

Report 2019





“In loving memory of Ana Tambussi, an outstanding public health advocate in Argentina” - President of FIC Argentina from 2010 to 2017.

Report 2019



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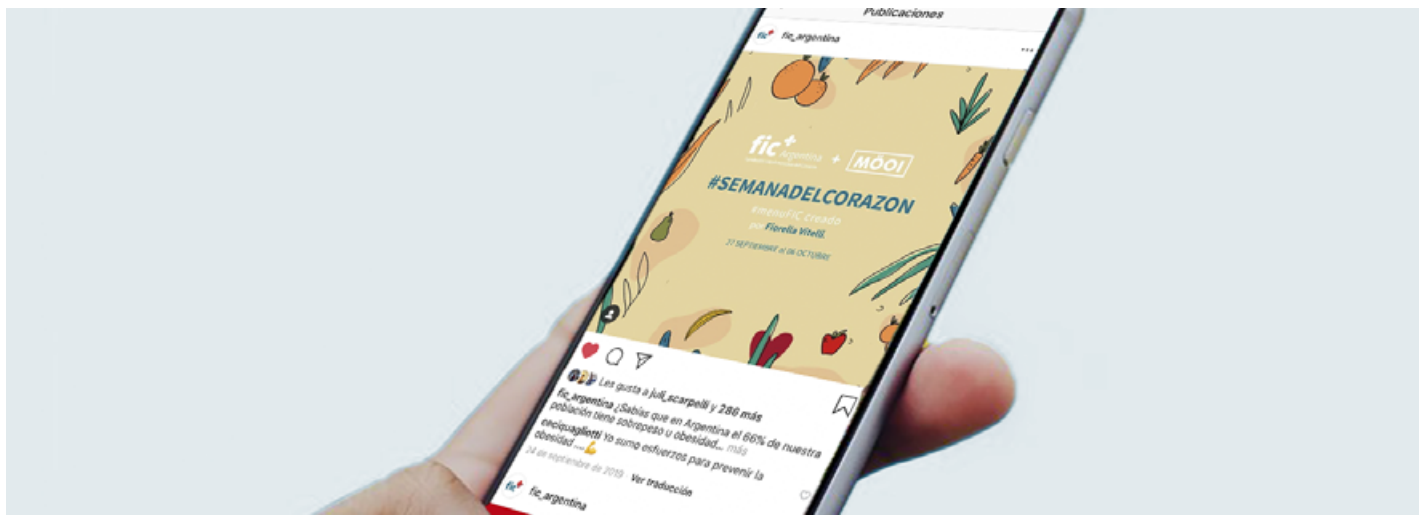
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**Opening
words**



Gabriela Lozano,
FIC Argentina Executive
Codirector

In 2019 we started a reflexive process, rethinking our institutional position. Since its foundation in 2008, FIC Argentina has been developing research projects, free of conflict of interests, whose results stand as key contributions to promote public health policies. Our main objective has always been to generate legitimate and quality information to disseminate among decision makers, mass media and civil society organizations, in order to collaborate in the design and implementation of policies that improve quality of life levels. However, we have come to the understanding that to be able to continue growing, it is necessary to get the general public involved with our mission. Therefore, during 2019 we started developing new actions targeting our community. In this sense, we invited people to join the promotion of healthy environments. For this aim, we had to expand our communication channels and incorporate new strategic partners to improve the scope of our communication efforts. One of the milestones of this new approach was the #semanadelcora-



zon (Heart Week). This action was developed together with “Mooi” restaurant and the nutritionist Fiorella Vitelli. It consisted of the creation of a “FIC Menu”, which was available at Mooi restaurants in the framework of the World Heart Day, which is celebrated every year on September 29th. Our main objective was to raise awareness about childhood obesity. This action was really successful in terms of visi-

bility, achieving the incorporation of several people to our initiative. Throughout the year we continued with our “Healthy Environments Program” and, for the first time, we implemented it in educational institutions: this was a remarkably enriching experience. We conducted a survey to assess the environment in three schools in Zárate (Buenos Aires Province), which allowed us to conduct fieldwork and to

expand our vision. Furthermore, during this year we invited people in line with our mission to join FIC’s advisory board, in order to incorporate new and enriching contributions to strengthen FIC’s work.

In addition, we launched our Instagram account to increase our visibility and to add another communication channel to share our work and news on non-communicable disease policies in Argen-

tina. This process came along with a new institutional image: this year, together with the rest of the affiliates of the Inter-American Heart Foundation, we launched a new logo. FIC's new image is much more modern and cheerful. We believe that 2019 was a landmark year in terms of visibility and institutional development for FIC Argentina. We are confident that the new way we started must be continued. We have to keep working hard in research and the development of advocacy actions and, at the same time, continue expanding our perspective, developing actions that include the general public to generate more interest and engagement with our mission.

This process came along with a new institutional image: this year, together with the rest of the affiliates of the Inter-American Heart Foundation, we launched a new logo. FIC's new image is much more modern and cheerful.



FIC Argentina new institutional logo.



Mission, agenda and work priorities

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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 Inter American Heart Foundation (IAHF), an organization created in 1995 in the United States, with whom FIC Argentina shares its mission.



Mission

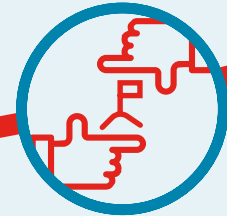
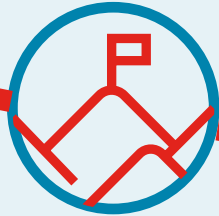
To promote public policies and social changes that guarantee the protection of the right to health through the reduction of chronic noncommunicable diseases, such as cardiovascular, cerebrovascular, cancer, diabetes and respiratory diseases.

Vision

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.

Our Agenda

- ✦ To prevent and control non-communicable diseases
- ✦ Tobacco control
- ✦ To promote healthy eating
- ✦ To promote physical activity
- ✦ To prevent harmful use of alcohol



Goals

- ✦ To promote legislation and the development of effective public policies to reduce the impact of noncommunicable 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 implementation of public policies concern-

- ning 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.

Main Approaches

- ✦ Human rights
- ✦ Gender
- ✦ Inequality/ Inequity/ Poverty

Why FIC Argentina?

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The average age in which Argentinian girls and boys start smoking is 13 years old.

73,4%

73,4% of deaths in Argentina are caused by non-communicable diseases.

22

22% of the population consumes tobacco products.



Alcohol consumption starts around the age of 14.

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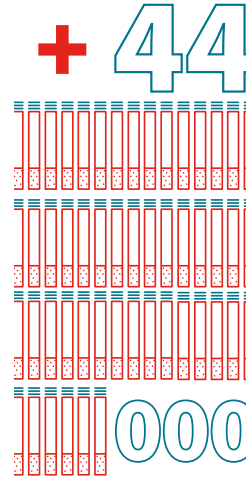
Only 2 out of 10 adolescents practice enough physical activity.



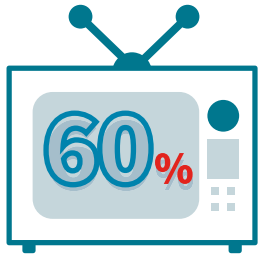
Children from low income sectors have 31% more chances of being overweight, which proves that obesity is a problem associated with poverty.



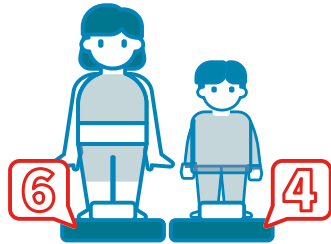
Argentina spends 33 billion pesos per year to treat tobacco consumption related diseases.



Tobacco consumption kills more than 44.000 people every year.



More than 60% of adults have sedentary lifestyles.



6 out of 10 adults and 4 out of 10 children from 5 to 17 years old are overweight.

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



FIC
Argentina

www.ficargentina.org



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Our Staff

Board of Directors

President: Oscar Cabrera
Secretary: Cristina Borrajo
Treasurer: Edurne Cárdenas
Honorary President:
Herman Schargrodsky
Ex-officio Member:
Beatriz Champagne
Vocal: Patricia Aguirre

Work Team

Executive Co-directors

Gabriela Lozano
Belén Rios
Maria Elisabet Pizarro

Area Directors

Mario Bedosti
Camila Chidiak
Lorena Allemandi

Project Managers

Luciana Castronuovo
Cinthia Shammah

Research and assistance team

Victoria Tiscornia
Berenice Cerra
Laura Alí
Gabriel Giacobone

Leila Guarnieri

Advisory Board

German Rodriguez
Iglesias
Irma Mogilevsky
Fiorella Vitelli

Advisors

Frank Chaloupka
Marty Otañez
Martín González Rozada

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Main actions and outcomes in 2019





During 2019 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 2019

- ✦ 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.
- ✦ 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.
- ✦ Strengthening the management and exchange of research data (Open Data).
- ✦ Multicentric Study “Salud Investiga” (National Ministry of Health): “Obesogenic environments: a quantitative and qualitative study in domestic units” (in collaboration with



CISPAN- UBA)

- ✦ Illicit trade prevalence of tobacco products in Argentina.
- ✦ Addressing new challenges for tobacco control in Argentina: raising current tobacco control standards and countering innovative tobacco industry strategies.

National and international actions to promote ncads prevention policies

- ✦ Participation in instances of inter-sectoral collaboration with the National Ministry of Health and Social Development, both in the National Commission for Healthy Eating and Obesity Prevention and in the National Tobacco Control Commission.
- ✦ Four amicus curiae were presented



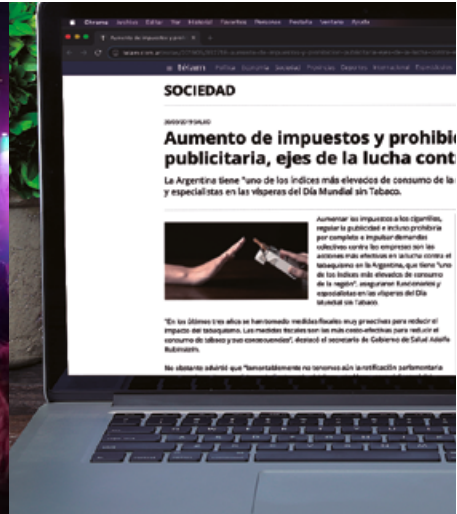
before court cases in Mexico, Brazil and Colombia.

- ✦ In collaboration with 62 national and regional organizations, we urged the National Government to ban all forms of advertising, promotion, sponsorship and exhibition of tobacco products.
- ✦ We developed a regional statement requesting Latin American governments to move forward with the implementation of food labeling policies.

132 organizations from all over the world joined with its signature.

- ✦ Information was submitted before the National Health Surveillance Agency (Brazil) and the National Regulatory Improvement Commission (Mexico), supporting front-of-package food labeling warning.
- ✦ Eight requests of access to public information were presented regarding tobacco control and healthy eating.

- ✦ Development of publications and materials for the promotion of tobacco control policies, healthy eating, physical activity and prevention of harmful use of alcohol.
- ✦ We developed **eleven formal complaints** regarding violations of tobacco control regulations at national and sub-national levels.
- ✦ Advice to political decision makers of all governmental levels for the de-



sign and promotion of effective laws on tobacco control and healthy eating. We participated in the policy-process of 12 draft-bills for tobacco control and 12 draft-bills for healthy eating policies.

- ✦ During 2019, **more than 300 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 promo-

tion. The presence in the media was significant to set the discussion of the problems addressed by our organization in the public agenda and to promote the adoption of public policies with a human rights perspective.

Workshops and events hosted by FIC argentina

- ✦ National Coalition to Prevent Obe-

sity in Children and Adolescents workshop: “Political and media advocacy strategies”

March - Buenos Aires

- ✦ Multisectoral dialogue: “New challenges for tobacco control in Argentina”, held in the National Chamber of Deputies.

September - Buenos Aires



Participation in international conferences and events

✦ Roundtable discussion on international experiences regarding the elimination of industrial trans-fatty acids and the WHO REPLACE measures, held by the NCD Alliance and Resolve to Save Lives.

January - Geneva, Switzerland

✦ Research Project Meeting: “Food Marketing targeted to children: colla-

borative study between Argentina, Bolivia, Guatemala, and Peru”, organized by IDRC.

January - Lima, Peru

✦ Intensive program on tobacco control leadership in Latin America and the Caribbean, organized by Johns Hopkins Bloomberg School of Public Health.

March - Lima, Peru

✦ Second Lawyers Workshop for the

prevention of obesity, organized by De Justicia.

May - Bogota, Colombia

✦ Course on Industry Monitoring, organized by the University of Bath.

June - Bath, England

✦ Event on political coherence and healthy environments, organized by UNDP and McGill University.

June - Canada

✦ Workshop on simulation of tobac-



co tax increases and assessment of tobacco products illicit trade in Latin America and the Caribbean, organized by PAHO, the Secretariat of the WHO Framework Convention on Tobacco Control, the American Cancer Society, the Institute for global tobacco control at Johns Hopkins University, Campaign for Tobacco Free Kids and The Union.

July - Washington, United States

✦ Workshop on communication re-

sources to promote tobacco tax policy, sponsored by the Campaign for Tobacco-Free Kids.

July - Washington, United States

✦ 3rd Uruguayan Tobacco or Health Congress and 10th Argentinian-Uruguayan Meeting organized by the Uruguayan Society of Tobacco Control, the Research Center for the Epidemic of Smoking in Uruguay, the Argentinian Tobacco Association and the Argenti-

nian Anti-Smoking Union.

August - Piriápolis, Uruguay

✦ 11th Legal Workshop on Tobacco Control, organized by the Campaign for Tobacco-Free Kids, The Union, PAHO and the O'Neill Institute.

October - Mexico

✦ Event on food labeling regulation and challenges in Latin America, organized by IDEC Brazil.

November - San Pablo, Brazil



✦ “TakeAPart” Workshop: new strategies to promote policies for the complete ban on tobacco advertising and counteract the front groups of the tobacco industry”, organized by the Campaign for Tobacco-Free Kids.
November - Mexico

✦ Symposium on the elimination of trans fat in the Philippines, organized by ImagineLaw.
November - Philippines

✦ Workshop: “For a healthy life: Latin American meeting on noncommunicable diseases”, organized by the Healthy Latin America Coalition.
December - Panama

✦ Legal Resources Workshop for the regulation of digital marketing and social networks, organized by the Campaign for Tobacco-Free Kids and Global Health Advocacy Incubator.
December - Washington, United States



Participation in national conferences and events

✦ Policies for the prevention of childhood obesity, organized by the Right to Food Observatory for Latin America and the Caribbean.

April - City of Buenos Aires

✦ Conference on Food and Stereotypes, held by the Éforo Foundation.

May - City of Buenos Aires

✦ Roundtable on fiscal policies for to-

bacco products from a rights perspective, organized by the National Ministry of Health.

May - City of Buenos Aires

✦ Meeting on frontal labeling of food products and beverages in MERCOSUR, organized by the National Secretary of Health and Pan American Health Organization.

May - City of Buenos Aires

✦ Workshop “Current regulatory fra-

mework and challenges of cancer in Argentina”, organized by SLACOM in the National Senate.

June - City of Buenos Aires

✦ Workshop on obesity prevention, health warnings and evidence-based legislation in the National Chamber of Deputies, organized by UNICEF and PAHO.

July - City of Buenos Aires

✦ II ADDYND Conference “Food: star-



ting point of knowledge”.

August - City of Buenos Aires

✦ Workshop on Nutrition Profiles and Frontal Food Labeling organized by the Argentinian Nutrition Society.

September - City of Buenos Aires

✦ Workshop on adolescents, food and global changes: the meanings of eating in times of transition organized by Red Sial Argentina.

October - City of Buenos Aires

✦ Workshop “Obesity and Poverty, Deconstructing Beliefs”.

November, Buenos Aires

✦ 1st National Conference. Roundtable: Fight against Hunger, transformations in agriculture, food sovereignty and agro-toxics, organized by the Green Party.

November - City of Buenos Aires

✦ Federal meeting convened by the National Program for the Prevention

and Control of Excessive Alcohol Consumption, dependent of the National Directorate of Health Promotion and Control of Chronic Noncommunicable Diseases, National Ministry of Health.

November - City of Buenos Aires

Publications on scientific journals

- ✦ Patino, S. R. G., Carriedo, Á., Tolentino-Mayo, L., Araneda, J., Allemandi, L., Murillo, A., & Barquera, S. (2019). Front-of-pack warning labels are preferred by parents with low education level in four Latin American countries. *World Nutrition*, 10(4), 11-26.
- ✦ Castronuovo, L., Tiscornia, M. V., Gutkowski, P., & Allemandi, L. (2019). Obstacles and perceived facilitators for the consumption of fruits and vegetables: qualitative study. *Rev Argent Public Health*, 10(41), 14-21.
- ✦ Allemandi, L., Tiscornia, M. V., Guarnieri, L., Castronuovo, L., & Martins, E. (2019). Monitoring Sodium Content in Processed Foods in Argentina 2017–2018: Compliance with National Legislation and Regional Targets. *Nutrients*, 11(7), 1474.
- ✦ Kelly, B., Vandevijvere, S., Ng, S., Adams, J., Allemandi, L., Bahena-Espina, L., ... & Castronuovo, L. (2019). Global benchmarking of children's exposure to television advertising of unhealthy foods and beverages across 22 countries. *Obesity Reviews*.



- ✦ Bardach A, Ciapponi A, Pizarro ME, Ríos B, Palacios A, Espínola N, Alcazar A, Garay OU, Pichón-Riviere A, Augustovski F, Cremonte M. (2019) Characterization of economic, legal and epidemiological aspects useful to promote a public agenda aimed at reducing alcohol consumption in Argentina. *Rev Argent Public Health*, 2019; 10(38): 8-15

Awards and recognitions

- ✦ The World Health Organization (WHO) distinguished FIC Argentina with the World No Tobacco Day Award, for its work in the promotion of tobacco control regulations in Argentina. At the same time, WHO highlighted that FIC is one of the first tobacco control organizations to adopt a human rights approach to guide their work.



✦ Belén Rios, codirector of FIC Argentina, was selected to integrate, during the next two years, the civil society working group on noncommunicable diseases (NCDs) of the World Health Organization (WHO). The group is integrated by 36 civil society leaders from around the world, who will have the task of collaborating with WHO in the promotion of actions that prevent NCDs and in the implementation of

the UN Political Declarations, among other activities.



Main institutional actions

✦ “Heart Week”: in the framework of the World Heart Day (September 29th), FIC Argentina invited Jessica Lekerman, owner of Möoi Restaurants, to develop actions to raise awareness and to promote healthy eating habits among argentinian population. For a week, the #MenuFIC, prepared by nutritionist Fiorella Vitelli along with Jessica Lekerman, was offered at Möoi res-

taurants. Part of the funds raised were donated to FIC Argentina.

- ✦ Change of the institutional logo.
- ✦ FIC Argentina worked on the incorporation of new members to the Advisory Board.
- ✦ We launched our Instagram account: @fic_argentina
- ✦ FIC Argentina’s volunteer program incorporated more than 10 volunteers in 2019.

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Financing

Through 2019 FIC Argentina received financial support for the development of its projects from the following funders.

We appreciate the constant support of our individual donors who are committed to the right to health and make it possible for us to develop many of our activities. Likewise, consultancies contribute to the financing of the organization and allow us to fulfill our mission. This year we made a diagnosis in 3 schools of the Municipality of Zarate, thanks to Terminal Zárate and Rigou Consultants.



American Cancer Society

Bloomberg Philanthropies

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



International Development Research Centre (IDRC)



UNICEF Argentina



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



Participation in networks and coalitions

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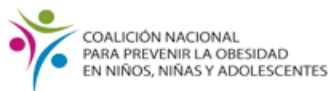
Networking with all civil Society organizations is fundamental for our work. It stands as a remarkable resource to advocate for the implementation of public policy regarding health prevention and promotion.

FIC Argentina is a member of the following civil society networks and coalitions:

Participation in networks and coalitions



Tobacco Tax Network of the Americas (RITA, by its Spanish acronyms)



National Coalition to prevent children and youth obesity



International Network for Food and Obesity (INFORMAS)



Global Physical Activity Network (GlobalPANet)



Argentine Network for International Cooperation (RACI)



Argentinian Smokefree Alliance (ALIAR)



Healthy Latin American Coalition (CLAS)



Physical Activity Network of the Americas (RAFA PANA)



International Network of Women Against Tobacco (INWAT)



Framework Convention Alliance (FCA)



The NCD Alliance



Argentinian Coalition for Tobacco Control (CACTA)



World Action on Salt and Health (WASH)



Global Nutrition Report



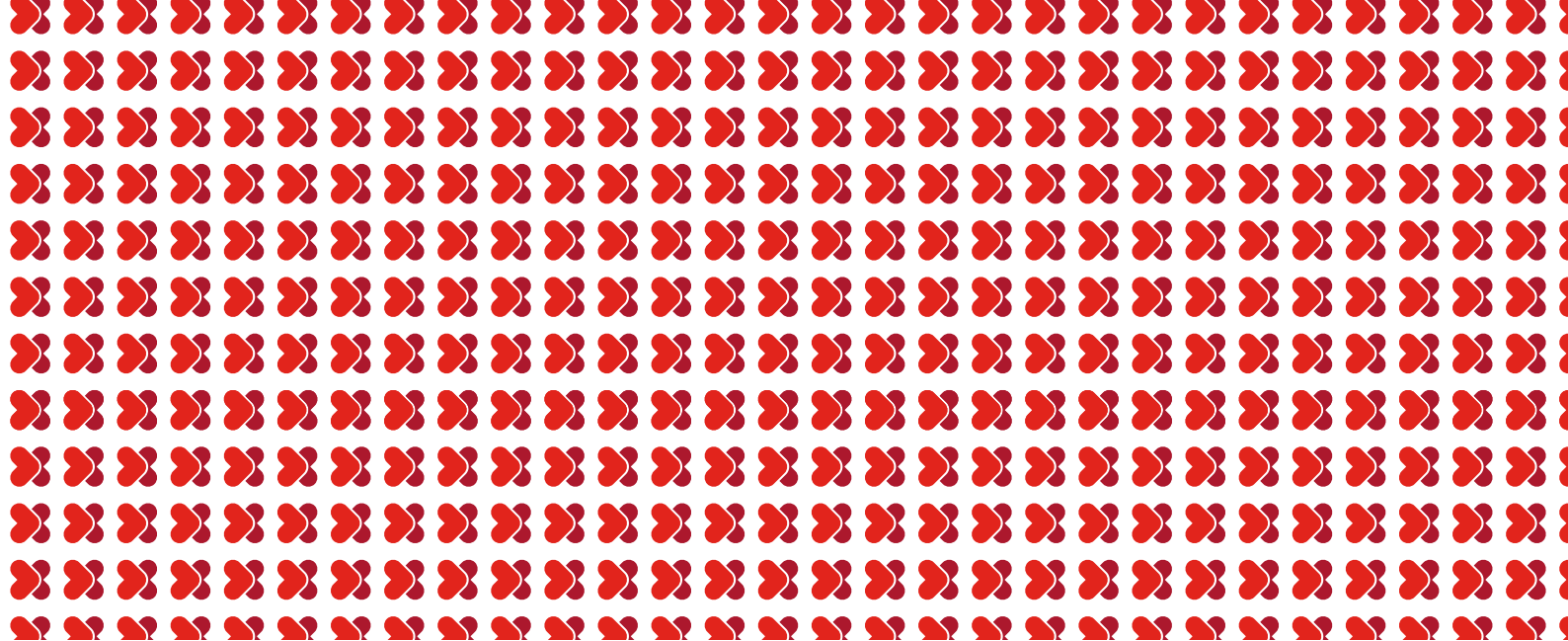
Regional Collaborative Group for the reduction of tobacco industry's interference

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

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

You can help us by making a one-time contribu-
tion or by monthly or annual periods using credit
cards, visit

www.ficargentín.org,
e-mail at **institucional@ficargentina.org**
or call at **+541147758290**



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**Fundación Interamericana del
Corazón - Argentina (FIC Argentina)**

Arévalo 2364 1st floor, apartment "A"

City of Buenos Aires, Argentina.

Tel/fax: +54 11 4775 8290
institucional@ficargentina.org

