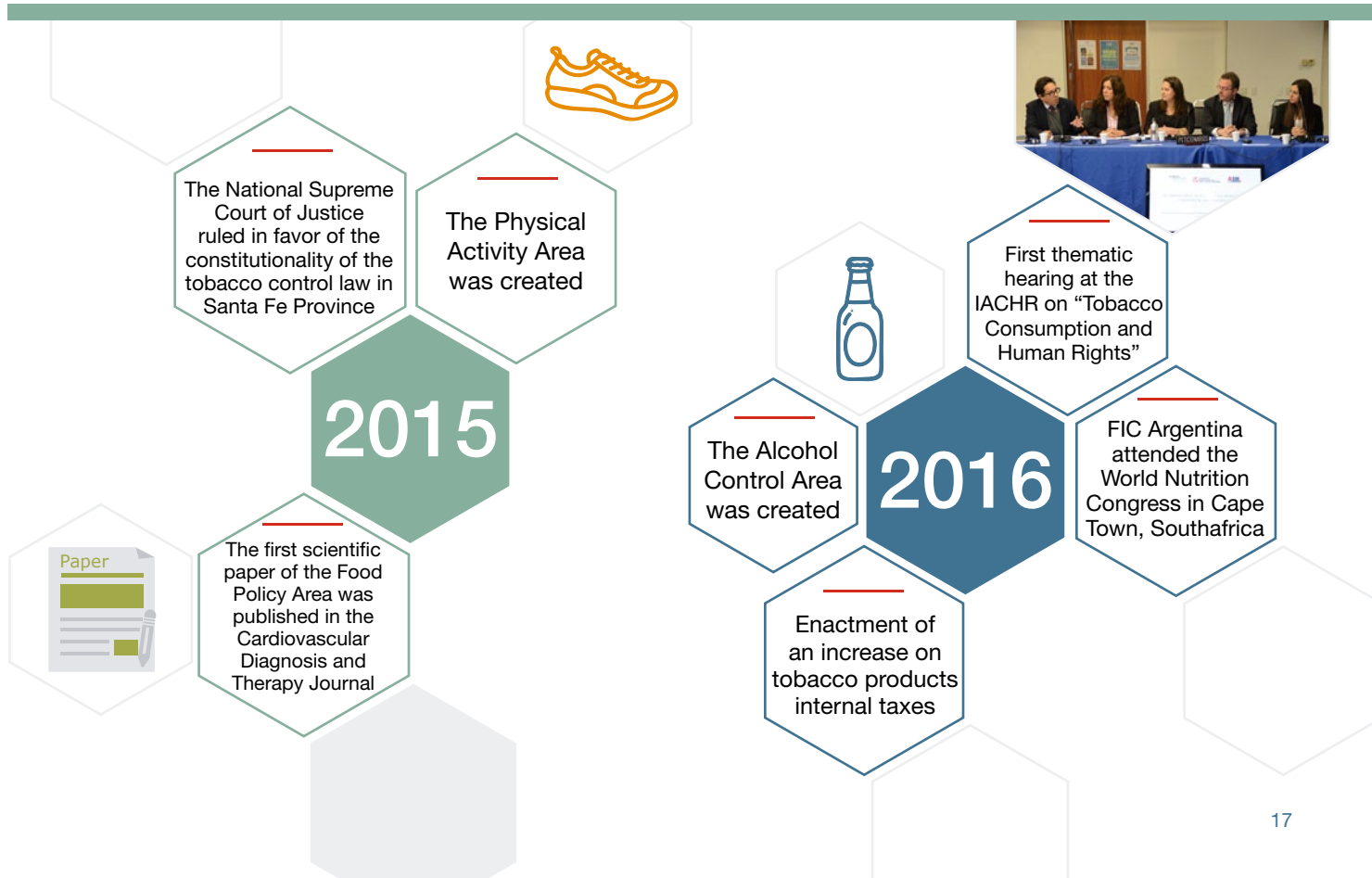
The Volunteer Program was created

2014

Amparo against the City of Buenos Aires regarding the smoke-free environments law

FIC Argentina's Advisory Board was created







Creation of FIC
Argentina's
Executive
Directorate

The National
Coalition to prevent
childhood obesity
was founded,
along with UNICEF
Argentina

2017

FIC Argentina
organized its first Walk
along with Navarro
Viola Foundation to
promote active aging



2018



10
years

PROMOTING
PUBLIC HEALTH
2008 / 2018

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MAIN ACTIONS AND OUTCOMES IN 2018

During 2018 FIC Argentina conducted a series of actions to promote public policies and social changes that helped to reduce the impact of non-communicable diseases (NCDs) in our country and in Latin America.

PROJECTS AND RESEARCH CONDUCTED IN 2018

- Multi-component study to promote public policies aimed at reducing the harm associated with alcohol consumption in Argentina. Analysis of the market, supply and demand; advertising, promotion and sponsorship; and evaluation of disease burden models and cost-effectiveness of potential health interventions.

- Evaluation of nutritional profiles that complement the Dietary Guidelines for the Argentine Population. Analytical observational study.
- Coherence in the prevention of non-communicable diseases and agro-food policies in Argentina.



- Escalating and evaluating salt reduction policies and programs in Latin America.
- Promotion of a front labeling system for consumer-friendly nutrition information in MERCOSUR countries: collaborative study between Argentina and Brazil.



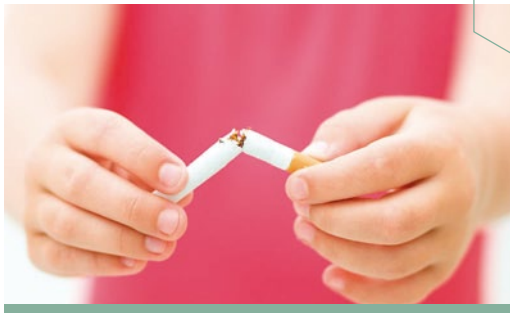
- Food prices, affordability and accessibility: Argentinean collaborative study.
- Food Marketing targeted to kids: A collaborative and policy-oriented study in Argentina, Bolivia, Guatemala and Peru.

- Strengthening and capacity building of the coalition for the prevention of childhood and adolescent obesity in Argentina.
- Towards active aging: promotion of public policies and citizen participation.



- Research on obesogenic environments: a quantitative and qualitative study in domestic units.

- Illicit trade in tobacco in MERCOSUR: challenges and opportunities.
- Accelerating tobacco control and countering the tobacco industry.



- Subsidies to tobacco production and its implications for tobacco control policies.

NATIONAL AND INTERNATIONAL ACTIONS TO PROMOTE NCDS PREVENTION POLICIES

- Participation in instances of intersectoral collaboration with the National Ministry of Health and Social Development on food labeling, sodium and in the National Commission on Tobacco Control.
- Advice to political decision makers at all government levels for the design and promotion of effective laws on tobacco control and healthy eating.



La actividad física en las personas mayores
 Guía para promover un envejecimiento activo



Entornos escolares saludables
 Recomendaciones para promover políticas escolares que prevengan la obesidad infantil en la Argentina

Healthy school environments: Recommendations to promote school policies that prevent childhood obesity in Argentina.

Physical activity in older adults: A guide to promote active aging.

COALICIÓN NACIONAL PARA PREVENIR LA OBESIDAD EN NIÑOS, NIÑAS Y ADOLESCENTES
 Fundación Secretariado del Consumidor-Argentina UNICEF

¿Cómo es un entorno escolar saludable?



How is a healthy school environment? There is no advertising of food and drinks that are high in sugar, fat and salt Physical activity is a priority

ESPORTE EN LAS PERSONAS MAYORES COMO ESTRATEGIA PUBLICITARIA PARA PROMOVER EL CONSUMO DE ALIMENTOS DE BAJO VALOR NUTRICIONAL
 • Los juegos en el deporte de la vejez en Buenos Aires y Córdoba son la promoción de alimentos de alto valor nutricional y de bajo costo. Se recomienda que los juegos en el deporte de la vejez se realicen en espacios públicos que permitan el acceso de las personas mayores a los espacios verdes y al aire libre.
 • El deporte en las personas mayores es una estrategia publicitaria para promover el consumo de alimentos de alto valor nutricional y de bajo costo. Se recomienda que los juegos en el deporte de la vejez se realicen en espacios públicos que permitan el acceso de las personas mayores a los espacios verdes y al aire libre.

EL FANTASMA DEL COMERCIO ILÍCITO: EL FALSO ARGUMENTO DE LA INDUSTRIA TABACALERA PARA OBSCURTEAR LA BIENIMPLEMENTACION DE MEDIDAS FISCALES A LOS PRODUCTOS DE TABACO
 El comercio ilícito de productos de tabaco ha sido utilizado históricamente por la industria tabacalera como falsa argumentación para frenar la implementación de medidas fiscales y de otros productos. En el caso de la Argentina, esto ha sido utilizado para frenar la implementación de medidas fiscales y de otros productos. En el caso de la Argentina, esto ha sido utilizado para frenar la implementación de medidas fiscales y de otros productos.

RECOMENDACIONES PUBLICITARIAS DE LAS TABACALERAS EN SITIOS WEB
 La industria tabacalera realiza campañas de marketing en internet para promover el consumo de sus productos. Estas campañas de marketing en internet se realizan a través de sitios web, redes sociales y aplicaciones móviles. Estas campañas de marketing en internet se realizan a través de sitios web, redes sociales y aplicaciones móviles.

INTRODUCCIÓN
 La industria tabacalera ha demostrado que la industria tabacalera desea de marketing digital online, videos y aplicaciones. En el caso de la Argentina, esto ha sido utilizado para frenar la implementación de medidas fiscales y de otros productos. En el caso de la Argentina, esto ha sido utilizado para frenar la implementación de medidas fiscales y de otros productos.

Sponsorship of sporting events: an advertising strategy to promote the consumption of foods of low nutritional value. The case of the 2018 Youth Olympic Games.

The ghost of illicit trade: The false argument of the tobacco industry to hinder the implementation of tobacco products fiscal measures.

Tobacco industry's advertising actions on websites and events.

The cigarette pack and its display at the point of sale. Tobacco industry's marketing strategies to promote its products.



- During 2018, more than 380 articles were published in newspapers, news agencies, radios, television and digital media, which presented FIC Argentina as a referent in matters of NCDs prevention and health promotion. This presence in the media was significant to set in the public agenda the discussion about the problems addressed by our organization and to promote the adoption of public policies with a human rights perspective.

Información. La legislación actual no obliga a fabricantes a detallar en los envases cuánto azúcar tiene cada producto. Según expertos, resultan "complejos de leer".

El etiquetado, una herramienta útil que aún no se implementa

Labelling, a useful resource that has not been implemented yet.

Investigaciones internacionales recomiendan por la Organización Mundial de la Salud. En su artículo se expone cuáles representan un verdadero riesgo para la salud de la población y tras analizar los contextos en Argentina, el etiquetado nutricional argentino continúa sin vincularse a los fabricantes y a declarar en el etiquetado nutricional de los alimentos la cantidad exacta de azúcares que contiene. En realidad, los fabricantes están obligados a declarar la cantidad de azúcares en los envases de alimentos, pero...

Los educadores artificiales ganan terreno en la mesa

Nearly one million of non-smokers die every year due to second hand cigarette smoke.

Casi un millón de no fumadores muere por año a causa del humo del cigarrillo

Algunos de ellos mueren en el ambiente. Si se continúa con la producción de cigarrillos en Argentina y se continúa con la producción de cigarrillos en Argentina...

El marketing uno a uno, la apuesta de la industria tabacalera

One to one marketing: the tobacco industry's new bet.



More than 70% of older adults do not perform the recommended physical activity for their age.

Más del 70% de los mayores no realiza la actividad física indicada para su edad



Por qué Argentina es uno de los pocos países que no aprobó el tratado mundial contra el tabaco

Why Argentina is one of the few countries that have not ratified the Framework Convention on Tobacco Control?



Ultra-processed foods on the spotlight. When food makes us sick.

COMESTIBLES ULTRAPROCESADOS EN LA MIRA CUANDO LA COMIDA NOS ENFERMA





April - Lima, Perú

- Participation in a meeting of civil society and social actors in the framework of the 8th Summit of the Americas.

- We presented a shadow report to the Children's Rights Committee on policies for the prevention of childhood obesity and prevention of children tobacco use. (April)



July - Nueva York

- We answered the questionnaire of the Inter-American Commission on Human Rights on Human Rights and companies. The presentation was made in the framework of the CLAS Coalition. (May)

- We participated in the interactive hearing between the United Nations and civil society in the framework of the High Level Meeting of NCDs in NYC. We prepared a regional shadow report to disseminate among the delegations.

- Development of a declaration against the sponsorship of Coca Cola in the Buenos Aires 2018 Youth Olympic Games. We gathered 245 signatures from all over the world.

Piden remover a Coca-Cola como sponsor de los Juegos Olímpicos porteños

La vida saludable no es juego

Organizaciones sociales y de la salud argentinas y de todo el continente plantearon que es una contradicción asociar un evento donde participarán jóvenes con productos con alto contenido de azúcar y sodio. Hicieron una presentación al Gobierno de la Ciudad.

Más de 160 organizaciones nacionales e internacionales y referentes del ámbito de la salud exigieron al gobierno porteño que retire el sponsorship de la empresa Coca-Cola de los Juegos Olímpicos de la Juventud, que se disputarán en octubre en Buenos Aires. Marcos Filardi, integrante de la Cadenita Libre de Soberanía Alimentaria de la Escuela de Nutrición de la UBA, explicó a Página12 que es una contradicción "asociar un evento que promueve la vida saludable, en el que participarán jóvenes de 15 a 18 años, con la marca de una bebida que por su composición es alto contenido de azúcar y sodio son perjudiciales para esos chicos, y en un contexto donde hay una epidemia mundial, a la que Argentina no escapa, de sobrepeso y obesidad, y donde hay un aumento de



Juegos Olímpicos de la Juventud de Buenos Aires 2018.

August - City of Buenos Aires

- We participated in the civil society meeting in the framework of the G20 and advised about the importance of including the prevention of childhood obesity in the G20 agenda.



August - City of Buenos Aires

- A shadow report was presented before the Committee on Economic, Social and Cultural Rights (CESCR) during 64th Period of Sessions in Geneva.



September - Geneva

- We attended the eighth meeting of the conference of the parties (COP8) of the Framework Convention on Tobacco Control.



October - Ginebra

- We submitted information to the Rapporteur on the right to food and participated in a meeting with her in Buenos Aires. (September - City of Buenos Aires)

- FIC Argentina and FUNDEPS presented an allegation to the Ombudsman of the Province of Buenos Aires regarding the advertising campaign "Your fair share" ("tu porción justa") of the Arcor company. (November - Buenos Aires).

WORKSHOPS AND EVENTS HOSTED BY FIC ARGENTINA

- Round table debate on policy coherence between agri-food measures and health policies related to the consumption of fruits and vegetables.
- Presentation of the publication “Physical activity in older people. Guide to promote active aging “, developed together with the Navarro Viola Foundation.



April - City of Buenos Aires

- Workshop and intersectoral dialogue for information update and discussion: “Tobacco control in Argentina. Current situation and next steps”.



July - City of Buenos Aires



November - City of Buenos Aires

● **FIC ARGENTINA'S 10TH ANNIVERSARY EVENT**

An evening cocktail was held on Friday September 14th. During the celebration, which took place at the Torcuato Di Tella University, the outstanding milestones of the organization's work in the prevention of non-communicable diseases and in the protection of public health were reviewed.



PARTICIPATION IN INTERNATIONAL CONFERENCES AND EVENTS

- Global lawyers' workshop on obesity prevention. (January - Utah, United States)
- Workshop "Training on the Economics of Tobacco Control for practitioners, researchers and advocates in Latin America and the Caribbean", organized by PAHO / WHO.



February - Washington

- 17th World Conference "Tobacco or Health".



March - South Africa

- First workshop for Latin American lawyers on obesity prevention.



May - Colombia

- 10th workshop for Latin American lawyers on tobacco control.



- Global Nutrition Report's Independent Expert Group meeting. Lorena Allemandi has been selected to join this group.
- Third High-level Meeting on the prevention and control of non-communicable diseases.

- SAFER launch event: an initiative of the WHO, NCD Alliance, United Nations Interagency Task Force on NCDs, Vital Strategies, Global Alcohol Policy Alliance and IOGT International to promote alcohol control measures. (September - New York)



- Tobacco control and healthy food communicators workshop in Latin America.



- Latin American Nutrition Congress - SLAN.



- Pre Congress workshop on healthy food systems within the framework of the 7th EcoHealth Congress



PARTICIPATION IN NATIONAL CONFERENCES AND EVENTS

- Conference “Right to adequate food, outstanding challenges in terms of food labeling”, organized by the Public Prosecutor’s Office, Judicial Branch of the City of Buenos Aires (March - City of Buenos Aires)
- First team-meeting between FIC Argentina and IDEC (Brazil), in the framework of the collaborative research project on food labeling (April - City of Buenos Aires)
- Conference on food security and nutrition in the framework of the Sustainable Development Goals in Argentina (April - City of Buenos Aires)
- Dialogue sessions on the implementation of public policies to reduce the consumption of sugar-sweetened beverages in the region, held by the IECS. (May - City of Buenos Aires)
- XVII Argentine Congress on Obesity and Eating Disorders organized by SAOTA (August - City of Buenos Aires)
- Conference on consumer rights, front of labeling on food products and health, organized by PAHO / WHO, UNICEF and the Honorable Chamber of Deputies of the Nation.



August - City of Buenos Aires

- XV Argentine Congress on Gerontology and Geriatrics (August - Mar del Plata)
- VII National Day of Physical Activity for a Healthy Aging, organized by the RAFAM Foundation



October - City of Buenos Aires

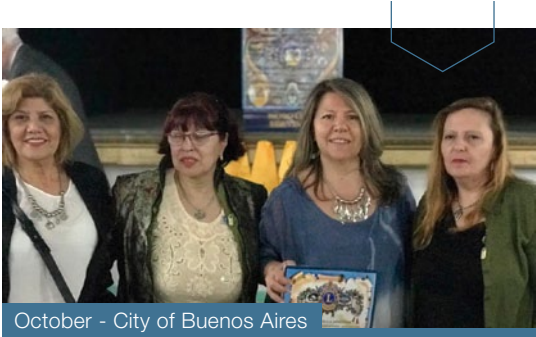
PUBLICATIONS ON SCIENTIFIC JOURNALS

- Advance in tobacco taxes: the case of Argentina in May 2016.
Authors: Pizarro ME, Rodríguez-Iglesias G, Gutkowski P, Altuna J, Ríos B.
Published in: Pan American Journal of Public Health.
- Frontal labeling of food products in Argentina.
Authors: Allemandi, L., Tiscornia, M.V., Castronuovo, L., & Guarnieri, L.
Published in: Salud Colectiva, 14.

AWARDS AND RECOGNITIONS



- The Club de Leones presented the honorable mention “Melvin Jones 2018” to the Fundación Interamericana del Corazón Argentina for their dedication, effort, talent and daily work, in pursuit of the general welfare of the population.



- In the framework of the 17th World Conference on Tobacco or Health, FIC Argentina, the National Ministry of Health and the National Ministry of Finance were distinguished with the 2018 Bloomberg Philanthropies Awards for Global Tobacco Control.

6

FINANCING



American Cancer Society



Bloomberg Initiative through
The Campaign for Tobacco
Free Kids (CTFK)



Ministerio de Salud
Presidencia de la Nación

“Dr. Abraam Sonis” Health
Research Scholarships.
National Ministry of Health
and Social Development.



FUNDACIÓN NAVARRO VIOLA
Navarro Viola Foundation



International Development
Research Centre (IDRC)

InterAmerican Institute
for Cooperation on
Agriculture (IICA)



UNICEF Argentina

We appreciate the constant support of our **individual donors** who are committed to the right to health and help us to develop many of our activities. Likewise, **consultancies** and the **healthy environments work program** contribute to the financing of the organization and are valuable to fulfill our mission.

PARTICIPATION IN NETWORKS AND COALITIONS



Argentine Network for
International Cooperation
– RACI



Argentinian Smokefree
Alliance – ALIAR, to which
FIC Argentina provides
secretariat support



Healthy Latin American
Coalition – HLAC



Latin American Action
on Salt and Health
– ALASS



World Action on Salt and
Health (WASH)



National Coalition to
prevent children and
youth obesity



International Network of
Women Against Tobacco
(INWAT)



Framework Convention
Alliance (FCA)



The NCD Alliance



Argentinian Coalition for
Tobacco Control – CACTA



Human Rights on
Tobacco Control



Tobacco Tax Network
of the Americas (RITA)



Global Physical Activity
Network (GlobalPANet)



Physical Activity
Network of the
Americas (RAFA PANA)

Regional Collaborative Group
for the reduction of tobacco
industry's interference

Scientific and Technical
Advisory Network
(STAN) of World Obesity
Federation (WOF)

Salt Smart Consortium
(Pan American Health
Organization Regional
Consortium on Salt)

Latin American
Coordinating
Committee for
Tobacco Control
(CLACCTA)

VOLUNTEER PROGRAM

If you are interested in public health issues and you are willing to commit to a social organization, we invite you to join FIC Argentina's Volunteer Program.

HEALTHY WORK ENVIRONMENTS PROGRAM

The purpose of this program is to promote healthy policies in workplaces and to improve the life quality of the employees.

You can apply and consult about our programs by entering www.ficargentina.org or by contacting institucional@ficargentina.org or +54 114775 8290

HELP US TO PROTECT THE RIGHT TO HEALTH, DONATE TO FIC ARGENTINA!

With your help, you contribute to reduce tobacco consumption, harmful alcohol use and to promote healthy eating and physical activity.

You can help us by making a one-time contribution or by monthly or annual periods using your credit card, visit www.ficargentina.org, e-mail at institucional@ficargentina.org or call at **+54 114775 8290**



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