



Accelerating childhood overweight reduction: lessons learned and the path towards 2030



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**NUTRITION
FOR GROWTH**
PARIS 2025

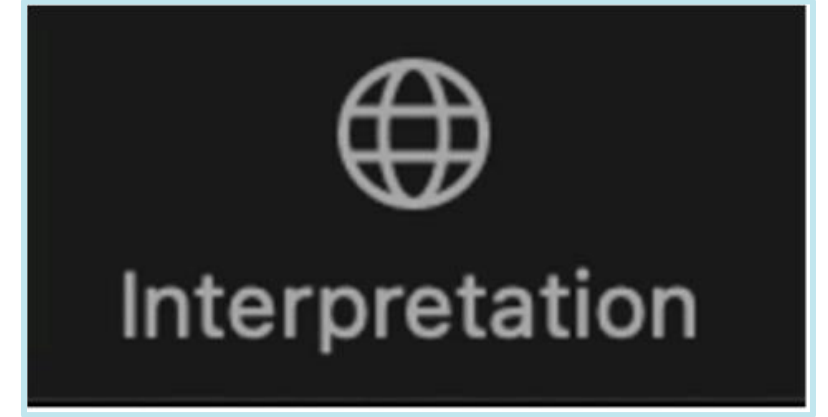
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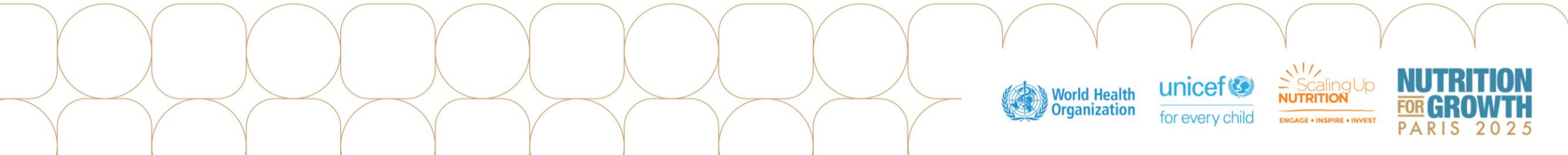
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Why addressing childhood overweight is a priority



Ms Magdalena Wetzel

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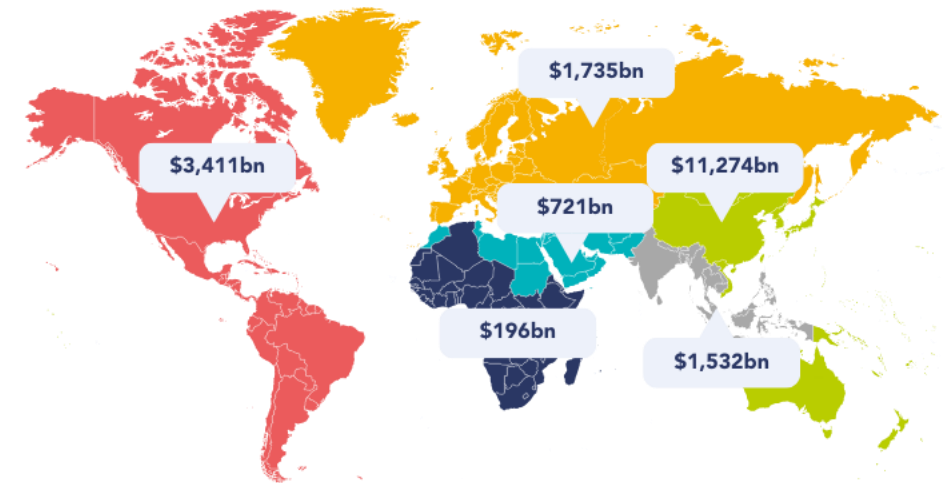


Childhood overweight...

... and why is it important?

- Associated with ill-health and morbidity later in life
- Psychosocial consequences
self-esteem, mental health, school performance,
social involvement and quality of life,
compounded by stigma, discrimination and bullying
- More likely to experience obesity later in life
- Economic impact

The global economic impact of overweight and obesity will reach
\$4,320,000,000,000
annually by 2035 if prevention and treatment measures do not improve.





Childhood overweight...

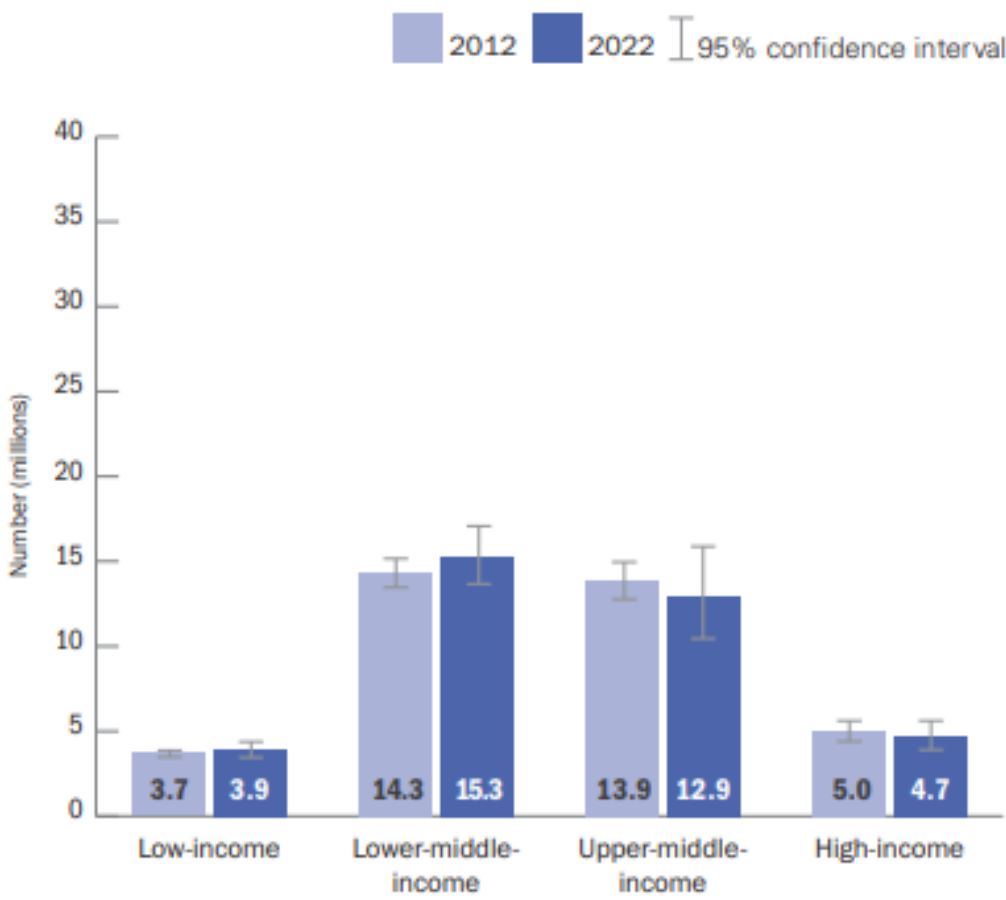
... and addressing its multiple factors

- Obesogenic environments during pregnancy and early childhood
- Psycho-social factors
- Genetics
- Unhealthy diets
- Physical Inactivity
- Sleep
- Breastfeeding
- Mental health
- Low birth weight or stunting
- Weight bias





The number of children with overweight has remained unchanged over the last decade



- 2012 – 5.5%
- 2022 – 5.6%
- 2025 – On track to meet 2025 target of no increase in childhood overweight

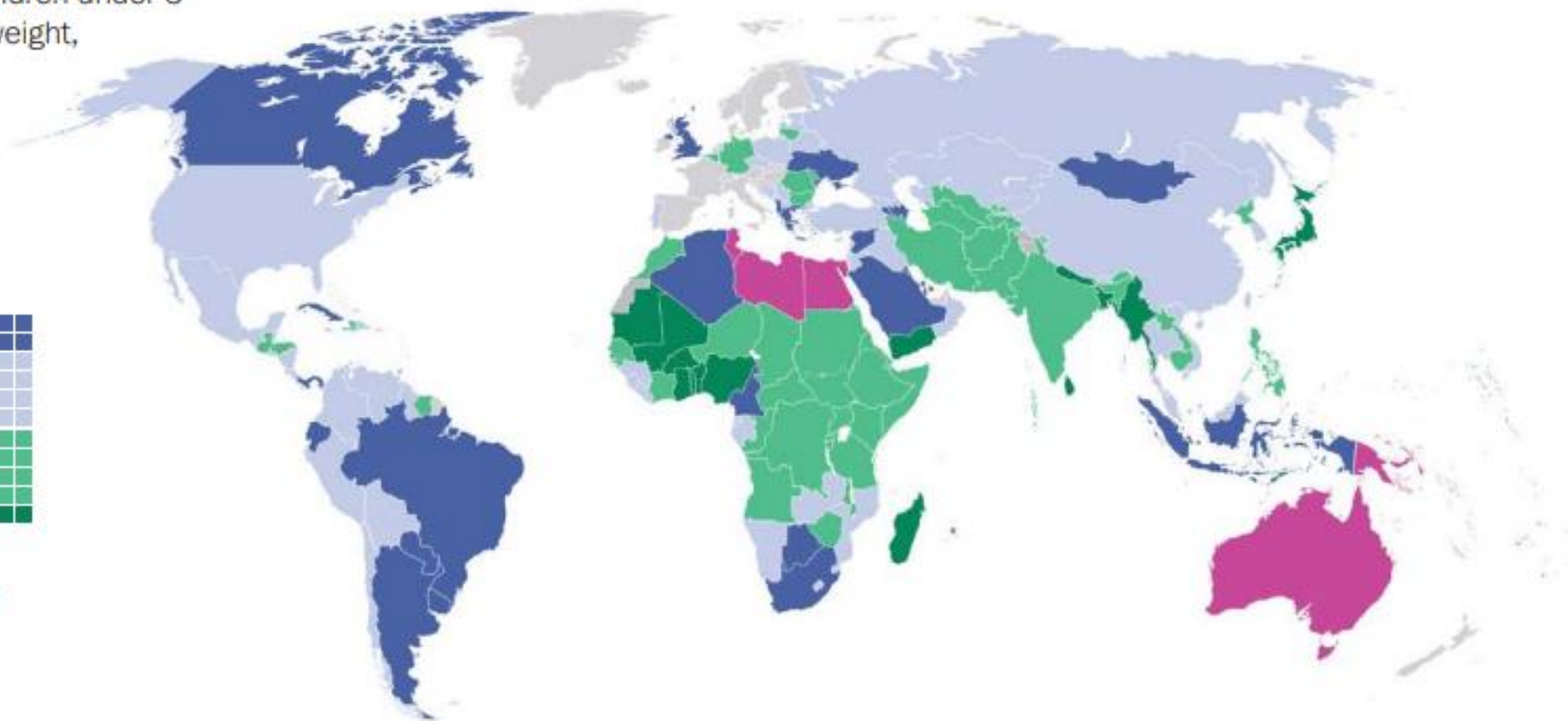
Number of children under 5 affected by overweight, by country income classification, 2012 and 2022

Source: UNICEF/WHO/World Bank Joint Child Malnutrition Estimates, 2023 Edition

Percentage of children under 5
affected by overweight,
by country,
2022



Distribution of overweight
prevalence for each country
with a modelled estimate
presented for 2022.





Charting the way forward

Acceleration childhood overweight reduction



Dr Francesca Celletti

Senior Advisor for Obesity
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Charting the way forward

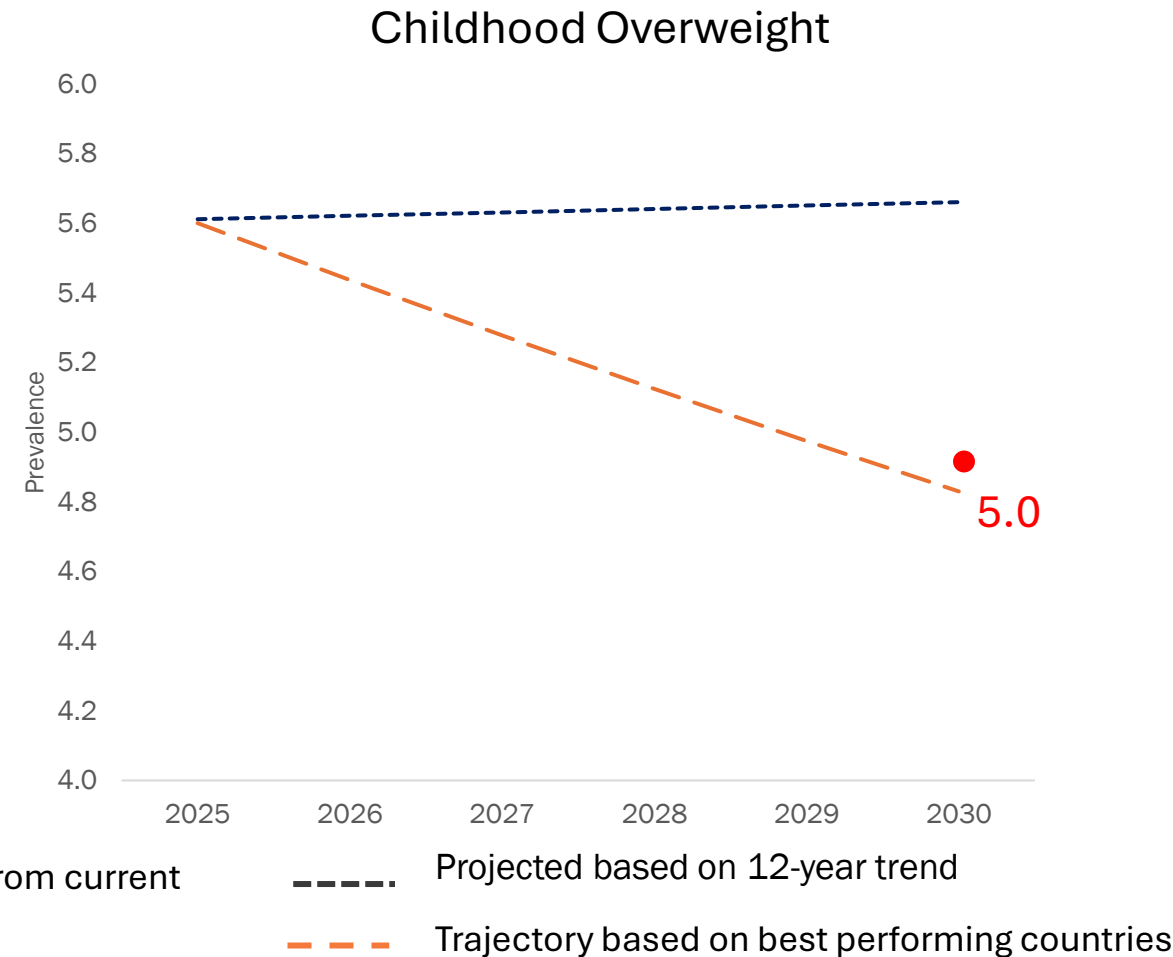
Acceleration childhood overweight reduction





New target for childhood overweight: increased ambition by 2030

- **Current:** No increase in childhood overweight in children under 5 years of age by 2025 (2012 baseline of 5.5%)
 - Good progress but with 20% of countries off track and worsening
- **Proposed:** Reduce the prevalence to **less than 5%** in children under 5 years of age by 2030 (2012 baseline)





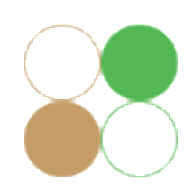
Addressing childhood overweight: window of opportunity to reduce the impact of obesity

- 8.1 Billion World Population
- 1 Billion People with Obesity
 - (160M children over 5 years of age)
- 1.6 Billion People with Overweight
- Global costs are predicted: US\$ 3 trillion per year by 2030
- In 2019, 5 million obesity-related deaths from NCDs - 12% of all NCD deaths.

↓
Address overweight
in children

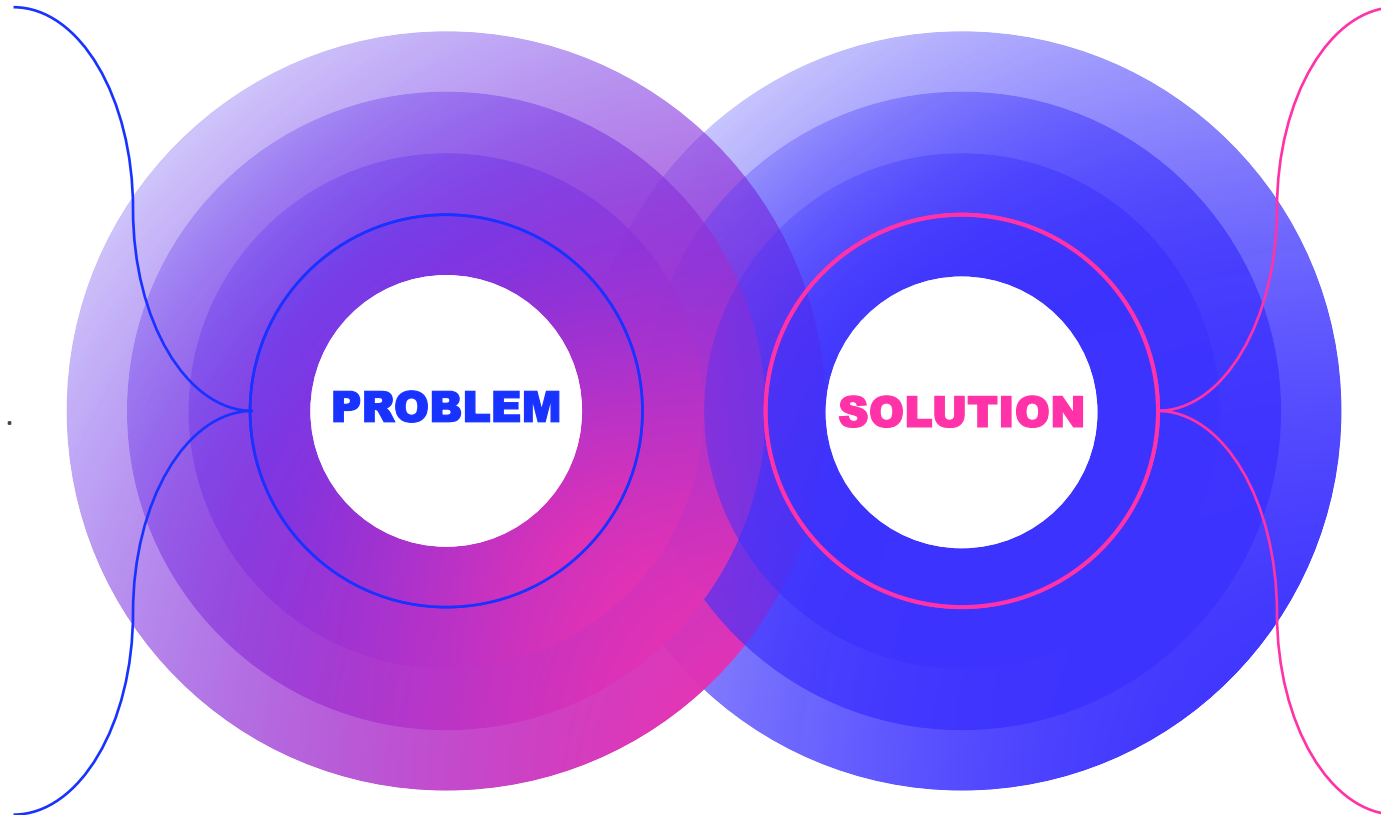


Obesity
CVD
Respiratory diseases
Liver diseases
Kidney diseases
Cancer
Mental Health
Stigma and
discrimination
Social and economical
impact



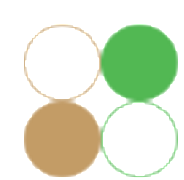
CAUSE –EFFECT-SOLUTION -IMPACT

- Food environnement
- Active environment
- School setting
- Bio genetic factors



Accelerate corresponding
counter actions and
interventions

intra-uterine
life 0-2 y pre-school



The foundation of current progress

2014:

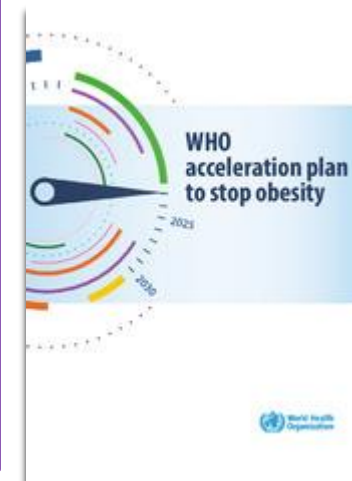
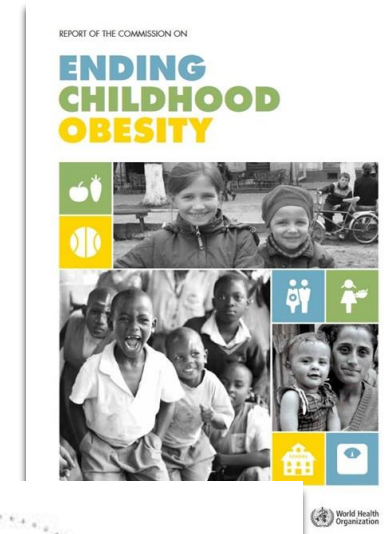
The Commission on Ending Childhood Obesity is called for governments to take leadership and for all stakeholders to act on:

- Programmes that promote the intake of healthy foods and reduce the intake of unhealthy foods and sugar-sweetened beverages (SSBs).
- Programmes that promote physical activity and reduce sedentary behaviours.
- Guidance for preconception and antenatal care to reduce the risk of childhood obesity.
- Guidance on healthy diet, sleep and physical activity.
- Healthy school environments.
- Lifestyle weight management services.

2022:

The Acceleration Plan includes comprehensive policies to promote healthy diets, physical activity, and healthy schools. The plan calls Member States to;

- Protect, promote, and support breastfeeding
- Reformulation for a healthy early food environment
- Regulations on the harmful marketing of food and beverages
- Sugar-sweetened beverage and unhealthy food taxation
- Integration of obesity prevention and treatment into primary health care services
- Broad school policy including in pre-school





Time to accelerate progress and impact

1. Integrate screening, diagnosis and management of overweight children in health care

- Build capacity for health professionals to properly assess the weight and height of children, provide counselling on healthy diets, physical activity and healthy lifestyles, and, when required, provide integrated overweight and obesity management

2. Implement daycare/school policies on food procurement and education on healthy diets and physical activity.

- Develop standard and guidelines for meals and food provided.
- Support optimal nutrition and physical activity in school's settings

3. Impose taxation on sugar-sweetened beverages.

- Develop or redesign the tax policy design.
- Design the tax administration and enforcement.
- Evaluate the political economy factors and tactics commonly used by industry actors.

4. Restrict the marketing of unhealthy foods and implement nutrition labelling.

- Develop or adopt nutrient profile models to identify complementary foods that should not be promoted.

5. Encourage the reformulation of foods consumed by children to reduce added sugars.

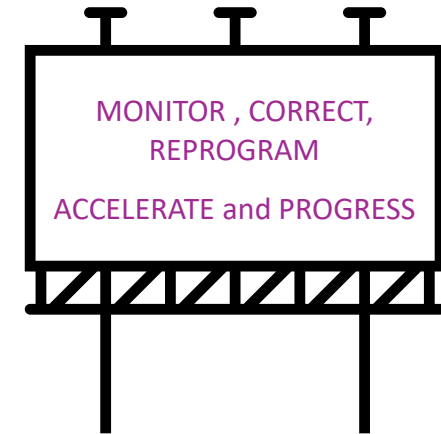
- Setting well-designed reformulation targets and mandatory sugar content limits for the identified food categories, including commercially produced complimentary foods.

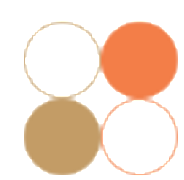


How to stay on target

Proposed operational targets :

- Decrease the % of children aged 6 to 23 months consuming sweet beverages on the previous day by 25% (from the baseline of 31%).
- Increase the % of children aged 6 to 23 months consuming minimum dietary diversity by 20% (from the baseline of 34%).
- Increase the % of caregivers counselled on infant and young child feeding by 65% (from the baseline of 39%).





Commitments for Nutrition for Growth 2025: illustrative examples

Example	Main stakeholder
By 2028, ensure all children presenting to healthcare facilities receive appropriate growth, development and nutritional assessment and counselling with appropriate referral as needed to achieve full recuperation of healthy growth, as part of quality child care.	Government
By 2026, scale up and focus nutrition funding and programmes on strengthening the national health system, especially at primary health care level.	Donor
By 2027, clarify how actions designed to address overweight and obesity are costed in national nutrition plans and include funding to deliver these actions.	Government
By 2028, establish and operationalize a multisectoral and multi-stakeholder governance and coordination mechanism for creating a healthy food and physical activity environment that enables children to adopt and maintain healthy dietary and physical activity practices with robust safeguards against conflict of interest in place.	Government



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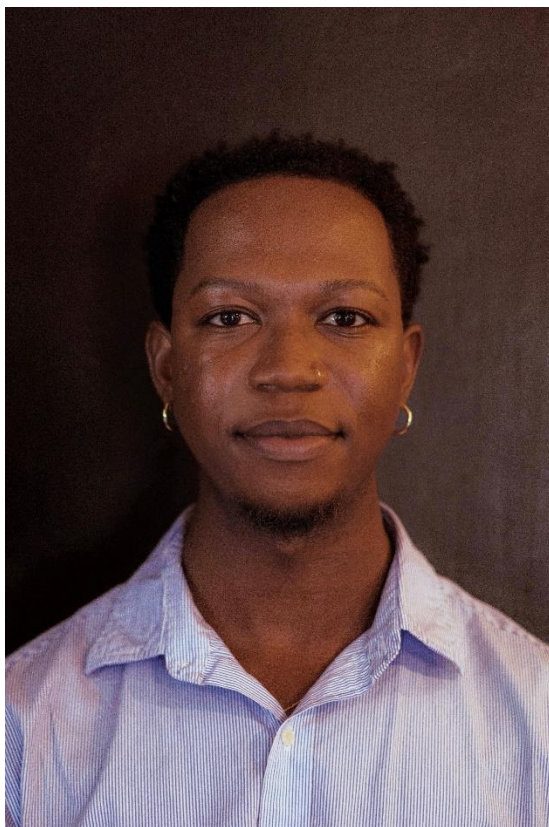
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