



**#WORLD**OBESITYDAY  
This we are calling for urgent  
government **ACTION** to  
end childhood obesity.



WORLD  
OBESITY  
DAY

11<sup>th</sup> October 2016

# A campaign toolkit for members and supporters

*Ending Childhood Obesity: Act today for a healthier future*



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## / Introduction

The obesity epidemic is rapidly becoming the biggest public health challenge globally, ranking in the top three causes of chronic ill-health.

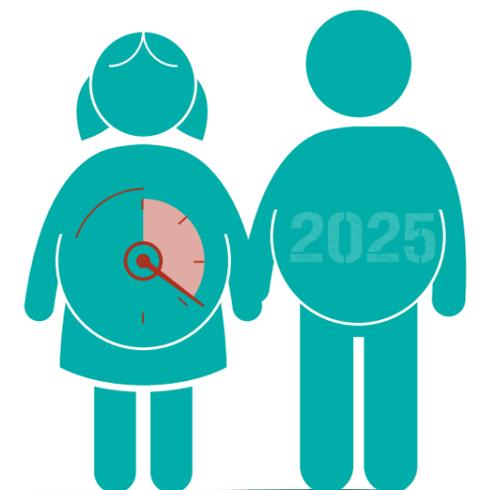
There are no countries which have turned around the epidemic, and there are enormous commercial interests opposed to effective public health policies.

In 2014 the Designer group estimated that the global economic impact of obesity is \$2 trillion a year - similar to smoking and war/global conflict. This figure includes healthcare costs as well as costs associated with lost productivity.

The rise in obesity is generally attributed to people eating more food energy than they need. In many areas of the world, food has become more readily available, attractive and cheaper than ever, at a time when economic development has reduced the need for high levels of physical activity.

The World Health Organization set a target to get obesity back to the 2010 levels, as a first step, by 2025. But time is ticking – we now have less than 10 years to achieve this. It can be done, and we know what to do, but we need urgent action now if we are to get there.

The World Health Organization set a target to get obesity back to the 2010 levels, as a first step, by 2025.





## /What is World Obesity Day?

World Obesity Day was established in 2015 as an annual campaign with the goal of stimulating and supporting practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis.

### / The objectives of World Obesity Day are to:

- Increase knowledge and understanding of the challenge of obesity, and of what can and should be done to overcome it
- Encourage governments to take urgent action to meet their commitment to halt the rise in obesity by 2025
- Share national experiences of campaigning to enable the spread of best practices
- Encourage member associations and supporters to get involved with advocacy and campaigning on obesity-related issues

### / Who runs World Obesity Day?

World Obesity Day is led by the World Obesity Federation as part of their Action Initiative.

The World Obesity Federation represents professional members of the scientific, medical and research communities from over 50 regional and national obesity associations. This helps to create a global community of organisations dedicated to solving the problems of obesity.

World Obesity's mission is to lead and drive global efforts to reduce, prevent and treat obesity.

World Obesity Day aims to stimulate and support practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis.

## / Who is this toolkit for?

This toolkit is for anybody with an interest in obesity who wants to get involved with World Obesity Day.

Whether you are a researcher, a medical doctor, a health care professional, a policy director or a civil society advocate, you can play a role in helping us to overcome obesity.

This may involve advocacy to get governments to take action, campaigning and educating the public or making your own personal lifestyle changes.

### / The purpose of this toolkit is to:

- Encourage individuals and organisations to take action as part of World Obesity Day
- Offer support and advice to World Obesity members and supporters on how to advocate around World Obesity Day
- Provide key information, resources and messages that may help with World Obesity Day activities

Whether you're a researcher, doctor, health care professional, policy director or a civil society advocate, you have a role in helping us to overcome obesity.





## / World Obesity Day 2016

The prevalence of infant, childhood and adolescent obesity is rising around the world. While levels are plateauing in some countries and regions, the absolute numbers continue to rise, particularly in low- and middle-income countries.

Obesity can negatively impact on a child's immediate and long-term health, educational attainment and quality of life. Progress towards ending childhood obesity has been slow and inconsistent around the world.

In May 2012, the 65th World Health Assembly endorsed the Comprehensive Implementation Plan on Maternal, Infant and Young Child Nutrition (ref 2) which had six global nutrition targets to be achieved by 2025. This included Target 4: No increase in childhood overweight, which applied to infants and young children up to age 5 years. In May 2016, the 69th World Health Assembly committed to establishing national strategies to end childhood obesity as recommended by the WHO Commission on Ending Childhood Obesity.

### / The WHO Commission on Ending Childhood Obesity (ECHO)

The WHO Commission on Ending Childhood Obesity was established by the WHO Director-General Dr Margaret Chan in 2014. This Commission was tasked with producing a report specifying which approaches and combinations of interventions are likely to be most effective in tackling childhood and adolescent obesity in different contexts around the world. The final report was published in January 2016.

The key recommendations made were to:

- Tackle the obesogenic environment and norms
- Reduce the risk of obesity by addressing critical elements in the life-course
- Treat children who are obese to improve their current and future health



Specific recommendations were made across six pillars:

- Promote intake of healthy foods
- Promote physical activity
- Preconception and pregnancy care
- Early childhood diet and physical activity
- Health, nutrition and physical activity for school-age children
- Weight management

More information here: <http://www.who.int/end-childhood-obesity/en/>

### / We need urgent action

We are calling on governments to develop and implement national childhood obesity strategies based on the WHO ECHO report recommendations, as a minimum standard.

We know that no single intervention can halt the rise of the growing obesity epidemic and that we will need a whole range of policies and interventions in order prevent, manage, treat and ultimately end child obesity. This will require a whole-of-government approach, with health considered across sectors, in order to improve population health and health equity.

**World Obesity Day will highlight the need for action and the role everyone can play in ending childhood obesity, to ensure a healthier future for all.**

## / Key Messages

### / Childhood obesity is a global public health challenge

Obesity is one of the most challenging public health problems that we face today, with prevalence rising at an alarming rate around the world.

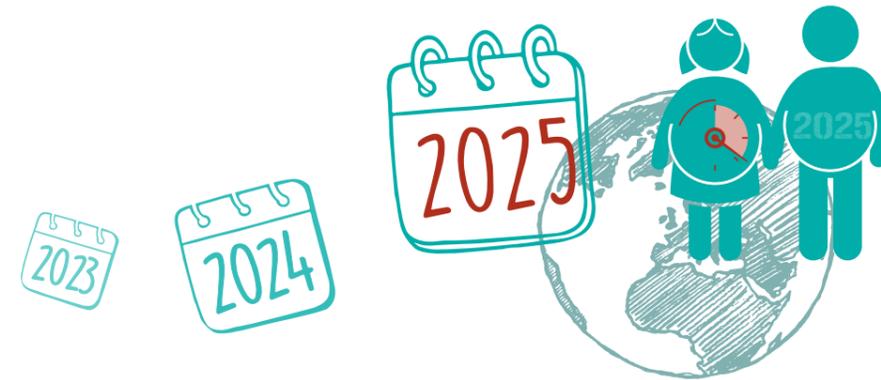
Over 222 million school children worldwide are overweight or obese, estimated to rise to over 267 million by 2025.

### / Obesity puts our children's health at risk.

Overweight and obesity in childhood is a known risk factor for many preventable health conditions later in life, including diabetes, cancer, heart disease. However, childhood obesity also has an immediate impact on children's health.

**By 2025 as many as 12 million children with obesity will have impaired glucose tolerance, 4 million will have type 2 diabetes, 20 million will have high blood pressure and 30 million will have fatty liver disease.**

Over 222 million school children worldwide are overweight or obese, estimated to rise to over 267 million by 2025.



### / We need urgent action to reduce childhood obesity. This means...

- Reducing obesity in pregnancy – globally, 11% of women age 20-45 are currently obese.
- Increasing breastfeeding in infancy – challenging a 40 billion industry.
- Getting children moving – 80% do not meet recommended levels of activity.
- Limiting fatty or sugary foods and beverages – still the most highly promoted foods on TV and digital media .

### / We must act now!

We have less than 10 years to meet the WHO target to reduce childhood obesity levels to 2010 levels by 2025.

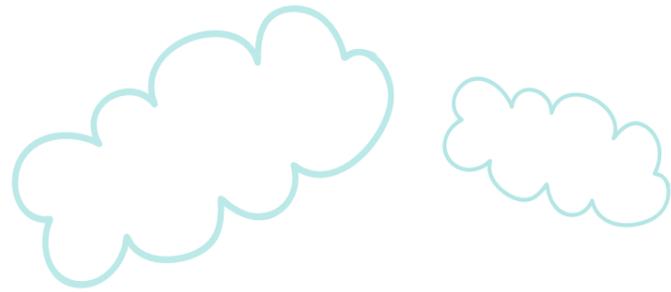
- Governments need to strengthen their leadership to prevent, manage and treat childhood obesity with national obesity strategies.
- Community services need to take action to prevent childhood obesity.
- Health services must take action to manage childhood obesity.

### / Government action

Governments need to strengthen their leadership to prevent, manage and treat childhood obesity with national childhood obesity strategies.

These should:

- Be based on the WHO ECHO report recommendations, as a minimum standard.
- Include inter-departmental actions led by ministries of health.
- Use SMART actionable measures to meet the WHO targets on obesity and activity, integrated with the Decade of Action on Nutrition and the SDGs.
- Monitor and enforce all stakeholders' commitments.
- Support national guidelines for clinical care and management of obesity in pregnancy, infancy and childhood, with the resources for their universal application.



### / Local and community action

Local and community services need to take action to prevent childhood obesity.

This includes providing:

- Health-promoting schools which offer high standards of nutrition, physical activity, health education and community involvement.
- Primary health care for women including weight guidance in pregnancy and support for breastfeeding.
- Support for healthy infant growth, including maternity leave, baby-friendly hospitals, breastfeeding counsellors and mother and child community facilities.

### / Health service action

Health services must take action to manage childhood obesity

This includes providing:

- Care pathways for children with weight difficulties, including family based interventions through to bariatric surgery.
- Multidisciplinary teams of trained and specialist health care professionals at community level, covering nutrition, physical activity and psychosocial factors.
- Universal access to the necessary interventions and follow-up services.

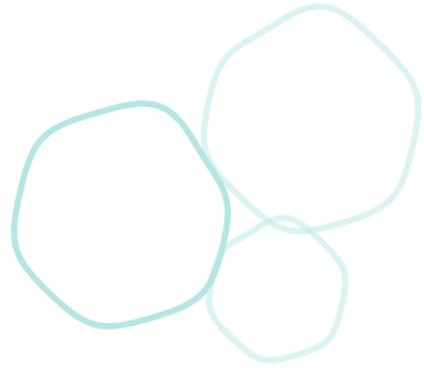


## / World Obesity Day Translated

Bulgarian:	Световен ден на затлъстяването
Croatia:	Svjetski dan debljine
Dutch:	Werelddag tegen Obesitas
English:	World Obesity Day
French:	Journée Mondiale contre l'Obésité
German:	Welt Adipositas Tag
Greek:	Παγκόσμια ημέρα κατά της Παχυσαρκίας
Hebrew:	יום ההשמנה העולמי
Hindi:	Vishwa Motapa Diwas
Yoruba:	Agbaye Sanra Ojo
Indonesian:	Hari Obesitas Sedunia
Irish:	Lá Tracht Domhanda
Italian:	Giornata mondiale dell'obesità
Lithuanian:	Pasaulinė nutukimo diena
Malay:	Hari Obesiti Sedunia
Tamil:	Ulaga Udal Paruman Naal
Kannada:	Visvada Bojju Dina
Maltese:	Jum Dinji kontra l-Obezita
Macedonian:	Svetski Den na Obesitas
Philippines:	Araw ng Obesidad sa Mundo
Polish:	Światowy Dzień Walki z Otyłością
Portuguese:	Dia mundial da obesidade
Romanian:	Ziua mondiala impotriva obezitatii
Serbian:	Svetski dan gojanosti
Finnish:	Maaailman lihavuuspäivä
Slovenian:	Svetovni dan debelosti
Spanish:	Dia Mundial contra la obesidad
Uzbekistan:	Dunyo Semizlik Kuni

Say it a  
different way!





## / Get Involved

To help make World Obesity Day a success we need your help.

There are so many different ways that people can get involved with World Obesity Day, no matter who you are, where you are or how much time you have. Your involvement could be about raising awareness through social media, raising awareness amongst the public or getting involved with government focused advocacy. Every little bit counts.

We have put together a number of key messages to help and encourage you and your contacts to get involved with this first World Obesity Day.

Of course, you do not have to feel restricted by our suggestions. Please feel free to organise your own campaign or event.

There are many different ways that people can get involved with World Obesity Day



## Global Support

[Add your activity!](#)



## / Resources available for World Obesity Day

Visit [www.worldobesity.org](http://www.worldobesity.org) or email [hbrinsden@worldobesity.org](mailto:hbrinsden@worldobesity.org) for more information

- Weekly e-bulletin 'Countdown to World Obesity Day'\*
- Infographics with key messages
- Template press release
- Template letter to ministers
- Map of activities around the world
- Data and maps on child obesity and risk factors

\* Sign up for updates here:  
<http://bit.ly/1XgoB15>

## / Make your voice heard!

Let us know what you are doing and we can add information to our World Obesity Day map, mapping what people and organisations are doing all over the world. The map will also give you an opportunity to find out what others are doing near you.



### / Support us on Thunderclap!

We are inviting everyone to support our calls for urgent government action to end childhood obesity. The Thunderclap social media campaign will go out on October 11 at 11:00 BST. All you have to do to get your voice heard and join our call for action is sign our Thunderclap petition and the rest will be done for you. See here: <http://bit.ly/1Oas5zp>

"This #WorldObesityDay we are calling for urgent government action to end childhood obesity by 2025 <http://thndr.it/1LmDkyD>"

### / Write to your health minister

We are using World Obesity Day to urge Governments and Ministries of Health to develop national childhood obesity strategies in line with the recommendations from WHO.

We have written a template letter for Health Ministries which you can adapt, personalise and translate before sending out. Please email us for a copy ([hbrinsden@worldobesity.org](mailto:hbrinsden@worldobesity.org)).

Please let us know if you send out the letter and also if you receive any responses. We will be logging these to track the global response to our calls. Also, please let us know if your country already has a childhood obesity strategy!

### / Social Media

Tweet, share, post, comment, 'like', 'favourite' all things to do with World Obesity Day. You can follow us @worldobesity on twitter for the latest updates.

See the social media section of this toolkit (page 13) for more information and tips for using social media around #WorldObesityDay.

See the social media guide for help later in the document

### / Send out a press release

To raise awareness about World Obesity Day, the global burden of obesity and our calls to action we will be producing a template press

release which you can adapt and translate to send out to your local media outlets. Please email us for a copy ([hbrinsden@worldobesity.org](mailto:hbrinsden@worldobesity.org)).

Let us know if you send out the release (don't forget it is embargoed!) and forward us any press coverage you receive.

If you prefer to send out your own based on your work, see the guide to writing your own press release on page 16 of this toolkit.

### / Try our free scope module

From 4-18 October, we are making one of our e-learning modules completely free! Whether you're an existing SCOPE e-learning user or you're new to it, you can access a module on Management of obesity in Children and Adolescents completely free.

### / Workplace activities

As part of World Obesity Day why not consider an activity to create a healthier workplace for your employees.

For instance, you could consider holding an on-site event for staff or visitors promoting healthy eating and/or physical activity.

You could also consider workplace staff challenges during the week or month of World Obesity Day such as:

- Walkathon
- Pedometer/steps challenge
- Games day
- Healthy cooking competition
- Walk/cycle to work commitment

- Have fruit and vegetables at meetings and in communal areas, instead of cakes, biscuits etc...

In the long term you might consider finding group gym discounts, offering healthier food in canteens or offering bike to work schemes

### / Individual actions

Why not use World Obesity Day to think about your own behaviour and habits and take some small steps to a healthier you?

Some ideas include...

- Commit to adding less/not adding sugar to drinks
- Avoid sugar-sweetened beverages
- Limit alcohol consumption (hidden calories!)
- Aim to eat more fruit and vegetables
- Reduce portion size at meals
- Be mindful of snacking habits
- Go for a daily lunchtime walk
- Active travel to/from work
- Cycle or walk to work / to the shops
- Wear a pedometer
- Use the stairs instead of the lift
- Join a gym
- Set yourself an activity goal





## / After World Obesity Day

We see World Obesity Day as a launch pad for action. Following World Obesity Day you might consider staying involved with the World Obesity Federation and our efforts to overcome obesity in one of the following ways.

### / Join our Action Initiative

World Obesity's Action Initiative is about promoting practical and effective actions that can be taken to overcome the obesity crisis. You can join the Action Initiative as an Advocate or a Champion and be part of a coalition of stakeholders with a powerful collective voice to help overcome obesity. Specific programmes of the Action Initiative that you might be interested in include:

- World Obesity Day
- Health Venues Award
- SCOPE in Action
- Policy Labs
- Knowledge Exchange Portal
- Obesity Image Bank
- Accelerating Obesity
- Infographics
- Addressing Stigma

For more information visit:

<http://www.worldobesity.org/what-we-do/action-initiative>

Get involved with the World Obesity Federation and our efforts to overcome obesity even after World Obesity Day

### / Promote healthy meetings

We have established a Healthy Venues Award for conference venues to encourage healthier meeting. Venues will have to meet a set of criteria designed to encourage healthier catering and to support active meetings. If you organise conferences you can help us promote the award to the Venues you use, and also take steps to make your meeting healthier by:

- Promoting standing applause
- Encouraging stretching breaks
- Choosing healthy food
- Including activity in social programs
- Promoting active travel and fitness

For more information visit:

<http://www.worldobesity.org/what-we-do/action-initiative>

### / Sign up to SCOPE

SCOPE is the only internationally-recognised certification in obesity management. If you are a health care professional SCOPE and the e-learning platform is a great resource for equipping you with up to date, evidence-based obesity management resource to help you better treat your obese patients, as well as providing you with CPD/ CME opportunities.

Why not try one of our free modules this World Obesity Day? Visit:

<http://www.worldobesity.org/scope>



## / Guide 1 – Using Social Media

Social media gives you a platform for making your messages more accessible and for networking with wider audiences nationally and internationally. It is becoming an increasingly popular tool in advocacy as it is free and easy to use. It can be useful for:

- Getting messages out to large numbers of people
- Promoting activities and events
- Getting support for a specific call to a petition
- Directly targeting politicians
- Reaching consumers and organisations alike
- Keeping up to date with others' activities

### / LinkedIn

You can get involved with World Obesity discussions through the World Obesity LinkedIn group. You can also set up your own page to promote activities and work to your own members.

### / Twitter

Twitter is one of the most commonly used social media platforms in advocacy.

Tweets can be best described as short 'snippets' of information with a 140 character limit (including any links) and can be used to share links, give top tips and statistics as well as promote news stories and campaign updates.

Follow us @WorldObesity

### / Twitter jargon

- #hashtags – These are key words in a tweet preceding by a '#' which helps to improve search ability and group your tweet with others using the same hashtag
- RT (Retweets) – You can retweet someone else's tweet if you like what they are saying (MT = modified tweet)
- Replies – you can send a reply to a tweet, in answer to a question or to comment on what someone else has said
- @Username (Mentions) – you can send a tweet to someone, or mention them in a tweet by using the '@' symbol followed by their Twitter name

### / World Obesity tweet suggestions

#### / Before World Obesity Day

- Join us on 11th October for #WorldObesityDay! Visit [www.worldobesity.org](http://www.worldobesity.org) for more information on how to get involved
- How many children in your area are overweight or obese? Find out on #WorldObesityDay 11th Oct! #childobesity
- #Obesity puts children's health in immediate danger. Find out about the health risks on #WorldObesityDay 11th Oct! #childobesity

#### / General

- I support #WorldObesityDay and efforts to end #childobesity (11 Oct) #obesity
- We support #WorldObesityDay and efforts to end #childobesity (11 Oct) #obesity

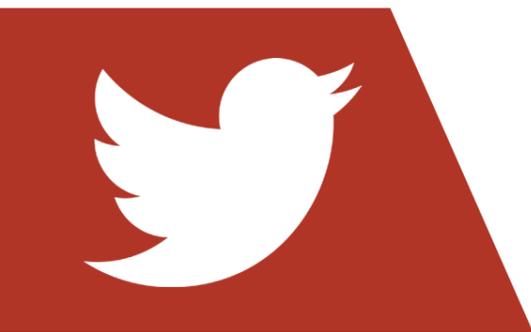
- #WorldObesityDay – Addressing the causes of #obesity and building a healthier future for all
- #WorldObesityDay 2016 is focusing on ending #childobesity
- #WorldObesityDay – protecting our children's health #childobesity

#### / 2025 target

- If current trends continue 268 million school-aged children globally will be overweight/obese by 2025. This is Preventable #WorldObesityDay
- Please take action to fulfil your commitment to end #childobesity! [insert ministry twitter name] #WorldObesityDay
- We need action to meet the @WHO target to halt the rise in #obesity by 2025 #WorldObesityDay
- Time is ticking to reach the goal to halt the rise in #obesity by 2025 #WorldObesityDay
- Today is #WorldObesityDay! We are calling on governments to act now to end #childobesity #obesity

#### / Prevention

- Globally we drink 33% more sweet beverages than 10 years ago. This needs to change #WorldObesityDay
- In the last 10 years the global consumption of soft drinks increased by a third. #WorldObesityDay
- We need urgent government action to protect and promote healthy diets #WorldObesityDay
- Just 1/5 (19%) young people worldwide are getting enough Physical Activity #WorldObesityDay #childobesity



## #obesity

- Ending #childobesity requires action to reduce #obesity in pregnancy – 11% of women age 20-45 are obese. #WorldObesityDay
- To end #childobesity we need action to increase #breastfeeding and challenge a \$40 billion industry #childobesity #WorldObesityDay #obesity
- Ending #childobesity requires action to get children moving – 80% do not meet recommendations #WorldObesityDay #obesity
- Ending #childobesity means limiting fatty or sugary foods and beverages – the most highly promoted foods #WorldObesityDay #obesity

### / Government action

- Gov'ts need to strengthen leadership to prevent, manage & treat #childobesity with national child #obesity strategies #WorldObesityDay
- We need #childobesity strategies based on the @WHO ECHO report recommendations, as a minimum standard #worldobesityday #obesity
- We need inter-departmental actions led by ministries of health to help end #childobesity #WorldObesityDay #obesity
- Governments need SMART actionable measures to meet the @WHO targets on #obesity and #activity #WorldObesityDay
- Governments need to integrate action on #obesity 'Decade of Action on Nutrition' and the SDGs #WorldObesityDay
- Governments need to monitor and enforce all stakeholder commitments to ending

## #childobesity #WorldObesityDay

- Govs need to support national guidelines for clinical care & management of #obesity in #pregnancy, infancy and childhood #WorldObesityDay
- ### / Local and community action
- Local and community services need to take action to prevent #childobesity #WorldObesityDay
  - We need health-promoting schools to help end #childobesity #WorldObesityDay
  - We need better #weight guidance in #pregnancy and #breastfeeding support to help end #childobesity #WorldObesityDay
  - We need support for healthy infant growth incl. maternity leave and #breastfeeding support to help end #childobesity #WorldObesityDay

### / Health service action

- Health services must take action to manage #childobesity #WorldObesityDay #obesity
- We need care pathways for children with weight problems, incl. family based interventions through to bariatric surgery #worldobesityday
- We need multidisciplinary teams of trained and specialist healthcare professionals to help end #childobesity #WorldObesityDay
- We need universal access to the necessary interventions and follow-up services to help end #childobesity #WorldObesityDay #obesity

## / Guide to writing your own press release

### / Before you start

- Have a legitimate news angle (announcing something new and/or timely)
- Know your numbers. Is what you've done relevant?
- Is there a date in particular that is needed e.g. launch of campaign? Think ahead and make sure you send it to the press with sufficient time
- Know your audience – e.g. newspaper, radio, magazine

### / Date and embargo

Remember to date your press release, particularly if it is not for immediate release. Include an embargo date and time clearly in red at the top of the release, and remember to indicate time zones, particularly for international press releases.

### / Catchy headline

A strong headline (and email subject line when you send out the prelease) will attract journalists seeking good stories. Your headline should be as engaging as it is accurate.

### / Summary

Emphasise the key points that you want included in any news stories. Get the message of your press release out quickly. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.

Use the introductory paragraph to sum up the story in 50-100 words – it could be all that gets

**A strong headline will attract journalists seeking good stories.**



read! Stick to the facts. Explain who you are, what you're announcing, where it is taking place, when it's happening, plus possibly why and how. These questions communicate the gist of your story. "Who, what, where, when, why."

**/ Empirical evidence**

Leave the artistry to the journalist - your press release should be filled with hard numbers that support the significance of your research or other announcement. If you're claiming a trend, you need proof to back it up. Quantify your argument and it will become much more compelling.

**/ Include a quote**

Have a quote by a person who conducted research or is an expert in the area. This adds a human element to the press release, as well as being a source of information in its own right. Remember to make sure that the quoted person is available for further interviews if required.

**/ Length**

Keep it short and sweet, about 1-2 sides of A4. Also include graphics for extra information which may be useful to the journalist, and will also serve to grab their attention.

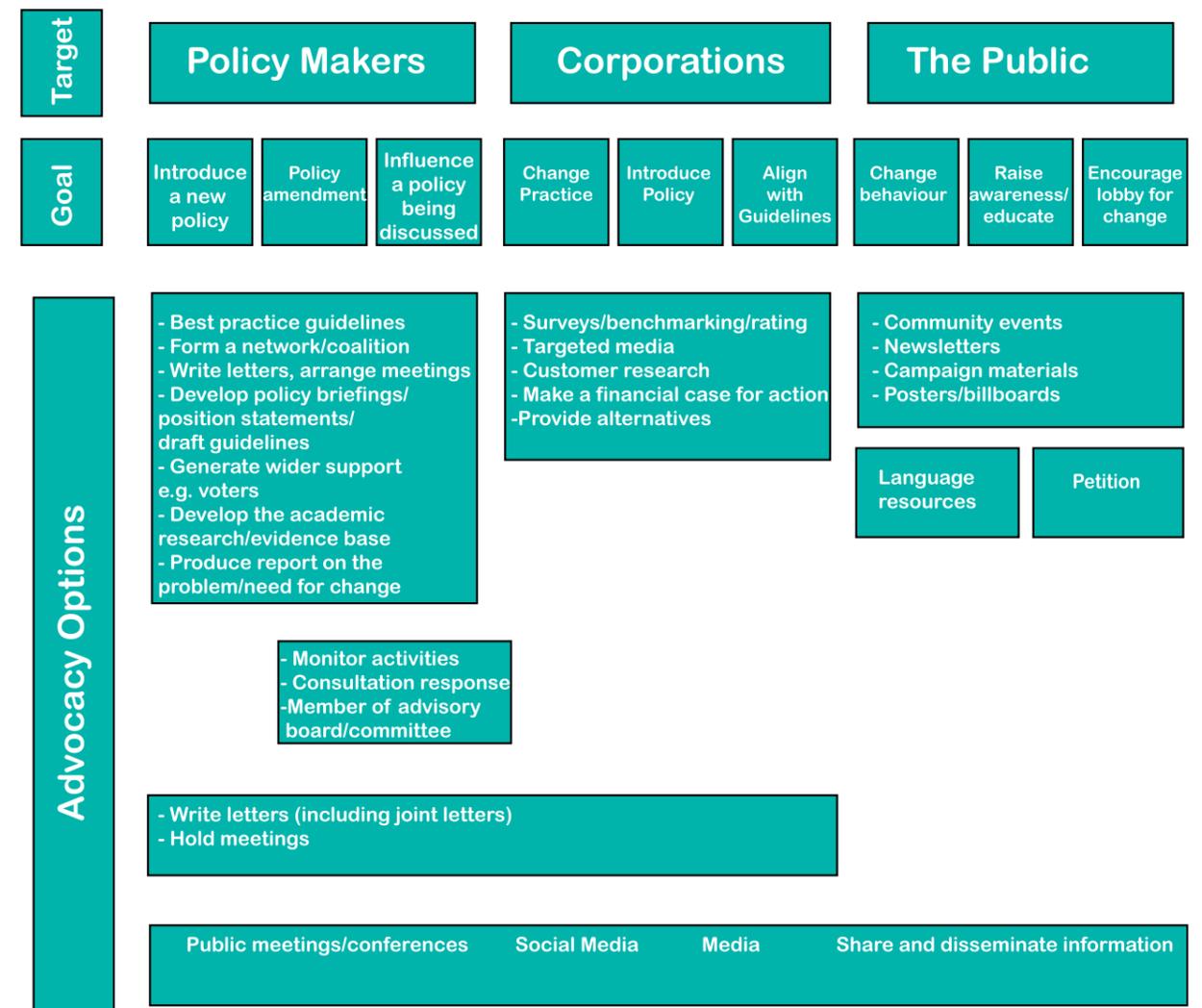
**/ Contact information**

Make sure that the journalist can get in contact with you should they have any queries or require further information. It is also good to provide them with some information about your organisation or project, as well as any links to relevant information which they may find useful.



# / Guide 3 – Getting involved with advocacy

As well as undertaking the suggested activities for World Obesity Day, you might be in a position to do more targeted advocacy in your country or community. Typically advocacy can be targeted to policy makers and governments to call for action in a particular policy area, corporations to call for more action or better practice in relation to your cause, or towards the public to get them to campaign on an issue. The below highlights some of the activities you might undertake in advocacy depending on who you are targeting and what your goals are.



## / Useful Information

### / Childhood obesity publications (WHO and regional offices)

Global: Report of the WHO Commission on Ending Childhood Obesity (2016)

<http://www.who.int/end-childhood-obesity/en/>

Global: Population level approach to childhood obesity prevention (2013)

[http://apps.who.int/iris/bitstream/10665/80149/1/9789241504782\\_eng.pdf?ua=1](http://apps.who.int/iris/bitstream/10665/80149/1/9789241504782_eng.pdf?ua=1)

Europe: EU Action Plan on childhood obesity (2014) [http://ec.europa.eu/health/nutrition\\_physical\\_activity/docs/childhoodobesity\\_actionplan\\_2014\\_2020\\_en.pdf](http://ec.europa.eu/health/nutrition_physical_activity/docs/childhoodobesity_actionplan_2014_2020_en.pdf)

Americas: PAHO Plan of Action for the prevention of obesity in children and adolescents (2014)

[http://www.paho.org/hq/index.php?option=com\\_docman&task=doc\\_view&Itemid=270&gid=28890&lang=pt](http://www.paho.org/hq/index.php?option=com_docman&task=doc_view&Itemid=270&gid=28890&lang=pt)

Western Pacific: WPRO A healthyweight in childhood: a winning goal for life (2015)

[http://iris.wpro.who.int/bitstream/handle/10665.1/12395/WPR\\_2015\\_DNH\\_003\\_eng.pdf](http://iris.wpro.who.int/bitstream/handle/10665.1/12395/WPR_2015_DNH_003_eng.pdf)

Eastern Mediterranean: EMRO - Preventing child obesity and promoting child health: a situational analysis [http://www.emro.who.int/images/stories/hed/documents/Preventing\\_child\\_obesity\\_and\\_promoting\\_child\\_health\\_Revised.pdf?ua=1](http://www.emro.who.int/images/stories/hed/documents/Preventing_child_obesity_and_promoting_child_health_Revised.pdf?ua=1)

### / Other WHO publications

Global Action Plan for the Prevention and Control of NCDs 2013-2020 (2013) [www.who.int/nmh/publications/ncd-action-plan](http://www.who.int/nmh/publications/ncd-action-plan)

Comprehensive Implementation on maternal, infant and young child nutrition (2014) [www.who.int/nutrition/publications/CIP\\_document](http://www.who.int/nutrition/publications/CIP_document)

Guideline: Sugar intake for adults and children (2015)

[www.who.int/nutrition/publications/guidelines/sugars\\_intake](http://www.who.int/nutrition/publications/guidelines/sugars_intake)

The Global Strategy on Diet, Physical Activity and Health (2004) [www.who.int/dietphysicalactivity/implementation/toolbox/en/index.html](http://www.who.int/dietphysicalactivity/implementation/toolbox/en/index.html)

Set of recommendations on the marketing of foods and non-alcoholic beverages to children (2010) <http://www.who.int/dietphysicalactivity/marketing-food-to-children/en/index.html>

Global Recommendations on Physical Activity for Health (2010) [www.who.int/dietphysicalactivity/publications/9789241599979](http://www.who.int/dietphysicalactivity/publications/9789241599979)

### / World Obesity resources

Action Initiative <http://www.worldobesity.org/what-we-do/action-initiative/>

Policy & Advocacy tools <http://www.worldobesity.org/what-we-do/policy-prevention/advocacy/>

SCOPE <http://www.worldobesity.org/scope/>

Journals <http://www.worldobesity.org/what-we-do/publications/>

Data Portal <http://www.worldobesity.org/aboutobesity/resources/obesity-data-portal/>

Events List <http://www.worldobesity.org/what-we-do/events/>

### / Regional obesity associations

Europe (EASO) <http://www.easo.org/>

America (TOS) <http://www.obesity.org/>

Asia & Oceania (AOASO) <http://www.aoso.org/>

South America (FLASO) <http://www.flaso.net/>

Full World Obesity member list (includes national associations): <http://www.worldobesity.org/membership/>