

Transformations of public health policies in the context of globalization and neoliberalism and their effects on public health analyzed from the perspective of obesity

Dra. Lilia Edith Luque Esparza¹

¹Mexican Social Security Institute, Gomez Palacio Durango, Mexico,

ABSTRACT: *Obesity is a chronic, complex, growing and multifactorial disease that is currently reaching epidemic proportions and represents a serious public health problem that jeopardizes many of the health benefits that have contributed to the increase in longevity in the world. To date, a clinical and epidemiological approach has not been sufficient to explain the rapid increase in the prevalence of obesity. One of the factors associated with this is globalization and the transition to neoliberalism that the country is going through and how this has changed the economic, political, social, and commercial environment of the population. The objective of this work is to analyze the process of globalization and the neoliberal discourse and relate it to institutional changes and public policies aimed at the health sector with a special focus on obesity.*

KEYWORDS: *Public health policies; globalization, obesity, neoliberalism.*

Date of Submission: 20-07-2023

Date of Acceptance: 03-08-2023

I. INTRODUCTION

Overweight and obesity are defined as an abnormal or excessive accumulation of fat that can be detrimental to health. The most used indicator to establish that there is obesity is the body mass index (BMI), which in the case of adults, is defined as a BMI equal to or greater than 30 kg/m² (CDC, 2022). Obesity represents a global health problem. According to the data reported by the WHO in the period from 1975 to 2016, the cases of individuals with obesity worldwide tripled (WHO, 2021). Knowledge of the etiopathogenesis of obesity should constitute a solid basis for the development of strategies to control the disease. We must begin by understanding that it is a multifactorial disease and among the environmental factors related to this global epidemic, the greater availability of food and the progressive increase in sedentary behavior stand out (Carrasco & Galgani, 2012). Experts call the "nutritional transition" the phenomenon that is taking place in societies around the world, where they are moving away from their traditional foods and preparation methods, to consume industrially produced and processed foods, which tend to be higher in fat and calories, and contain fewer fibers and trace elements, particularly iron, iodine and vitamin A (Eberwine, 2002).

The problem is not only due to junk food. Much of it is also inexpensive. In general, massively marketed food is becoming cheaper, especially in cities, and fresh food is becoming more expensive. An important factor to consider in the availability and selection of food in the population is the price of said food. It has been reported that a 10% increase in the price of fruits and vegetables produces a 0.7% increase in BMI in American children (Costa-Font & Mas, 2016). However, factors such as the price or selection of food and a sedentary lifestyle are not enough to explain the dimension of the current obesity problem. Based on the available evidence, experts on the subject maintain that one of the keys to the success of obesity eradication is related to the establishment of joint actions between the different levels of government, private institutions and civil society organizations to promote healthier lifestyles and food consumption.

In recent years, Mexico has implemented a series of public policies and strategies to counteract overweight and obesity with unfavorable results in halting, or at least slowing the expansion of this priority health problem. The objective of this work is to carry out an analysis in which the process of globalization and the neoliberal discourse are related to institutional changes and public policies aimed at the health sector, as well as their effects on public health, particularly due to obesity, neoliberal discourse and contemporary institutional arrangements within the nation-state.

II. METHODOLOGY

For the realization of this review article, a bibliographic research process was carried out considering informative material such as books, popularization and scientific research magazines, Web sites and interviews with experts on the subject. Subsequently, a critical analysis of the information obtained was carried out.

III. DISCUSSION

In medical terms, if a cause for the development of overweight and obesity must be pointed out, it would undoubtedly be an energy imbalance between calories consumed and calories expended. However, the multifactorial etiology of this disease should not be lost sight of, since each of these represents an area of opportunity to address the problem. Among these factors can be considered genetics, diet, physical activity, psycho-emotional state, social environment, etc. To date, physicians have tried to influence each of these, and multidisciplinary teams have even been formed for this purpose without obtaining the expected impact, which indicates that there are other factors that are not being considered and that could contribute to the implementation of different treatment approaches.

Worldwide we are in a transition stage, in which as a result of globalization and political agreements, such as the free trade agreement, the traditional diet of the population has been radically modified, this has been reflected in the increase in the intake of ultra-processed foods with a high caloric content based on sugars and rich in fat and with little nutritional content; These changes and the evident decrease in physical activity due to the increasingly sedentary nature of many forms of work have a great impact on health and favor the imbalance between calorie intake and use. Often these changes in eating habits and physical activity are a consequence of environmental and social changes associated with development and the lack of support policies in sectors such as health; the agriculture; transport; urban planning; environment; food processing, distribution and marketing, and education.

Another important aspect to consider is that Mexico is turning towards neoliberalism, however the market is the main regulator, therefore the state's strategy must be to support and promote the market, otherwise the sense of well-being will be progressively undermined. The goal of this neoliberal strategy is deregulation, non-intervention, privatization, lower taxes, and a reduction in the size of the state. However, it also results in the lack of regulation of large companies in the food industry, and an increase in the inequality gap in the population, which leaves the lower-income population exposed to products with little nutritional value and high caloric content, and poor medical care that lacks the minimum quality standards.

Therefore, it is necessary to incorporate an economic perspective as soon as possible into the analysis of the problem of globalization and find the structural, political, social, economic and medical causes that allow analyzing the way in which food is selected and consumed in the population, as well as its availability (supply and demand) secondary to the globalization of markets. In addition to making the necessary reforms in public health policies. Undoubtedly, the recent achievements are important, however, this is only a beginning, implementing a new labeling of the available products will not by itself be a sufficient strategy to stop the growth of obesity in Mexico, we must continue working on the design of strategies that complement these actions.

IV. FINDINGS

Epidemiological information: Currently, the combined prevalence of overweight and obesity affects 8 out of 10 people aged 20 years or older, which places Mexico in the second position worldwide in obesity, surpassed only by the United States (INEGI, INSP, & Secretaria de Salud, 2020). This represents a serious public health problem due to the multiple adverse effects that obesity has on health, and the high percentage of resources that must be allocated to their medical care (Gobierno de México, 2016). In the United States alone, direct health care costs due to obesity exceed \$100 billion a year, according to the American Obesity Association (AOA). Add to this the social stigma, psychological deterioration, and economic discrimination that the obese often suffer, and the resulting costs are high for both health and quality of life (Eberwine, 2002). In figure 1 we can observe the behavior of the Mexican population regarding the consumption of non-recommended foods (INEGI et al., 2020).

Food consumption Not Recommended

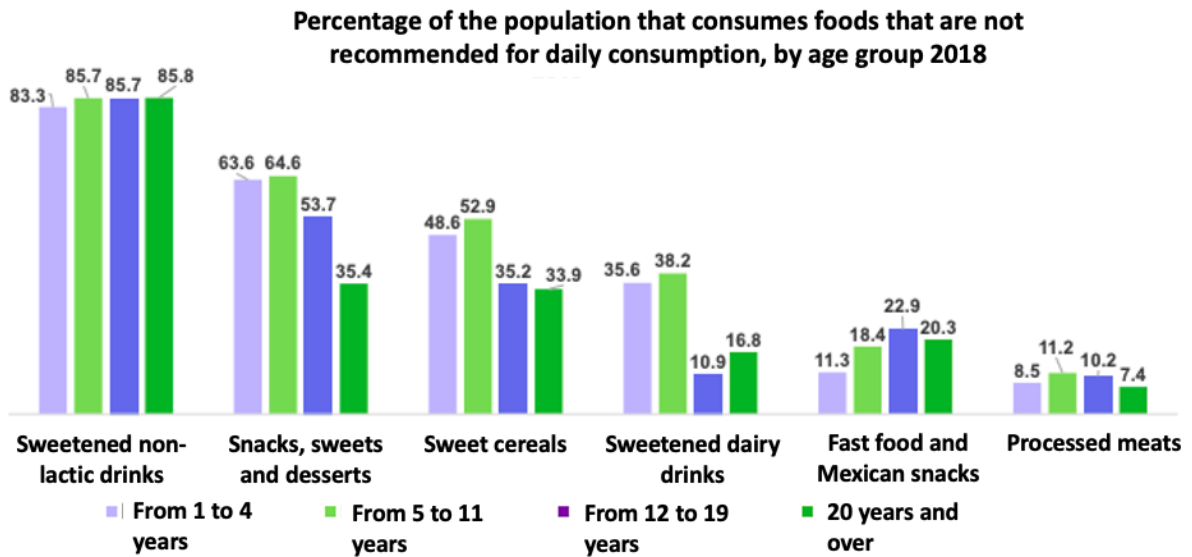


Figure 1. Consumption of foods Not recommended.

Source: INEGI/INSP (s/f), ENSANUT 2018. Presentation of results. Available [https://https://bit.ly/3r9W3tC](https://bit.ly/3r9W3tC)
 The intake of foods not recommended for daily consumption is quite high among the adult population: 86 out of 100 consume sweetened non-dairy beverages on a daily basis, as well as sweet snacks and desserts (35.4 percent) and sweet cereals (33.9 percent).

Costa-Font and Mas have analyzed the link between globalization and obesity, noting that when countries move up the globalization ladder, their population gains weight, since more calories are consumed (for each additional point of globalization, 74.8 additional calories are consumed per day and 17 extra grams of fat) and this correlation does not stabilize (Fig. 2), to the point of observing a 20% increase in the proportion of obese population, for each statistically significant step in globalization (Costa-Font & Mas, 2016).

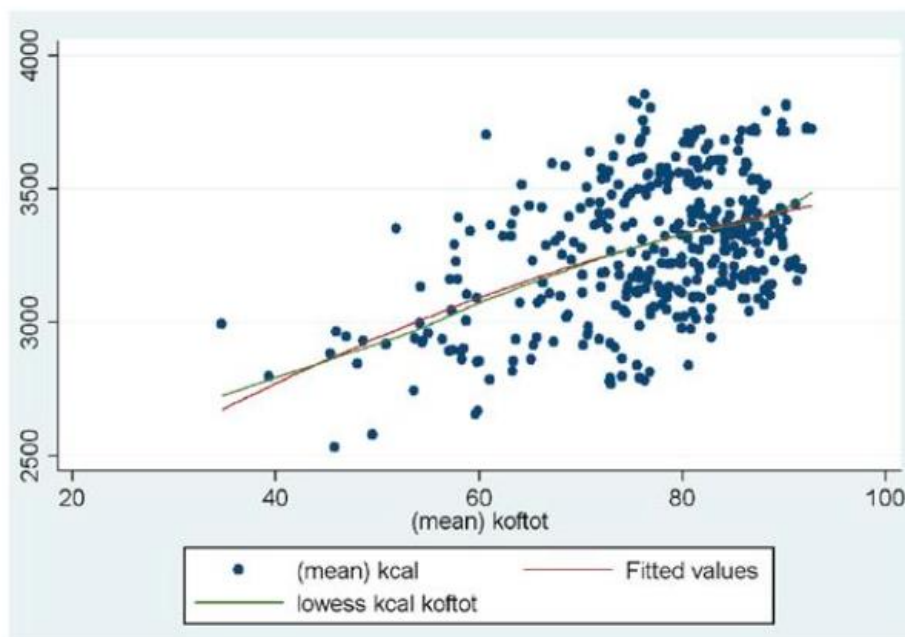


Figure 2. Variation of caloric intake and globalization.

Source: Costa-Font & Mas, 2016. Available: <https://www.ieseinsight.com/doc.aspx?id=1904&ar=6>

The amount of calories consumed is on the vertical axis and globalization (as measured by the KOF index) on the horizontal axis.

Below we will break down some points related to globalization, neoliberalism and its effects on public health, and how all these factors have influenced the transformation of public health policies.

Globalization and discourse analysis

Today's world is marked by the growing weight of global economic, social and cultural processes over those of a national or regional nature. The dynamics of this globalization process is determined, to a large extent, by the unequal nature of the participating actors, the governments of developed countries, as well as transnational companies, and to a much lesser extent the governments of developing countries and civil society organizations (CEPAL, 2002). Neoliberalism is an economic philosophy that tries to push the perspective towards the welfare state. The neoliberal program can be synthesized in a set of 5 elements according to Hernández Colorado (Hernández Colorado, 2017): 1) neoliberalism does not intend to eliminate the State, but to transform it in such a way that it serves to sustain and expand the logic of the market; 2) the market is fundamentally an information processing mechanism that, through the price system, makes it possible to know what consumers want, what can be produced and how much it costs to produce it; 3) the idea of the technical, moral and logical superiority of the private over the public, especially in terms of efficiency; 4) the ultimate reality is individuals, who by nature are inclined to pursue their own interest and always want to obtain the greatest possible benefit and; 5) politics works like the market and the problems that the functioning of the market can generate will be solved by it. Faced with this reality, Teun A. van Dijk carried out critical discourse analysis, highlighting how the abuse of social power, dominance and inequality are practiced, reproduced, and occasionally combated, by texts and speech in the social and political context. This analysis explicitly takes sides, and hopes to contribute effectively to the resistance against social inequality (Teun A. van Dijk., 2014). On the other hand, Carol Bacchi's explains the concept of problematization and the benefits of its application. For her approach to policy analysis focuses on the way in which policies represent policy "issues" and the effects of these problematizations. Bacchi offers a very attractive demonstration of its application potential in policy areas such as social welfare, unemployment, drugs/alcohol and gambling, crime and justice, health, population, anti-discrimination and education (Bacchi, 2009).

The global economy and Neoliberalism.

Experience and studies have made it clear that economics and politics cannot be separated, especially not in politics driven by money. Many elements of this diagnosis are now familiar to us, including excessive financialization, mismanaged globalization, and growing market power. According to Stiglitz, wealth can basically be obtained in two ways, creating it or extracting it. The true source lies first, in the creativity and productivity of the nation's people and their productive interactions with each other. It is based on advances in science, which teaches us how we can discover the hidden truths of nature and use them to advance technology, and on advances in the understanding of social organization, discovered through reasoned discourse, leading to institutions such as the widely known "rule of law, systems of checks and balances, and due process", on the other hand, wealth extraction is the process by which an individual takes the wealth of others through one form of exploitation or another (Stiglitz, 2019). Understanding the sources of the nation's wealth can contribute to a more dynamic economy with greater shared prosperity. In terms of political goals, neoliberalism has made progress on deregulation, non-intervention, privatization, lower taxes, and a reduction in the size of the state. However, the ideational vision of neoliberalism, and the discourse around these core policies, has been profoundly misleading for both proponents and critics. While corporations were powerful before neoliberalism, neoliberalism has expanded their power since the pre-neoliberal period by making larger corporations more capable of pursuing their interests at the expense of other social actors. The practice of neoliberalism has been to create the conditions for corporations to grow and have greater global reach, thus increasing their social and economic power, as well as to facilitate corporate political struggles by placing corporations in a privileged discursive position in which they have a greater political power (Hathaway, 2020).

The transformations of the Nation-State and public policies

The interdependence of the world's financial and currency markets, operating as a unit in real time, links national currencies. The degree of freedom that governments have to establish their economic policy has been drastically reduced in the 1990s, as their budgetary policy is caught between the automatic rights inherited from the past, and the high mobility of capital experienced in the present. This growing difficulty for the government to control the economy is accentuated by the increase in the transnationalization of production, not only due to the impact of multinational companies, but above all to the production and trade networks in which the companies are integrated. . From this it can be inferred that the capacity of the governments to ensure the productive base in their territories to generate income decreases (Castells, 2002). If the subjective link between what citizens think and want and the actions of those whom they elected is lost and is sustained in power, what

we call a crisis of political legitimacy occurs, namely, the majority feeling that the actors of the political system do not represent us. In theory, this mismatch is self-correcting in liberal democracy through the plurality of options and periodic elections to choose between those options. In practice, the choice is limited to those options that are already rooted in the institutions and vested interests in society, with all kinds of obstacles for those who try to access a well-defined elite. Political parties may differ in ideology, but they agree to maintain the monopoly of power within a framework of possibilities pre-established by themselves (Castells, 2017). This problem affects us in all aspects. In an interview Wendy Brown explains the problems of health care in the United States, emphasizing that the real health system in this country consists of a group of privatized agreements for health care, ranging from pharmaceutical companies to drug companies, insurance, providers and private hospitals and that instead of creating a health care system driven by concern for the public and keeping costs low by providing fair and equitable health care in diverse populations, it becomes a market suffocated by monopolies, resulting in higher costs and lower quality of care ("Wendy Brown on Healthcare," 2016). In the case of the great obesity epidemic, in addition to this problem, the economic policies implemented during the last 3 to 4 decades have produced a stagnation of income and salaries for the preponderance of the population with great wealth disparities among the majority of people versus the highest socioeconomic group. Today's economic realities have resulted in altered family dynamics, eating habits, and food availability compared to previous generations (Lifshitz & Ziffer, 2014). Regarding this, IESE professor N ria Mas made a video where she discusses what we know about obesity and globalization, and what remains to be discovered about "globesity", where the two trends are connected. In her research, she raises important questions about how globalization may be affecting the eating habits of the population (Mas, 2014).

Neoliberalism as corporate power

When speaking of the term Neoliberal, most think of inequality. In political economy it is understood as the increasing prominence of energy-dense diets and the political and economic actors involved in their promotion. As highlighted in McMichael's characterization of the diet, corporations are the main economic actors, states have regulated markets benefiting corporations and not farmers, and farmers have less control over what they produce, how they produce it, where they can sell it and what price they can get for it (Otero, 2018). The central dynamic factors of the neoliberal food regime are the state, agro-industrial multinationals (ABMs), biotechnology and supermarkets. The state has been positioned as a central agent in the neoliberal food regime for its deployment and the main means for its transcendence. Political expressions of neoliberal globalism, trade liberalization, neoregulation, and corporate-friendly intellectual property rights have provided important links between the neoliberal regulatory drive and biotechnology (Otero, 2018). Obesity has reached epidemic proportions, both in the United States and among its trading partners such as Mexico. It has been established that an "obesogenic" food environment is an influence on the prevalence of obesity. It is difficult to isolate the particular role of the North American Free Trade Agreement (NAFTA) in changing Mexico's food environment. Directly and indirectly, the United States has exported increasing amounts of corn, soybeans, sugar, snack foods, and meat products into Mexico over the past two decades. Facilitated by NAFTA, these exports are an important way that US trade and agricultural policy influences Mexico's food system. Due to the significant investment of US agribusiness in Mexico across the entire spectrum of the latter's food supply chain (Clark, Hawkes, Murphy, Hansen-Kuhn, & Wallinga, 2012). Another sector where corporate power is present is pharmaceuticals. As a transnational policy network, the International Council for the Harmonization of Technical Requirements for the Registration of Pharmaceutical Products for Human Use (ICH) aligns international regulatory standards to address the pressures of globalization on the pharmaceutical industry and increase access to new medicines. ICH's founding members include pharmaceutical industry regulators and trade associations in the European Union, the United States, and Japan. Exploring how state interdependence fosters the conditions for regulatory harmonization by tracing the underlying parallels between ICH and state pharmacogovernance could shed light on emerging patterns in regulatory policy convergence (Wiktorowicz, Moscou, & Lexchin, 2018). Currently, the economic system that prevails in most Latin American countries is liberal, that is, it is characterized mainly by seeking the separation between the State and the economy, which is why neoliberal proposals have the choice of expanding the role of the private sector, in order to compensate for the failures of the State due to its intervention in the market. Social security refers to the protection for the worker due to the risks to which he is exposed and has the purpose of guaranteeing the right to health, medical assistance, the protection of the means of subsistence and the services necessary for well-being, individual and collective, as well as the right to receive a pension. It is one of the most important policies of a country, since it reflects the amount of resources that governments allocate to it. The meaning of pensions is related to the egalitarian ideal and is supported by the welfare state and social policies (Colmenares, 2016). Seen from a theoretical perspective, Health Policies come from the formulation from a center of power in society, mainly from the State and its institutions, which attend to health and disease and is expressed in the national and state Health Programs. These programs define fundamental aspects such as financing, coverage, care models,

infrastructure, and organization of services. However, this policy can be declarative or real, that is, explicit and non-explicit. The non-explicit functions of Health Care and Health Policy are: a) ideological; b) policies and; c) economic (Tamez, Eibenschutz, Camacho, & Hernández, 2014).

The impact of digitalization is being felt by the Namibian media. Almost all print media establishments are connected to the Internet through their websites and have Facebook and Twitter accounts. Despite the introduction of digitization, the Namibian newspaper industry has not experienced significant drop in readership. At independence in 1991, there were only eight newspapers in Namibia (Mwilima, 1988), but this number has grown to 11 in 2018 (GRN, 2018). There are more newspapers in circulation now than at independence in 1991 and their numbers keeps growing. This shows that the print newspaper industry has not suffered significantly from digitisation of the media. The Editor of the Namibian newspapers noted that "Our printed copy is still increasing in popularity, we continue to print more and more pages and if the printer could allow us, we could increase the size of the newspaper and also the number of copies." The newspaper prints 35 000 copies between Monday and Thursday and on Fridays, the print run increases 65 000. The newspaper has not observed a decrease in advertisements. However, traditional advertisers such as big companies, no longer place full page advertisements, they take smaller ones and put a link to their websites. The Namibian laws, compel companies to advertise their annual results in the newspapers and this has worked to the advantage of the print media.

Globalization, neoliberalism, health and obesity

Social globalization, and more specifically changes in information flows and personal contact, stand out as a solid explanation for the expansion of the obese and overweight population and higher calorie consumption. The obvious political implication lies in the need for political interventions that help make adjustments in people's lives, allowing them to meet the social demands of a global lifestyle. The latter could help mitigate the expanding global trend of obesity and overweight (Costa-Font & Mas, 2016). A study evaluating the impact of US food exports on obesity rates in Mexican states from 1988 to 2012 found that US foods appear more likely to cause obesity. This pattern is confirmed when we differentiate between healthy and unhealthy components of total food trade. The trade in such foods has not triggered, but has merely accelerated, the ongoing nutritional transition in Mexico. Therefore, when liberalizing food trade, it may be wise to encourage healthy imports. Otherwise, trade integration may drive the nutritional transition, increasing the possibility and duration of a double burden of disease (Giuntella, Rotunno, & Rieger, 2018). Research associated with the food insufficiency and obesity epidemic has addressed the underlying political, economic, and social factors and has found that corporate influences have been a dominant force in political decision-making, thus impacting the availability of social welfare provisions for the poor. Labor workers or ordinary citizens. If macro-level forces are not addressed, efforts to eliminate food insecurity will prove futile or unsustainable. Policy recommendations to reallocate income or food may provide sufficient protection to improve the social well-being of the poorest members of society (Taylor-Jones, 2015). Nutrition is essential for human development; but the Mexican diet in the 21st century is very different from that of the 20th. It has become clear that the shift from a traditional diet based on grains, cereals, and legumes to a diet of industrialized fast food based on refined flours and sugary drinks, promoted by the food industry, are factors that predispose people to obesity, in addition to the increasingly common sedentary lifestyle. It is imperative to devise and coordinate multisectoral holistic strategies that address the problem arising from overweight and obesity, that address the forms of food production and ingestion, as well as the scarcity of a regulatory framework that guarantees quality standards for products that have become part of the national dietary pattern (Torres & Rojas, 2018). Alejandro Calvillo, sociologist and director of consumer power, talks about the process of food commodification and how in countries like Mexico, where the food industry has not been adequately regulated, a large amount of addictive and high-content foods are produced. of sugar, salt, and other harmful ingredients for health. This is obviously in order to increase the sale of products and in turn the income of these large corporations, whose main objective is to acquire wealth and not the well-being of the population (Calvillo, 2015). In response to this evident need to regulate the factors that influence globality, in the Political Declaration of the High-Level Meeting of the United Nations General Assembly on the Prevention and Control of Noncommunicable Diseases, of September 2011, the crucial importance of reducing unhealthy diet and physical inactivity was recognized, assuming the commitment to promote the application of the "WHO Global Strategy on Diet, Physical Activity and Health". For this, the WHO has created the Global Plan of Action for the prevention and control of noncommunicable diseases 2013-2020, which aims to fulfill the commitments of the United Nations Political Declaration on Noncommunicable Diseases, which was endorsed by the Heads of State and Government in September of 2011 (WHO, 2021). The Global Plan of Action will contribute to making progress on nine global targets for noncommunicable diseases to be achieved by no later than 2025, including a 25% relative reduction in premature mortality from noncommunicable diseases by 2025 and halting the global

obesity rising to match 2010 rates. The World Health Assembly welcomed the report of the Commission to End Childhood Obesity (2016) and its six recommendations to address the obesogenic environment and the crucial periods in the life cycle in order to combat childhood obesity (WHO, 2021). For its part, Mexico has implemented a series of regulations and public policies to deal with overweight and obesity. The recognition of this problem led the Congress of the Union to legislate in favor of a new labeling of food and non-alcoholic beverages embodied in the reform to the General Health Law published on November 8, 2020 in the DOF. As a result of this reform, the Official Mexican Standard NOM-051-SCFI/SSA1-2010 (NOM051) was updated and a frontal warning label was adopted that must contain all prepackaged products that are marketed in the country, both national and foreign. Mexico is the fourth country in Latin America to approve this measure (Kánter, 2021). The objective of this reform is for consumers to make informed decisions regarding their food based on clear and easy-to-understand labels. The new labeling is supported by international institutions such as the WHO, FAO and UNICEF, and reflects the efforts of the national health institutes, experts in the field of health and nutrition, as well as civil society organizations that for long years have proposed a change in the strategy to combat the epidemiological emergency of overweight, obesity and non-communicable or chronic degenerative diseases that the country is experiencing. However, given the very high prevalence of overweight and obesity, this measure alone may not be enough to counteract the problem of excess weight and related diseases. In Mexico, the adoption of the new frontal food labeling constitutes "one of the most necessary and cost-effective measures that a country can adopt to face epidemics of overweight and obesity" (Kánter, 2021).

V. CONCLUSION

Obesity is a health problem worldwide, and Mexico is the country with the second highest prevalence of obesity in its population, representing a serious public health problem due to its association with other morbidities and the economic consequences of treating these diseases. To date, medical and epidemiological actions have not been sufficient to resolve this situation, so it is necessary to evaluate other associated factors, such as globalization, growing neoliberalism and its consequences in terms of food marketing, economic inequality and the influence of large corporations in the food production and consumption industry. All these factors require substantial changes in health policies and social and economic structures to design effective strategies to stop and/or reduce the obesity problem in the Mexican population.

REFERENCES

- [1]. Bacchi, C. (2009). *Analysing Policy: What's the problem represented to be?* (Primera). Pearson. Retrieved from https://www.academia.edu/1365133/Analysing_Policy_Whats_the_problem_represented_to_be_Pearson_Education_2009
- [2]. Calvillo, A. (2015, May 7). México obeso: ¿Comemos mucho o comemos mal? . Retrieved October 28, 2021, from https://www.youtube.com/watch?v=HzB544I_8FQ
- [3]. Carrasco, F., & Galgani, J. (2012). Etiopatogenia de la obesidad. *Revista Médica Clínica Las Condes*, 23(2), 129–135. [https://doi.org/10.1016/S0716-8640\(12\)70289-4](https://doi.org/10.1016/S0716-8640(12)70289-4)
- [4]. Castells. (2017). *RUPTURA. La crisis de la democracia liberal*. Madrid: Alianza Editorial. Retrieved from <https://dialnet.unirioja.es/servlet/articulo?codigo=6760127>
- [5]. Castells, M. (2002). *El poder de la identidad*. Madrid: Alianza Editorial. Retrieved from <https://latam.casadellibro.com/libro-el-poder-de-la-identidad/9788420642482/589743>
- [6]. CDC. (2022). *Body Mass Index (BMI) | Healthy Weight, Nutrition, and Physical Activity | CDC*. Retrieved July 23, 2023, from <https://www.cdc.gov/healthyweight/assessing/bmi/index.html>
- [7]. CEPAL, C. E. para A. L. y el C. (2002). *Globalización y desarrollo* . Brasilia, Brasil. Retrieved from <https://www.cepal.org/es/publicaciones/2724-globalizacion-desarrollo>
- [8]. Clark, S., Hawkes, C., Murphy, S., Hansen-Kuhn, K., & Wallinga, D. (2012). Exporting obesity: US farm and trade policy and the transformation of the Mexican consumer food environment. *International Journal of Occupational and Environmental Health*, 18(1), 53–65. <https://doi.org/10.1179/1077352512Z.0000000007>
- [9]. Colmenares, E. (2016). El neoliberalismo y las políticas públicas en seguridad social. *Revista Iberoamericana Para La Investigación Y El Desarrollo Educativo*, 6(12), 505–528. Retrieved from <https://www.redalyc.org/pdf/4981/498153966029.pdf>
- [10]. Costa-Font, J., & Mas, N. (2016). 'Globesity'? The effects of globalization on obesity and caloric intake. *Food Policy*, 64, 121–132. <https://doi.org/10.1016/J.FOODPOL.2016.10.001>
- [11]. Eberwine, D. (2002). Perspectivas de Salud - Globesidad: una epidemia en apogeo. *La Revista de La Organización Panamericana de La Salud*, 7(3). Retrieved from https://www3.paho.org/Spanish/DD/PIN/Numero15_article2_5.htm
- [12]. Giuntella, O., Rotunno, L., & Rieger, M. (2018). Obesity and Globalization: Evidence from Mexico - ProMarket. Retrieved October 28, 2021, from <https://promarket.org/2018/11/15/obesity-and-globalization-evidence-from-mexico/>
- [13]. Gobierno de México. (2016). *La Obesidad en México | Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado | Gobierno | gob.mx*. Retrieved October 26, 2021, from <https://www.gob.mx/issste/articulos/la-obesidad-en-mexico>
- [14]. Hathaway, T. (2020). Neoliberalism as Corporate Power: <https://doi.org/10.1177/1024529420910382>, 24(3–4), 315–337. <https://doi.org/10.1177/1024529420910382>
- [15]. Hernández Colorado, J. (2017). Fernando Escalante Gonzalbo, Historia mínima del neoliberalismo. *Estudios Sociológicos*, 35(103). Retrieved from http://www.scielo.org.mx/scielo.php?script=sci_arttext&pid=S2448-64422017000100204
- [16]. INEGI, INSP, & Secretaria de Salud, M. (2020). *Encuesta Nacional de Salud y Nutrición 2018-2019, resultados nacionales*. Retrieved October 26, 2021, from <https://ensanut.insp.mx/encuestas/ensanut2018/infomes.php>
- [17]. Kánter, I. (2021). Magnitud del sobrepeso y obesidad en México: Un cambio de estrategia para su erradicación. *Mirada Legislativa, Instituto Belisario Domínguez, Senado de La República, Ciudad de México*, 197, 18.
- [18]. Lifshitz, F., & Ziffer, J. (2014). Globesity: the root causes of the obesity epidemic in the USA and now worldwide. *Pediatr Endocrinol Rev.*, 12(1), 17–34. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/25345082/>

- [19]. Mas, N. (2014, November 28). “Globesity”? Globalization Effects on Obesity and Caloric Intake . Retrieved October 27, 2021, from <https://www.youtube.com/watch?v=E5pMAMPXF-k>
- [20]. Otero, G. (2018). *The neoliberal diet : healthy profits, unhealthy people*. University of Texas Press.
- [21]. Stiglitz, J. E. (2019). *People, power, and profits : progressive capitalism for an age of discontent*. Londomn. Reino Unido: Allen Lane Publishers.
- [22]. Tamez, S., Eibenschutz, C., Camacho, I., & Hernández, E. (2014). Neoliberalismo y política sanitaria en México. Retrieved from http://s2.medicina.uady.mx/observatorio/docs/em/lg/EM2010_Lg_Tamez.pdf
- [23]. Taylor-Jones, M. (2015). Food Insecurity and the Obesity Epidemic: A Political Economy Perspective. *Healt Systems and Policy Research*, 2(1). <https://doi.org/10.21767/2254-9137.100010>
- [24]. Teun A. van Dijk. (2014, July 16). Análisis Crítico del Discurso . Retrieved October 27, 2021, from <https://www.youtube.com/watch?v=ul44ENJdqbs>
- [25]. Torres, F., & Rojas, A. (2018). Obesity and public health in Mexico. Transforming the Hegemonic Food Supply and Demand Pattern. *RevistaLatinoamericana de Economía*, 49(193).
- [26]. Wendy Brown on Healthcare. (2016, June 6). Retrieved October 27, 2021, from <https://www.youtube.com/watch?v=hkSrNipuvbA>
- [27]. WHO. (2021). Obesidad y sobrepeso. Retrieved July 23, 2023, from <https://www.who.int/es/news-room/fact-sheets/detail/obesity-and-overweight>
- [28]. Wiktorowicz, M., Moscou, K., & Lexchin, J. (2018). Transnational pharmacogovernance: emergent patterns in the jazz of pharmaceutical policy convergence. *Globalization and Health*, 14(86), 1–20. <https://doi.org/10.1186/s12992-018-0402-5>

Dra. Lilia Edith Luque Esparza. "Transformations of public health policies in the context of globalization and neoliberalism and their effects on public health analyzed from the perspective of obesity" de 5to y 6to año, Tamulté de las Sabanas." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 12, no. 8, 2023, pp. 20-27. Journal DOI- 10.35629/7722