NOVO NORDISK AND UNICEF: WORKING TOGETHER TO PREVENT CHILDHOOD OVERWEIGHT AND OBESITY

Novo Nordisk and UNICEF are working together to raise awareness, build knowledge and implement systemic changes that will contribute to the prevention of childhood overweight and obesity.

Why is the partnership needed?
From 2000 to 2016, the proportion of overweight children between 5 and 19 years of age nearly doubled from 1 in 10 to almost 1 in 5.

- Childhood obesity has varied and complex causes, and is increasing at an alarming rate.
- Children who have overweight are at a higher risk of developing chronic non-communicable diseases (NCDs), like heart disease and type 2 diabetes.
- Effective prevention of childhood overweight and obesity will require collaboration across multiple groups and industries.

What will the partnership do?
Novo Nordisk and UNICEF will contribute to the prevention of childhood overweight and obesity via three approaches:

Interventions and policies
Scaling up interventions that work, in Mexico and Colombia.

Evidence
Addressing gaps in knowledge and sharing best practice.

Advocacy
Supporting decision makers to act.

By 2022
The partnership will have contributed by:
- Helping to change the way that childhood obesity is perceived – from being an individual to a societal responsibility.
- Working to prevent childhood overweight and obesity – and diet-related NCDs more broadly.
- Benefiting more than half a million children in Latin America.
- Addressing obesogenic environments, improving diets and changing societal narratives and norms.

References:

Working together to prevent childhood overweight and obesity