



Working together

to prevent childhood overweight and obesity
in Latin America and the Caribbean



in support of



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01 Executive Summary

Novo Nordisk and UNICEF continued to create structural change that contributes to the prevention of childhood overweight and obesity.

Novo Nordisk and UNICEF made significant progress towards preventing childhood overweight and obesity by building on our effective partnership model of addressing gaps in knowledge, supporting decision makers to act, and providing tailored in-country support. The partnership reached significant achievements in 2022 at global, regional, and country levels. During the year, we saw many publications released, conducted effective advocacy initiatives supported by the partnership's strong research, and scaled up our in-country programming in Colombia and Mexico.

In 2022, the partnership benefitted 1.6 million children and caregivers across the Latin America and the Caribbean (LAC) region through direct programmatic reach. The partnership reached another 4 million people through Social and Behavior Change Communication (SBCC) efforts. This adds to the more than 1 million people previously benefited by the partnership through direct programmatic reach and SBCC strategies, and

millions more indirectly through improvements in policies, programmes, and services that benefit children in the partnership focus countries, region, and beyond.

Novo Nordisk and UNICEF continued to take a leading role in pushing forward the agenda on prevention of childhood overweight and obesity. The collaborative spirit of our partnership enabled us to advance the agenda and mobilize attention to the issue. By combining our expertise, strong networks and convening power, we expanded the reach and impact of the partnership.

With Novo Nordisk's funding UNICEF produced 19 publications in 2022 that are contributing to the prevention of childhood overweight and obesity globally and in the LAC region. The cutting-edge research provided a strong foundation for effective advocacy and helped inform key pieces of legislation.

Support from Novo Nordisk helped UNICEF bring together thousands of UNICEF staff members and external partners across 40 countries for global and regional events on the prevention of childhood obesity, including side events at the World Health Assembly and the United Nations General Assembly. In Colombia and Mexico, the scale up of interventions continued successfully, and policy makers were reached with information around diet, physical activity, and unhealthy environments.



We continued to build on our knowledge of how to effectively communicate the issue to decision makers, in advocacy materials, and throughout communications campaigns. Among our most successful efforts was a Social and Behaviour Change Communication (SBCC) campaign in Mexico that reached nearly 4 million people with nutrition-education videos designed by children and created for children.

As the first phase of our partnership steers towards the final six months, numerous major projects, including cutting-edge research, will be concluding. This will add to the already strong body of evidence that has been generated by this partnership at the global, regional, and country levels and demonstrates the partnership's continued thought leadership on the topic of childhood overweight and obesity.

Despite approaching the end of this successful first phase of our shared value partnership, Novo Nordisk and UNICEF continue to share a common vision to accelerate progress and build on this partnership's momentum. With an eye to 2023 and beyond, we must leverage our partnership's key learnings and best practices to scale up efforts to prevent childhood overweight and obesity by building healthy environments for children through policy change and innovation across multiple systems.

Our Shared Value Partnership

The partnership is organized around **three complementary pillars**, building an integrated partnership and leveraging strong links between interventions across global, regional, and country levels.



Address gaps in knowledge and sharing best practice:

Enhance knowledge among decision-makers on successful policies to prevent childhood overweight and obesity in middle-income countries.



Supporting decision makers to act: Build awareness of the impact of overweight and obesity on children and their rights and advocate for systemic changes to address this growing epidemic.



Tailored in-country support: Colombia & Mexico: Programmatic work in Colombia and Mexico to develop and strengthen interventions and policies for overweight and obesity prevention and help scale up interventions that work.

The partnership is working towards SDG 2: Zero Hunger and SDG 3: Good Health and Well-being, while being anchored in the principles of SDG 17: Partnerships.

Sustainable Development Goal 2

End hunger, achieve food security and improved nutrition and promote sustainable agriculture



Sustainable Development Goal 3

Ensure healthy lives and promote well-being for all at all ages



Sustainable Development Goal 17

Strengthen the means of implementation and revitalize the global partnership for sustainable development



03

Impact from our programmatic activities

Our goal

To contribute to the prevention of childhood overweight and obesity by addressing obesogenic environments, improving diets, and changing societal narratives and norms

Our pillars

Our achievements >

1. Address gaps in knowledge and share best practice

In 2022, Novo Nordisk funded an additional **19 UNICEF publications** contributing to the prevention of childhood obesity globally and in Latin America and the Caribbean (LAC), bringing the cumulative total to 26 publications.

By December 2022, a total of **17 countries in 4 regions** have now either completed or are currently undertaking the UNICEF Landscape Analysis Tool. A scientific evaluation will be published in the WHO Bulletin on the tool's effectiveness.

UNICEF published its first-ever e-Learning AGORA course on the prevention of childhood overweight and obesity in both English and Spanish in 2022. More than **1,000 UNICEF staff members and partners** have now completed the course, ranking it as **one of the most popular AGORA courses on the platform**.

A global advocacy playbook "Shifting the Narrative" has been published in English and Spanish in 2022 and disseminated to provide a practical guide to UNICEF's voice and framing on the topic.

In 2022, UNICEF brought together 5,000 UNICEF staff members and external partners, **across 40 countries**, for global or regional events on the prevention of childhood obesity.

2. Support decision makers to act

In 2022, 60 attendees, including Jamaica's Minister of Health and Mexico's Deputy Minister of Health joined a side event at World Health Assembly (WHA) in Geneva, convened by UNICEF, on "Seizing the opportunity: overcoming key barriers to success in obesity policy".

75 experts, government and private sector representatives, and academics attended the UN General Assembly (UNGA) side event in 2022 co-hosted by UNICEF and Novo Nordisk at the Danish Mission on addressing obesity from childhood through the life course.

In Colombia, **166 policy makers were sensitized through social-mobilization campaigns** around diet, physical activity, and unhealthy environments informed by behavioral insights as part of the intersectoral advocacy and communication strategy.

In 2022, UNICEF Mexico contributed to an additional **2 key pieces of legislation**, including modifications to the Regulation for the Sanitary Control of Products and Services, and the Regulation of the General Health Law related to Advertising, bringing the cumulative total to 8 policies since 2019.

In late 2022, the results of the study on urban food environments were shared in the C40 Mayors Summit side event.

3. Provide tailored in-country support: Colombia and Mexico

In Colombia, the Territorial Prevention Networks are now **fully operating in three territories**, reaching almost 300 local policy makers, practitioners, health professionals, and caregivers.

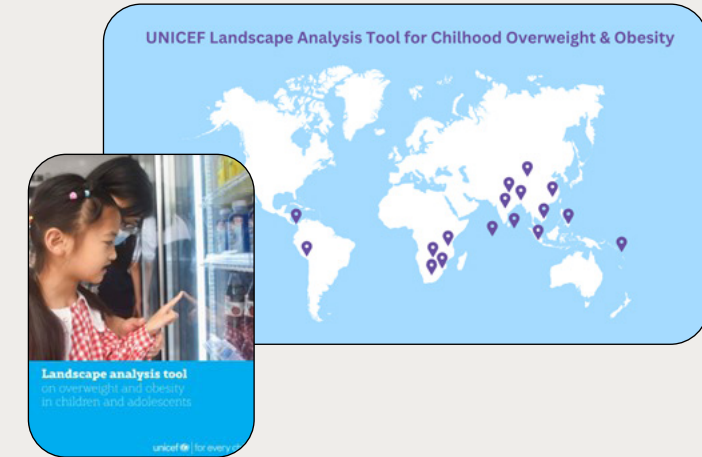
In Mexico, the scale-up plan of the mHealth programme continued and reached **15 out of 32 states. Over 10,000 caregivers** of children under five years were reached.

The 'Health Heroes' campaign was launched in Mexico aimed at providing nutrition education to children. The campaign **reached nearly 4 million people** through YouTube alone.

Pillar 1 Highlights

Landscape Analysis Tool on Overweight and Obesity in Children and Adolescents

UNICEF has designed a landscape analysis tool to be used in partnership with WHO, governments, and other partners to address the burden of childhood overweight and obesity in a national context. At least **17 countries in 4 regions** have now either completed or are currently undertaking the tool, with reports available for public access [here](#). The finalized [Landscape Analysis Tool](#) has been published online and is being translated into Spanish. The tool's effectiveness has been confirmed by a global scientific evaluation, with plans for it to be published in the WHO Bulletin.



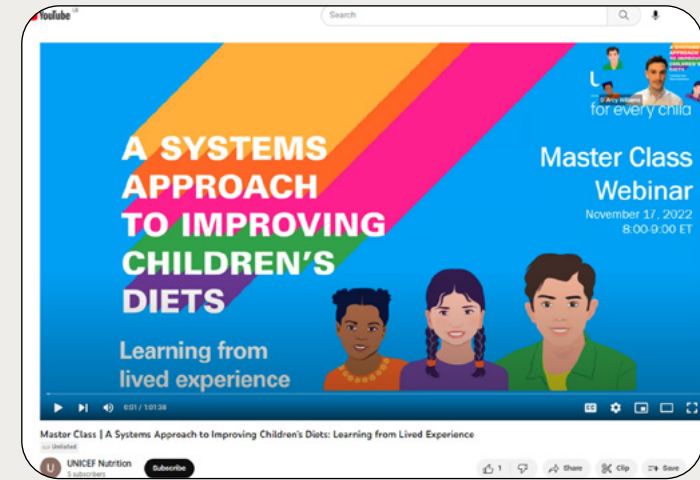
UNICEF's First-Ever e-Learning Course on Overweight and Obesity

UNICEF's first-ever e-learning course on [Agora](#), focused on preventing childhood overweight and obesity, is now available to the public in both [English](#) and [Spanish](#). The course was originally launched internally at UNICEF and has been carefully designed to equip UNICEF staff members and partner organizations with the technical knowledge and skills needed to collect evidence, create programming and report on the prevention of childhood overweight and obesity. More than 1,000 UNICEF staff members and partners have now completed the course, ranking it as **one of the most popular AGORA courses on the platform**.



A Systems Approach to Improving Children's Diets: Learning from Lived Experience

Following the completion of the Child Profile's work, UNICEF published [A Systems Approach to Improving Children's Diets: Learning from Lived Experience](#), that explores the daily lives of three children from the Philippines, South Africa, and Tunisia to show us how the foods they eat are powerfully influenced by the food, education, social protection and built infrastructure systems in which they live. Working alongside valuable academic partners in these countries as well as in the United Kingdom, UNICEF has translated children's lived experience research into **powerful insights to build effective policy for transforming systems to improve children's diets**. In November 2022, UNICEF hosted a virtual masterclass with four esteemed academic speakers who shared their insights on lived experience research. Thanks to a fruitful collaboration and promotion by Cities Changing Diabetes, the event attracted more than 200 participants and highlighted the importance of listening to children's lived experiences to develop policy recommendations. The recording of the masterclass is available on [YouTube](#).



Joint WHO/UNICEF Guidance on Food Marketing

UNICEF and WHO jointly published a guidance on food marketing to children. This guidance is aimed at **protecting children from the harmful impact of food marketing** practices that promote unhealthy food and beverage products, which can contribute to poor health outcomes such as obesity and diet-related chronic diseases. The guidance provides evidence-based recommendations for governments, the food industry, and civil society to establish effective policies and regulations on food marketing to children.



A Playbook for Effective Advocacy

After building an internal global advocacy strategy over the past three years, UNICEF launched [Shifting the Narrative: A playbook for effective advocacy on the prevention of childhood overweight and obesity](#). This practical guide harnesses valuable insights from a **global audience segmentation analysis with 7,000 people across 7 countries**, conducted by Glocalities, on their perceptions of childhood overweight and obesity. It provides an evidence-based strategy for how to shape UNICEF's voice and frame our messaging for different audiences around five key concepts: Failing food systems, misleading labels, harmful marketing to children, sugary drinks tax, and junk food villains. It's available in English and Spanish and has already been used to shape the speeches of senior UNICEF leadership.



Urban Food Environments in Latin America and the Caribbean

UNICEF LACRO has developed a strong evidence base and set of recommendations for the prevention of childhood overweight and obesity in urban food environments. In partnership with Gehl, they delved into the foodscapes of Santiago de Chile and Mexico City to support local governments and stakeholders in creating healthier urban food environments. Together, they created a powerful framework with four key pillars to analyze and redesign foodscapes in the region: **governance and political will, social environment, built space and urban character, and food environment and cultural eating patterns**. UNICEF's evidence-based approach and Gehl's expertise have combined to pave the way towards a healthier, more sustainable future for children. The report and the two case studies can be found in English and Spanish.



Pillar 2 Highlights

Making the case for investing in addressing obesity, on the global stage

During the year, the partnership has worked to generate and launch insights and analyses of the investment cases of childhood obesity. In collaboration with Novo Nordisk, World Obesity Federation and the Danish Ministry of Foreign Affairs, momentum was created to host a side event during the UN General Assembly (UNGA) focusing on the economic impact of obesity and discussing the implications and opportunities for using this insight to advance the implementation of global obesity prevention policies. The event on 21 September 2022 had **75 experts, government and private sector representatives, and academics** participate and focused on the new WHO Acceleration Plan. Novo Nordisk, represented by Vice President Niels Lund, and UNICEF, represented by UNICEF Mexico Deputy Representative Pressia Arifin-Cabo, both sat on the expert panel alongside representatives from the World Bank, Ministry of Indonesia, Bloomberg Philanthropies, and the World Obesity Federation.

World Obesity Day 2022 Advocacy Package: Policy Briefs, Call to Action Videos & Cartoon Booklets

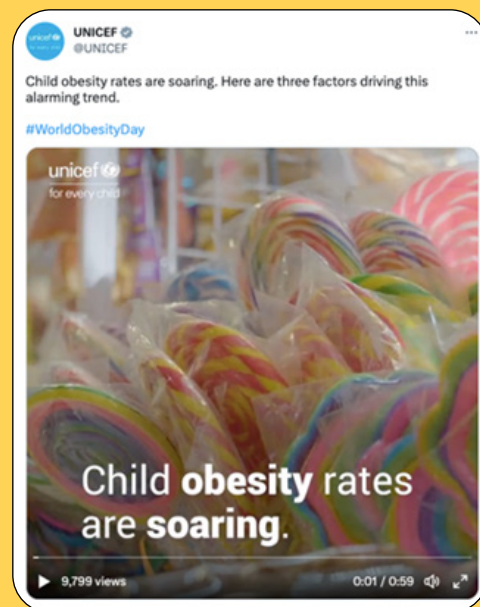
To mark the occasion of World Obesity Day 2022, UNICEF published and disseminated several new resources to help governments and partners develop effective policies and programmes for the prevention of childhood overweight and obesity. One of the resources is an [advocacy package for food environment policies](#), including **technical policy briefs on marketing, Front-of-Pack Nutrition Labelling (FOPL), and taxation**. These briefs aimed to promote healthier food environments through evidence-based policy recommendations. To support the dissemination of these briefs, UNICEF also developed call-to-action videos (available here: [1](#), [2](#), [3](#)) and cartoon advocacy booklets to raise awareness and engage stakeholders in advocating for healthier food environments. Partners are encouraged to use these resources to help shift narratives, policies, and programmes for the prevention of childhood overweight and obesity.



SPOTLIGHT BOX: World Obesity Day 2022

As part of UNICEF's World Obesity Day 2022 advocacy package, UNICEF's first-ever explainer video on childhood overweight and obesity was published on global channels. This package also included a funny comic strip on marketing regulations produced by a young designer in Indonesia, several Voices of Youth blogs from youth advocates in Australia and the United Kingdom, and an Instagram reel. This marked a significant and new chapter for UNICEF as a global advocate in the overweight and obesity space.

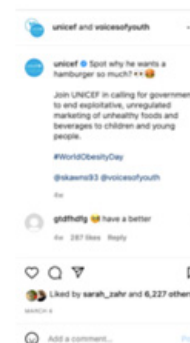
twitter.com



Voices of Youth & UNICEF Collab

Comic strip designed by a young artist from Indonesia on the power of junk food marketing

150k reached
6.5k engagement



Pillar 3 Highlights

Making the Investment Case for Prevention of Childhood and Adolescent Obesity in Mexico

The *'Investment case to prevent and reduce childhood and adolescent overweight and obesity in Mexico'* was developed and presented first to the Undersecretary of Health and his team, as well as at a side event hosted by the Danish Permanent Mission during the UNGA. Among the key findings, the report showed that the cost of one child with obesity in Mexico is over US\$230,000 across their life course. The most effective intervention to prevent childhood and adolescent overweight and obesity in Mexico includes: fiscal interventions, marketing regulation, food environment regulations in schools, social marketing in schools and breastfeeding protection and promotion. The Government showed high interest in the investment case, which was then used to advocate **1) for the Federal Congress and Senate to promote a reform to the General Education Law about school food environments** and **2) for the State Congress of Yucatan to improve legislation to prevent childhood overweight and obesity**. The publication will be released in 2023.

Cost of Burden of Disease Study in Colombia

A disease burden modeling study was conducted to analyze the economic costs associated with overweight and obesity in children and adolescents in Colombia. The study found that overweight generated 76,530 Disability-Adjusted Life Years (DALYs), with 25.7 DALYs per 100,000 people attributable to childhood overweight. In comparison, obesity generated 90,781 DALYs, of which 21.5 DALYs per 100,000 people were attributable to childhood and adolescent obesity. The economic burden of overweight and obesity in children and adolescents in Colombia was found to be significant, with **annual costs of 1.24 billion pesos for overweight and 518.56 billion pesos for obesity**. Interestingly, the study found that most costs associated with these conditions were not direct medical costs, but rather costs directly borne by families or society. The study highlights the need for greater public health interventions and strategies to address the rising burden of overweight and obesity in Colombia. In 2023, the results will be published and disseminated to decision makers, technical government counterparts, and territorial networks.



“Health Heroes” Campaign in Mexico Promotes Nutrition Education with Front-of-Pack Labelling

UNICEF Mexico and the National Institute of Public Health of Mexico (INSP) achieved a significant milestone by developing the “[Health Heroes](#)” campaign aimed at providing nutrition education to children through the use of front-of-pack labelling - especially the nutrition warning label. The campaign is part of the National Campaign on Healthy, Sustainable, and Fair Diets and was launched in September 2022 in collaboration with the Ministry of Health. [UNICEF Mexico's](#) promotion of the importance of front-of-pack food labelling in protecting children's health was a driving force behind this campaign. The 'Health Heroes' campaign provides resources for parents and caregivers to make informed decisions about the foods they purchase and consume. It also serves as an example of how organizational partnerships can result in impactful initiatives that encourage healthy eating habits among children. **The campaign reached nearly 4 million people** through its [YouTube Kids channel](#) alone.



04 Collaboration Highlights

During 2022, Novo Nordisk and UNICEF continued to build on our successful model for global collaboration. Together, we have identified key priority areas for collaboration to convene diverse stakeholders, mobilize attention for the partnership agenda and results, and position the partnership at the forefront of global thought leadership. We have continued to combine our expertise, reach, and convening power to promote the issue of childhood overweight and obesity and the benefits of prevention for children, governments, and society as a whole.



Collaboration examples across the partnership

Healthy Childhood Challenge:

Building on the success of the Healthy Food Challenge in 2021, Novo Nordisk in collaboration with UNICEF launched the Healthy Childhood Challenge (HCC) which ran from May to December 2022. The HCC was a global call for ideas that support and promote healthier environments for children. The challenge was open to any community or organization to submit proposals through an online platform. The challenge received **100 proposals from around the globe**. All submitted ideas proceeded through a review process by a panel of experts in the fields of urban planning, nutrition, and child health, including sector experts from UNICEF. After, 10 finalists were invited to refine their ideas based on the feedback received from the review. The refined ideas were re-submitted and then workshopped with the expert panel ahead of a final pitch process. Three winners were selected, who each received a grant from Novo Nordisk of US\$ 100,000 to pilot their solution. The winners were presented at a webinar on 15 December 2022, hosted by experts and key stakeholders from Novo Nordisk and UNICEF.



The 3 winners:



Solidarity Kitchens, Brazil: Addresses malnutrition and food insecurity through a network of community kitchens.



MozNutri, Mozambique: A social enterprise that funds healthy and locally sourced school meals.



Ajuri, Brazil: Working with communities to use food, play, and film in combination to recover healthy traditions and practices.

Partnership Visit in Colombia

With COVID-19 restrictions being lifted, Novo Nordisk and UNICEF were finally able to go on a partnership visit in Colombia with key stakeholders from Novo Nordisk. We visited two cities, Cali and Cartagena, to see the impact that we are creating through this partnership. The visit provided an opportunity for the global partnership teams to learn from in-country colleagues and see firsthand how the partnership is being implemented in Colombia. During our time together, partnership approaches, key actions, and results were presented and showcased by UNICEF Colombia's technical team, implementing partners, schools, and community and institutional territorial networks. These groups work to advance the knowledge of preventive measures for schools, families, and communities. It was truly rewarding to experience the real-world impact after nearly three years of partnership.

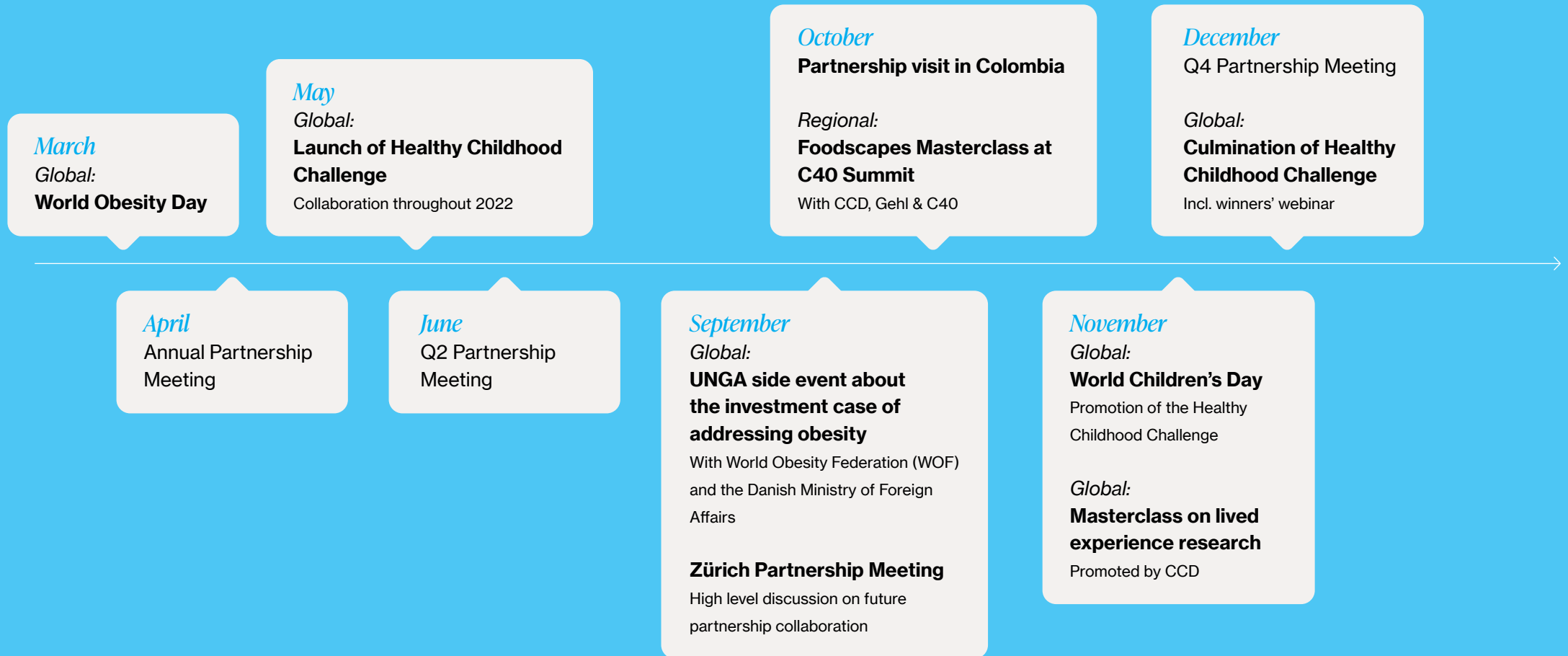


C40 Mayors Summit with Cities Changing Diabetes

On 19 October 2022, UNICEF Argentina's Representative, Luisa Brumana, presented an informative report on urban food environments and childhood obesity prevention in LACRO at the C40 Mayors Summit side event. The event was organized by Cities Changing Diabetes (CCD) and attended by representatives of local governments from Bogotá, Buenos Aires, Merida, Philadelphia, Santiago, and other interested stakeholders. **This is a critical convening of the mayors of global and regional cities** in the effort to address a critical public health issue affecting children.



Collaboration Overview 2022





05 Partnership Communications

In 2022, Novo Nordisk and UNICEF worked together to promote the partnership and create awareness of our joint agenda by engaging with both external and internal audiences through campaigns including global activations like the Healthy Childhood Challenge and a partnership visit in Colombia, as well as local initiatives in Colombia and Mexico.

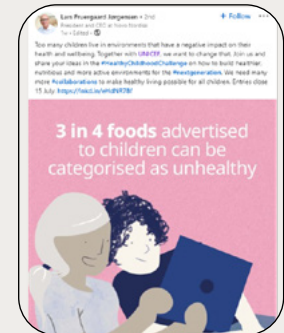
Healthy Childhood Challenge

The [Healthy Childhood Challenge \(HCC\)](#) was the partnership communication's centerpiece in 2022 and granted opportunities to further strengthen Novo Nordisk and UNICEF's global joint position to support and promote healthy environments. Novo Nordisk led the communication campaign with close support from UNICEF through all phases – from the launch in May, continuing to the winner announcement on World Children's Day in November, and finishing with the final webinar in December.

The communication campaign featured a comprehensive social media plan, including both generic and targeted promotion posts, a hero video, graphic elements, landing page, newsletters and internal posts on Yammer. Senior staff from both Novo Nordisk and UNICEF amplified the campaign through their personal social media accounts.

The key messages focused on facts, issues, and consequences of childhood overweight and obesity together with a call-to-action to join the HCC and be part of future solutions.

The first part of the HCC communication campaign ran from May to July with the main purpose to encourage individuals, organizations, communities and others to submit their ideas for how to create healthier environments for children. The second part kicked off with the announcement of winners on World Children's Day, including short videos with presentations of the three winning proposals. Teasers for the winners' webinar on 15 December were also a part of this effort. The campaign continued after World Children's Day to promote and encourage participation in the webinar for a chance to meet the winners and experts and to learn more about the winners' ideas.



Partnership Visit in Colombia

The partnership visit was the first occasion for the communication team to experience the partnership's programmatic interventions, results and key actions firsthand. The visit provided unique opportunities to produce images and footage from local communities in Cali and Cartagena to highlight solutions and progress, like the positive developments in school environments, as well as illuminate the prevailing challenges, like the abundance of ultra-processed and high-calorie foods and sugary drinks.

An internal explanation video including interviews with global and local colleagues from Novo Nordisk and UNICEF, local community workers, and implementing partners was produced and disseminated to Novo Nordisk employees. In addition, the images and footage from the visit to Colombia will be used for future communications opportunities.



Promoting Healthy Lifestyles in Colombia through a Digital Campaign

On the occasion of World Obesity Day, [UNICEF Colombia](#) launched a digital campaign "Me Pongo La 10 Para Prevenir la Obesidad en la Niñez", which has led to significant strides in promoting healthy lifestyles among middle-class fathers, mothers, and caregivers between the ages of 18 and 40 in Colombian regions like Bogota, Medellin, and online in UNICEF's social networking communities. With a **total reach of 3.4 million and 334,000 total interactions**, the campaign has successfully encouraged the commitment of parents and caregivers to transform obesogenic environments by promoting good physical activity and healthy eating practices. In January 2023, the campaign will enter its second phase, "Nutrir la Vida," with plans to record a reality show to further promote healthy lifestyles among the target audience. Additionally, UNICEF Colombia is supporting the Ministry of Education to design a campaign on healthy lifestyles for teachers to raise awareness about how to maintain children's health.



Local Health Communication Campaign

A local communication campaign in Mexico was rolled out for children and adolescents, as well as their caretakers about healthy nutrition via [UNICEF Mexico's](#) Instagram handle.





07 Publications

1. [Landscape Analysis Tool](#)
2. [3 policy briefs on marketing, FoPL and taxation and cartoon advocacy booklet](#)
3. [A systems approach to improving children's diets: learning from lived experience](#)
4. [UNICEF technical note](#) on effective regulatory approaches to protect, support and promote better diets and create healthy food environments for children.
5. [Joint UNICEF/WHO Policy Brief](#) on Food Marketing
6. [Shifting the narrative](#): a playbook for effective advocacy on the prevention of childhood overweight and obesity
7. [UNICEF LACRO Urban Food Environments](#) "Improving urban food environments to prevent childhood overweight and obesity in Latin America and the Caribbean: Diagnosis and recommendations" and two case studies
8. [Digital marketing of formula and baby food negatively influences breast feeding and complementary feeding: a cross-sectional study and video recording of parental exposure in Mexico](#) in *BMJ Global Health*
9. [Digital marketing of commercial breastmilk substitutes and baby foods: strategies, and recommendations for its regulation in Mexico](#) in *Globalization and Health*
10. [Caregivers' challenges around children feeding practices with 'comida chatarra': a qualitative study to understand sociocultural factors and processes involved](#) in *Nutrients*
11. [Design of an Online Initiative to Promote Water Consumption in Mexican Adolescents in Current Developments](#) in *Nutrition*
12. [Diseño de una estrategia de comunicación para la promoción del uso del etiquetado de advertencia en niños, niñas y adolescentes mexicanos](#) in *Salud Pública de México*
13. [Quality Appraisal of Nutritional Guidelines to Prevent, Diagnose, and Treat Malnutrition in All Its Forms during Pregnancy](#) in *Nutrients (MDPI)*
14. [Development and validation of a new set of indicators to assess the quality of maternal and child nutritional care at the primary care](#) in *Frontiers in Medicine*
15. [Implementation of Breastfeeding Policies at Workplace in Mexico: Analysis of Context Using a Realist Approach](#) in *International Journal of Environmental Research and Public Health*

Working together to prevent
childhood overweight and obesity



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