

# Nutrition, Physical Activity and Obesity Serbia



This is one of the 53 country profiles covering developments in nutrition, physical activity and obesity in the WHO European Region. The full set of individual profiles and an overview report including methodology and summary can be downloaded from the WHO Regional Office for Europe website: <http://www.euro.who.int/en/nutrition-country-profiles>.

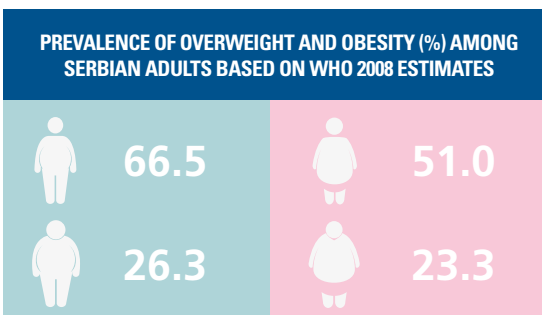
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DEMOGRAPHIC DATA	
Total population	9 856 000
Median age (years)	37.6
Life expectancy at birth (years) female   male	77.1   72.5
GDP per capita (US\$)	5123.2
GDP spent on health (%)	10.4

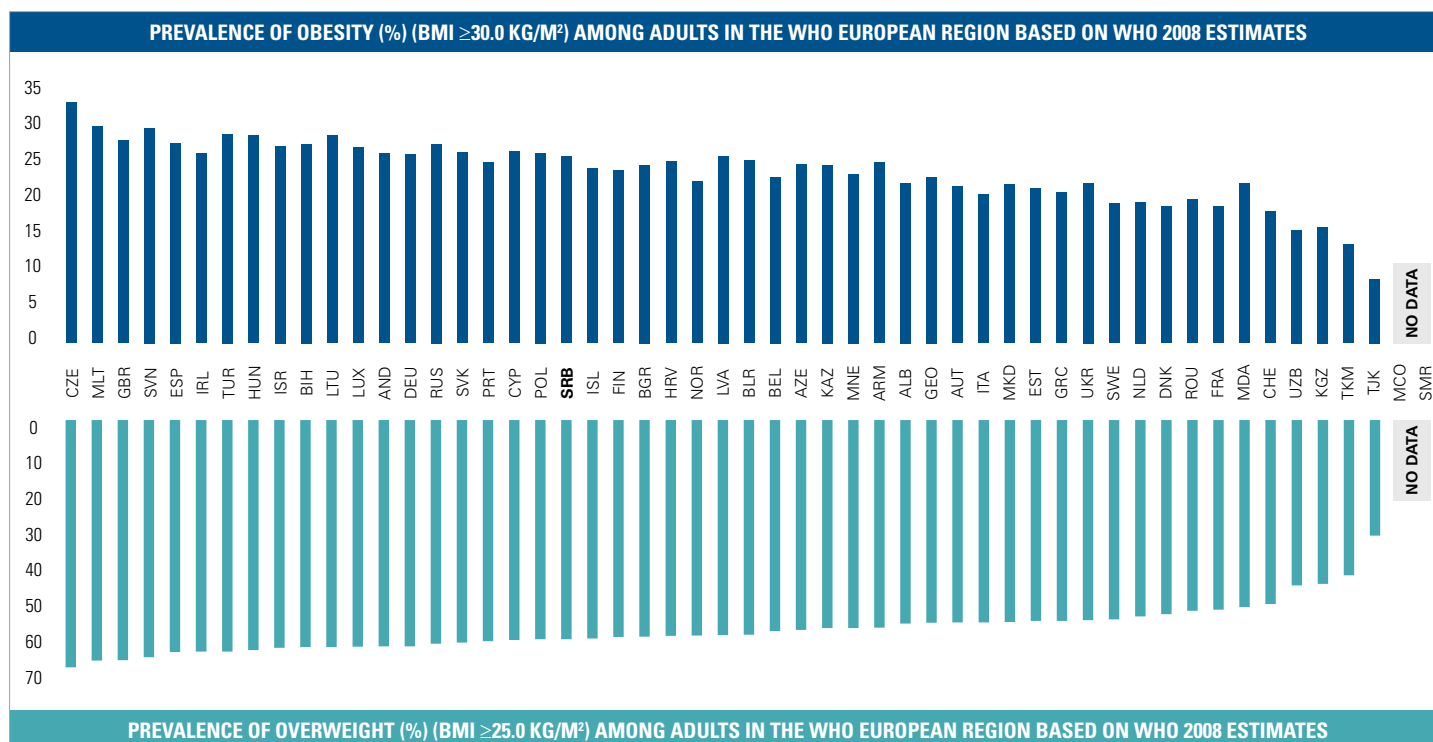
## Monitoring and surveillance Overweight and obesity in three age groups

### Adults (20 years and over)

Intercountry comparable overweight and obesity estimates from 2008 (1) show that 58.6% of the adult population ( $\geq 20$  years old) in Serbia were overweight and 24.8% were obese. The prevalence of overweight was higher among men (66.5%) than women (51.0%). The proportion of men and women that were obese was 26.3% and 23.3%, respectively. Adulthood obesity prevalence forecasts (2010–2030) predict that in 2020, 44% of men and 31% of women will be obese. By 2030, the model predicts that 48% of men and 31% of women will be obese.<sup>1</sup>



Source: WHO Global Health Observatory Data Repository (1).



Notes. The country codes refer to the ISO 3166-1 Alpha-3 country codes. Data ranking for obesity is intentionally the same as for the overweight data. BMI: body mass index.

Source: WHO Global Health Observatory Data Repository (1).

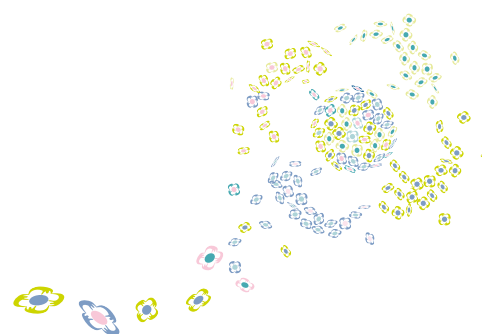
<sup>1</sup> Report on modelling adulthood obesity across the WHO European Region, prepared by consultants (led by T. Marsh and colleagues) for the WHO Regional Office for Europe in 2013.

## Adolescents (10–19 years)

No data are available from the Health Behaviour in School-aged Children (HBSC) survey (2009/2010).

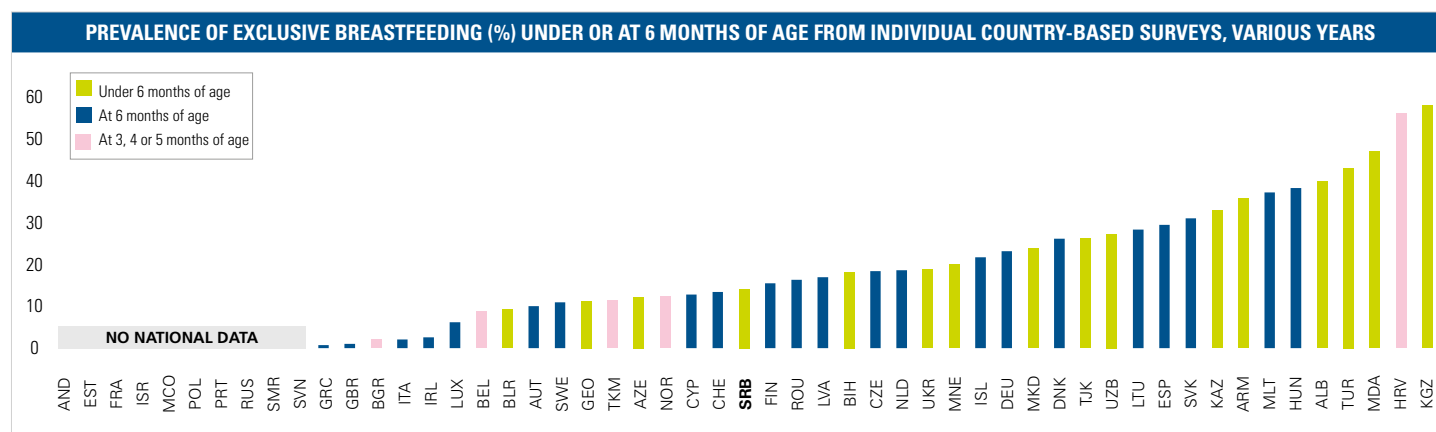
## Children (0–9 years)

No prevalence figures are available for overweight and obesity in schoolchildren based on measured intercountry comparable data. Serbia is not yet participating in the WHO European Childhood Obesity Surveillance Initiative (COSI).



## Exclusive breastfeeding until 6 months of age

Nationally representative data from 2010 show that the prevalence of exclusive breastfeeding under 6 months of age was 13.7% in Serbia.<sup>2</sup>

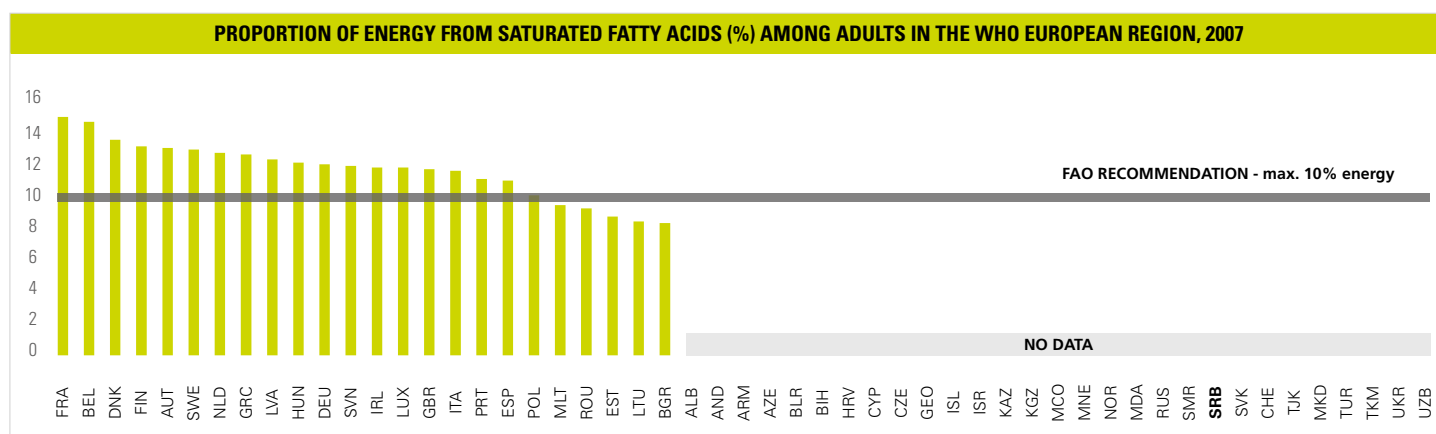


*Notes.* The country codes refer to the ISO 3166-1 Alpha-3 country codes. Data were derived from country-specific publications on surveys carried out in this field, not as part of a European-wide survey. Due to different data collection methods of the country-specific surveys, any comparisons between countries must be made with caution.

*Source:* WHO Regional Office for Europe grey literature from 2012 on breastfeeding.

## Saturated fat intake

No data are available.



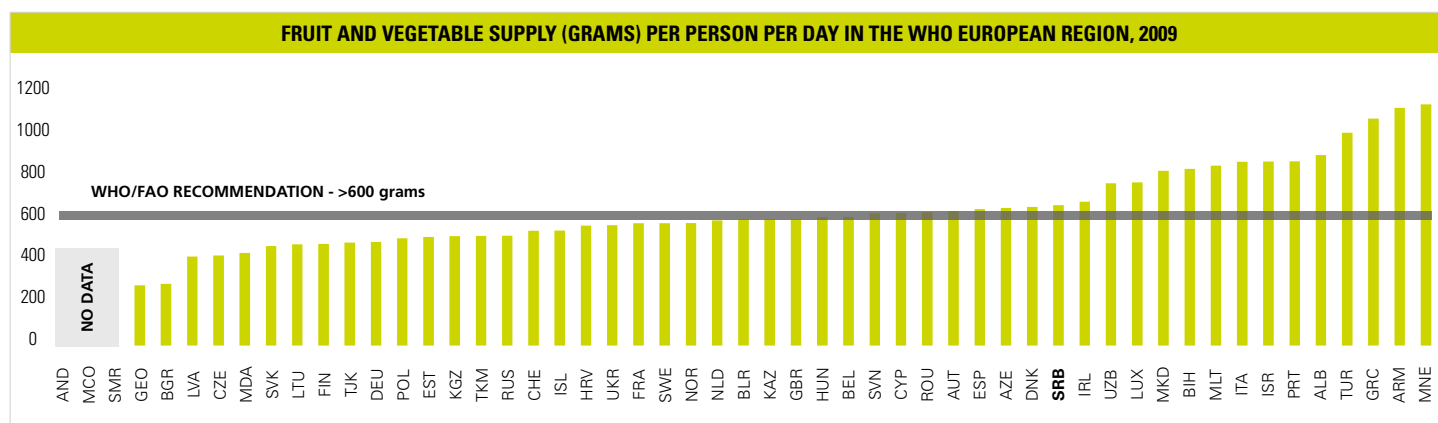
*Notes.* The country codes refer to the ISO 3166-1 Alpha-3 country codes. Ranking of data was carried out so that country data at the right-hand side of the graph – with values below the FAO recommendation – fall within the positive frame of the indicator. FAO: Food and Agriculture Organization of the United Nations.

*Source:* FAOSTAT (2).

<sup>2</sup> WHO Regional Office for Europe grey literature from 2012 on breastfeeding.

## Fruit and vegetable supply

Serbia had a fruit and vegetable supply of 653 grams per capita per day, according to 2009 estimates (2).

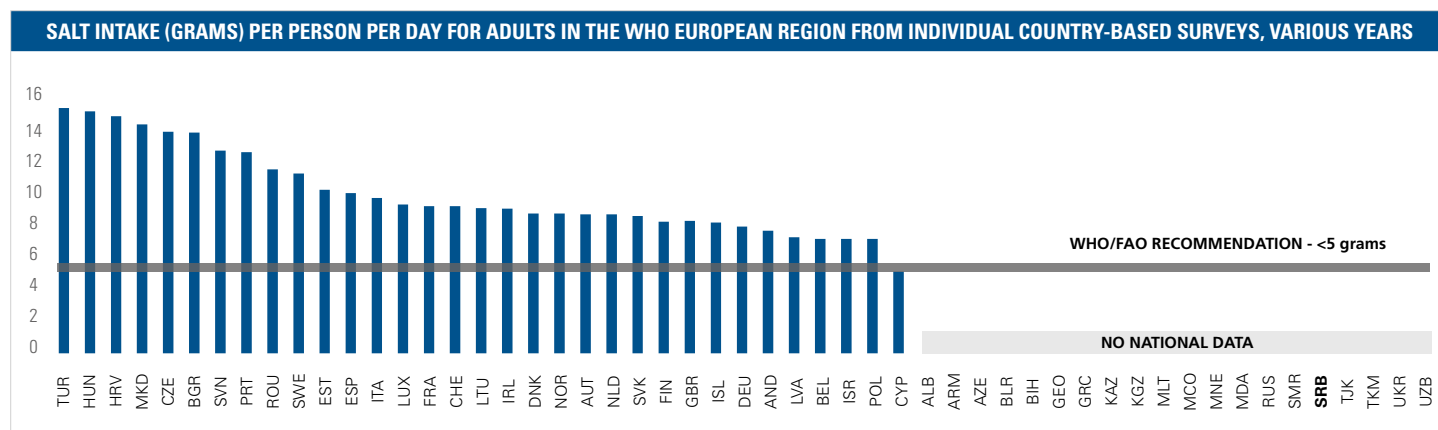


Notes: The country codes refer to the ISO 3166-1 Alpha-3 country codes. Ranking of data was carried out so that country data at the right-hand side of the graph – with values above the WHO/FAO recommendation – fall within the positive frame of the indicator.

Source: FAOSTAT (2).

## Salt intake

No data are available.



Notes: The country codes refer to the ISO 3166-1 Alpha-3 country codes. Data were derived from country-specific publications on surveys carried out in this field, not as part of a European-wide survey. Due to different data collection methods of the country-specific surveys, any comparisons between countries must be made with caution. Ranking of data was carried out so that country data at the right-hand side of the graph – with values below the WHO/FAO recommendation – fall within the positive frame of the indicator.

Source: WHO Regional Office for Europe (3).

## Iodine status

According to the most recent estimates on iodine status, published in 2012, the proportion of the population with an iodine level lower than 100 µg/L was 9.4% (4, 5).

## Physical inactivity

In Serbia, 70.9% of the population aged 15 years and over were insufficiently active (men 65.3% and women 76.3%), according to estimates generated for 2008 by WHO (1).

## Policies and actions

The table below displays (a) monitoring and evaluation methods of salt intake in Serbia; (b) the stakeholder approach toward salt reduction; and (c) the population approach in terms of labelling and consumer awareness initiatives (3).

### Salt reduction initiatives

Monitoring & evaluation	Stakeholder approach			Population approach						
				Labelling	Consumer awareness initiatives					
Industry self-reporting	Industry involvement	Food reformulation	Specific food category		Brochure Print	TV Radio	Website Software	Education	Conference	Reporting
Salt content in food								Schools		
Salt intake								Health care facilities		
Consumer awareness										
Behavioural change										
Urinary salt excretion (24 hrs)					XX			XX		

Note: XX partially implemented.

Source: WHO Regional Office for Europe (3).

## Trans fatty acids (TFA) policies

Legislation	Type of legislation	Measure

Source: WHO Regional Office for Europe grey literature from 2012 on TFA and health, TFA policy and food industry approaches.

## Price policies (food taxation and subsidies)

Taxes	School fruit schemes

Source: WHO Regional Office for Europe grey literature from 2012 on diet and the use of fiscal policy in the control and prevention of noncommunicable diseases.

## Marketing of food and non-alcoholic beverages to children (6)

No specific action was taken in the period 2010–2012 regarding reducing marketing pressure on children. However, the action plan of the "National programme for prevention, medical treatment and control of cardiovascular diseases in Serbia until 2020" includes action aimed at reducing the marketing of foods high in fat, sugar or salt to children (7).

## Physical activity (PA), national policy documents and action plans

Sport	Target groups	Health	Education		Transportation	
Existence of national "sport for all" policy and/or national "sport for all" implementation programme	Existence of specific scheme or programme for community interventions to promote PA in the elderly	Counselling on PA as part of primary health care activities	Mandatory physical education in primary and secondary schools	Inclusion of PA in general teaching training	National or subnational schemes promoting active travel to school	Existence of an incentive scheme for companies or employees to promote active travel to work
✓			✓ <sup>a</sup>	✓ <sup>a</sup>		

<sup>a</sup> Clearly stated in a policy document, entirely implemented and enforced.

Source: country reporting template on Serbia from 2009 developed in the context of a WHO/EC project on monitoring progress on improving nutrition and PA and preventing obesity in the European Union (EU).

## Leadership, partnerships and professional networks on health-enhancing physical activity (HEPA)

Existence of national coordination mechanism on HEPA promotion	Leading institution	Participating bodies

Source: country reporting template on Serbia from 2009 developed in the context of a WHO/EC project on monitoring progress on improving nutrition and PA and preventing obesity in the EU.

## PA recommendations, goals and surveillance

Existence of national recommendation on HEPA	Target groups addressed by national HEPA policy	PA included in the national health monitoring system

Source: country reporting template on Serbia from 2009 developed in the context of a WHO/EC project on monitoring progress on improving nutrition and PA and preventing obesity in the EU.

## References

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4. Andersson M, Karumbunathan V, Zimmermann MB. Global iodine status in 2011 and trends over the past decade. *Journal of Nutrition*, 2012, 142(4):744–750.
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6. *Marketing of foods high in fat, salt and sugar to children: update 2012–2013*. Copenhagen, WHO Regional Office for Europe, 2013 ([http://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0019/191125/e96859.pdf](http://www.euro.who.int/__data/assets/pdf_file/0019/191125/e96859.pdf), accessed 10 October 2013).
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