GLOBAL NCD TARGET
HALT THE RISE IN OBESITY

Background

Heart disease and stroke, cancers, diabetes, and chronic respiratory diseases and other noncommunicable diseases (NCDs) cause tens of millions of deaths per year, the majority of which occur during the most productive years of life. NCDs reduce economic output and prevent people around the world from living lives of health and wellbeing. Creating the conditions that favour sustainable development means taking action to prevent and control NCDs **now**.

Nine global NCD targets provide a vision for progress by 2025. The *WHO Global NCD Action Plan 2013-2020* and other resources provide a roadmap of policies and interventions to realise this vision. When implemented, they will put countries on track to meet the commitments made on NCDs at the United Nations General Assembly in 2011 and 2014, and in the *2030 Agenda for Sustainable Development*, including target 3.4 to reduce premature NCD deaths. It also supports the commitments governments made at the 2nd International Conference on Nutrition (ICN2) to act across sectors to improve nutrition and the food system.

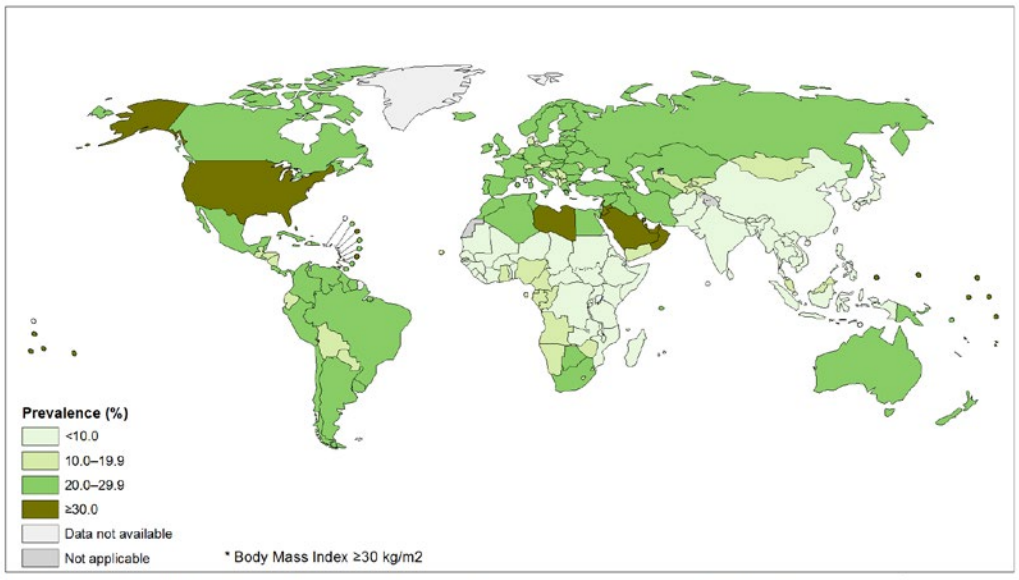
Global Target

Halt the rise in obesity by 2025.

Fast Facts

- Almost two-fifths of the global population aged 18 and over is considered overweight, with more than half a billion (11% of men and 15% of women) considered obese.
- Obesity is not just an issue for adults. As of 2015, 42 million children under the age of five were considered overweight or obese.
- Obesity is linked to poor health outcomes, increasing the likelihood of developing NCDs including cancers and diabetes, and conditions including obstructive sleep apnoea and osteoarthritis.
- Shifts in eating habits towards diets containing energy-dense foods high in fat and sugars, increases in physical inactivity due to the sedentary nature of many forms of work and modes of transportation, and increasing urbanization around the world are all contributing to the rise in obesity.

Without action, 1.9 billion people will remain at risk from the poor health outcomes associated with overweight and obesity



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Data Source: World Health Organization
Map Production: Health Statistics and Information Systems (HSI)
World Health Organization

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Age-standardized prevalence of obesity in adults aged 18 years and over (BMI≥30 kg/m²), 2014

Priority Actions

Halting the rise in obesity is possible, and requires a dynamic approach. Partnerships between government and civil society will be key to supporting policy implementation. Interventions to improve diets and levels of physical activity that take into account the factors that contribute to changes in physical activity patterns and diet, such as the environmental and societal changes associated with economic development, are necessary. Addressing the lack of supportive policies across all sectors, including health, agriculture, transport, urban planning, environment, food processing, distribution, marketing, and education is also important. Recommended policy actions and interventions to help achieve this target by 2025 include:

- Promote, protect and **support breastfeeding** and healthy complementary feeding practices.
- Establish **fiscal policies** to reduce the consumption of sugar-sweetened beverages.
- Improve the provision of **healthy food in public institutions**, such as schools and through social security programmes.
- Implement **public campaigns and social marketing** initiatives on healthy dietary practices and physical activity.
- Establish easy to understand **nutrition labelling** schemes on food products.
- Develop guidelines and recommendations or policy measures that engage different actors in the food system to:
  - **Reduce the content of free sugars and fat in food and beverages.**
  - **Reduce portion size.**
  - **Increase availability, affordability and consumption of healthy foods, including fruits and vegetables.**
- **Restrict marketing** of foods high in sugars, fat and salt to children.

Tweet!

Access to affordable healthy food is a must to fight obesity and **#beatNCDs.**

For more information

WHO site: http://www.who.int/beat-ncds/en/
Tell your story at "NCDs&me": http://www.who.int/ncds-and-me
@who
#beatNCDs

Key Resources

Global strategy on diet, physical activity and health. WHO, 2004.
http://www.who.int/dietphysicalactivity/en/

WHO Global NCD Action Plan 2013 – 2020. WHO, 2013.
http://www.who.int/nmh/publications/ncd-action-plan/en/

Comprehensive Implementation Plan on maternal, infant and young child nutrition. WHO, 2014.
http://www.who.int/nutrition/publications/CIP_document/en/

Report of the commission on ending childhood obesity. WHO, 2016.
http://www.who.int/end-childhood-obesity/en/

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