INFORMATION SESSION FOR MEMBER STATES ON THE WHO ACCELERATION ACTION PLAN TO STOP OBESITY

WEDNESDAY 2 March 2022 (14:00-15:30)
Agenda

1. Welcome remarks Zsuzsanna Jakab, DDG
2. Outline of the WHO Acceleration Plan to stop obesity
   • Francesco Branca, D/NFS
   • Rüdiger Krech, D/HPR
   • Bente Mikkelsen, D/NCDs
3. Moderated discussion with Member States
4. Closing remarks
   • Francesco Branca, D/NFS
   • Naoko Yamamoto, ADG/HEP
The recommendations on obesity should be complemented by an acceleration plan clarifying how the Secretariat would support Member States in implementing the recommendations based on individual country needs and priorities and the reporting format.”
Yearly deaths attributable to high BMI

- **Cardiovascular disease**: 3,236,966
- **Diabetes**: 1,016,863
- **Neurological**: 198,476
- **Chronic respiratory**: 75,377
- **Digestive**: 39,131
- **Cancer**: 462,545
Recent trends show an increase in prevalence of overweight and obesity affecting all the Member States.

- **Child overweight** (aged 0-5 years): +0.2pp
- **Child obesity** (aged 5-19 years): +1.7pp
- **Adult obesity** (aged +18 years): +2.3pp

**Projected country trends during GPW13**

- **Countries trending positively**
  - 91 Member States, 41%
- **Countries trending negatively**
  - 63 Member States, 59%
  - 190 Member States, 100%

Prevalence is expected to increase on child overweight, child and adult obesity indicators between 2018 - 2025... with ~167 million people expected to be less healthy, affecting all Member States.
Acceleration

- An aspirational but achievable scenario of what change in the obesity prevalence and projections will look like over time until the target is reached
- Linked to evidence around implementation of specific interventions/best practices

Objective

- Increased number of countries with effective policies
- Increased number of policy areas covering prevention to management
- Improved efficiency and coverage of policies and programs
Workstream 1: Effective actions

Package of prioritized interventions to support country decision making – NCD GAP best buy expansion

Impact analysis and modelling tool to select interventions to achieve results on country selected indicators

Obesity prevention and management services delivery framework based on PHC
Package of prioritized Interventions addressing healthy diet and physical activity through programs and policy across multiple settings
WHO Guidelines in progress

- Policies to restrict marketing to children
- Fiscal and pricing policies
- Nutrition labelling policies
- School food and nutrition policies

- Management of obesity in children and adolescents
Policy briefs and other implementation tools
ACTIVE – A set of tools and guidance on key practical actions and country implementation

Forthcoming 2022

To access these documents and for more about our work on physical activity - Visit: www.who.int/health-topics/physical-activity
Service delivery framework

**ENTRY POINTS**

- Obesity prevention and management as 'integrator' of services
- Harmonizing clinical and social systems thru extended delivery platform
- Role expansion and/or task shifting of primary care providers

**ACTIVATORS**

- Tertiary Care
- Secondary Care
- Primary Care Provider Network
- Community based decentralized care in the health and other sectors (workplaces), mass campaign
- Home based care

- IT: Community hot spots, mHealth, teleconsulting, Training: pharmacy staff, community leader, self care integration of food and PA system

- Continuum of care according to population need

- Monitoring and accountability systems
Workstream 2: Supporting implementation

- Intercountry dialogues
- Engagement with national governments
- Self selection of frontrunner countries to be global catalysts
- Individual country road maps
- Policy investment cases, policy design, capacity building
- Bottom-up accountability cycles and reporting systems
Obesity reduction roadmaps

- Establishment of country roadmaps including objectives, targets and indicators, costing

- WHO support aligned with country needs and timelines
  Activating ecosystem of support

- Bottom-up accountability and reporting mechanisms (country stocktake meetings, reporting to WHA as part of the Plan, development of impact case studies)
Frontrunner countries can receive tailored support based on their specific needs

- Technical support to implement the package of interventions for Obesity
- Strategic Policy Dialogue in selected countries
- Alignment of mandates and scope with other stakeholders at global and national level
- Continuing support throughout the roadmap on implementation, monitoring, project management and communication
- If needed, support to implement evidence-based innovations
Delivery labs to develop and support country roadmaps

Achieve impact
3B goals & SDGs

Sustain change

Identify high priority issues & countries

Implement, track progress and adjust

Communicate & engage

Country prioritized
Led by regions based on:
- Epi trends and forecasts
- Political leadership & demand
- National policy environment & cycles
- WCO capacity for technical assistance (staff & resources)

WR Engagement
- Explore opportunities for change (e.g., based on policy cycles, political event) and key stakeholders

Delivery lab #1: Goals & Objectives
- Unpack the issue and root causes
- Identify strategic objective / goal
- Assess potential policy options / solutions from the ‘package of prioritized interventions to prevent and manage obesity’

Delivery lab #2: Planning for implementation
- Develop theory of change & implementation plan
- Delivery chain

WHO process alignment
- Country strategy & workplan resources drive delivery of technical cooperation

Delivery lab #3: Targets & indicators
- Targets, acceleration scenarios & leading indicators

Delivery lab #4: Driving implementation
- Tracking, problem solving, adjusting
- Sustaining change

Peer to peer network
Platform for WCOs and national counterparts to discuss implementation challenges

Strategic policy dialogue (only in countries where a need is identified)
- High-level DG/RD/ADG policy dialogue
- Goal to generate commitment to action of the highest authorities
- WHO ‘offer’ of technical cooperation laid out

NB: Delivery labs involve WHO 3 levels & national counterparts
Workstream 3: Global Advocacy

Obesity in global and country dialogues to raise the awareness and generate political endorsement and engagement.

Media and scientific papers

Communication plans synchronized with region and countries
Workstream 4: Engaging partners

Multiple constituencies
• UN
• Civil society
• Private sector
• Academia

Established partnerships
• Obesity Coalition
• Healthy Diets from Sustainable Food Systems
• Physical activity networks
• City networks
Coalition for Action on Healthy Diets from Sustainable Food Systems for Children and All

• The scope of this Coalition is wide and encourages a diversity of action, relevant to the local context.
• 3 main action areas:
  • The food supply
  • Food environments
  • Valuing food
• The Coalition will build on national dialogues and country plans and contribute to connecting and implementing them.
• Frontrunner group of countries: Brazil, Chile, Denmark, Ecuador, Ethiopia, Finland, Ghana, Nigeria, Norway, Slovenia, Sweden, Switzerland and UAE
• Five UN agencies: WHO, UNICEF, FAO, UNEP, and WFP. Supported by SUN and UN Nutrition.
• GAIN, EAT, WWF, CARE, Club of Rome (organizations of UNFSS Action Tracks) as well as Academic and Research Partners
Monitoring progress

**Outcome targets**
- Halt the rise of obesity in children under 5, adolescents and adults by the year 2025
- Ending all forms of malnutrition by the year 2030
- Overweight in children under 5 is an indicator for SDG target 2.2

**Intermediate targets**
- Free sugars to less than 10% of total energy intake
- Breastfeeding in first 6 months up to at least 50%
- 15% relative reduction in the global prevalence of physical inactivity

**Process targets**
- Increase coverage of PHC services with diagnosis and management of obesity
- Increase density of nutrition professionals to a minimum level of 10/100,000
- Increase countries with controls on marketing of foods and non-alcoholic beverages to children
- Increase countries with good-quality physical education in schools of all grades
Thank you