



Science + Research

Clinical Care

Policy + Prevention

# **Research priorities to tackle childhood obesity**

**Dr. Tim Lobstein**  
Policy Director  
World Obesity Federation

# Plenty of good advice available

EU Action Plan on Childhood Obesity 2014-2020

24 Febru

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European Food and Nutrition Action Plan 20

REPORT OF THE COMMISSION ON

# ENDING CHILDHOOD OBESITY



# Barriers to Change: Research in three priority areas

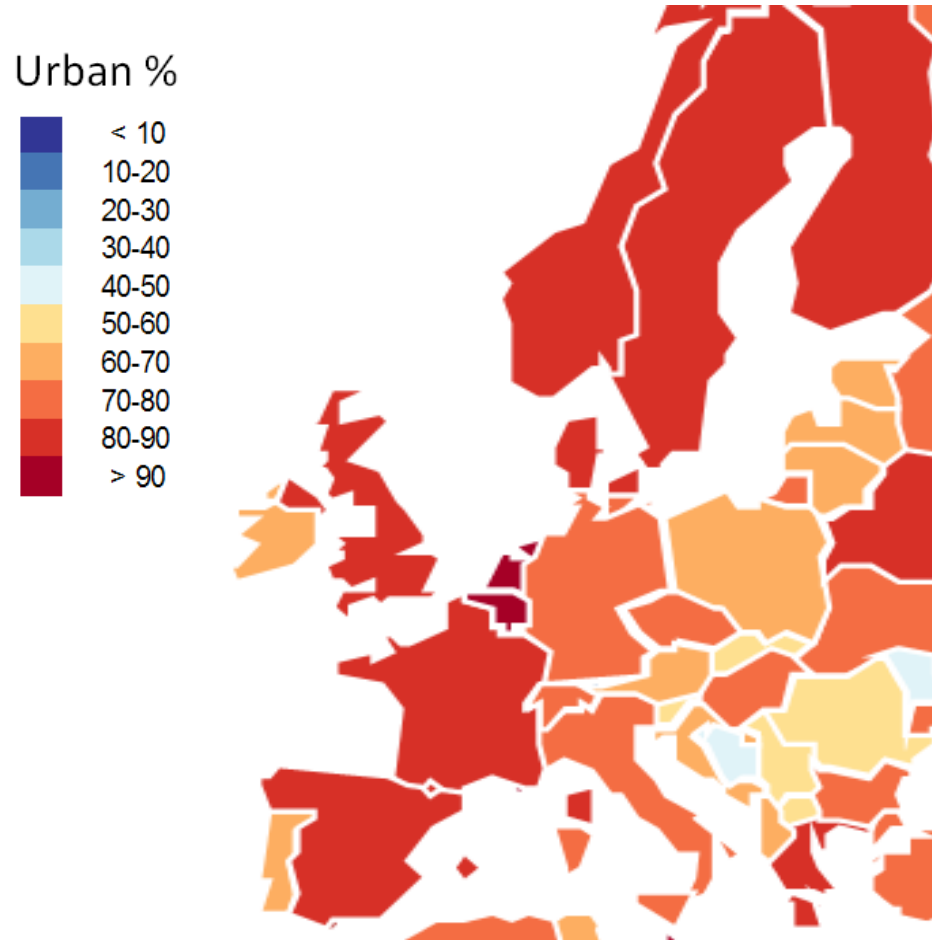
- Should be **relevant** to policy
  - Food labels, taxes, school curriculum, maternity leave
- Should include **costs** of implementation
  - Many school-based trials do not report cost or cost-effectiveness
- Should indicate **time** needed to see effect
- Should indicate health **equity** impact
  - See Health Equity Pilot Project in 2017!

# Barriers to change

Why is it so hard to get real change in health behaviour?

# Barriers to change

The majority of families live in urban environments



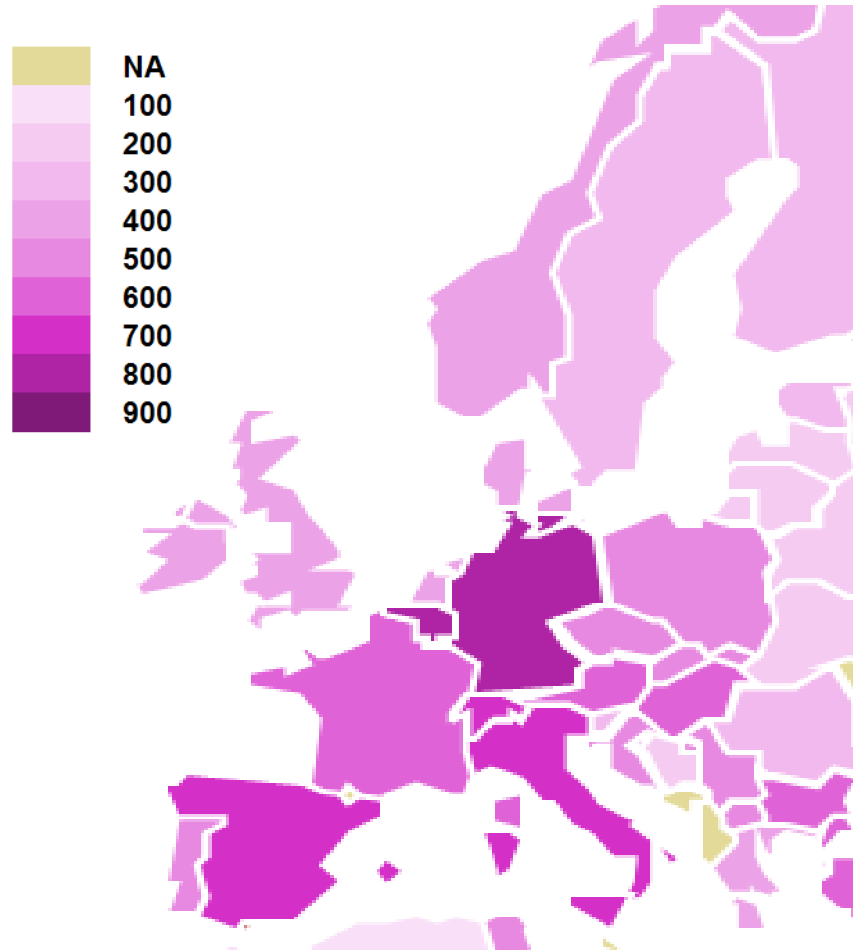
# Barriers to change

- In the UK, **24%** of children aged 3 – 4y have a TV in their bedroom
- 37% aged 5 – 7y
- 53% aged 8 – 11y



# Barriers to change

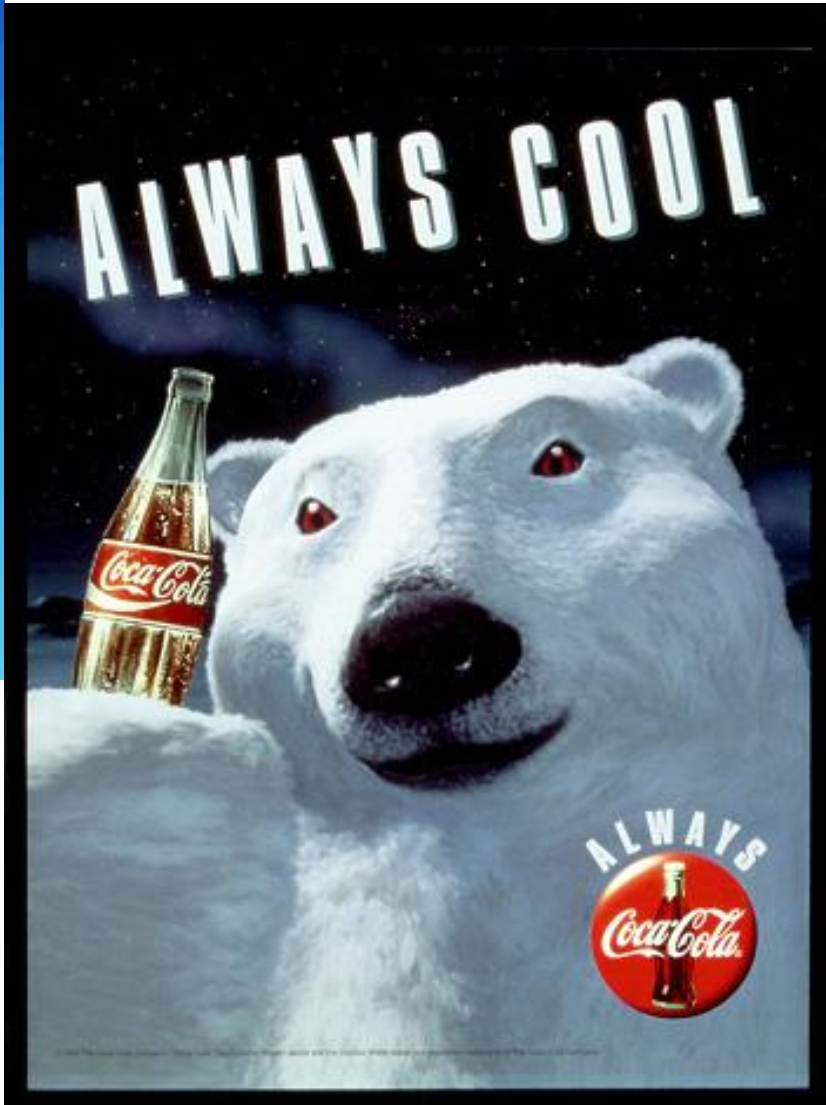
People are drinking 500-800 servings of sugary drinks per year



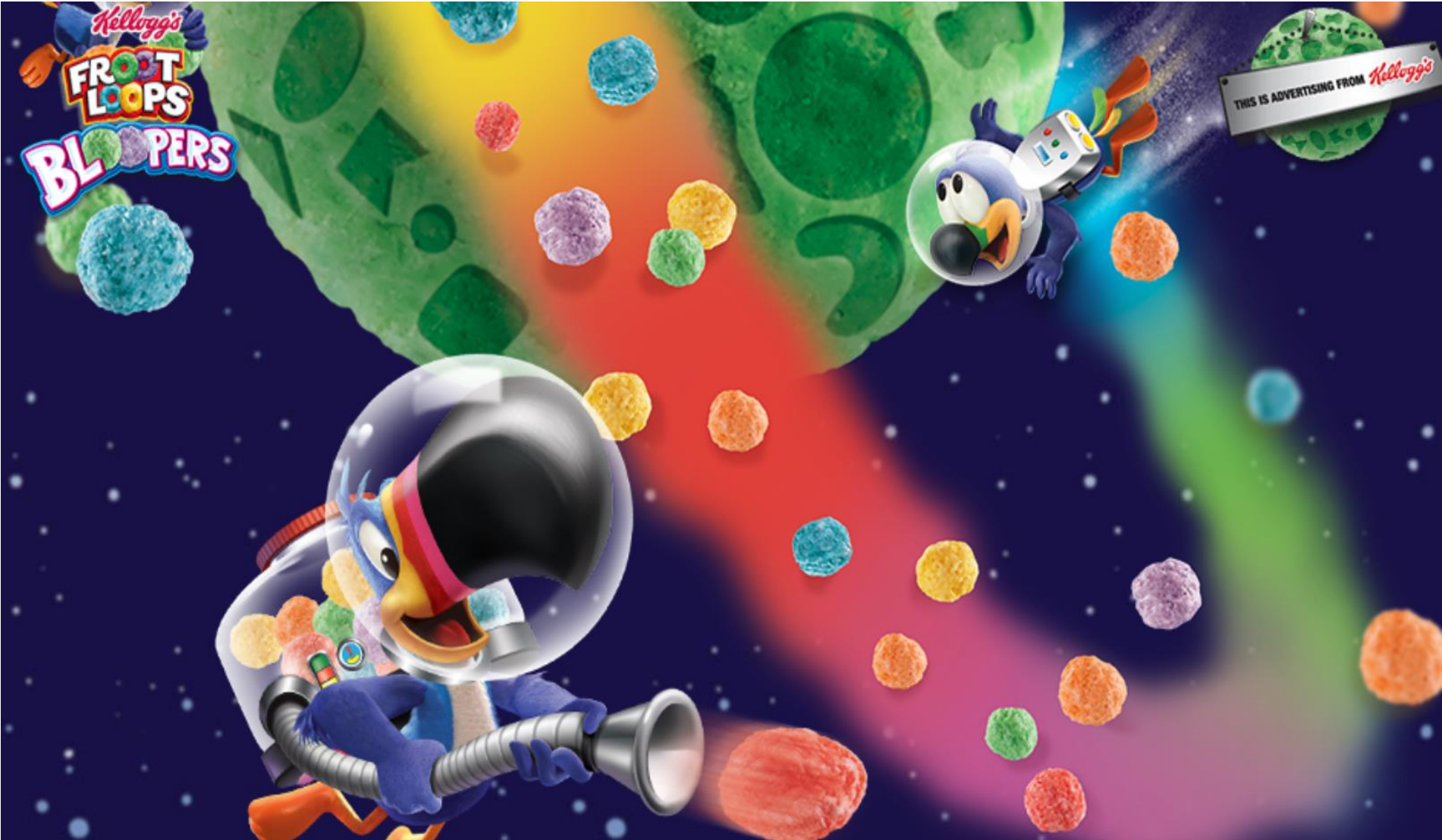








Adver-games by leading food companies, despite the EU Pledge and the global commitment



November 2016

# Barriers to Change: Research in three priority areas

1. Action to prevent NCDs faces opposition from commercial interests.

*Research needed:* What can be done? Who does it best?

- Limiting opportunities to influence policy
- Limiting opportunities to change draft regulation
- Limiting access to ministers
- Limiting political funding

# Barriers to Change: Research in three priority areas

2. The health ministry is weak in cabinet, and NCD prevention is weak in the ministry.

*Research needed:* what strengthens the ministry?

- Best practices in Public Health Acts
- Enable action on NCDs, and *require* it – a duty
- E.g. British Columbia ('health impediments'), Wales (Future Generations Act)?

# Barriers to Change: Research in three priority areas

3. Strategies for changing the language, narrative, discourse...

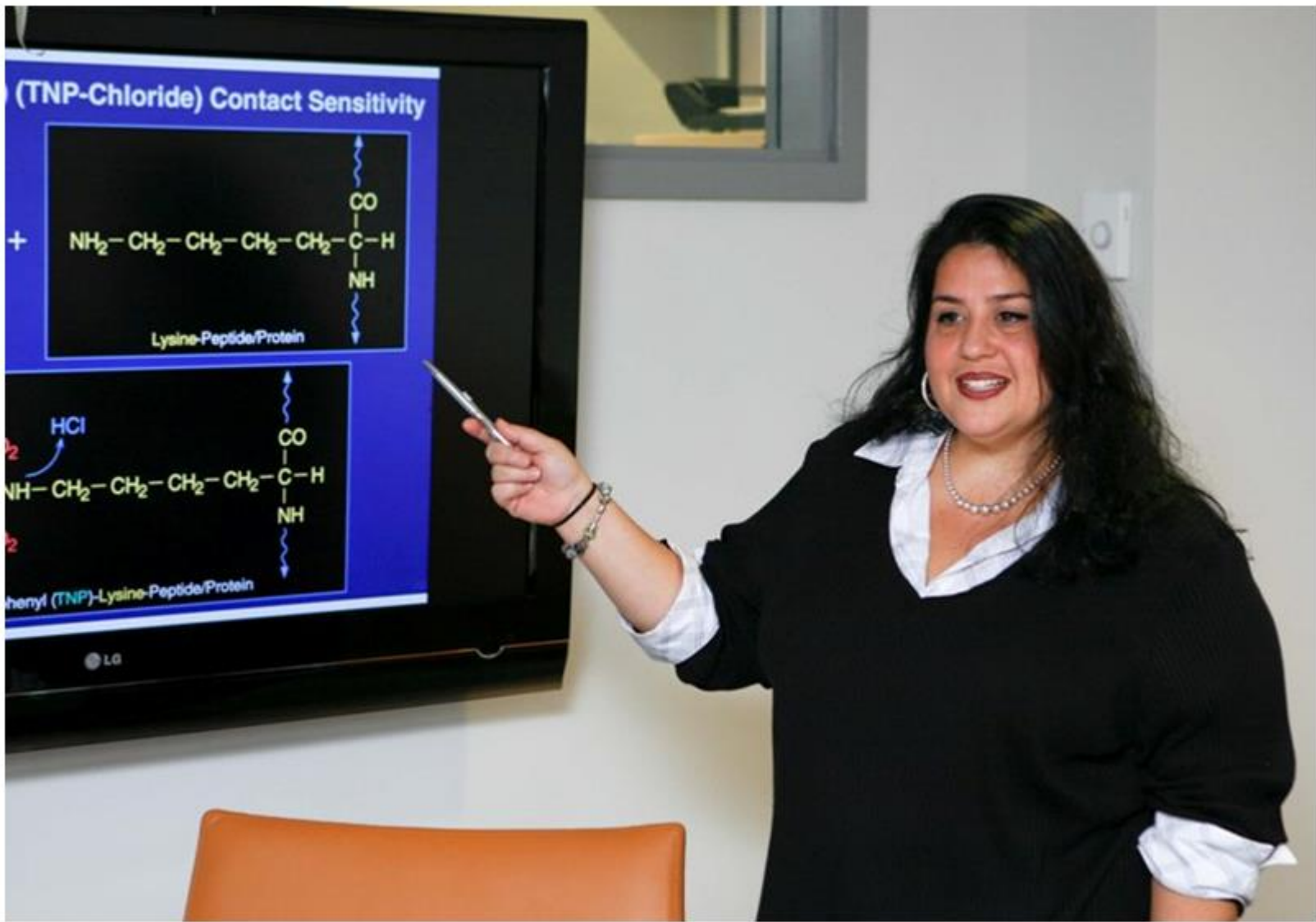
*Research needed:* How to influence the media?

How to influence political philosophy?

- Health protection is *'nanny state'*?
- Health-creation *'needs an expanding economy'*?
- Images of people with obesity: *stupid, eating junk, badly dressed?*

...





# Barriers to Change:

## Research in three priority areas

3. Strategies for changing the language, narrative, discourse...

*Research needed:* How to influence the media?  
How to influence political philosophy?

- E.g. Health-creation '*matters less than the economy*'?
- Health protection is '*nanny state*'?
- Images of people with obesity: stupid, eating junk, badly dressed?
- **Real people have obesity. What do they think? And their parents?**



**Thank you!**

**Dr. Tim Lobstein**

Policy Director

World Obesity Federation

[tlobstein@worldobesity.org](mailto:tlobstein@worldobesity.org)