

Novo Nordisk and UNICEF Annual Report 2023-2024

# Scaling up efforts to prevent childhood overweight and obesity



in support of



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



# Content

01	Executive Summary	4
02	Impact	6
03	Collaboration highlights	18
04	Global partnership extension campaign	20
05	Publications & links	21



# Glossary

<b>ASEAN</b>	Association of Southeast Asian Nations	<b>MOH</b>	Ministry of Health
<b>EAP</b>	East Asia and Pacific	<b>SBC</b>	Social and Behaviour Change
<b>EAPRO</b>	East Asia and Pacific Regional Office	<b>SSB</b>	Sugar-sweetened beverages
<b>HLS</b>	Healthy Lifestyle Strategy	<b>SLAN</b>	The Latin America Society of Nutrition
<b>HQ</b>	Headquarters	<b>SROI</b>	Social Return on Investment
<b>KPIs</b>	Key Performance Indicators	<b>UNGA</b>	United Nations General Assembly
<b>LAC</b>	Latin America and Caribbean	<b>WHA</b>	World Health Assembly
<b>LACRO</b>	Latin America and Caribbean Regional Office	<b>WHO</b>	World Health Organisation
<b>mHealth</b>	A mobile health initiative to promote healthy diets by using text messages	<b>WOD</b>	World Obesity Day
<b>MOE</b>	Ministry of Education	<b>WOF</b>	World Obesity Federation

# 01 Executive Summary

Novo Nordisk and UNICEF commenced the 3-year expansion of our partnership (2023-2026) in May 2023. Building on the achievements from the first phase of the partnership (2019 – 2023), this phase is helping us understand the problem in new contexts and aiming at sharing solutions, as well as building healthy environments for children through policy change and innovation within the food and urban systems.

With this next phase of our partnership, efforts are intensified to prevent childhood overweight and obesity in Latin America and Caribbean (LAC) and expand to East Asia and Pacific (EAP), now reaching four countries: Mexico, Colombia, Brazil and Indonesia with a combined child and adolescent population of nearly 160 million.

The second phase commenced with a collaboration around a high-level side event at United Nations General Assembly (UNGA) and common communication and messaging around World Children's Day. There has also been a special focus on establishing the partnership collaboration and commencement of programmes in new countries, Indonesia and Brazil. Specifically for Brazil, programmatic activities had to be rescoped to adapt to a new local context causing some delay in implementation of activities. After this adjustment the partnership and programme implementation has been successful and on track in all countries and regions, reaching new target groups and partners.

## The main results for 2023 – 2024 are



UNICEF teams produced **17 knowledge products** and reached nearly **4,000 decision makers**.



UNICEF reached **8.2 million with communication and advocacy messages** that shift the narrative on childhood obesity and engaged nearly **4,500 adolescents in strategic advocacy**.



UNICEF supported the governments in **3 countries** (Costa Rica, Malaysia, and Mexico) to improve national food and nutrition policies, all with the potential to positively impact the enabling environments of nearly **49 million children** under 19 years old.



UNICEF were able to directly reach **48,092 children** with programmatic interventions



# Story from our partnership



📍 MEXICO

## Regulation of marketing

Siblings Laila and Bastian, 7 and 12 years old, live in Mexico City. Sometimes, they visit their grandparents after school and have lunch with them. They feel lucky eating home-made food - especially their grandmother's delicious meatballs and carrot salad - unlike some of their schoolmates who usually eat fast food or less healthy options.

After lunch, Laila and Bastian usually take a moment for relaxation watching TV or social media, where they are repeatedly exposed to relentless marketing for food and beverage. Since 2021 and 2022, respectively, two regulations make it mandatory that products with excessive sugar, sodium, fat and calories can no longer use cartoons, animations, celebrities, athletes and brand mascots in their packaging and on TV, cinema and internet ads.

Their grandmother thinks this is a good measure to protect them from the harm of these unhealthy products, but she also thinks that all other kinds of marketing should also be forbidden. She sees her grandchildren continue to be exposed to marketing that still finds ways to encourage the consumption of these products.

For example, when Laila and Bastian go out to play in the park, their route is filled with marketing of unhealthy products in different media-like billboards, bus stops and convenience stores. When asking them how this marketing makes them feel, Laila and Bastian share that when they see those types of ads, it triggers their craving for these types of products. Laila and Bastian have even noticed that some products no longer have brand mascots, and they have indicated that they miss these characters - an unmistakable sign of the loyalty that these brands generate with children.



# Impact



Building on the achievements and lessons learned from the first phase of our partnerships, programming for phase two has been building on our previous success, leveraging the **three-pillar strategy**.

The partnership's overall strategic goal is to **build healthy environments for children through policy change and innovation within the food and urban systems**. Each of the UNICEF offices has its own specific goals and outcomes, but all their programming is feeding into the partnership's overall strategic goal.

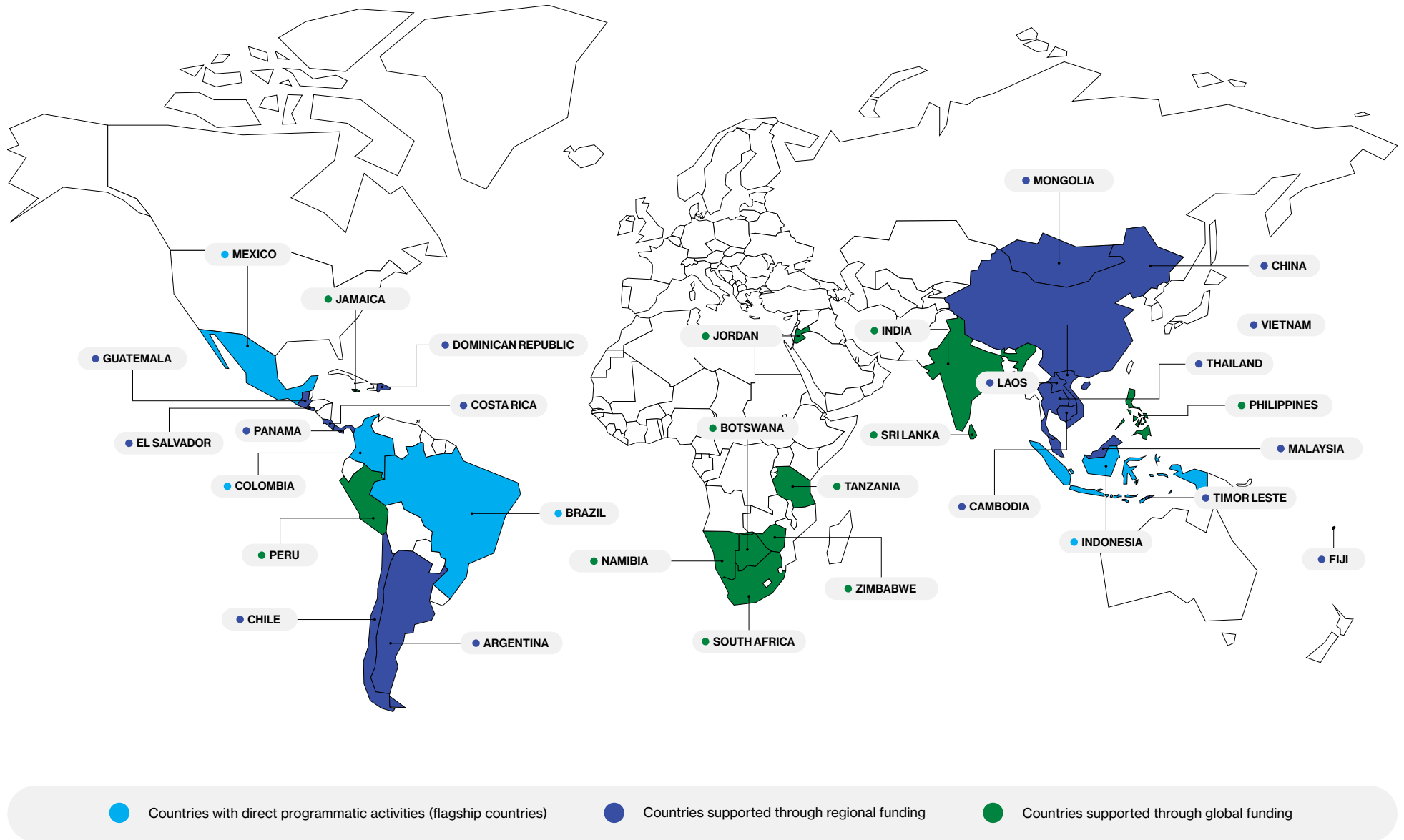
To get a clear overview of the results and progress, the second phase of the partnership is reporting against **Global Key Performance Indicators (KPIs)**. These Global KPIs are spread across each of the three pillars' outcomes and provide a way to measure and communicate our overall global impact.



Children participate in a morning guided physical activity session at one of the primary schools targeted by UNICEF's pilot programme in Semarang, Central Java. ©2024/UNICEF/Vanes Pilav



# Global footprint of the Novo Nordisk and UNICEF partnership



*Novo Nordisk and UNICEF share a vision that every child deserves to grow up healthy. We value our long-standing partnership with UNICEF and are pleased to see the progress made in our joint efforts to prevent childhood overweight and obesity globally. We look forward to continuing the work to generate evidence, strengthen supportive policies and scale up local actions so that even more children can eat well and be active.*

Nicolai Haugaard, Vice President, Global Health Equity, Novo Nordisk



## Pillar I: Evidence Generation

### Global

Social and Behaviour Change (SBC) programmes have a key role to play in helping shape the choices people make and support the decisions and actions that determine their health and well-being, including nutritional behaviours and choices. Calculating the social return on investment (SROI) for SBC programmes can be challenging. Nevertheless, with an increasing burden of disease and a growing need to show value for money, it is important to try and demonstrate the relative SROI of SBC programmes to answer the question – “How much does meeting a particular behaviour change target contribute to future health, well-being and social cost savings?” As such, UNICEF headquarters (HQ) has begun supporting UNICEF Zimbabwe to calculate the SROI for one of their school-based SBC interventions, which aims to increase diet diversity and prevent overweight and obesity.

### Latin America & the Caribbean Region

In 2023, UNICEF Latin America & the Caribbean Regional Office (LACRO) launched the second [Thematic Report on Childhood Overweight](#). This report included key data and resources for advocacy on overweight prevention, including the following studies commissioned by UNICEF LACRO: Urban food environments (Mexico City and Santiago, Chile), Digital marketing of ultra-processed foods and beverages (Argentina and Mexico), Front-of-pack warning labelling implementation regional study, and landscape

analyses on overweight and obesity in children and adolescents in Costa Rica and Peru. The report was downloaded by more than 2,700 individuals from 56 countries (globally), whereas key messages were replicated in major news pieces (e.g. CNN, El Universal, El Pais, Forbes, etc) with the potential reach of nearly 200 million people. Furthermore, the report was presented to nearly 1,000 members of the Latin American Nutrition Society (SLAN), high-level experts from civil society, UN and academia, in an in-person event.

### Colombia

In October 2023, UNICEF Colombia published two major research studies on childhood overweight and obesity. The [first was with the ALZAK Foundation](#) on the impact of overweight and obesity in pregnant women and children, and the [second was with EAFIT University](#) on unhealthy food promotion to children. Both studies are contributing to the creation of a national food policy in Colombia, with UNICEF serving as a technical adviser emphasizing the human right to food and food systems.

### Mexico

UNICEF Mexico has been generating evidence to evaluate the compliance of the food and beverage industry to Mexico's recent regulations on marketing directed to children on television and social media. Preliminary results from this monitoring have already been used by the regulatory entity (COFEPRIS) to identify and notify companies that are not in compliance with the regulation. The results have also made it possible to identify novel strategies that the food industry is using to evade current regulations so that UNICEF Mexico can advocate to decision-makers for improvements.



### East Asia & Pacific Region

UNICEF East Asia and Pacific Regional Office (EAPRO) conducted a scoping exercise of the types of policies and programmes in place to support improved nutrition for school-age children with a focus on school-based policies and programmes. This data was then used to generate individual country policy briefs for UNICEF country teams to advocate to governments on strengthening the identified gaps in their school nutrition policies and can be used in conjunction with the Association of Southeast Asian Nations (ASEAN) Guidelines and Minimum Standards on the School Nutrition Package to strengthen nutrition in schools.

### Indonesia

UNICEF Indonesia partnered with the research centre SEAMEO-RECFON to conduct a baseline study across the four districts where the school nutrition and obesity prevention programme is being piloted as part of the Novo Nordisk - UNICEF partnership. The study involves 40 primary schools and 800 primary school children, examining the nutritional status, knowledge, attitudes, and practices of students regarding nutrition and obesity. It also assesses school characteristics and the capacity of local schools and health systems to address malnutrition and obesity. Additionally, qualitative data is gathered from stakeholders that are key to promoting healthier school food environments, including teachers, school canteen managers and street food vendors.

The study aims to provide a solid evidence base for tracking progress and measuring the pilot's impact. In turn, this data will support UNICEF's advocacy with policymakers at national and local levels to sustain and expand these activities beyond the pilot's duration.



Interviews with food vendors outside one of the primary schools involved in the baseline study, Tegal District. ©2024/UNICEF and SEAMEO-RECFON



Interviews with food vendors outside one of the primary schools involved in the baseline study, Surakarta City. ©2024/UNICEF and SEAMEO-RECFON



## Pillar II: Advocacy and Communications

### World Obesity Day 2024

At the global level, UNICEF launched a **creative digital campaign** **#NotInOurFace** focused on getting harmful junk food marketing out of children's faces. UNICEF developed an empathetic video aimed at parents, who are doing their best to raise healthy eaters, despite relentless junk food marketing targeting their children. The video was shared across UNICEF's global channels [[Twitter](#), [Instagram](#), [LinkedIn](#), [Facebook](#)], shared by UNICEF Ambassador [Pau Gasol](#), translated into several languages [[Spanish](#), [Vietnamese](#), [Bosnian](#)] and received over 125,000 views.



Additionally, **UNICEF co-hosted a global youth-led webinar** alongside World Health Organisation (WHO) and the World Obesity Federation WOF, as part of the Global Obesity Coalition, to unlock conversations about how obesity affects the lives of young people around the world and the

concrete change young people are both leading and demanding. **Around 300 people** participated to listen to inspiring youth voices from Brazil, Barbados, India, Jordan, the Philippines, South Africa, USA and the UK - in addition to a [special message](#) from UNICEF Ambassador, Pau Gasol.

At a national level, UNICEF Indonesia organized a series of World Obesity Day (WOD) events to raise awareness about obesity as a critical public health issue. In Jakarta, **UNICEF Indonesia partnered with the Ministry of Health (MOH), CISDI, and a body positivity influencer to highlight obesity as a form of malnutrition and to combat weight stigma.** In Makassar, South Sulawesi, UNICEF Indonesia collaborated with local civil society organisations and youth groups for a public lecture, "Young Generations Preventing Obesity," attended by about 200 students and health workers.

Throughout the week, UNICEF Indonesia engaged in media briefings and news stories and co-created digital advocacy materials with youth representatives, offering practical guidance on obesity prevention and reading food labels to promote healthier choices.



Panel discussions on "Uncovering Obesity: Ending Stigma and Creating a Healthy Environment" during the main session of the community event organized by UNICEF and CISDI in Jakarta to commemorate World Obesity Day, March 2024. ©2024/UNICEF/CISDI



Information, communication, and education materials on obesity prevention developed by UNICEF on display at the community event organized by UNICEF and CISDI in Jakarta to commemorate World Obesity Day, March 2024. ©2024/David Colozza

## Global

On the side-lines of the 77<sup>th</sup> World Health Assembly (WHA), UNICEF and WHO brought together Ministers of Health from Jordan, Spain, Mauritius, and the Philippines along with UNICEF Deputy Executive Director Ted Chaiban, Scaling Up Nutrition Coordinator Afshan Khan, UNICEF Ambassador Pau Gasol, and lived experience advocates to discuss “*How the WHO Acceleration Plan to Stop Obesity is unlocking country action*” with more than 100 people in attendance.

Additionally, UNICEF hosted a bilateral meeting with Pau Gasol and his team from the Gasol Foundation to coordinate advocacy efforts in LAC and beyond.

## Latin America & the Caribbean Region

In the context of World Obesity Day 2024, UNICEF LACRO, in collaboration with PAHO/WHO and the regional UN Task Force on Food Systems, co-organized a webinar titled “Public Policies to Prevent Childhood Overweight.” The focus was on promoting healthy food systems for children, including fostering healthy urban environments. This event gathered 516 participants through Zoom mainly key counterparts across the region, and 556 viewers through live streaming on YouTube and PAHO TV.

Additionally, UNICEF LACRO supported a digital marketing video campaign on ultra-processed foods and beverages

with adolescents from the Dominican Republic, which was promoted during the event. The campaign generated significant engagement, with 14,286 interactions and 326,044 views.

## Colombia

In collaboration with the MOH, UNICEF Colombia developed a family-oriented front-of-pack labelling manual to explain how products should be selected according to the new food labels. The manual will be disseminated nationally via the MOH's media platforms and incorporated into national Healthy Lifestyles projects and programmes, in addition to UNICEF Colombia's [Nourishing Life campaign](#).

## Mexico

UNICEF Mexico's advocacy efforts contributed to the passing of the [General Law on Adequate and Sustainable Food](#) that was approved by the Chamber of Deputies in March 2024, which establishes an intersectoral governance mechanism and mandates the creation of a food policy, a food strategy, and a special food programme. In coordination with the Parliamentary Front Against Hunger, Food and Agriculture Organisation of the United Nations (FAO), and PAHO, UNICEF participated in two forums and carried out a presentation of the Law in the Senate. Moreover, in 2023, letters were sent by the UNICEF Country Director to the deputies to promote the vote in favour of the law. Importantly, the law

considers children and adolescents as a priority population and endorses actions to promote and protect breastfeeding and adequate complementary feeding, promotion of healthy school food environments and nutritional education, and the reinforcement of food warning labelling.

## East Asia & Pacific Region

In March 2024, UNICEF EAPRO convened a school nutrition meeting with partners, in Bangkok, called ‘*Bringing the School Nutrition Agenda in Southeast Asia to the Forefront: Sharing evidence and lessons learned on the nutrition of school-age children*’.

The meeting happened in the context of ASEAN developing Minimum Standards and Guidelines for the School Nutrition Package and included reviews of the nutritional status of school-age children and school-based nutrition policies and programmes, research on the school food environment, and best practice case-studies on school-based nutrition interventions, including protecting the school environment from commercial influence and ensuring that obesity prevention is prioritised in schools.

UNICEF teams and partners joined from nine countries: Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, the Philippines, Thailand, Viet Nam and Timor-Leste.



i

Health workers from a local community health centre conduct health checks and information sessions at the community event organized by UNICEF and CISDI in Jakarta to commemorate World Obesity Day, March 2024.  
©2024/David Colozza



# Story from our partnership

📍 INDONESIA

## Champions of Change: Children Leading the Way to Healthier Lifestyles

Kenzo, a ten-year-old primary school student from Semarang, struggled with overweight before joining UNICEF's nutrition programme. "I used to eat a lot of unhealthy snacks and didn't know about the importance of eating vegetables and drinking enough water every day," Kenzo admits. Everything changed when he became a nutrition captain, as part of UNICEF's Petualangan Bergizi (Nutritious Adventure) initiative in his school. "Every time I play and lead the Petualangan Bergizi games, I feel healthier. I can share my knowledge with friends, and now I choose snacks that don't contain flavour enhancers," Kenzo says with pride.

Indonesia faces significant malnutrition challenges. In addition to longstanding undernutrition issues, in recent years the rates of overweight and obesity have increased remarkably. In response, UNICEF is piloting an intervention in Central Java to improve the nutritional status of primary school children, focusing on obesity prevention through behaviour changes and healthier food environments. Following the promising results from the initial pilot phase completed in 2023, the intervention was expanded in 2024 to include 20 primary schools and over 1,000 students. Activities focus on nutrition education, physical activity, and improving school food environments through healthy school canteens and school gardening.

Students and teachers are actively involved, with two "nutrition captains" in each classroom to help deliver nutrition education through engaging games. The programme also trains community health workers to deliver services to children with overweight, such as nutrition and psychological counselling. Sinta Wati from the Health Office of Semarang already sees a positive impact: "The collaboration with UNICEF is very good. We hope that this programme expands to other schools with strong commitment from local institutions." As Kenzo proudly puts it, "By learning and sharing healthy habits, we're not just changing ourselves, we're changing our community."

i

Kenzo, a "nutrition captain" at one of the primary schools targeted by UNICEF's pilot programme in Semarang, Central Java, attends a nutrition education class. As part of the programme, nutrition captains receive training on nutrition and healthy lifestyles and actively help facilitate activities, including nutrition and physical activity games and education sessions. ©2024/UNICEF/Vanes Pilav

## Pillar III: Intervention

### Global

To spark the prevention of childhood overweight and obesity agenda in new regions, UNICEF HQ has been working closely with the European and Central Asia Regional Office to bring stakeholders together and facilitate conversations about good childhood nutrition across the region.

Harnessing a Systems Thinking framework for understanding the multifaceted nature of overweight and obesity, UNICEF is supporting stakeholders to come together to 'connect the dots' and focus on fostering systemic change. Several countries across the region have been invited to join, to catalyse a new regional agenda. To initiate this intervention, a regional survey was followed up by workshops held with key stakeholders, which resulted in countries developing system maps and policy action plans for future work.

UNICEF were able to directly reach 48,092 children with programmatic interventions.

### Latin America & the Caribbean Region

Harnessing data from UNICEF's Landscape Analysis on Childhood Overweight in Costa Rica, supported by UNICEF LACRO, UNICEF Costa Rica helped the Government of Costa Rica to

update the [National Dietary Guidelines](#) for Adolescents and the [National Health Policy](#) in 2023.

### Brazil

UNICEF Brazil developed a training methodology to build the capacity of education managers and professionals to strengthen nutrition education in schools by incorporating the new National Curriculum. Thus far, UNICEF Brazil has trained nearly 150 education managers and professionals in Rio de Janeiro and Belém, reaching approximately 7,480 children and adolescents. Additionally, nearly 1,500 adolescents from the North and Northeast of Brazil have been trained on healthy school food environments, and 2,300 others have completed the latest U-report for understanding adolescents' perception of the school food environment.

### Colombia

The government's new Healthy Lifestyles Strategy (HLS) was incorporated within the Ministry of Education (MOE) and MOH's National Agenda 2120/2021 Law, aligning with the existing School Feeding National Programme.

The recently published online HLS toolbox includes resources and materials that can be used in all Colombian public schools. Pilot municipalities and schools have been identified by the MOE, where the HLS will be rolled out for two years.

### Mexico

The "Heroes for Health" campaign aims

to promote the use of food labelling to make healthier choices among children. A mHealth strategy of the campaign aimed at caregivers has been available on the campaign's [website](#) and will be a key element for the intervention of the nutrition mobile units. More than 7,000 caregivers enrolled and received 29 WhatsApp messages that provided them with different tools to enable and motivate families to healthy eating. After receiving the messages, 98 per cent of the participants said that they consumed fewer products with seals, 95 per cent consumed fewer products with warning labels and 98 per cent consumed more natural and whole foods. As a qualitative result, the main message that participants recalled was, "We should eat food with the least seals, or better without seals".

### East Asia & Pacific Region

Back in 2019, against immense pressure from the industry, UNICEF and WHO supported the Malaysian government in introducing a MYR0.40 per litre tax on sugar-sweetened beverages (SSBs) that included carbonated drinks, flavoured milk-based drinks and fruit drinks. UNICEF then supported the government by conducting a rigorous evaluation to assess the impact of the new SSB tax policy. As predicted, since the level of taxation was 8.3 per cent, some of the larger manufacturers absorbed the tax and avoided passing on the cost to consumers, while other manufacturers avoided taxation by reformulating their products.

In 2023, UNICEF finalized the evaluation and supported the Malaysian government to enforce an updated premix tax in early 2024 – now including premix preparations such as coffee, tea and chocolate drinks with a sugar content of more than 33.3g per 100g. The government is now also exploring increasing the tax and extending the tax to condensed milk, creamer and cordials, as per UNICEF's recommendations.

### Indonesia

UNICEF began implementing the school nutrition and obesity prevention pilot, a central part of the partnership with Novo Nordisk in Indonesia. After a successful first phase in 2023, the programme expanded to four districts in 2024, in collaboration with the Ministries of Health and Education.

The pilot combines nutrition and healthy lifestyle education through engaging games and activities tailored for primary school children, with advocacy for better school food environments and capacity building for school and health workers to address overweight and obesity. By May 2024, capacity-building activities for children, schools, and health workers were completed, while nutrition education and school food environment interventions were underway.





i

A nutrition education class at one of the primary schools targeted by UNICEF's pilot programme in Semarang, Central Java. Teachers deliver key messages on nutrition and healthy lifestyles using materials developed by UNICEF. Each class appoints two "nutrition captains" among students, who receive dedicated training prior to the start of the programme to help lead the sessions. ©2024/UNICEF/Vanes P'ilav



# Story from our partnership

COLOMBIA

## Healthy Lifestyles Strategy in Schools

Since the Healthy Lifestyles Strategy (HLS) came to his school, Daniel chooses carefully what to bring in his lunchbox. He, like other classmates, has started to get involved in different activities that promote healthy eating and physical activity, which, as he says, "will help us prevent overweight and obesity. It helps our mental wellbeing, too".

Daniel knows the importance of eating fresh, varied, and local food, as he is part of a group at his school that promotes the Healthy Lifestyles Strategy (HLS) of UNICEF and the Ministry of National Education with the support of Novo Nordisk.

This HLS Strategy is based on the high levels of overweight and obesity in the Colombian school population. According to the latest National Nutritional Situation Survey ENSIN - 2015, 24per cent of children aged 5 to 12 are overweight, and 17.7per cent of adolescents are at risk of obesity. In addition, more than 76per cent of the country's adolescents spend more than three hours in front of a screen, increasing the level of sedentary behaviours.

Daniel says that this strategy "has been very beneficial for everyone because my family and friends have started to become more aware and to exercise more". At his school, the workshops involve different actors in the community, such as teachers, parents and even canteen school staff.



*In 2023, we were honored to prolong and expand our global partnership with Novo Nordisk, reinforcing our shared commitment to prevent overweight and obesity in children by building healthy environments and innovating the food and urban systems. Since 2019, the Novo Nordisk and UNICEF partnership has proudly led the way towards solutions and systemic change for the increasing issue and I am deeply grateful for Novo Nordisk determination and unwavering support of UNICEF. Together, we will continue to create meaningful change for children across the globe.*

Susanne Dahl, Executive Director, UNICEF Denmark



03

## Collaboration highlights

### Global

In September 2023, UNICEF co-hosted a high-level UNGA side-event with the Danish Ministry of Foreign Affairs and Novo Nordisk on childhood obesity and climate change with more than 100 participants from UN agencies, youth advocates, donors, civil society leaders, and the private sector.

The event explored the interconnected childhood obesity and climate agendas, the potential for double-duty policies to prevent both childhood obesity and environmental degradation and specifically the role of cities. Key speakers included Gary Conille (Regional Director, UNICEF LAC), Katrine DiBona (Corporate Vice President for Global Public Affairs and Sustainability, Novo Nordisk), Dr Fabio Gomes (Director of Nutrition, PAHO), José Luis Castro (President and CEO, Vital Strategies), Dr Karen Sealey (Director of Healthy Caribbean Coalition), and Johanna Ralston (CEO, World Obesity Federation).

### Latin America & the Caribbean Region

UNICEF LACRO presented an overview of childhood overweight in LAC, UNICEF's vision and response to Novo Nordisk's regional office in November, 2023.





In addition, UNICEF LACRO coordinated with Cities for Better Health, identifying key opportunities to collaborate on improving urban food environments for children in the region. Agreed areas of collaboration included co-organizing a regional masterclass for key stakeholders from prioritised cities, supporting them in creating projects to improve urban food environments and identifying candidates for seed funding to pilot actions in more cities in LAC.

### **Brazil**

UNICEF Brazil conducted a presentation about nutrition to Novo Nordisk local staff in September 2023. It was a moment for raising awareness about the importance of providing access to healthy food to children and adolescents for their optimal development and growth through various mechanisms, including regulatory measures for diminishing children's access to unhealthy food.

### **Colombia**

UNICEF Colombia collaborated with Cities for Better Health to work in partnership with GEHL in the city of Bogotá. This work is linked to the government's Healthy Lifestyles at School Strategy.

### **Mexico**

On World Diabetes Day 2023, [UNICEF participated in a Novo Nordisk event](#), in collaboration with the Embassy of Denmark in Mexico. UNICEF presented



©2024/Novo Nordisk Indonesia/Fikriansyah

the main results of the investment case for the prevention and reduction of childhood and adolescent overweight and obesity in the first phase of the partnership. The results of this study have already been successfully used for advocacy purposes, including the strengthening of the regulation on food marketing and school food environments.

### **Indonesia**

UNICEF and Novo Nordisk developed a joint communication and visibility plan to guide the dissemination of results from the partnership around key milestones over the three years. These include the launch of major knowledge products (e.g., the school food environment assessment, baseline and endline studies from the school pilots), results from the school-age children's nutrition/

obesity prevention pilot activities, and interventions related to improving urban food environments.



# 04 Global partnership extension campaign: THE WHY

In September, Novo Nordisk and UNICEF launched a global communication campaign to announce the renewal of the partnership and raise awareness on the issue of childhood overweight and obesity.

The campaign name 'the WHY' is a reference to children's curiosity and capability to ask questions – which often can be hard even for adults to answer. A key campaign element featured a video with questions from children's perspective on the rising childhood obesity rates, globally.

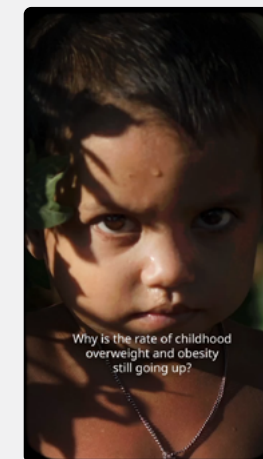
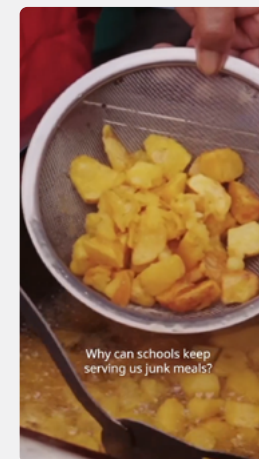
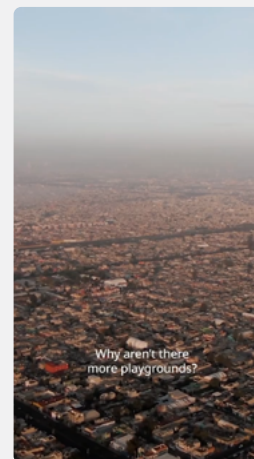
Why aren't there more playgrounds?  
Why is it easier to find sugary drinks than water? Why do schools keep serving us junk food? Why are seeing so many unhealthy food ads?

The questions served to spark interest and leverage the issue across the partnership's target audience and beyond as well as showcasing the partnership's ambitions and goals, while still acknowledging that we don't have all the answers and solutions, yet.

The campaign launched across UNICEF and Novo Nordisk corporate social media channels as well as select senior executive's social media channels from both organizations, who are involved in the partnership. This included global and regional level as well as country office level in Mexico, Colombia, Brazil and Indonesia.

In addition, a global paid campaign was also activated across a varied number of countries.

The campaign managed to reach 6.823.684 unique individuals, out of which 748.066 watched the videos to completion and 98.156 clicked to the campaign website.



## 05 Publications & links

### Global

#### Communications Links

- [Press Release: Global launch of partnership extension](#)
- [The WHY campaign hero-video](#)
- [World Obesity Day 2023 Global Webinar Recording](#)
- [Pau Gasol World Obesity Day Remarks](#)
- [UNICEF World Obesity Day Global Video on Junk Food Marketing](#)
- [UNICEF TikTok for Parents worried about their children's weight](#)
- [UNICEF South Africa World Obesity Day Youth Blog on Food Marketing](#)

### Latin America & the Caribbean Region

#### Publications

- [Childhood Overweight Landscape Analysis Peru](#)
- [Childhood Overweight Landscape Analysis Costa Rica](#)
- [Social norms, dietary practices and body image](#)
- [Policy Brief Front-of-package warning labelling](#)
- [Improving urban food environments to prevent childhood overweight and obesity](#)
- [Digital marketing of unhealthy food and beverages](#)
- [Análisis de la situación del sobrepeso y la obesidad en niños, niñas y adolescentes en Costa Rica](#)
- [Childhood Overweight Landscape Analysis in Peru](#)

### Colombia

#### Communications Links

- [Press Release: Obesity and overweight subtract years from a healthy life and generate significant costs to the system, society and families: concludes study presented by UNICEF the ALZAK Foundation](#)

### Mexico

#### Publications

- [“Investment case for the prevention and reduction of childhood and adolescent overweight and obesity in Mexico” in the journal \*Obesity Reviews\* \(published in July 2023\)](#)
- [Digital food and beverage marketing appealing to children and adolescents: An emerging challenge in Mexico in the journal \*Pediatric Obesity\* \(published in July 2023\)](#)
- A research protocol approved by INSP Committee and UNICEF to design an intervention model to promote and offer healthy, tasty, affordable and convenient food in schools of three Mexican states.

### East Asia & Pacific Region

#### Publications

- [ASEAN Minimum Standards and Guidelines on Actions to Protect Children from the Harmful Impact of Marketing of Food and Non-alcoholic Beverages](#)
- **Policy Brief:** A call to action: Minimum standards and guidelines for actions to protect children from the harmful impact of marketing of food and non-alcoholic beverages in the ASEAN region (unavailable electronically)

### Indonesia

#### Publications

- [Healthy food retail environments: better for business, best for children.](#)
- Baseline survey on the nutrition status of school age children and its determinants in Central Java province. [Technical report]
- Baseline survey on the nutrition status of school age children and its determinants in Central Java province. [Advocacy brief]
- [Your questions answered. 10 facts about overweight and obesity.](#)
- [Landscape analysis of overweight and obesity – update with Indonesia Health Survey 2023 results](#)

#### Communications Links

- [World Food Day 2023 – Healthy and Sustainable Diets.](#)
- [World Obesity Day 2024 – Young people against obesity.](#)
- [How to read front of pack nutritional labels.](#)



Working together to prevent  
childhood overweight and obesity



in support of



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