

TEXTO PARA AS PRÓXIMAS 4 QUESTÕES:

From child hunger to obesity: Brazil's new health scourge

Daniele Bassi
May 19, 2014

Since it was established in 1982, the Brazilian NGO *Pastoral da Criança* used weight to ascertain whether a child was unhealthy. Recently, that had to change when they started to see more and more obesity in poor communities. "As we started noticing some children were overweight, we had to change our practices entirely," says nutritionist Paula Pizzatto. "Now height and the BMI [body mass index] are also taken into consideration."

When *Pastoral da Criança* first started its work, malnutrition and lack of basic childcare were the cause of high infant mortality rates – 8.3% in 1980. By engaging and training community leaders to carry out regular visits to local families, the organization encouraged more breastfeeding and prenatal care. At the same time, the government's zero hunger programme took millions of Brazilians out of extreme poverty and more than halved the rates of child mortality. According to the World Food Programme, hunger affects only 6.9% of Brazil's population now. However, these impressive statistics do not mean that most Brazilians are healthy. The last figures released by the health ministry show that 51% of country's population are overweight and one in three children age five to nine is overweight.

A cash transfer scheme called *Bolsa Família* allowed many who were once excluded from the free market to become consumers. "Parents who were undernourished as children can now put a bottle of Coca-Cola on their tables. It is a matter of status. They feel proud," says Pizzatto.

Companies quickly understood there was a market of new consumers to explore. Door-to-door selling of affordable products as well as tailor-made payment options allowed slum dwellers and remote communities to get food without travelling to the supermarket, so processed products became more accessible than fresh fruit and vegetables. Most people in the poorest communities in Brazil are under-educated, making them more vulnerable to advertising. For instance, Nestle's floating supermarket navigates the Amazon with a powerful market campaign that claims to "offer access to nutrition, health and wellbeing to the remote community of the north region". But it mainly sells yoghurts, ice cream and chocolate. "Quality of the food is now more of an issue than access to it," says Arnaldo de Campos, secretary for the National Secretariat for Food and Nutritional Security. "We still have a small fraction of people that don't have access to food, in isolated rural areas or indigenous communities, but the most serious problem now is obesity."

Pastoral's follow-up nutritional programme focuses on the first 1,000 days of life of the infant, including the time he or she is in the womb. Providing healthy nutrition during this first stage of life is essential to prevent both malnutrition and obesity. The programme is still new and has only been introduced in 23 of the 27 Brazilian states. "So far, we have nearly 13,000 children under the nutritional programme," says Pizzatto. "Around 11% are overweight or obese and about 2% are undernourished." A lack of playgrounds in needy communities and national maternity leave of only four months, which means that babies cannot be breastfed exclusively for the first six months, contributes to the problem. The full results of the nutritional programme haven't been published yet, but Pastoral is very aware of the challenges that lie ahead. "It is easier to introduce a new feeding habit when dealing with malnutrition, but it is definitely more difficult to correct existing ones, when the entire family is involved," said Pizzatto.

The government recognizes the seriousness of the problem. In 2011, it created the Intersectoral Strategy for Control and Prevention of Obesity, which started, among other things, the promotion of health feeding habits in public schools. But despite all the efforts, combating obesity will be an arduous task. "We have a poorly legislated production system which is addicted to bad-quality food and unregulated advertising practices," says de Campos. "For instance, the latest Coca-Cola slogan is 'open happiness', for a soft drink full of sugar. It is more difficult to tackle obesity than hunger."

www.theguardian.com. Adaptado.

1. (Unesp 2015) Segundo o texto, que ações por parte do Governo Federal e da Pastoral da Criança podem ter ajudado a diminuir a taxa de mortalidade infantil?
2. (Unesp 2015) Leia os dois últimos parágrafos e cite quatro fatores que contribuem para o aumento da obesidade infantil.
3. (Unesp 2015) Segundo o texto, que critérios a ONG Pastoral da Criança utiliza atualmente para avaliar a saúde das crianças?

4. (Unesp 2015) Segundo o texto, que estratégias as empresas de produtos alimentícios industrializados usam para atrair os novos consumidores incluídos no mercado pelo programa de transferência de renda Bolsa Família?

TEXTO PARA AS PRÓXIMAS 2 QUESTÕES:

Leia o texto para responder a(s) questão(ões) em português.

Brazil finds coffee protein with morphine effect

January 26, 2015



Brazilian scientists have discovered a protein in coffee that has effects similar to pain reliever morphine, researchers at the state University of Brasilia (UnB) and state-owned Brazilian Agricultural Research Corporation Embrapa said Saturday.

Embrapa said its genetics and biotech division, teaming up with UnB scientists, had discovered “previously unknown protein fragments” with morphine-like effects in that they possess “analgesic and mildly tranquilizing” qualities. The company added tests on laboratory mice showed that the opioid peptides, which are naturally occurring biological molecules, appeared to have a longer-lasting effect on the mice than morphine itself.

Embrapa said the discovery has “biotechnological potential” for the health foods industry and could also help to alleviate stress in animals bound for the slaughterhouse. In 2004, Embrapa managed to sequence coffee’s functional genome, a major step towards efforts by the firm and UnB to combine coffee genes with a view to improving grain quality.

(www.news.com.au. Adaptado.)

5. (Unesp 2015) Quais são as possíveis aplicações práticas da descoberta?

6. (Unesp 2015) Quais os efeitos da proteína descoberta no café?

TEXTO PARA AS PRÓXIMAS 2 QUESTÕES:

Leia o texto para responder a(s) questão(ões) em português.

The value of celebrity endorsements

December 11, 2014

By Rob Boffard



Singer Sophie Ellis-Bextor has had her Danz Spas hot tub since 2011

The glamorous world of celebrities can seem a very long way away if you are a small business in the East Midlands with just four members of staff. So you can understand why Daniel Thomas, founder of Nottingham-based Danz Spas, was somewhat surprised three years ago when he was approached by a representative for pop star Sophie Ellis-Bextor. The singer was said to be looking to buy a hot tub, and was wondering if she and Danz Spas could come to a business relationship – she would be happy to endorse and promote the company, if it could offer her a good deal.

Mr Thomas, 26, was quick to realise that he had just been offered a fantastic opportunity. “We knew that having someone like that associated with the name would do good things,” he says. “We’re effectively a business nobody has ever heard of, and we’re trying to convince people to spend £5,000 without ever seeing us. That’s an incredibly hard thing to do. We thought that having Sophie would help with some of the credibility issues.”

And so, in return for Ms Ellis-Bextor discussing how much she likes her hot tub in a video on Danz’s website, and also praising the firm on her Twitter feed, she received a significant discount. Mr Thomas, who launched the business when he was 18, says that having the endorsement from the singer helped the company see its annual turnover go above £1m.

(www.bbc.com. Adaptado.)

7. (Unesp 2015) Que acordo comercial o representante da cantora *pop* ofereceu ao fundador da empresa Danz Spas?

8. (Unesp 2015) Por que o acordo foi benéfico para ambas as partes?

TEXTO PARA AS PRÓXIMAS 4 QUESTÕES:

Leia o texto para responder, em português, à(s) questão(ões).

Land in Brazil: Farmers v Amerindians

June 15th 2013

When Brazil’s constitution was adopted in 1988, five years was meant to be enough to decide which areas should be declared Amerindian tribal lands. Nearly 25 years later, the country has 557 indigenous territories covering 13% of its area, most of them in the Amazon. But more than 100 others are still being considered. The delay is causing conflict in long-farmed regions farther south.



In the past month several Terena Indians have been injured and one killed in confrontations with police and farmers in Sidrolândia in Mato Grosso do Sul (see map). Funai started studying the region the Terena tribe claims as its ancestral home in 1993. In 2001 it proposed an indigenous territory of 17,200 hectares (42,500 acres). Landowners whose farms fell within it challenged the decision in court; some have titles dating from 1928, when the government ceded 2,090 hectares to the tribe and encouraged settlers to farm neighbouring land. Since then Funai, the justice ministry, the public prosecutor's office and various judges have argued over the territory's status. Last year owners of some of the 33 affected farms won a ruling granting them continued possession.

The Terena, supported by Funai, continue to lay claim to the land. Last month they invaded several disputed farms. During a failed attempt by police to evict them from one owned by a former state politician, an Indian was killed. On June 4th another was shot in the back on a neighbouring property. He is unlikely to walk again. The evictions have now been suspended and the occupations continue. The justice ministry is trying to gather together local and federal politicians and tribal leaders to negotiate an end to the impasse.

Brazil's powerful farm lobby is now trying to change the constitution to give Congress the final say over future demarcations. That would probably mean few or no more indigenous territories. The government wants the power to demarcate territories to remain with the justice minister and the presidency. But in states where Funai's rulings are fiercely contested, such as Mato Grosso do Sul, it plans to start seeking second opinions from agencies seen as friendlier to farmers.

(www.economist.com. Adaptado.)

9. (Unesp 2014) Qual é a situação atual da demarcação dos territórios indígenas no Brasil em relação ao que foi estabelecido pela Constituição brasileira de 1988?

10. (Unesp 2014) De acordo com o texto, por que a Funai é questionada em estados fortemente agrícolas?

11. (Unesp 2014) O que originou os conflitos entre a tribo Terena e os fazendeiros a partir de 2001?

12. (Unesp 2014) De acordo com o texto, por que os ruralistas estão tentando transferir a decisão sobre as demarcações de terras indígenas para o Congresso?

TEXTO PARA AS PRÓXIMAS 4 QUESTÕES:

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Brazil offers new handout to the poor: Culture

By Andrew Downie

February 5, 2014

SAO PAULO, Brazil — Like millions of other residents of Sao Paulo, Telma Rodrigues spends a large part of her waking hours going to and from work. She hates the commute, and not just because public transportation is packed, slow and inefficient. She finds it boring.

Now there's light at the end of the tunnel, and it has nothing to do with new bus lanes or subway lines. As of last weekend, the government will give people such as Rodrigues a new "cultural coupon" worth \$20 a

month — enough, the 26-year-old said, to buy a book to enliven her daily ride. The money, loaded on a magnetic card, is designated only for purposes broadly termed cultural — although that category could include dance lessons and visits to the circus in addition to books and movie tickets.

In a country battling poverty on an epic scale, the initiative has won widespread praise as a worthy and yet relatively cheap project. But it has provoked questions. Is it the state's job to fund culture? How will poor Brazilians use the money? How do you, or even should you, convince people that their money will be better spent on Jules Verne rather than Justin Bieber?

"What we'd really like is that they try new things," Culture Minister Marta Suplicy said in a telephone interview. "We want people to go to the theater they wanted to go to, to the museum they wanted to go to, to buy the book they wanted to read."

Although it has made significant advances in recent years, the South American nation is still relatively isolated and many of the poorest Brazilians are unsophisticated in their tastes. They pick up an average of four books a year, including textbooks, and finish only two of them, a study published last year by the Sao Paulo state government showed.

Almost all of Brazil's 5,570 municipalities have a local library, but only one in four has a bookshop, theater or museum, and only one in nine boasts a cinema, according to the government's statistics bureau. When asked what they most like to do in their spare time, 85 percent of Brazilians answered "watch television."

(www.washingtonpost.com. Adaptado.)

13. (Unesp 2014) Quais são os espaços culturais mais comuns e quais os mais raros nos municípios brasileiros?

14. (Unesp 2014) Que atividades culturais estão contempladas pelo Vale Cultura?

15. (Unesp 2014) Que argumentos a Ministra da Cultura apresenta para se defender das críticas?

16. (Unesp 2014) Como cidadãos com tipo de vida semelhante à de Telma Rodrigues podem se beneficiar do Vale Cultura?

Gabarito:

Resposta da questão 1:

A Pastoral da Criança começou a incentivar e a treinar líderes comunitários para realizarem visitas regulares às famílias locais, encorajando a amamentação e o cuidado pré-natal. O programa Fome Zero do governo federal tirou milhões de brasileiros da pobreza extrema e reduziu em mais de cinquenta por cento as taxas de mortalidade infantil.

Resposta da questão 2:

Os quatro fatores são:

[I] a falta de *playgrounds* em comunidades carentes;

[II] licenças-maternidade de apenas quatro meses, o que faz com que os bebês não possam ser exclusivamente amamentados durante os primeiros seis meses;

[III] um sistema de produção mal legislado que é intimamente ligado a alimentos de má qualidade e

[IV] práticas publicitárias não regulamentadas.

Resposta da questão 3:

Atualmente a Pastoral da Criança utiliza a altura e o índice de massa corpórea (IMC) das crianças.

Resposta da questão 4:

As empresas de produtos alimentícios industrializados usam vendas de porta em porta de produtos acessíveis financeiramente, assim como opções de pagamento sob condições especiais.

Resposta da questão 5:

A descoberta poderia ser útil para a indústria de alimentos saudáveis e para aliviar o estresse em animais destinados a abatedouros.

Resposta da questão 6:

A proteína possui qualidades analgésicas e levemente tranquilizantes, parecidas com as da morfina.

Resposta da questão 7:

O representante da cantora disse que ela queria comprar uma banheira de hidromassagem. Ela queria saber se a empresa Danz Spas podia oferecer um bom negócio em troca de que ela promovesse a empresa.

Resposta da questão 8:

A cantora trouxe uma imagem de credibilidade para a empresa. Reciprocamente, a empresa ofereceu um bom desconto para a cantora sobre a banheira que ela queria adquirir.

Resposta da questão 9:

Segundo o texto, quando a Constituição brasileira foi adotada em 1988, acreditava-se que cinco anos seriam suficientes para decidir que áreas deveriam ser declaradas ameríndias. No entanto, vinte e cinco anos depois, existem mais de cem áreas que ainda estão sendo alvo de discussão, gerando conflitos em regiões do sul do Brasil que há muito tempo são controladas por fazendeiros.

Resposta da questão 10:

Segundo o texto, o poderoso lobby ruralista brasileiro quer mudar a constituição para dar ao congresso a última palavra com relação a futuras demarcações. Assim, em estados fortemente agrícolas, tais como o Mato Grosso do Sul, os ruralistas planejam buscar opiniões **diferentes** das da FUNAI com relação à questão da demarcação de terras. Em outras palavras, tais opiniões seriam de agências que beneficiariam tais fazendeiros, pois a FUNAI **defende** o povo Terena.

Resposta da questão 11:

Ao estudar a região que a tribo Terena alega ser seu lar, a FUNAI propôs, em 2001, um território indígena de 17200 hectares. No entanto, os fazendeiros cujas fazendas pertencem a tal área desafiaram judicialmente a decisão, gerando conflitos.

Resposta da questão 12:

Devido ao fato de a FUNAI defender os povos nativos, os ruralistas estão tentando transferir a decisão sobre

as demarcações de terras indígenas para o Congresso a fim de diminuir ou até mesmo extinguir os territórios pertencentes aos índios.

Resposta **da** **questão** **13:**
Os espaços culturais mais comuns são as bibliotecas e os mais raros são os cinemas.

Resposta **da** **questão** **14:**
O Vale Cultura contempla apenas propostas compreendidas sob o amplo termo “cultural”. O texto menciona aulas de dança, visitas ao circo, livros e entradas para o cinema.

Resposta **da** **questão** **15:**
A Ministra da Cultura disse que deseja que as pessoas experimentem coisas novas, que escolham ir ao teatro ou ao museu que queiram ir e que comprem o livro que desejem ler.

Resposta **da** **questão** **16:**
Cidadãos como Telma Rodrigues podem se beneficiar do Vale Cultura por meio do uso de um cartão magnético carregado com o valor de 20 dólares mensais a serem gastos em atividades culturais.