

# The new WHO Acceleration Plan: progress from WHA 75

Information Session to Member States

16 September, 2022

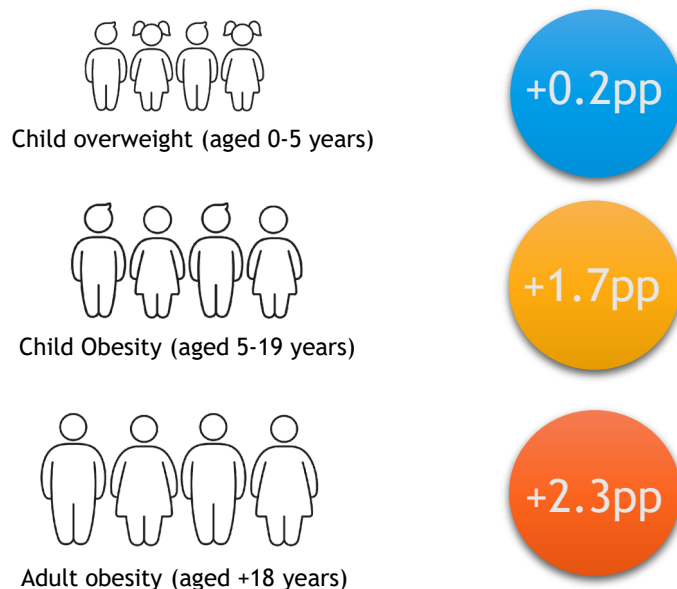


World Health  
Organization



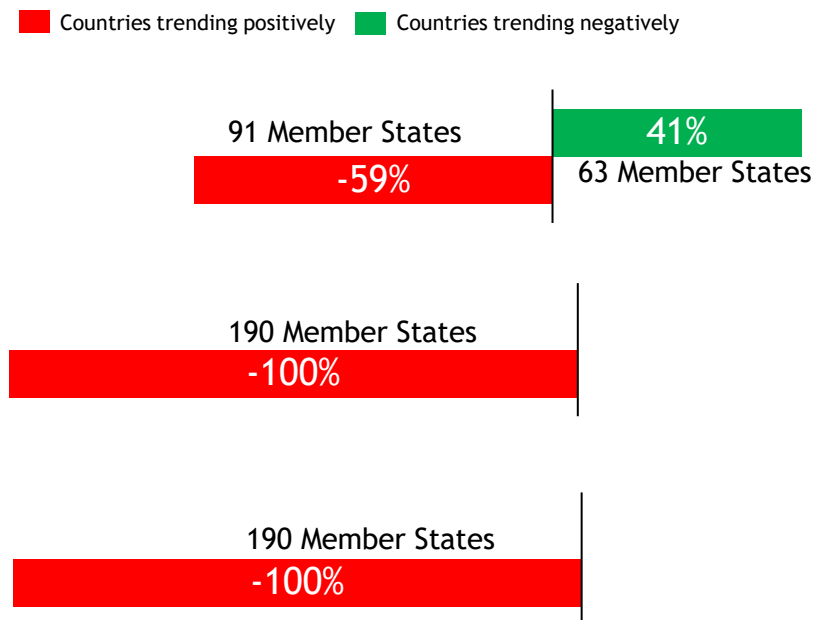
# The prevalence of overweight and obesity is increasing in all Member States

Average projected prevalence (pp) increase in 2018-2025 (%)



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

Projected country trends in 2018-2025



...with ~167million people expected to be LESS HEALTHY, affecting all Member States

# Ambitious targets and accountability

<b>Outcome targets</b>	<ul style="list-style-type: none"><li>• Halt the rise of obesity in children under 5, adolescents and adults</li><li>• Ending all forms of malnutrition</li><li>• Reach 3% or lower prevalence of overweight in children under five years of age</li></ul>	by 2025  by 2030
<b>Intermediate targets</b>	<ul style="list-style-type: none"><li>• Free sugars to less than 10% of total energy intake in adults and children</li><li>• Breastfeeding in first 6 months up to at least 70%</li><li>• 15% relative reduction in the global prevalence of physical inactivity</li></ul>	by 2030
<b>Process targets</b>	<ul style="list-style-type: none"><li>• Increase coverage of PHC services with prevention, diagnosis and management of obesity in children and adolescents</li><li>• Increase density of nutrition professionals to a min level of 10/100,000 population</li><li>• Increase no. of countries with regulations on marketing of foods and non-alcoholic beverages to children</li><li>• <b>All countries</b> implement national public education communication campaigns on physical activity</li><li>• <b>All countries</b> have a national protocol for assessing and counselling on physical activity in primary care</li></ul>	by 2030

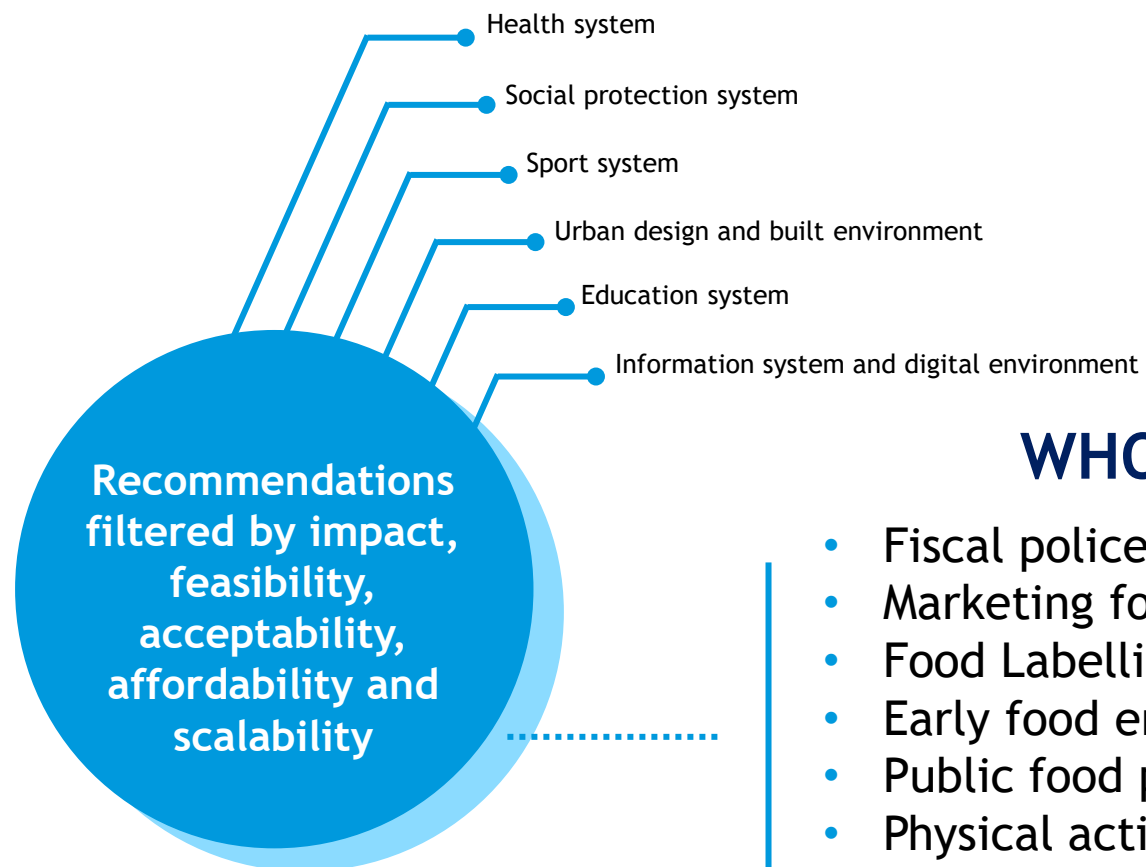


# The WHO Acceleration plan – 5 workstreams



- 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.

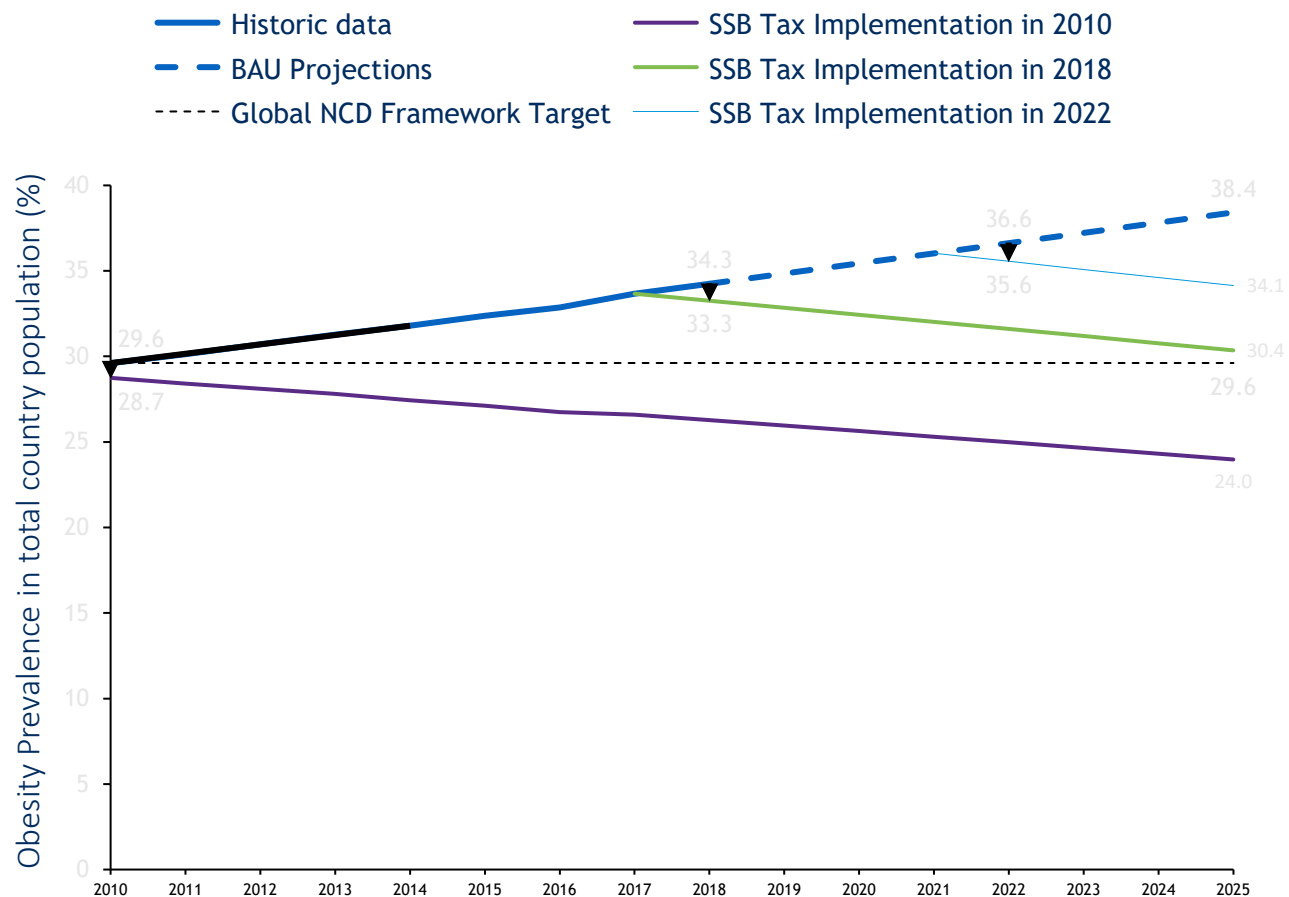
# Act across multiple settings and scale up impactful interventions



## 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

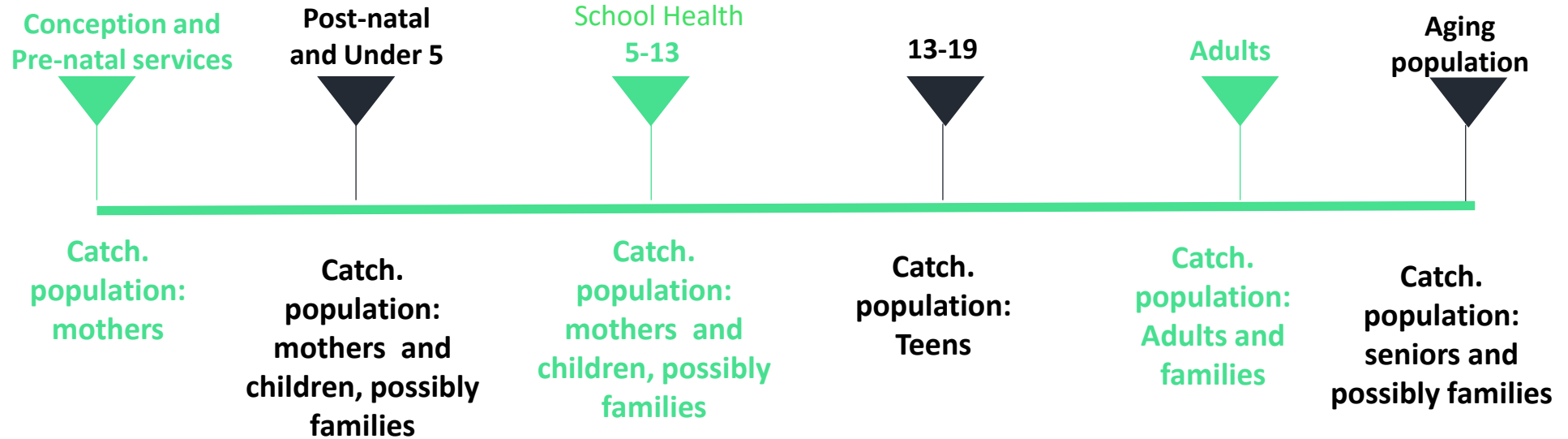
*Acceleration scenario modelling is aligned with assumptions from WHO's NCD Best Buys analysis;*

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

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

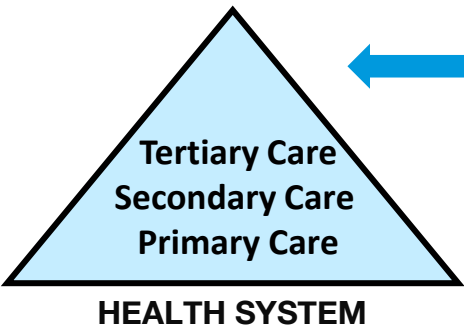
- Obesity service delivery framework
- Obesity management services in the UHC Compendium
- WHO Academy Course – Obesity Module for primary care workers-harmonized with other relevant modules, Training for Obesity Management for primary care physicians
- Operational manual to strengthen health system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

# Obesity management integration across life course



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

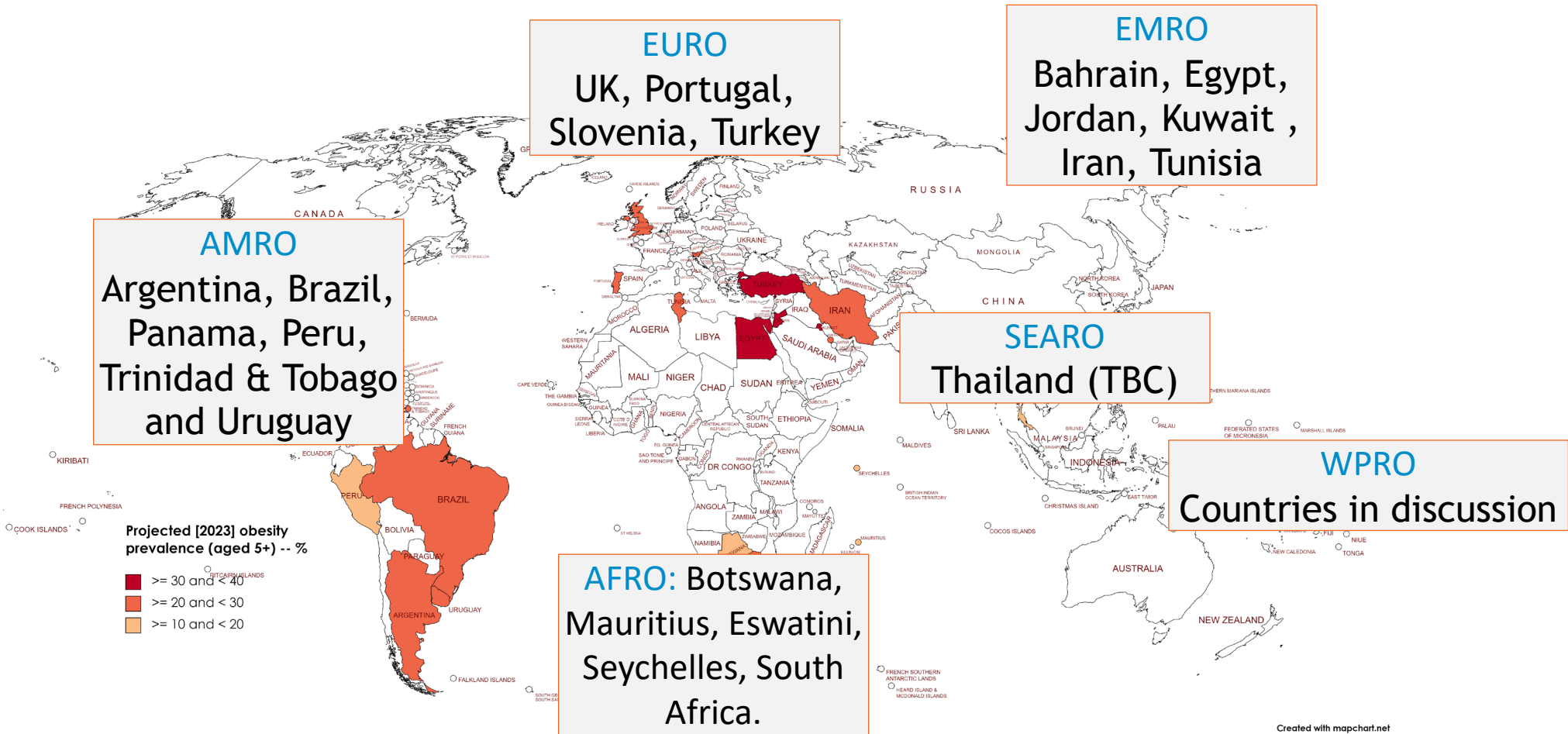
Country Acceleration road maps: development, execution and delivery, reporting

Policy investment cases, policy design, capacity building

Bottom-up accountability cycles and reporting systems

Community of practices

# • The front runner countries



# Practical execution of the Acceleration Plan to STOP Obesity



AFRO, AMRO, EMRO,  
EURO, SEARO

Inter-country  
information  
session

WHA 75  
endorsement and  
launch

High level and  
Inter-country  
dialogues

Country  
Acceleration  
Roadmaps

Country  
Acceleration Plan  
delivery

[Add date]

May 2022

October: EMRO  
November: AFRO and  
PAHO  
2023: EURO and SEARO  
TBD: WPRO

Sept - Dec 2022

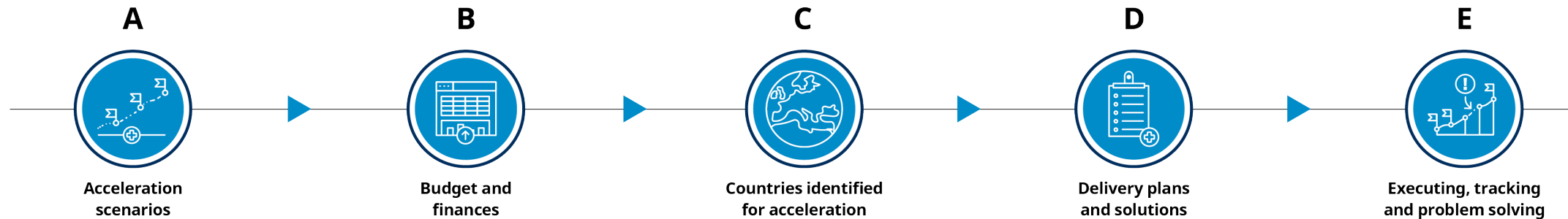
Mid-term: 2023-2025  
Long term: 2025 -2030

**Workstream 5**



WHA  
REPORTING  
(Yearly reporting &  
accountability cycle)

# | How WHO supports countries to deliver measurable impact to reach targets



WHO collaborates with the Ministry of Health and stakeholders to:

- 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

## STATUS ON OBESITY

### Intercountry dialogue:

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

## DESIGN ROADMAPS

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

## EXECUTE ROADMAP

### 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**

