The new WHO Acceleration Plan: progress from WHA 75

Information Session to Member States
16 September, 2022
The prevalence of overweight and obesity is increasing in all Member States

<table>
<thead>
<tr>
<th>Average projected prevalence (pp) increase in 2018-2025 (%)</th>
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<tbody>
<tr>
<td>Child overweight (aged 0-5 years)</td>
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<tr>
<td>+0.2pp</td>
</tr>
<tr>
<td>Child Obesity (aged 5-19 years)</td>
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<tr>
<td>+1.7pp</td>
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<tr>
<td>Adult obesity (aged +18 years)</td>
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<tr>
<td>+2.3pp</td>
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</tbody>
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Projected country trends in 2018-2025

- Countries trending positively
- Countries trending negatively

- 91 Member States
  - 41% -59%
  - 63 Member States
  - 190 Member States
  - 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
## Ambitious targets and accountability

<table>
<thead>
<tr>
<th>Outcome targets</th>
<th>Interim targets</th>
<th>Process targets</th>
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</table>
| • Halt the rise of obesity in children under 5, adolescents and adults | • Free sugars to less than 10% of total energy intake in adults and children  
• Breastfeeding in first 6 months up to at least 70%  
• 15% relative reduction in the global prevalence of physical inactivity | • Increase coverage of PHC services with prevention, diagnosis and management of obesity in children and adolescents  
• Increase density of nutrition professionals to a min level of 10/100,000 population  
• Increase no. of countries with regulations on marketing of foods and non-alcoholic beverages to children  
• All countries implement national public education communication campaigns on physical activity  
• All countries have a national protocol for assessing and counselling on physical activity in primary care |
| by 2025 | by 2030 | by 2030 |

- Ending all forms of malnutrition  
- Reach 3% or lower prevalence of overweight in children under five years of age

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**World Health Organization**

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*Nutrition and Food Safety*
The WHO Acceleration plan – 5 workstreams

- An increased number of countries implementing effective policies to address prevention and management of obesity;
- Improved policy efficiency and coverage and expanded access to obesity prevention and management services;
- An improved trend in obesity rates across the life course.

WHA/75 endorsed the recommendations to prevent and manage obesity including targets and the WHO acceleration plan to STOP obesity.
Act across multiple settings and scale up impactful interventions

Recommendations filtered by impact, feasibility, acceptability, affordability and scalability

WHO Technical Package

- Fiscal policies
- Marketing foods and beverages
- Food Labelling
- Early food environment
- Public food procurements
- Physical activity
- Building capacity in the health system to deliver obesity management services
- Public education and awareness
- Innovations
• **ACCELERATION SCENARIO**: Implementing an additional 20% tax on sugar-sweetened beverages can immediately start to reverse rising trends in obesity

- In a country with high obesity and SSB consumption rates, a 20% tax on sugar-sweetened beverages could immediately reduce obesity by 1.1%, with continued reduction up to 3.9% by 2025
- If SSB tax had been implemented in 2010, we would have prevented continued increases in obesity rate, thus meeting the halt the rise target
- Delaying implementation of more substantial taxation on SSB, is stalling progress to halt the rise in obesity

**Acceleration scenario modelling is aligned with assumptions from WHO’s NCD Best Buys analysis;**

*It will be incorporated into a broader tool covering more interventions that will be ready for piloting later this month.*
Workstream 1

Tools to build capacity in the health system to deliver obesity management services

- Obesity service delivery framework
- Obesity management services in the UHC Compendium
- WHO Academy Course – Obesity Module for primary care workers–harmonized with other relevant modules, Training for Obesity Management for primary care physicians
- Operational manual to strengthen health system capacity to deliver obesity management health services
Obesity management integration across life course

- **Conception and Pre-natal services**: Catch. population: mothers
- **Post-natal and Under 5**: Catch. population: mothers and children, possibly families
- **School Health 5-13**: Catch. population: mothers and children, possibly families
- **13-19**: Catch. population: Teens
- **Adults**: Catch. population: Adults and families
- **Aging population**: Catch. population: seniors and possibly families

**Strengthening and scaling health system capacity to manage obesity**

**CONTINUUM OF CARE**
Workstream 2

Accelerated actions to counteract obesity in countries

- Identification of frontrunner countries
- Country Acceleration road maps: development, execution and delivery, reporting
- Policy investment cases, policy design, capacity building
- Bottom-up accountability cycles and reporting systems
- Community of practices
• The front runner countries

**AMRO**
Argentina, Brazil, Panama, Peru, Trinidad & Tobago and Uruguay

**AFRO**
Botswana, Mauritius, Eswatini, Seychelles, South Africa

**EURO**
UK, Portugal, Slovenia, Turkey

**EMRO**
Bahrain, Egypt, Jordan, Kuwait, Iran, Tunisia

**SEARO**
Thailand (TBC)

**WPRO**
Countries in discussion
Practical execution of the Acceleration Plan to STOP Obesity

AFRO, AMRO, EMRO, EURO, SEARO

Inter-country information session
[Add date]

WHA 75 endorsement and launch
May 2022

High level and Inter-country dialogues
October: EMRO
November: AFRO and PAHO
2023: EURO and SEARO
TBD: WPRO

Country Acceleration Roadmaps
Sept - Dec 2022

Country Acceleration Plan delivery
Mid-term: 2023-2025
Long term: 2025-2030

WHA REPORTING
(Yearly reporting & accountability cycle)

Workstream 5
How WHO supports countries to deliver measurable impact to reach targets

- Helps to identify the most pressing global health challenges
- Promote and adapt evidence-based solutions and policy packages and implement actions
- Assess and overcome roadblocks in implementation
- Track and accelerate progress to achieve the targets
Acceleration roadmap and execution

Intercountry dialogue:
- High level situation assessment of current obesity activities
- Gap analysis based on technical package
- Setting priorities
- Next steps

Workshops/work sessions with CO & MoH to address the following:

**WHAT:**
- Analysis of the problem, defining the vision

**HOW:**
- Agree outcomes and prioritize activities
- Decide indicators, targets, acceleration scenarios

**PLAN RESOURCES**
- Decide implementation & oversight teams
- Identify supporting stakeholders/partners

**PLAN for EXECUTION**
- Put country routines in place
- Develop communication strategy
- Perform risk assessment

Running effective routines:
- Country routines, with CO and MoH
- Internal WHO routines with HQ, RO and CO across all regional cohorts

Course correct:
- Execution team to propose changes
- Leadership team approves them

Facilitate Peer2Peer learning opportunities:
- Community of practice to create a peer-to-peer network and discuss implementation issues. (Per region or cross-cutting by topics)
Workstream 3

Advocacy

Obesity in global, regional and country gatherings to raise the awareness and generate political endorsement and engagement

Global advocacy campaign in 2023: LET’S ALL TALK ABOUT OBESITY

Media and scientific papers

Communication plans synchronized with region and countries
Workstream 4

Engaging Partners

Multiple constituencies
• UNICEF
• Other UN agencies
• Civil society
• Private sector
• Academia

Established partnerships
• Obesity Coalition
• Healthy Diets from Sustainable Food Systems
• Physical activity networks
• City networks
Mobilization of resources

WHO budget allocation
• Stocktake exercise
• Identification of priorities aligned with GPW13
• Allocation/Redistribution of resources

Inter-agencies co-investment strategy
• Mobilization of resources for countries delivery as co-investment of various donors
• Allocation as per donors priorities/countries needs matching
• Performance based results disbursement
• Reporting and accountability
The WHO Acceleration Plan

- Focus on impact

- Promote evidence-based solutions, adapted to country context

- Place a strong focus on delivery, to overcome implementation roadblocks

- Accompany frontrunner countries in the long-term