A Healthy Weight for Life

Authors: Lucienne Pace, Mariella Borg Buontempo, Charmaine Gauci, Dorothy Gauci

Background:
Malta, with a population size of 426,000 has the worst overweight and obesity problems in Europe.

National Campaign: Pitt-etagje gud Hepji! commissioned in May 2013 with the following:
- Make healthy choices with regards to food intake
- Prepare and enjoy nutritious foods as a family
- Eat in moderation
- Increase physical activity

Campaign includes:
- Television and radio advertisements
- Newspaper and magazine articles
- Newspaper classifieds and free of charge
- Weight management classes free of charge
- Printed materials, websites and social media

Evaluation of media campaign:
- Telephone interviews to a randomly selected age-stratified sample of 280 adults
- 46% of respondents had heard of campaign against obesity
- 90% recall of television prouces
- 50% radio prouces
- 40% newspaper prouces

Weight management programmes:
- The aim is to encourage overweight and obese adults to manage their weight through lifestyle and behavioural change to improve poor eating and physical activity habits
- Consists of 8 (2 hour) sessions, with lengthening intervals between sessions
- Groups consist of a maximum of 10 participants
- Groups run by specifically trained health professionals
- Sessions aids in maintaining motivation, as a result, the duration of the programme was reduced without changing the total number of sessions.

mariella.borg-buontempo@gov.mt, tel: (+356) 2326 6125

5B, The Emporium, C. De Brocktorff Str., Msida MSD 1421 Malta. Tel: (+356) 2326 6000, www.ehealth.gov.mt