

Anna Parrini

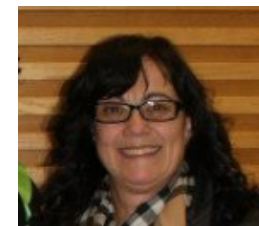
*BPW Italy
Europe Region*

BPW International
Health and Wellbeing
Taskforce
Chair Luisa Monini

*Call for action
against NCDs
and childhood
obesity (SDG N.3)*



BPW INTERNATIONAL
INTERNATIONAL FEDERATION OF
BUSINESS AND PROFESSIONAL WOMAN



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THE PROMOTION OF A CORRECT LIFE STYLE IN CHILDHOOD, TO COMBAT OBESITY AND SEDENTARITY, THAT ARE CAUSE OF NOT COMMUNICABLE DISEASES IN ADULthood :

- 1) Support to ***Nutractivity***, as a mismatch between healthy food and adequate physical activity, that is a stimulus to movement to obtain improvement of current and future individual and public health.
- 2) Identifying persons at risk with the measurement of the vita / h se circonference relationship > 5.
- 3) Contrast to sedentarity in childhood today more and more connected to abuse of video games and the navigation on line, able to create neurous psychological disorders and risks of dependence.

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THE PROJECT CAN BE DIVDED IN:

- 1) **Promotion** of international card on the rights of the child (underlined at point 4 access to healthy food.
- 2) **Promotion** charter of the rights of the boys to sports, underlining the importance of the open physical activity in the alterantive to the video games.
- 3) **Diffusion** of the international bpw card to teachers and parents of children from 6 to 11 years old
- 4) **Creation** of an informative brochure on the dietetic value of breakfast, the mint 'mattinata snack and the snack with the advice of nutritionist and pediatric.
- 5) Training **meetings** in accordance with sports companies for the promotion of the same principles and in additional tips for correct food before and after sports activity in childhood.
- 6) On the occasion of 20th of November, we dedicated a day to the protection of childhood, meeting in the square on the theme of ancient games, **flash mob on tommy & ollie' project.**