

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**¹

40
MILLION

children under the age of 5 are living with overweight or obesity²



Childhood obesity has varied and complex causes, and is increasing at an alarming rate³



Children who have overweight are at a higher risk of developing chronic non-communicable diseases (NCDs), like heart disease and type 2 diabetes⁴



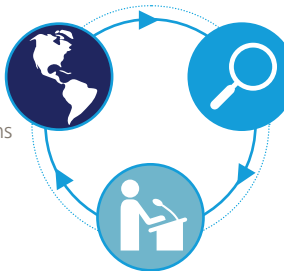
Effective prevention of childhood overweight and obesity will require collaboration across multiple groups and industries⁴

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:

1. NCD Risk Factor Collaboration (2017). 'Worldwide trends in body-mass index, underweight, overweight, and obesity from 1975 to 2016: A pooled analysis of 2416 population-based measurement studies in 128.9 million children, adolescents, and adults', *The Lancet*, 390(10113), pp. 2627–2642
2. UNICEF/World Health Organization/World Bank Group Joint Malnutrition Estimates, 2019 edition
3. World Health Organization. Population-based approaches to childhood obesity prevention. Geneva: World Health Organization, 2012
4. WHO. Population-based approaches to childhood obesity prevention. Geneva: World Health Organization, 2012



Working together to prevent
childhood overweight and obesity



in support of



UNICEF does not endorse any company, product, brand or service