UNICEF’s Strategy for Preventing Overweight and Obesity in Children and Adolescents

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Evidence base for our work
UNICEF’s Strategy for the prevention of overweight and obesity in children and adolescents

1. Overarching actions to create an enabling environment
2. Advocating evidence-based regulations and policies
3. Targeting early life and key transitions
4. Leveraging systems
5. Knowledge generation, monitoring and reporting “what works”

Five organizing principles
Creating enabling environments for overweight prevention

**Situation Analysis**

- Targeted support to governments for policy development and prioritization
- Advocacy with partners to build support for policy measures
- Capacity development
- Strategic behavior change campaigns
- South-south and triangular cooperation
- Hold private sector to account
- Support evidence generation, knowledge management and monitoring/evaluation

**Programming approaches**

- Standards on foods available in/around early child development centres and schools
- Food skills and nutrition literacy included on curricula
- Marketing restrictions in/around schools
- Nutrition counselling and education for pregnant women, incl. on weight gain during pregnancy
- Promote and support breastfeeding and appropriate complementary feeding
- Support growth monitoring and counselling for families, including weight & height measurements
- Refer for severe/complex obesity

**Food system**

- Regulate marketing of BMS, infant foods & HFSS foods
- Consumer-friendly front of pack labelling
- Use policy levers to create healthy food retail
- Taxes on SSBs and other HFSS foods
- Improve nutritional quality of foods
- Overweight sensitive urban planning/zoning

**External food environments**

- Support and link small producers to consumers
- Invest in infrastructure for storage/transportation of healthy perishables

**Health system**

- Maternity protections and work-place policies for breastfeeding
- Ensure targeted support measures promote a healthy diet (including 'do no harm')
- Work towards removal of direct support for commodities that are not part of a healthy diet

**Overweight prevention**

- Healthier food environments
- Changes in knowledge, attitudes and norms
- Improved dietary behaviour of caregivers and children

**Education system**

- Standards on foods available in/around early child development centres and schools
- Food skills and nutrition literacy included on curricula
- Marketing restrictions in/around schools
- Nutrition counselling and education for pregnant women, incl. on weight gain during pregnancy
- Promote and support breastfeeding and appropriate complementary feeding
- Support growth monitoring and counselling for families, including weight & height measurements
- Refer for severe/complex obesity

**Social protection system**

- Maternity protections and work-place policies for breastfeeding
- Ensure targeted support measures promote a healthy diet (including 'do no harm')
- Work towards removal of direct support for commodities that are not part of a healthy diet

**Water and Sanitation System**

- Improved access to free drinking water, particularly in schools, settings where children gather and other public institutions
UNICEF’s internal Programming Guidance

• Guidance for regions and countries
• Stimulates regional/country decision making based on situation analysis
• Stimulates establishing partnerships for joint advocacy and coordination of activities
Examples of UNICEF support to child overweight prevention in Latin America and the Caribbean - Regional level

Exploratory study of marketing and advertisement of unhealthy food and beverages targeted to children in Latin America and the Caribbean: Synthesis report (2015)

Review of current labelling regulations and practices for food and beverage targeting children and adolescents in Latin America countries (Mexico, Chile, Costa Rica and Argentina) and recommendations for facilitating consumer information (2016)

Childhood overweight and the retail environment in Latin America and the Caribbean: Synthesis report (2019)
Examples of UNICEF support to child overweight prevention in Latin America and the Caribbean – Country level

- Advocacy and support for improved policies
- Strengthening promotion and support of infant and young child feeding
- Improving nutrition education and services in schools
- Within ECD programmes, focus on supporting the inclusion of fruits, vegetables and water into their diets; reducing the intake of ‘junk food’ or unhealthy snacks; supporting active outdoor play
- Support to CARICOM regional HFLE Framework, national HFLE curriculum development, HFLE teacher training
- Campaigns on better diets for children
- Knowledge generation: MICS
Tuesday 15 October 2019
7:45-10:30AM London, UK

Breakfast briefing with Executive Director Henrietta Ford and a panel of world experts

Why are children not getting the nutrition they need to survive and thrive at every stage of life?
Why does it matter?
And what are the solutions?
for every child, nutrition