

A group of diverse children are running happily on a grassy field. In the foreground, a young girl with curly hair in a purple and white striped sweater runs towards the camera. To her left, a girl in a light blue cardigan and pink pants runs. To her right, a girl in a bright yellow sweater runs. In the background, other children are visible, including a boy in a dark jacket. The scene is bright and sunny, with trees in the distance.

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

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**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

# Scope of the activity



EXECUTIVE BOARD  
150th session  
Provisional agenda item 7

EB150/7  
11 January 2022

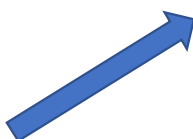
## Political declaration of the third high-level meeting of the General Assembly on the prevention and control of noncommunicable diseases

Report by the Director-General

1. The governing bodies of WHO requested the Director-General to submit information about the following requested actions to the Executive Board at its 150th session. See Table 1.

Table 1. Actions requested of the Director-General in decisions or resolutions of the World Health Assembly and the United Nations General Assembly

Decision or resolution	Action	Location in this document
WHA74(10) (2021)	Present an implementation road map 2023–2030 for the global action plan for the prevention and control of noncommunicable diseases: 2013–2030	Annex 1
WHA74.4	Develop recommendations to strengthen and monitor diabetes responses within national noncommunicable disease programmes, including considering the potential development of targets in this regard	Annex 2
WHA74.5	Develop a draft global strategy on oral health	Annex 3
United Nations General Assembly resolution 73/2 (2018)	Develop recommendations on how to strengthen the design and implementation of policies, including those for resilient health systems and health services and infrastructure, to treat people living with noncommunicable diseases and to prevent and control their risk factors in humanitarian emergencies	Annex 4
WHA73.10 (2020)	Develop an intersectoral global action plan on epilepsy and other neurological disorders in support of universal health coverage	Annex 7
EB146(14) (2020)	Develop an action plan (2022–2030) to effectively implement the global strategy to reduce the harmful use of alcohol as a public health priority	Annex 8 <sup>a</sup>
WHA74.4	Develop recommendations for the prevention and management of obesity over the life course, including considering the potential development of targets in this regard	Annex 9
WHA74(11)	Develop a workplan for the global coordination mechanism for the prevention and control of noncommunicable diseases	Annex 10

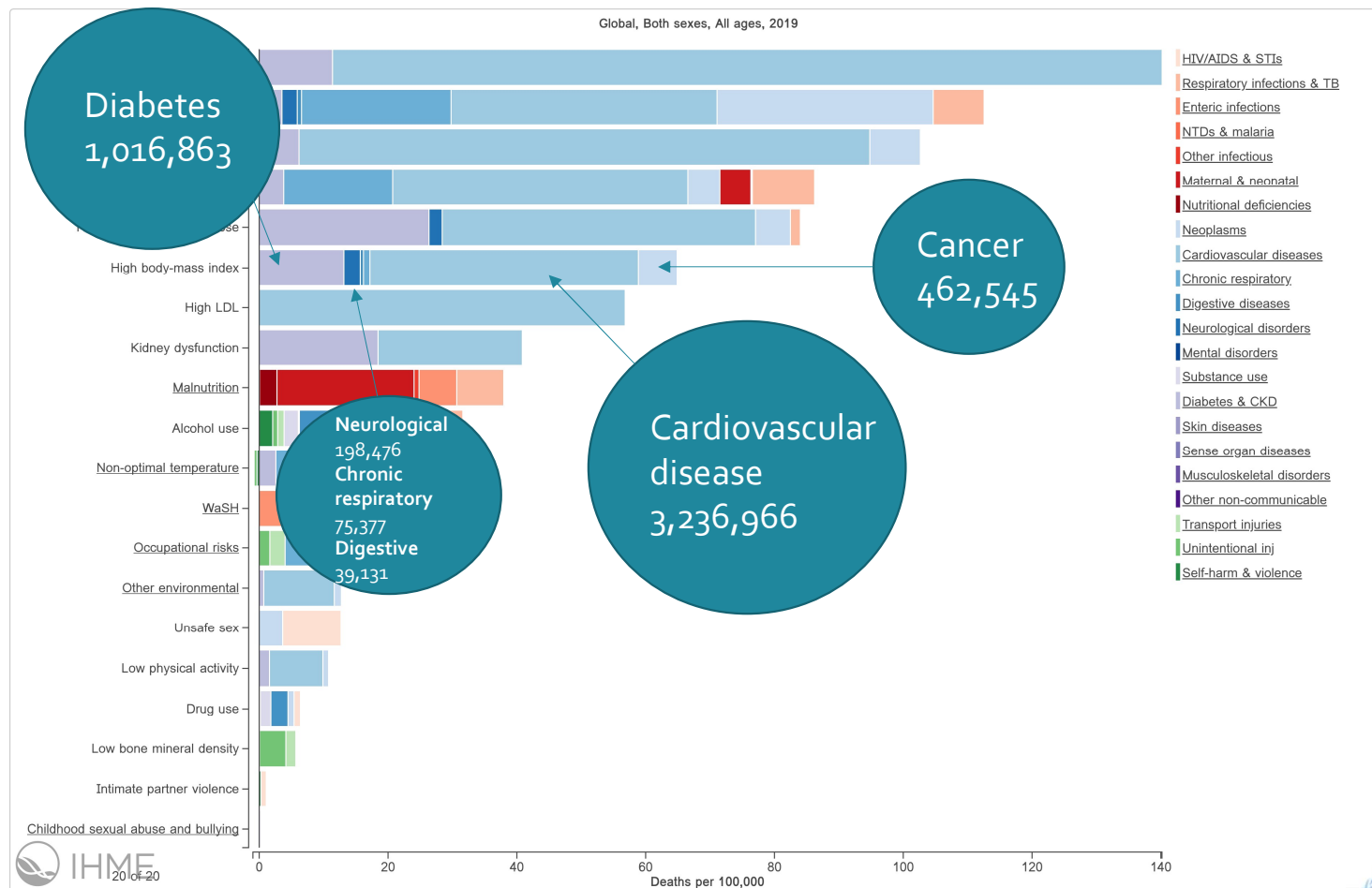


## EB150/7

“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.”

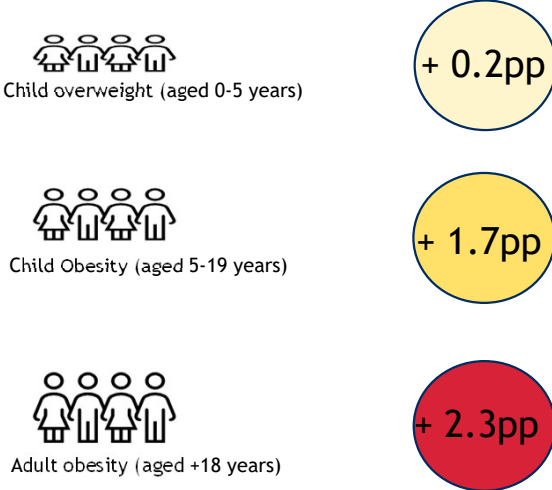


# Yearly deaths attributable to high BMI



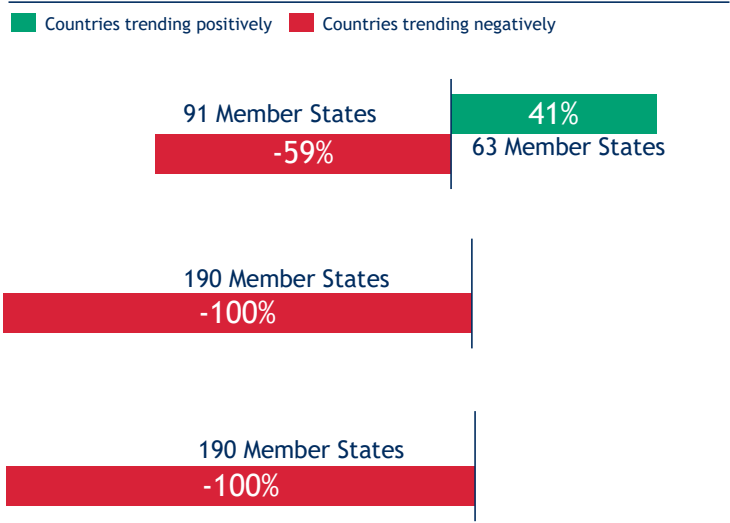
# Recent trends show an increase in prevalence of overweight and obesity affecting all the Member States

Average projected prevalence (pp) increase during GPW13 (%)



Prevalence is expected to increase on child overweight, child and adult obesity indicators between 2018 - 2025...

Projected country trends during GPW13



...with ~167 million people expected to be less healthy, affecting all Member States

# Acceleration

## 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



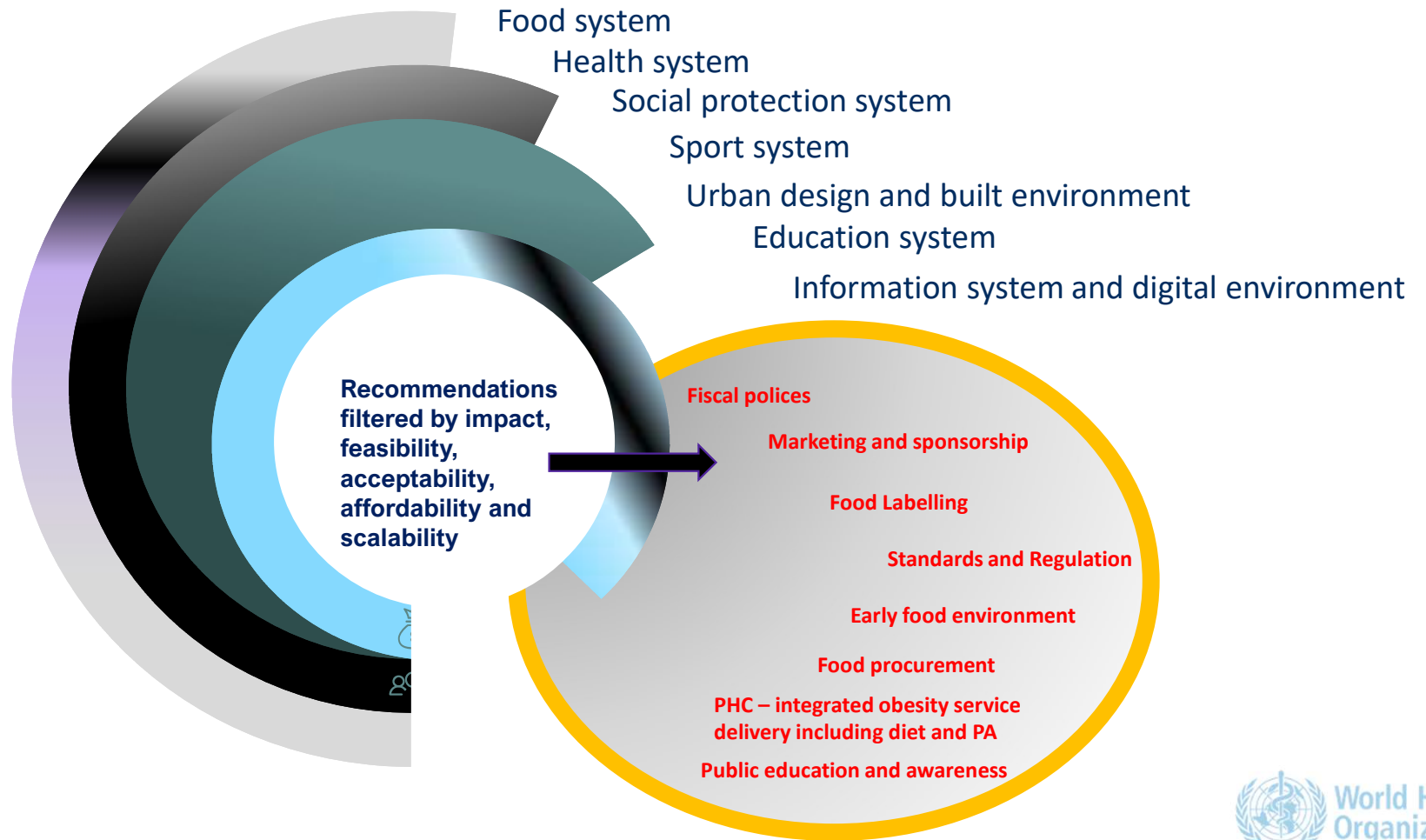
Package of prioritized interventions to support country decision making – NCD GAP best buy expansion

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



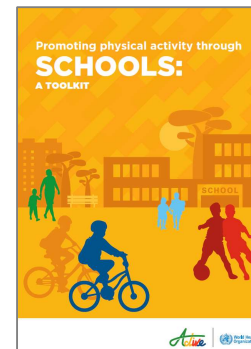
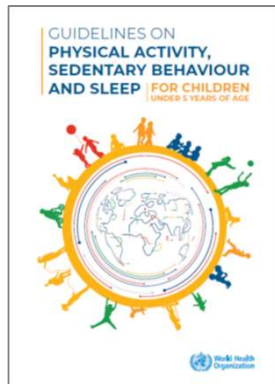
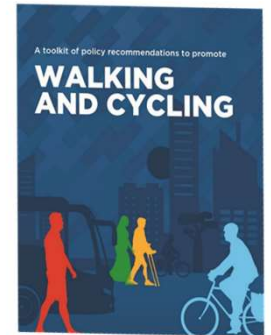
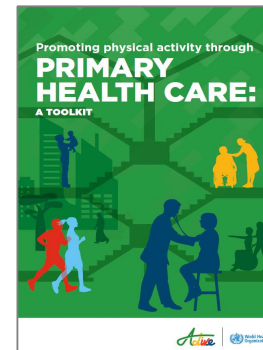
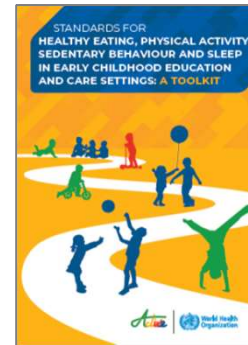
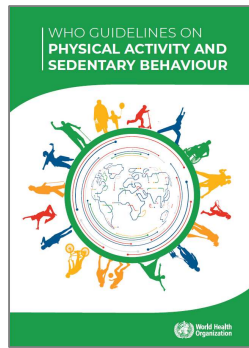
- Management of obesity in children and adolescents



# Policy briefs and other implementation tools



# ACTIVE – A set of tools and guidance on key practical actions and country implementation



Forthcoming 2022

# Service delivery framework

## ACTIVATORS

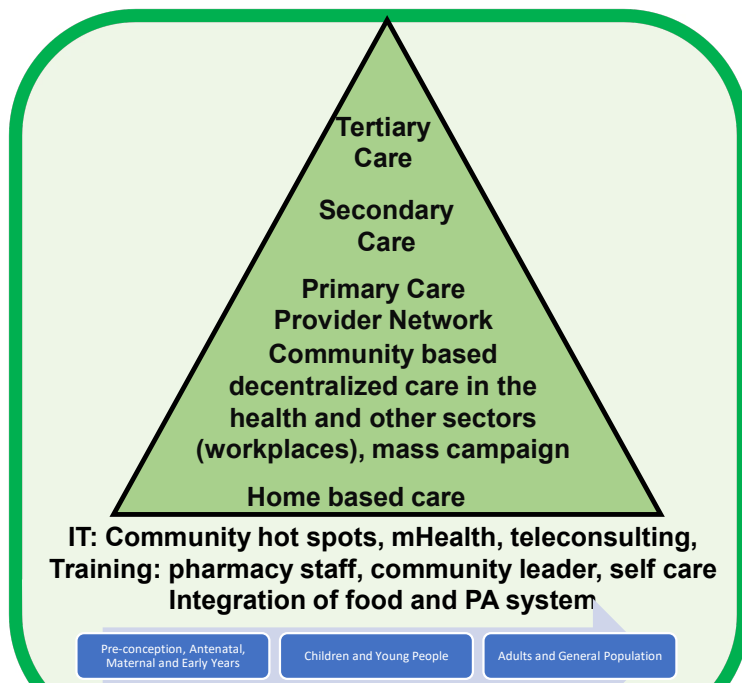
Primary Care Providers as coordinator/ navigator of care and gatekeeper of services

Training/Retooling Packaged for Primary Care Providers and others across the system

Mass campaign

Extended service delivery platform

Others



Continuum of care according to population need

## 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

Monitoring and accountability systems



# Workstream 2 : Supporting implementation



Intercountry dialogues

Engagement with national governments

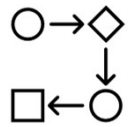
Self selection of frontrunner countries to be global catalysts

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

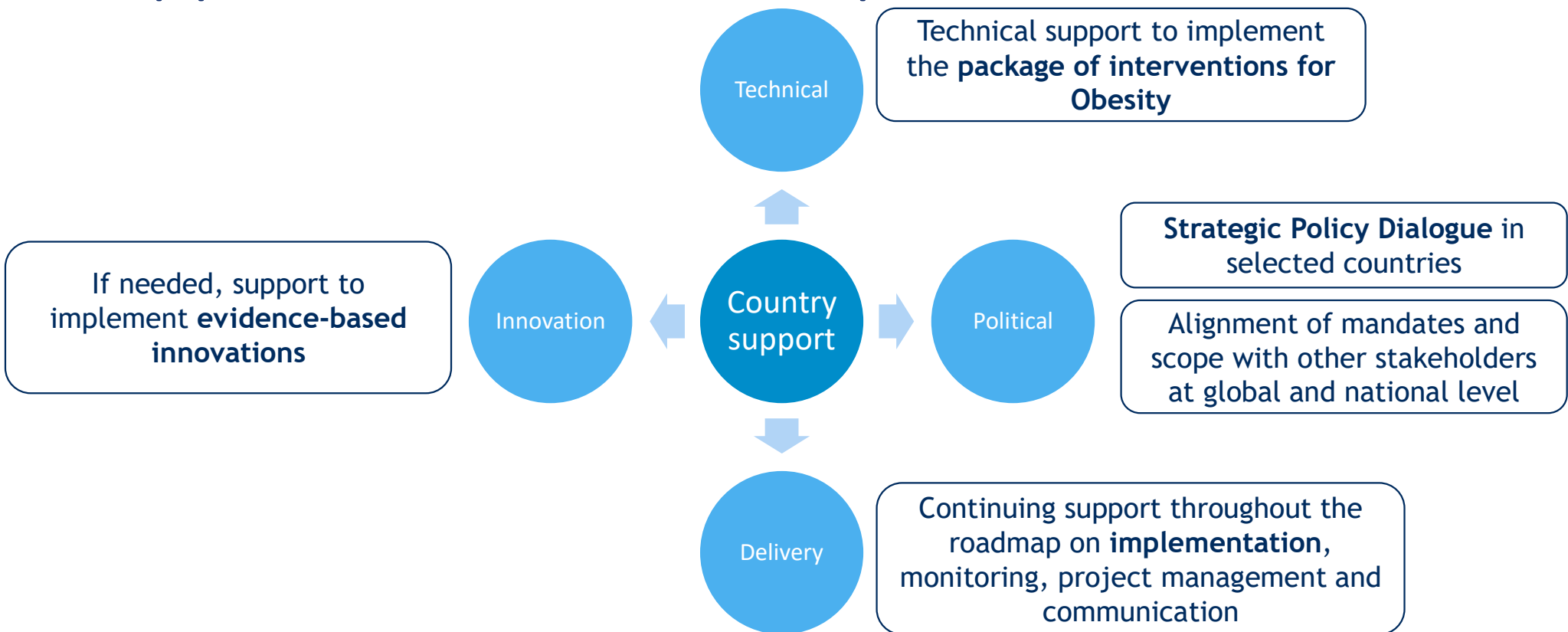


WHO support aligned with country needs and timelines  
Activating ecosystem of support

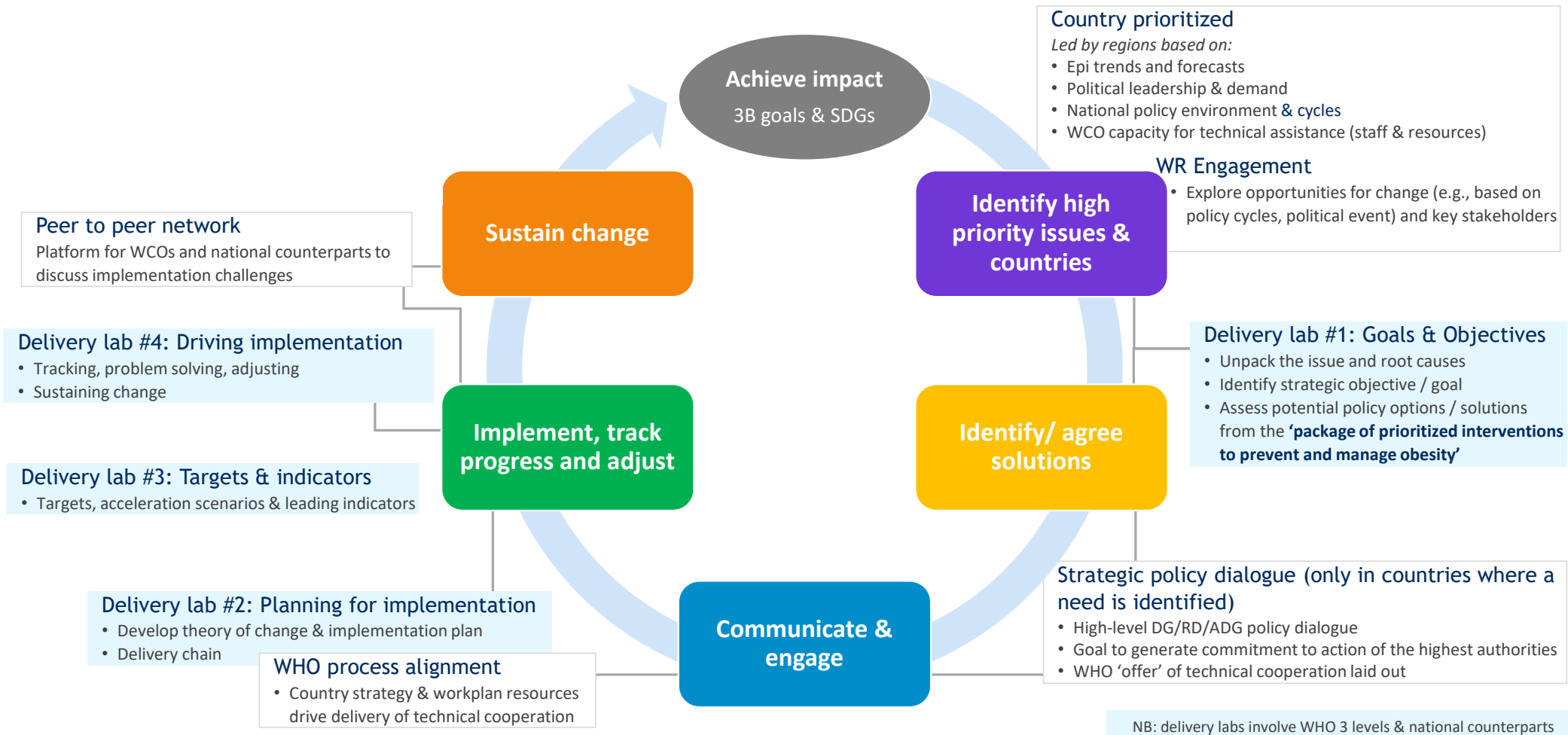


Bottom-up accountability and reporting mechanisms (country stocktake meetings, reporting to WHA as part of the Plan, development of impact case studies)

# Frontrunner countries can receive tailored support based on their specific needs



# Delivery labs to develop and support country roadmaps





## 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

by 2030



## 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

by 2030



## Process targets

Increase coverage of PHC services with diagnosis and management of obesity  
Increase density of nutrition professionals to a min 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

by 2030



Thank you



World Health  
Organization