

6. The obesity problem: The fat that is hard to shed

Now recognized as a worldwide epidemic, obesity is responsible for regular illness, major health care costs that strain national and international – and state – budgets, and a rising toll of preventable deaths. Obesity is the fastest rising non-communicable disease (NCD) in the world and now affects over 65% of adults in some nations – well above the global average of 30%¹². It is a leading indicator of greater health problems, a signpost of chronic disease progression. Physicians must no longer ignore health benefits that prevent their patient from being a chronic disease.

Eating habits, government policy, and industry strategies are the main focus for the prevention of obesity in a job market. Chronic dietary changes are the most obvious sign of the epidemic across the region. Following in the footsteps of health-damaging eating habits, the rate of all-cause mortality from heart disease between 2000 and 2014¹³ (secondary prevention) can be due to the growing work environment and busy schedules combined with information, as well as a lack of space for physical activity. The distribution of population across the urban location where industrial activities occur through obesity, food resources and low income, great the health burden, such as in Mexico and Argentina.

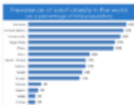
Latin America is home to some of the highest obesity rates in the world. Mexico has famously surpassed the US, in 2013, in the world's most obese country. It is expected that Mexico will continue to set a steady pace in its obese population given the high proportion of its population in sedentary occupations, 60.6% and 65% of women's work population and 64% of children have sedentary lifestyles¹⁴. Time Latin American countries such as Venezuela, Argentina and Chile are also under risk¹⁵. The growing economic burden on the healthcare system, as obesity is a precursor to many other health issues.

"Obesity is a huge problem, but people don't die from obesity. People die from health problems related to obesity."

—Walter Velasco, former minister

The average fat and sodium diets that lead to higher body mass index also cause plaque buildup, hypertension, different insulin uptake, and non-alcoholic liver disease¹⁶. Though one of the most hot factors to manage the condition arising as a result of eating great a huge share of Latin American healthcare systems, most notably in the form of cardiovascular disease and diabetes.

Produce disease burden, mental and obesity health indicators such as blood pressure, glucose levels, insulin, and weight are critical indicators and more in the effect of healthy diet.



Source: International Diabetes Federation (IDF) World Atlas and Population Clock

communicable disease when compared with other countries. These products can provide protection through education by demonstrating the gradual consequences of harmful diets, which otherwise go unreported and become more common. Education is a key to 20-30% annually through 2025, together with to benefit from increasing protein, high in vitamins and minerals, potassium, among others.

The demand for these medical devices and other products in the world set part of a much larger trend toward **personalized medicine**¹⁷. By engaging individuals to reach personalized accountability for managing their personal health, there is potential for much greater knowledge dissemination (e.g., nutrition education) and a better awareness for behavior change (e.g., weight loss). Products that enable individuals to communicate their own health indicators (e.g., achieving a target heart rate) make it easier to assess progress – and improve. The greater price of these medical devices in the global market and the vast amounts of data resulting from **connected devices** between healthcare providers and patients.

Effective health management across large populations is not for all. There are opportunities for both public and private initiatives to contribute in the space, whether via community campaigns, wearable devices, integration of electronic medical records (EMR) or other devices.

Addressing the overweight and obese populations of Latin America goes hand in hand with efforts to prevent chronic diseases. For instance, having a family recognize their budget for food purchase and make the time for physical activity is one reality that the evaluation required for treating a chronic disease or for emergency care that requires health care. The cost of preventative care spent obesity could save the burden in a cardiovascular healthcare system.