The WHO Acceleration Plan to STOP Obesity: progress from WHA 75

Nutrition and Food Safety Department,
WHO HQ
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>
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<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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Projected country trends in 2018-2025

- Countries trending positively
- Countries trending negatively

- 91 Member States: +41%
- 63 Member States: -59%
- 190 Member States: -100%
- 190 Member States: -100%

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

...with ~167million people expected to be LESS HEALTHY, affecting all Member States
## Ambitious targets and accountability

### Outcome targets
- Halt the rise of obesity in children under 5, adolescents and adults  
- Ending all forms of malnutrition
- Reach 3% or lower prevalence of overweight in children under five years of age  

### Intermediate targets
- 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

### Process targets
- 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

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WHA/75 endorsed the recommendations to prevent and manage obesity including targets and the WHO acceleration plan to STOP obesity

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

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

WHO Technical Package

- Fiscal polices
- 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

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**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 by 2022.
Tools to build capacity in the health system to deliver obesity management services

- Obesity service delivery framework
- UHC Compendium includes obesity services
- WHO Academy Course
- Training for Obesity Management for primary care physicians
- Operational manual to strengthen health system capacity to deliver obesity management health services
Workstream 1

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

HEALTH SYSTEM

Tertiary Care
Secondary Care
Primary Care

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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, Barbados, Brazil, Chile, Mexico, Panama, Peru, Trinidad & Tobago and Uruguay

EURO:
UK, Portugal, Slovenia, Turkey

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

SEARO:
Thailand

AFRO:
Botswana, Mauritius, Eswatini, Seychelles, South Africa.

WPRO:
In discussion with countries
Practical execution of the Acceleration Plan to STOP Obesity

- **AFRO, AMRO, EMRO, EURO, SEARO**
  - Inter-country information session
    - January - April 2022
  - WHA 75 endorsement and launch
    - May 2022
  - High level and Inter-country dialogues
    - Oct 2022
    - Nov 2022: AFRO
    - Dec 2022: PAHO
    - Jan 2023: EURO
    - First quarter 2023: SEARO and WPRO
  - Country Acceleration Roadmaps
    - Sept 2022 - March 2023
  - Country Acceleration Plan delivery
    - 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)
Mobilization of resources

WHO budget allocation
- Stocktake exercise
- Identification of priorities aligned with GPW13 and other issues
- Allocation of resources

External resource mobilization strategy
- Co-investment of multiple donors for execution of country’s roadmaps
- Performance based results disbursement
- Reporting and accountability
Workstream 3

Advocacy towards a cross-cutting social movement

- 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

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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
Workstream 5

Monitor progress towards national and global obesity targets and accountability cycles

**Monitoring**
- Delivery plans
- Tools
- Reports on progress towards global obesity targets and in the implementation of policies and programmes.

**Accountability cycles**
- Yearly RC and WHA
- GPW13
- SDGs
- National health sector
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