

Novo Nordisk and UNICEF Partnership Phase II

Scaling up efforts to prevent childhood overweight and obesity



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Glossary

ALSANNA	Regional Alliance for Healthy Eating and Adolescents
ASEAN	Association of Southeast Asian Nations
EAPRO	East Asia and Pacific Regional Office
FMF	Fix My Food
FOPNL	Front-of-pack Nutrition Labelling
HQ	Headquarters
KPIs	Key Performance Indicators
LACRO	Latin America and Caribbean Regional Office
LFOF	Let's Fix Our Food
N4G	Nutrition for Growth
PHFI	Public Health Foundation of India
SBC	Social and Behaviour Change
SROI	Social Return on Investment
SSB	Sugar-Sweetened Beverages
UNIATF	UN Interagency Task Force on NCDs
WHO	World Health Organisation



Our partnership with UNICEF has touched the lives of millions of children across four countries, addressing childhood overweight and obesity. We have made significant strides through local interventions, knowledge generation, and advocacy for transformative policies. At Novo Nordisk, we remain deeply committed to building upon these achievements and the valuable lessons learned along the way.

Together, we strive to create nurturing environments where all children can thrive and lead healthier, more fulfilling lives.

Roberto Rigobello
Vice President, Sustainability
Novo Nordisk

Executive Summary

November 2024 marked the fifth year of the partnership between Novo Nordisk and UNICEF on the prevention of overweight and obesity in children. The shared value partnership has continuously built on its achievements and learnings to deliver solutions and create healthy environments for children through policy change and innovation in food and urban systems.

Even in a challenging year for the development sector, the partnership and programme implementation and spending have been successful and on track in all countries and regions, improving the lives of children and their environments every day. UNICEF is adapting to the situation and making the necessary adjustments in our organisation. However, objectives and progress in this partnership will remain the same.

The main results for 2024 – 2025 are:

- UNICEF teams produced 25 knowledge products and reached nearly 4,000 decision makers.
- UNICEF reached 8.7 million individuals directly with communication and advocacy messages that shift the narrative on childhood obesity and engaged more than 900 adolescents in strategic advocacy.
- UNICEF supported governments in 3 countries (Ecuador, Mexico, and Mongolia) and 15 cities to improve national food and nutrition policies, all with the potential to positively impact the enabling environments of more than 50 million children under 19 years old indirectly.
- UNICEF reached 468,585 children aged 0-19 years directly with programmatic interventions in Mexico, Colombia, Brazil and Indonesia.

Our Goals



- **Children's long-term health** and development are heavily affected by the foods they eat and their level of physical activity. Evidence shows, however, that children of all ages across the globe are not getting the support they need to understand the importance of a nutritious diet or engaging in daily physical activities.
- **Our shared strategic goal** and ambition remain unchanged. The goal is that governments and partners rise to the challenges of preventing childhood overweight and obesity by building healthy environments for children through policy change and innovation within the food and urban systems.
- **We recognize the profound impact** of childhood overweight and obesity on children's nutrition and development and through our partnership, we prioritise a comprehensive approach to addressing this issue, by focusing on nutrition, promoting healthy eating habits and activities and supporting children's well-being. Our goal is to effectively address and mitigate the risks associated with childhood overweight and malnutrition, fostering healthier lifestyles and brighter futures for our youth.
- **We prioritise involving children**, adolescents, and caregivers in our advocacy efforts, recognizing their potential as community change makers. By actively engaging them in our mission, not only do we raise awareness, but also nurture a sense of ownership and empowerment among younger generations, mobilizing youth to advocate for meaningful change within their communities.
- **Together with Novo Nordisk**, we are dedicated to fostering environments that prioritise healthy eating and active living, enabling children to lead healthier lives and reach their fullest potential.

Impact

Key Performance Indicators

While each of the seven offices will have their own specific goals and outcomes, all their programming is feeding into the partnership's overall strategic goal to: Build healthy environments for children through policy change and innovation within the food and urban systems.

To tell a clear and compelling partnership story, the second phase of the partnership is reporting against **8 Global Key Performance Indicators (KPIs)**. These Global KPIs are spread across each of the three pillar's Outcomes and provide a way to measure and communicate our overall global impact.

To learn more about how we measure the KPIs, please refer to the [Methodology Guidance Notes](#).

Strategic goal (2023-2026)		Build healthy environments for children through policy change and innovation within the food and urban systems	
Outcomes (Pillars)	Pillar 1: Evidence Generation 1. Decision-makers are equipped with timely data to design, implement, and evaluate evidence-based policies that prevent childhood overweight & obesity.	Pillar 2: Advocacy & Comms 2. Strategic advocacy efforts shift the mindsets of relevant stakeholders and the public to both better understand the obesogenic drivers of childhood overweight and obesity and to enhance their ability to act on these drivers.	Pillar 3: Interventions 3. Governments enact positive interventions and policy and legislative change at the national, subnational, and city level to improve the environments in which children live, learn, eat, play, and meet.
Global Key Performance Indicators (KPIs)	KPI 1: # of knowledge products produced (ex. technical reports, studies, guidance documents, research, etc.) KPI 2: # of decision-makers reached with the evidence produced by partnership (ex. trainings, workshops, webinars, launches, congresses, bilateral, etc.)	KPI 3: # of people reached with communication and advocacy messages (ex. social media tracking, mailing lists, events, etc.) KPI 4: # of adolescents engaged in advocacy training, design, and/or implementation	KPI 5: # of countries have improved national policies to protect, promote, and support child nutrition and health (including policies that were adopted, updated, or upheld) KPI 6: # of cities have successfully completed interventions to improve urban environments for children KPI 7: # of children (0-19 years) reached overall through programmatic & policy interventions (i.e. <u>not</u> communication activities) KPI 8: # of children (0-19 years) reached directly with programmatic interventions (i.e. children who are directly benefiting from programme activities including SBCC)
Targets	At least 40 knowledge products will be produced, with plans to reach 3,000 decision makers .	More than 30 million people will be reached with communication and advocacy messages that shift the narrative on childhood obesity, while at least 1,000 adolescents will be engaged in strategic advocacy.	10 countries will have improved national policies, in addition to at least 20 cities being engaged to improve urban environments for children, with potential to indirectly impact at least 100 million children through programmatic & policy change and 500,000 through direct programmes from the partnership
Cumulative Results (Year 1 & 2)	42 knowledge products were produced (<i>KPI 1</i>), reaching 7,858 decision makers (<i>KPI 2</i>)	16,524,811 reached with communication and advocacy messages that shift the narrative on childhood obesity (<i>KPI 3</i>), while 5,316 adolescents were engaged in strategic advocacy (<i>KPI 4</i>)	7 countries (Brazil, Colombia, Costa Rica, Malaysia, Mexico, Ecuador and Mongolia) have improved national policies (<i>KPI 5</i>), in addition to 18 cities have engaged to improve urban environments for children (<i>KPI 6</i>), with 548,175 children directly reached with programmatic interventions (<i>KPI 8</i>) and indirectly reached 52,910,092 children through programmatic and policy interventions (<i>KPI 7</i>)
Year 2 results	25 knowledge products were produced (<i>KPI 1</i>), reaching 3,631 decision makers (<i>KPI 2</i>)	8,758,458 individuals reached with communication and advocacy messages that shift the narrative on childhood obesity (<i>KPI 3</i>), while 913 adolescents were engaged in strategic advocacy (<i>KPI 4</i>)	3 countries (Ecuador, Mexico and Mongolia) have improved national policies aimed to protect, promote or support child health and nutrition (<i>KPI 5</i>). In addition, 15 cities in Colombia (3), Argentina (10) and Indonesia (2) have successfully completed interventions to improve urban environments for children (<i>KPI 6</i>), with 468,858 children 0-19 years directly reached with programmatic interventions (<i>KPI 8</i>) and the potential to impact 50,423,751 children (<i>KPI 7</i>)

Countries with direct programmatic activities (flagship countries)

- BRAZIL
- COLOMBIA
- INDONESIA
- MEXICO

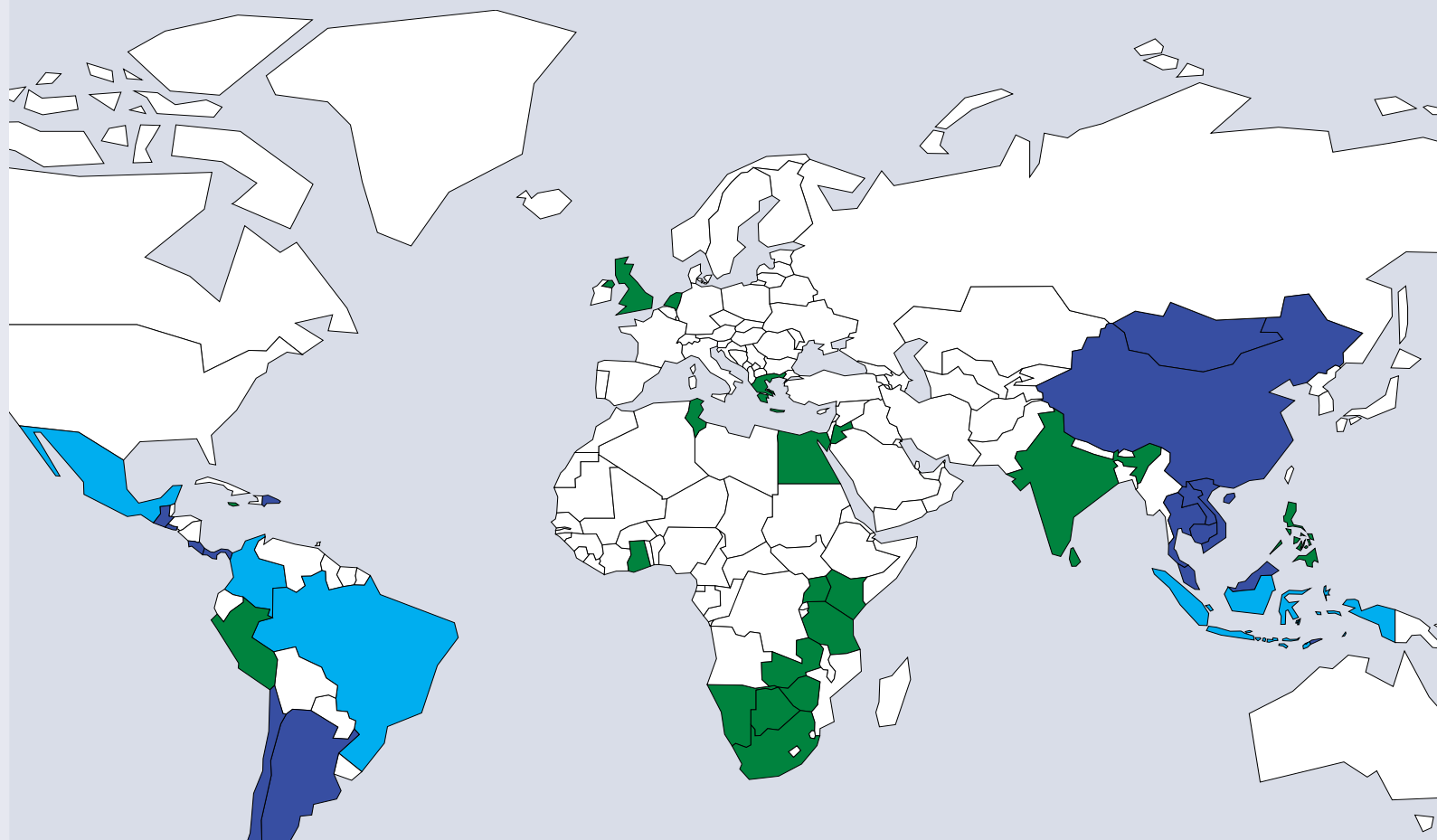
Countries supported through regional funding

- ARGENTINA
- CAMBODIA
- CHILE
- CHINA
- COSTA RICA
- DOMINICAN REPUBLIC
- EL SALVADOR
- FIJI
- GUATEMALA
- LAOS
- MALAYSIA
- MONGOLIA
- PANAMA
- THAILAND
- TIMOR LESTE
- VIETNAM

Countries supported through global funding

- BOTSWANA
- GHANA
- GREECE
- INDIA
- JAMAICA
- JORDAN
- KENYA
- NAMIBIA
- PERU
- PHILIPPINES
- SOUTH AFRICA
- SRI LANKA
- TANZANIA
- THE NETHERLANDS
- THE PACIFIC ISLANDS
- TUNISIA
- UGANDA
- UNITED KINGDOM
- ZAMBIA
- ZIMBABWE

Global footprint of the Novo Nordisk and UNICEF partnership



Since 2019, this partnership has been a frontrunner within the prevention space. The continuous commitment from Novo Nordisk has truly advanced and strengthened the knowledge, evidence and solutions that are needed to halt the rising overweight and obesity rates, which children are facing all over the world. We are excited to take our journey together with Novo Nordisk to new levels and continue the joint work to improve children's long-term health and development.

Susanne Dahl
Executive Director
UNICEF Denmark

Pillar Highlights



Pillar I: Evidence Generation

KPI 1: 25 KNOWLEDGE PRODUCTS WERE PRODUCED

KPI 2: 3,631 DECISION MAKERS REACHED

Global

Investment cases in China, Mexico, Peru, Namibia and Tanzania

In the first phase of the partnership, UNICEF developed investment cases with the governments of China, Mexico, and Peru, to estimate the economic burden of childhood and adolescent overweight and obesity in the country, and to model the savings, gains and return on investment in implementing proven policy solutions. The investment cases were finalized and used for evidence-based advocacy that contributed – for example – to sustain the revision of the General Education Law in Mexico, which led to [banning junk foods in schools, and scaling-up access to clean water and nutrition promotion activities](#).

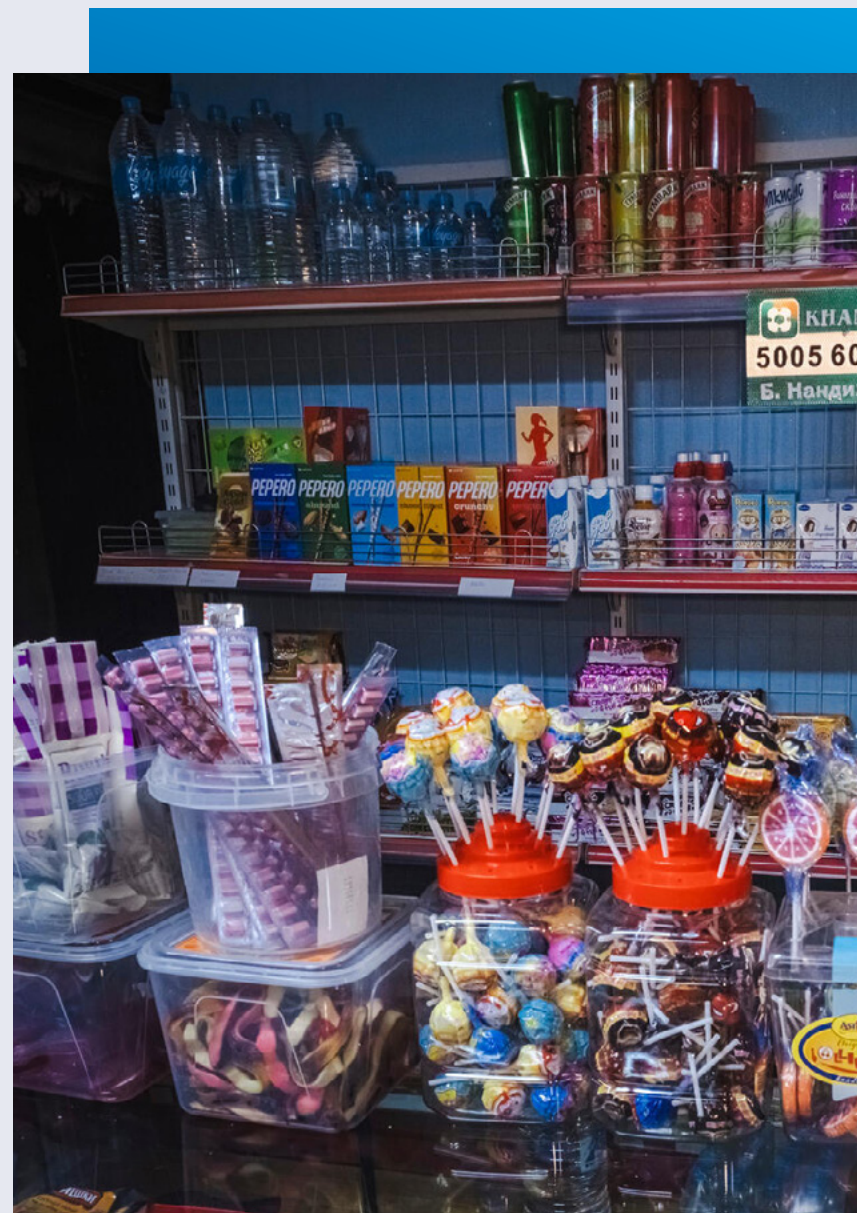
Inspired by the positive policy impact of the investment cases in Mexico, China, and Peru, UNICEF is supporting similar work in Tanzania and Namibia. Inception meetings were held to co-design the investment case with the Tanzanian and Namibian governments,

academia, civil society, and advocacy groups. The draft reports were developed, including comprehensive literature reviews, policy analyses, stakeholder consultation findings, agreed upon policies for economic modelling, detailed methods, and key findings.

Costing research with GENESIS for the Child Nutrition Report

As part of UNICEF's strategic shift to prioritize the prevention of childhood overweight and obesity under its Nutrition Strategy 2020–2030, the HQ Nutrition and Child Development Section is developing a global report to assess the scale of the problem, highlight areas of progress, and outline what it will take to reverse current trends. To support this effort, UNICEF commissioned a costing study with [GENESIS](#) to analyse the financial investment required to implement its five core regulatory interventions aimed at preventing childhood obesity.

The study provides an evidence-based estimate of what it would cost to scale up five interventions: fiscal measures, food marketing restrictions, nutrition labelling, school food policies, and food reformulation. Drawing on data from eight countries: Chile, Mexico, Peru, South Africa, Zambia, United





Kingdom, Philippines, and Thailand. The analysis offers real-world insights into cost drivers and implementation feasibility across diverse settings. Results show that these interventions can be implemented at an average cost of just \$ 0.31 per capita per year over 10 years - demonstrating that prevention is not only necessary but also affordable. While costs vary across regions due to differences in salaries, infrastructure, and administrative systems, the investment remains modest in all settings compared to the potential health and economic returns.

Case studies for the prevention of overweight and obesity in children

The strategic partnership between UNICEF and Novo Nordisk has been instrumental in driving policy change and programmatic action in several countries by leveraging evidence-based advocacy and sustained engagement. The following case studies on front-of-pack nutrition labelling (FOPNL), school food environments, regulation of marketing to children, and sugar-sweetened beverage (SSB) taxation, highlight concrete progress supported by this collaboration, demonstrating how coordinated efforts are shaping healthier food environments for children.

Front-of-Pack Nutrition Labelling (FOPNL): This case study focuses on the implementation of FOPNL policies in Argentina and Mexico, where clear nutritional labels on food packaging have been introduced to help consumers make healthier choices.

National School Policies: This case study examines efforts in China and Greece to develop and enforce school nutrition policies that promote healthy eating habits among children.

Regulation of Marketing to Children: This case study highlights initiatives in the Philippines and Netherlands to regulate the marketing of unhealthy foods and beverages to children, aiming to reduce their exposure to persuasive advertising.

School Food Environments: UNICEF led initiatives to improve school food environments in Ghana and South Africa to establish nutrition standards and promote healthier dietary practices among schoolchildren.

Latin America & the Caribbean Region

UNICEF LACRO led a regional study on Mental Health and Nutrition among adolescents in Peru and El Salvador to address critical evidence gaps. The study aims to generate evidence on the intersection of mental health and nutrition among adolescents, within the context of emerging global and regional trends that contribute to obesogenic environments and shifting sociocultural dynamics.

The results will inform evidence-based public policy recommendations targeted at decision-makers and legislators, supporting the design and implementation of effective policies to foster healthier environments for children and adolescents. These findings will contribute to advancing a child rights-based approach to ensure adequate nutrition for children and adolescents, integrating mental health and overweight prevention strategies, while also enhancing the visibility of issues that impact this vulnerable population.

Brazil

UNICEF developed a comprehensive literature review on the determinants of eating habits and physical activity. A total of 670 articles from the last 10 years were identified and, after a thorough selection, 52 were analysed. The preliminary results showed that parental feeding practices are associated with healthier eating patterns and that social cohesion increases the feeling of security for practicing physical activities in public spaces.

Colombia

To further support the legislation that regulates the advertising of ultra-processed food and sugar-sweetened beverages aimed at children and adolescents, in 2025 the government prioritized a national study on the perception and use of front-of-warning package labelling (Res. 2492/2022) UNICEF is supporting the National Health Institute and the Ministry of Health to develop this study to assess how consumers interpret and use nutritional labelling when purchasing food. The study will involve approximately 1,000 participants across 17 municipalities in 7 regions, including caregivers, teachers, adolescents, and household food purchasers.

UNICEF contributes technical expertise, funding, and a child rights approach in food systems to these national initiatives.

Mexico

UNICEF, in collaboration with the National Institute of Public Health in Mexico, developed an intervention model aimed at encouraging school retailers to offer food that is healthy, tasty, affordable, and convenient. Based on formative research, the model comprises two main components: training and a communication strategy.

Supporting materials for each component, including a recipe book, workshop descriptions, a sales plan, a WhatsApp chatbot, and marketing materials, were created and tested with key target audiences



Examples of the materials generated to support the school food regulation



such as students, parents, and retailers. As a technical advisor to the National Ministry of Education, UNICEF shared several of these materials with the Ministry and adapted them based on its feedback and newly developed resources. The recipe book is available on the [official strategy website](#).

The intervention model was also presented to local authorities in the three states that supported data collection, all of whom expressed interest in implementing it in the near future.

East Asia and Pacific Region

In efforts to advocate to the Viet Nam Government to introduce an excise tax on sugar-sweetened beverages (SSBs) Viet Nam Country Office worked together with youth to generate evidence to better understand SSB consumption among Vietnamese youth, UNICEF supported a [study on the perception and consumption of SSBs in 2024](#). Among Vietnamese youth aged 11-25 years, 80 per cent is aware that frequent SSB consumption increases their risk of overweight, obesity, and diabetes. Despite this known risk, 43 per cent of Vietnamese youth consumes SSBs at least twice per week. Of those regularly consuming SSBs, 51 per cent reported that the low price of SSBs was a driving factor for regular consumption. Nearly half (44 per cent) of youth reported that increasing taxes or increasing prices on SSBs could help reduce their consumption. Focus group discussions with youth from four provinces

found that even though youth were aware that they are not healthy, they purchased SSBs as they were accessible and cheap, and some youths stating that the Government should increase the prices of these drinks.

Indonesia

To support stronger policy and regulatory action for healthy food environments, UNICEF led a [study](#) examining how food and beverage brands use social media to market unhealthy products to children in Indonesia. The study analysed 295 social media ads from 20 leading food and beverage brands to assess the use of persuasive marketing techniques and evaluate compliance with the WHO Southeast Asia Nutrient Profile Model. Findings show that 85 per cent of brands promoted at least one product not suitable for marketing to children, revealing the widespread and intentional use of persuasive digital strategies. The study highlights a clear risk to the nutritional health and well-being of Indonesian children and will inform UNICEF's ongoing advocacy for stronger regulations on digital food marketing in the country.

Stories From Our Partnership

To promote awareness of nutrition and sustainability among students, educators, and local communities, UNICEF in partnership with the Belém City Hall, conducted Food and Nutrition Education (FNE) workshops for professionals from 13 public schools across four strategic hubs in the city in 2024.

These workshops were held at the following public educational institutions: Escola Madalena Travassos in the Mosqueiro District; Escola Liceu Mestre Raimundo Cardoso in the Icoaraci District; Escola Ruy da Silveira Brito in the Marco neighborhood; and Escola Sebastião dos Santos Quaresma on Combu Island. The project aimed to strengthen the capacity of administrators, pedagogical coordinators, and teachers, based on the understanding that schools serve as strategic environments for promoting appropriate health and nutrition practices.

"Schools play a fundamental role not only in providing these resources but also in integrating this subject into the pedagogical context. This approach holds significant potential for fostering critical thinking among children and adolescents, contributing to the development of citizenship while reinforcing the importance

of healthy eating as a fundamental right essential for each student's health," states Stephanie Amaral, UNICEF Health and Nutrition Officer in Brazil.

In addition to technical content, the activities included practical applications such as food cultivation, encouraging professionals to work with students on these topics, who can, in turn, apply this knowledge at home. "This project provides schools with a real-life experience, demonstrating the importance of healthy eating and how students can cultivate food at home," explains Ivete Gomes do Vale, Director at Escola Municipal Angelus Nascimento.

"When UNICEF presented us with the food and nutrition education program, we did not hesitate. This partnership has been a source of pride and learning, engaging coordinators, administrators, and teachers in discussions vital to the municipal education network," affirms Nelson Carvalho Filho, Pedagogical Advisor for the Belém Municipal Secretariat of Education.



Pillar II: Advocacy & Communications

KPI 3: 8,758,458 INDIVIDUALS REACHED WITH COMMUNICATION AND ADVOCACY MESSAGES

KPI 4: 913 ADOLESCENTS ENGAGED

The [youth-led online webinar](#), held in connection with the **Fix My Food** movement, brought together [youth advocates from Jamaica, Mongolia, the Pacific Islands, South Africa, and Viet Nam](#). These young leaders shared their lived experiences and actions to push for healthier food systems and to end junk food marketing targeting children.

Open to participants from the global public sector, the event featured dynamic discussions between youth hosts and speakers. The conversation explored the widespread presence of unhealthy food marketing, the tactics used by food companies to mislead young consumers, barriers to accessing healthy food, and the progress youth advocates have made in engaging governments to create healthier food environments. In addition, the webinar presented a special message from UNICEF Ambassador Pau Gasol.

The [FIX MY FOOD Global Video](#) was launched alongside the event, it showcased youth advocacy efforts across countries, highlighting their calls for bold government action. The campaign encouraged the public to share the video and join the movement by calling on their local and national governments to protect children's health.

The webinar brought together 160 participants from 55 countries, with vibrant engagement from across the globe. Nearly half of the attendees joined from South Africa, Jamaica, the Netherlands, the United Kingdom, the United States, and India—highlighting the truly global energy behind this movement.



Global

Advocacy during N4G Summit and World Health Assembly

During the Nutrition for Growth (N4G) Summit in Paris in March 2025, UNICEF co-organized a high-level official side event: Transforming Food Environments for Children, with WHO, Nutrition International and French Members of parliament, which was hosted at the French National Assembly. The event focused on the need to adopt adequate public policies and legal measures such as FOPNL, food marketing regulations, school food and nutrition policies, unhealthy foods taxes and nutritious foods subsidies, to ensure that food environments protect and promote children's diets. High-level panellists included country delegates, members of parliament, researchers, civil society representatives, celebrities (through a video message by Pau Gasol) and youth advocates. The meeting concluded on the urgent need for a concentrated effort to support public policies to improve children's food environments and protect those policies from conflict of interest and interference.

At the 78th World Health Assembly, UNICEF called for action to promote nutritious and sustainable diets by improving food quality, environments, and practices - highlighting the importance of the Acceleration Plan to Stop Obesity, co-led by UNICEF, WHO, and the World Bank, as a key tool to prevent childhood obesity through evidence-based food policies and stronger health systems. A high-level side event titled "How the WHO Acceleration Plan to Stop Obesity is Unlocking Country Action" convened global leaders to assess progress and mobilize momentum toward the 2026 global stocktaking of the obesity pandemic response. Co-hosted by the Governments of Spain and Mexico

with WHO, UNICEF, and UNIATF, the event showcased the plan's impact in driving political commitment, supporting national implementation, and achieving measurable results. Ministers and senior officials from countries including Spain, Mexico, Brunei, Egypt, Malaysia, and South Africa shared experiences and reaffirmed their strategic priorities, culminating in renewed calls for action ahead of 2026 and the 2030 targets.

Fix My Foods Expansion

Fix My Food (FMF) in South Africa has entered its second year with a sharpened advocacy campaign, a recruitment package for new advocates, handover materials for exiting advocates, and formalized governance structures. This positions South Africa as a trainer and exemplar for other ESAR countries ready to launch their own FMF.

Regional expansion via Train-the-Trainer: Building on South Africa's lessons, Kenya, Tanzania, and Zimbabwe are well placed to adopt the FMF model. UNICEF piloted a successful knowledge exchange training between South Africa, Kenya, and Tanzania and plans to replicate this training strategy across the region, followed by country-specific capacity and campaign development. Tanzanian and Kenyan offices have already identified youth networks and support systems to launch FMF locally.

FMF advocate, Siphosethu Nase, with support from UNICEF, participated in the Nutrition for Growth Summit, where he attended high-level events with ministers, members of parliament, and representatives from the academia and civil society, and effectively advocated for healthy food environments. In one of

the events, his pledges were supported by UNICEF Goodwill Ambassador, Pau Gasol, who shared a strong [video message](#).





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Advocacy efforts for healthier food environments in India

As part of the Let's Fix Our Food (LFOF) initiative, five policy briefs were developed and officially released on 28 March 2025 by senior government officials. This collaborative effort was led by UNICEF, the Public Health Foundation of India (PHFI), and the LFOF Consortium, which includes organizations such as World Health Organization, World Food Programme, International Food Policy Research Institute, and Deakin University. The policy briefs address key issues including insights from over 163,000 youth voices on taxation of high fat, salt, and sugar foods, regulation of food advertising to protect children and adolescents, social and behaviour change strategies to combat adolescent obesity, and the development of a Nutri-guide for educators. More details are available in the [Press Information Bureau release](#), and the full policy briefs can be accessed [here](#).

The LFOF initiative is also being supported through a new collaboration with the PHFI, running from August 2024 to December 2025. This engagement focuses on contextualizing the Nutrition Environment Assessment Toolkit for Schools (NEAT-S), contributing to the Government of India's National Nutrition Strategy, and strengthening ongoing efforts to promote healthier food environments for children and adolescents.

A new partnership with Resolve to Save Lives is also underway, with activities officially launched following a joint kick-off meeting in early May between UNICEF India Country Office, UNICEF USA and Resolve to Save Lives. This collaboration focuses on two key areas: conducting a comprehensive assessment to restrict unhealthy food marketing to children in India and leveraging legal and jurist networks to protect and advance child rights in the context of food environments.

Latin America & the Caribbean Region

In 2024, UNICEF LACRO strengthened collaboration to promote healthier food systems for children, engaging 700 stakeholders from 315 institutions across civil society and academia through the Regional Alliance for Healthy Eating for Children and Adolescents (ALSANNA). These partnerships supported advocacy for policies aimed at creating healthier food environments for children.

In addition, UNICEF reinforced its commitment to child nutrition in urban settings by signing a Memorandum of Understanding with Mercociudades, a network of 380 cities across 12 Latin American and Caribbean countries. Additionally, UNICEF's communication and advocacy efforts reached over 2.3 million people via social media and 1,194 stakeholders through advocacy events, amplifying awareness and support for children's right to adequate nutrition. Together, these efforts elevated the visibility of the urgent need to create healthier food environments for children as well as UNICEF's leadership on advancing children's rights through better nutrition policies.

Brazil

UNICEF, in partnership with the Ministry of Education, produced a videocast series on Food and Nutrition Education for school communities. Nine episodes were launched in 2025 and are available through YouTube and [Spotify](#). The series has already reached 9,330 views.

As echo from the Summit Nutrition for Growth (N4G), UNICEF OpEd about the importance of investments in food security for children was published in a very prestigious journal in Brazil (Revista Exame)

highlighting food and nutrition rights, inequalities, food poverty, and overweight and obesity. [Futuro mais sustentável: investimentos na segurança alimentar de crianças são a melhor aposta](#) | Exame

Colombia

In 2024, UNICEF Colombia is supporting civil society coalitions in drafting legislation to regulate the advertising of ultra-processed foods and sugary drinks targeting children and adolescents. This work was informed by research conducted in [2023 and 2024](#).

Through the Nutrir la Vida (Nurturing Life) digital strategy, UNICEF reached 1.2 million people, generating over 408,000 interactions and 8,523 link clicks, surpassing engagement goals. In addition, UNICEF created educational toolkits, validated food labelling manuals, and implemented public awareness strategies that promoted healthier eating habits and informed decision-making among consumers.

UNICEF also launched digital tools and interactive contests to engage families and published [21 articles](#) in national and local media highlighting the Nutrir la Vida apps. UNICEF and the Ministry of Health released in national portal MoH the [ABCD Family Label Reading Booklet](#) to educate families on interpreting food labels, reaching over 8,000 people. Educational materials reached 25,170 parents and caregivers via the [Nutrir la Vida portal](#), including [interactive maps and tools to support healthier food environments](#). UNICEF also reached 3,000 people through the [webinar The Road to Healthy School Stores](#).



Explainer

Fix My Food (FMF) is a UNICEF-led initiative that empowers young people to advocate for healthier, more equitable food systems. Active in regions such as East Asia, the Pacific, Vietnam, and South Africa, the campaign engages youth, influencers, and food entrepreneurs to raise awareness and push for changes that make nutritious food more accessible and affordable. The initiative uses social media, storytelling, and events to amplify youth voices and drive public and policy attention to the need for just and sustainable food systems.

Let's Fix Our Food (LFOF) is an India-based initiative led by ICMR–National Institute of Nutrition, the Public Health Foundation of India, and UNICEF India, with support from WHO and other partners. Focused on addressing adolescent overweight and obesity, the initiative works to improve food environments through policy and regulatory change, evidence generation, and enhanced nutrition literacy. It actively involves adolescents to identify the influences shaping their food choices and advocates for concrete actions like regulating unhealthy food marketing, taxing sugary and fatty foods, and integrating food literacy into school curricula.

The Ministry of Education recognized UNICEF's support during the launch of the Healthy Living Strategy (copyright: SEP). Video about the Strategy [here](#) (in Spanish).



Mexico

National authorities focused their regulatory efforts on the development of the [Healthy Living Strategy](#) in schools. UNICEF participated in working groups to support the design and preparation activities of this strategy before the food regulation's entry into force on 29th of March 2025

At the request of the Ministry of Education, UNICEF produced [15 testimonial videos](#) as part of a public awareness campaign aimed at informing public opinion and countering interference from the food industry.

UNICEF's nutrition team also contributed to national-level virtual training sessions and helped develop a mandatory [e-course for teachers on healthy eating](#).

The school food environment monitoring system in Yucatán, known as Nutri-SAES, was presented to the Ministry of Education at the national level in November 2024. Due to time constraints, the immediate next step was the collection of baseline data through an online survey, conducted in January 2025 with UNICEF's support.

East Asia and Pacific Region

UNICEF EAPRO supported Association of Southeast Asian Nations (ASEAN) member states launch of four ASEAN Guidelines and Minimum Standards for Nutrition at the 16th ASEAN Health Ministers' Meeting in Laos (16th August 2024). The event, attended by the Lao PDR Health Minister, the ASEAN Deputy Secretary General, and the UNICEF Regional Director, drew 400 participants. This launch builds on previous efforts, which introduced guidelines and minimum standards on the [Protection, Promotion, and Support of Breastfeeding and Complementary Feeding](#) (2021) and [Actions to Protect Children from the Harmful Impact of Marketing of Food and Non-alcoholic Beverages](#) (March 2024). The launch of the new guidelines (including School Nutrition Package) marks a significant milestone in UNICEF's ongoing efforts to advocate for prioritizing nutrition within national investment plans.

Health Ministers from all ten ASEAN member states reaffirmed their commitment to the ASEAN Declaration on Ending All Forms of Malnutrition and pledged to implement these new guidelines. The collaboration with ASEAN highlights UNICEF's crucial role in driving evidence-based nutrition policy across the region, aligning with regional goals, and contributing to SDG 2, to end all forms of malnutrition by 2030.

Indonesia

In December 2024, UNICEF supported the Ministry of Education in hosting a multi-stakeholder event to raise awareness of school nutrition. The event brought together over 150 participants from government and non-government sectors and served as a platform to share findings from the baseline study of a school nutrition pilot supported by the Novo Nordisk and UNICEF partnership. The pilot, implemented in four areas, aims to prevent obesity among primary school-age children by strengthening school and health systems. The event also facilitated discussions on integrating lessons from the pilot into national programmes, including the government's flagship Free Nutritious Meal initiative. Follow-up events are planned for the second half of 2025 to share endline study findings and further advocate for scaling up and institutionalising the pilot's approaches.





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Pillar III: Intervention

KPI 5: 3 COUNTRIES HAVE IMPROVED NATIONAL POLICIES AIMED TO PROTECT, PROMOTE OR SUPPORT CHILD HEALTH AND NUTRITION

KPI 6: 15 CITIES HAVE SUCCESSFULLY COMPLETED INTERVENTIONS TO IMPROVE URBAN ENVIRONMENTS FOR CHILDREN

KPI 7: THERE IS A POTENTIAL TO IMPACT 50,423,751 CHILDREN INDIRECTLY

KPI 8: 468,858 CHILDREN DIRECTLY REACHED WITH PROGRAMMATIC INTERVENTIONS

Reports on Social Return on Investment for South Africa and Zimbabwe

Social and Behaviour Change (SBC) programmes play a vital role in shaping the decisions and actions that influence people's health and well-being - including their nutrition-related behaviours. While calculating the social return on investment (SROI) for SBC interventions is inherently complex, doing so is increasingly important in the context of rising disease burdens and limited resources. Estimating SROI helps answer a critical question: How much does achieving a specific behaviour change target contribute to long-term health, well-being, and social cost savings? Demonstrating this value is essential to guide investments and ensure accountability for results.

In [South Africa](#), through SBC initiatives like the My Body, My Health, My Wealth campaign and youth-led Fix My Food workshops, UNICEF reached over 2.3 million young people, promoting healthier eating habits, physical activity, and greater awareness of the risks associated with poor diets. By investing in SBC strategies, such as mass media campaigns, community engagement, and capacity-building, UNICEF supported the reduction of obesity and overweight in a context where unhealthy food marketing and limited safe spaces for exercise are major barriers. These efforts not only helped shift norms and behaviours but also delivered tangible returns, including improved self-confidence among youth, reduced consumption of ultra-processed foods, and measurable progress toward healthier weight outcomes, demonstrating how targeted funding helped improve the lives of millions of children and young people across the country.

In **Zimbabwe**, UNICEF is supporting the implementation of school- and community-based SBC interventions that aim to reverse obesity trends driven by the widespread marketing of ultra-processed foods, shifting body image norms, and reduced physical activity. With support from local partners, UNICEF has supported the expansion of school nutrition programmes, integrated indigenous foods into meals, and used platforms like U-Report to engage youth in monitoring unhealthy food advertising. These efforts are already showing promise: modelling suggests that among adolescents reached, overweight and obesity could be reduced by 6.6 per cent, alongside improvements in diet quality, anaemia, and school attendance. By creating enabling environments and fostering lasting behavioural shifts, the investment in SBC programmes is delivering a meaningful return, helping to protect a generation of children from the long-term harms of obesity and poor nutrition.

Policy briefs to create a social movement around overweight and obesity prevention

These brochures are part of UNICEF's broader support to the Global Obesity Coalition, developed in collaboration with WHO and the World Obesity Federation to advance the Acceleration Plan to Stop Obesity. Focusing on four countries - Brazil, Jordan, the Philippines, and South Africa - these country-specific brochures aim to support national efforts to prevent and manage childhood overweight and obesity by outlining key challenges, current policy landscapes, and opportunities for whole-of-society action. They highlight the unique drivers of obesity in each context, the potential for building social movements, and the importance of cross-sector collaboration to create healthier food and health systems. UNICEF

has played a central role in shaping these efforts by convening partners, supporting technical work, and advocating for equity-driven, sustainable strategies. The brochures are currently under review and will be finalized at a later stage, serving as advocacy and programming tools to strengthen national prevention strategies and accelerate meaningful action.

Support the implementation of the Acceleration Plan to Stop Obesity

UNICEF continued co-leading with WHO and the World Bank on the implementation of the Acceleration Plan to Stop Obesity, which is currently supporting 36 front-runner countries to develop, implement or strengthen proven policies for obesity prevention. UNICEF supported two workshops related to Restrictions on Marketing of Unhealthy Foods to Children and SSB Taxation, together with WHO and the World Bank. The workshops brought together frontrunner countries that are prioritizing those policies to accelerate the prevention of obesity and provided technical and policy guidance. As countries are at different stages of policy development or implementation, participants received tailored assistance to design new policies or to review existing policies. The workshop was followed by the 100-day sprint where WHO in collaboration with UNICEF is providing continued support to policy design and implementation, through by-weekly meetings that continue bringing together frontrunner countries to exchange experiences, challenges, enablers, and lessons learned.

UNICEF also provided specific technical assistance to 9 countries, including Egypt, Fiji, Greece, Jamaica, Kenya, Thailand, Uganda, Sri Lanka, and India, to

develop policies and laws on front-of-pack nutrition labelling, food marketing regulations, school food, and nutrition policies and food-based fiscal policies.

Lived experience research in urban contexts in Europe and Central Asia Region

In this region, the 'lived experience' component has been integrated into the NEAT-s process, rather than conducted as a stand-alone research initiative. Data collection is planned for early in the school year across eight countries: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, North Macedonia, Kosovo, and Moldova. The objectives of this work are twofold: to provide individual schools with insight into the healthiness of their school nutrition environments, and to generate data that can inform national policymakers for priority-setting, as well as the development and implementation of relevant policies and programmes. While the tool is being adapted to fit each country's context, a core set of questions has been retained to allow for regional comparison. The lived experience component is captured through student questionnaires.

In parallel, North Macedonia is also advancing its systems thinking work following a workshop held earlier this year. One of the main commitments from that workshop was to conduct the school nutrition environment assessment, which will inform and complement a youth-focused social campaign planned for later in the year. North Macedonia is one of the eight countries participating in the NEAT-s process, and schools were identified during the systems mapping exercise as a key pathway for exploring feasible policy change.

Stories From Our Partnership

A commitment to healthier school canteens

Patricia Loaiza is a dedicated teacher at the school canteen of the Aguachica Educational Institution in Arauquita. She shares her inspiring journey of transforming her school's food environment through the Healthy School Store initiative.

"The heart of this project lies in creating meaningful change," she explains. "Our mission is to foster lasting transformations that positively impact the entire educational community by promoting healthier habits and improved nutrition."

She emphasizes the importance of gradual progress: "We aim to transform our institution by making small, consistent changes to our current habits. One of our key goals is to replace ultra-processed products and sugary drinks sold in our school store with healthier alternatives. It's crucial to eliminate foods that offer no nutritional value to our children and adolescents."

Patricia and her team are dedicated to removing canned goods, ultra-processed items, and products laden with chemicals that are often mistaken for real food. "We must also strengthen our efforts to educate the community about these changes," she adds. "While we've made some progress, we still need to encourage greater community involvement in these initiatives, which ultimately benefit everyone."



Latin America & the Caribbean Region

In Argentina, UNICEF advanced the Municipalities Friendly to Children and Adolescents strategy to support local governments in shaping healthier food environments. The initiative directly benefited over 15,000 children across 10 municipalities by fostering strong commitment and active participation of municipal government teams in the creation of healthy food environments for children. As part of this initiative, UNICEF provided technical support, strengthened capacities, and developed a local regulatory assessment, systematically evaluating existing regulations, identifying gaps, and highlighting opportunities for improvement. A preliminary proposal for local regulations was drafted, focusing on key areas including:

- Regulate unhealthy food offerings in school environments
- Ensure access to free and safe drinking water
- Restrict the advertising for ultra-processed products targeting children and adolescents
- Promotion of breastfeeding

These coordinated actions aimed to strengthen municipal policies and ensure lasting improvements in children's nutrition and well-being.

Brazil

UNICEF conducted workshops in 449 early childhood education units at 7 urban centres to discuss healthy and sustainable environments for children. From this initial work, UNICEF intends to leverage the study to be conducted at the local level to expand the engagement of children and caregivers on these concepts and in actions in their community.

Survey on food and nutrition education among school managers and nutritionists implemented by National Fund on Education Development, with UNICEF support, with more than 11,000 responses. This survey leveraged key information for the development of the national guidelines for the curriculum on food and nutrition education. Moreover, the assessment of good practices in food and nutrition education was implemented, and as a result, +400 good practices were analysed from 2017 until 2025.

Colombia

UNICEF strengthened [territorial Networks for childhood obesity prevention](#), engaging 89 participants across six territories: Arauquita, Cali, Cartagena, Cúcuta, Manizales, and Quimbaya. These networks included school staff, caregivers, canteen owners, and students. Most are already implementing initiatives that promote healthy eating and physical activity. The initiative fostered



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the development of local health promotion networks, enhanced by digital platforms and SBC educational resources. This approach boosted community engagement and institutional capacity to create healthier environments for children.

In addition, UNICEF implemented the [Healthy School Store Profitability Model](#) in 18 educational institutions across six municipalities in Colombia. Through this initiative, UNICEF trained 66 canteen vendors in adequate nutrition, food rights, and financial planning. The programme reached over 22,800 students by aligning financial sustainability with healthier food offerings. The model promotes the use of locally sourced ingredients, traditional recipes, and compliance with national regulations. The model serves as a strategic framework designed to facilitate the transition from the offering of ultra-processed foods to selling healthier alternatives in the school environment.

Mexico

Along with the implementing partner, UNICEF designed preparatory actions to support the implementation of the Mobile Nutrition Unit project, scheduled to begin in July 2025:

- [Formative research](#): Conducted in three schools in Mexico City and four in Mérida, the findings informed the design of the unit's visual identity and the methodology for the cooking classes for children in schools, which serves as the project's core activity.
- [Vehicle procurement and adaptation](#): Vehicles were purchased and modified to meet the operational needs of the mobile unit.
- [Staff training](#): Personnel hired for the project received training to facilitate the cooking classes.
- [Stakeholder engagement](#): The project was presented to local authorities in both Mexico City and Mérida.
- [Pilot testing](#): Activities were piloted at a public event and in two schools in Mérida. Feedback from these sessions was used to refine the cooking class methodology.

East Asia and Pacific Region

The Parliament of Mongolia approved a tiered Sugar Tax in June 2024. Beginning January 1, 2027, a tax of 500 Mongolian tugriks (MNT) will be levied on each litre of SSBs containing 5 or more grams of sugar or sugar substitutes per 100ml. While not a percentage-based tax, this proposed rate is roughly equivalent to 20 per cent of the average cost for a litre of SSB in Mongolia. A simulation study of the impact of the tax found that it may result in the substitution of SSB with healthier choices, such as milk, and an average weight loss of around 1.14 kilograms per adult per year. The tiered tax will increase each year, from MNT 500 per L in 2027, to MNT 525 per L in 2028 and MNT 550 per L in 2029.

Indonesia

Throughout 2024, UNICEF led the design and implementation of a pilot programme delivering an integrated package of nutrition interventions for primary school children in four districts. The initiative aimed to strengthen local school and health systems to improve child nutrition, with a focus on addressing childhood obesity – an area with significant service gaps at the local level. The pilot included in-class nutrition and healthy lifestyle education, promotion of physical activity, improvements to school food environments (e.g. healthier canteen options), the establishment of school gardens, and capacity building for staff at local primary healthcare centres. Over 2,000 children directly benefitted from the activities, and integration with the national Healthy School Movement expanded reach to an estimated 50,000 children across 9 provinces.

An endline assessment is underway to document the programme's impact and inform advocacy for its scale-up through national platforms, including the government's Free Nutritious Meal initiative launched in early 2025.



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Key Learnings





Resumen de políticas

Exposición de niños, niñas y adolescentes al *marketing* digital de alimentos y bebidas no saludables en Argentina, Colombia, Guatemala y México

Global

In the first phase of the partnership, UNICEF piloted valuable evidence-generation activities through both our investment case research studies in Mexico, Peru, and China and our lived experience research studies in the Philippines, South Africa, and Tunisia. Both types of studies produced powerful advocacy material to put in front of policymakers. UNICEF HQ has now built on those valuable experiences to scale these impactful types of studies to new geographies in our current second phase of the partnership – with investment cases planned for Namibia and Tanzania and lived experience research planned in five countries in Eastern Europe and Central Asia.

Latin America & the Caribbean Region

Based on the regional advocacy efforts by building a community of practice with civil society and academia, UNICEF is supporting ALSANNA, a coordinated platform of key stakeholders from civil society, academia, and UN agencies aimed to leverage efforts and expertise to support countries to implement policy recommendations to ensure children's rights to adequate nutrition.

In addition, building from the efforts in generating evidence on digital marketing of ultra-processed products at least, Ecuador and Panama have

decided to conduct similar studies in 2025-2026.

Colombia

In 2024, the Novo Nordisk and UNICEF partnership advanced scalable strategies for childhood obesity prevention through evidence-based advocacy, digital tools, and community-led approaches. The Healthy School Store Profitability Model showed that healthier food environments can be both sustainable and profitable while empowering youth and strengthening territorial networks.

The development of educational toolkits, digital campaigns, and legislative support mechanisms paved the way for wider implementation. Aligned with national regulations, these actions offer a replicable model for systemic change in food environments.

Key achievements include revitalizing local food knowledge, strengthening institutional networks, and raising awareness of healthy dietary practices. Despite facing challenges such as limited resources, industry pressure, and low family engagement, the initiative demonstrated the potential for achieving a scalable impact by providing integrated policy support, digital tools, and community-based interventions.

Mexico

The first phase of the partnership with Novo Nordisk marked a pivotal learning phase for UNICEF in advancing advocacy efforts around food and nutrition regulation. The knowledge and skills gained during this period have been instrumental in enabling the team to adopt a more strategic and intuitive approach to identifying both barriers and opportunities - contributing to several key achievements.

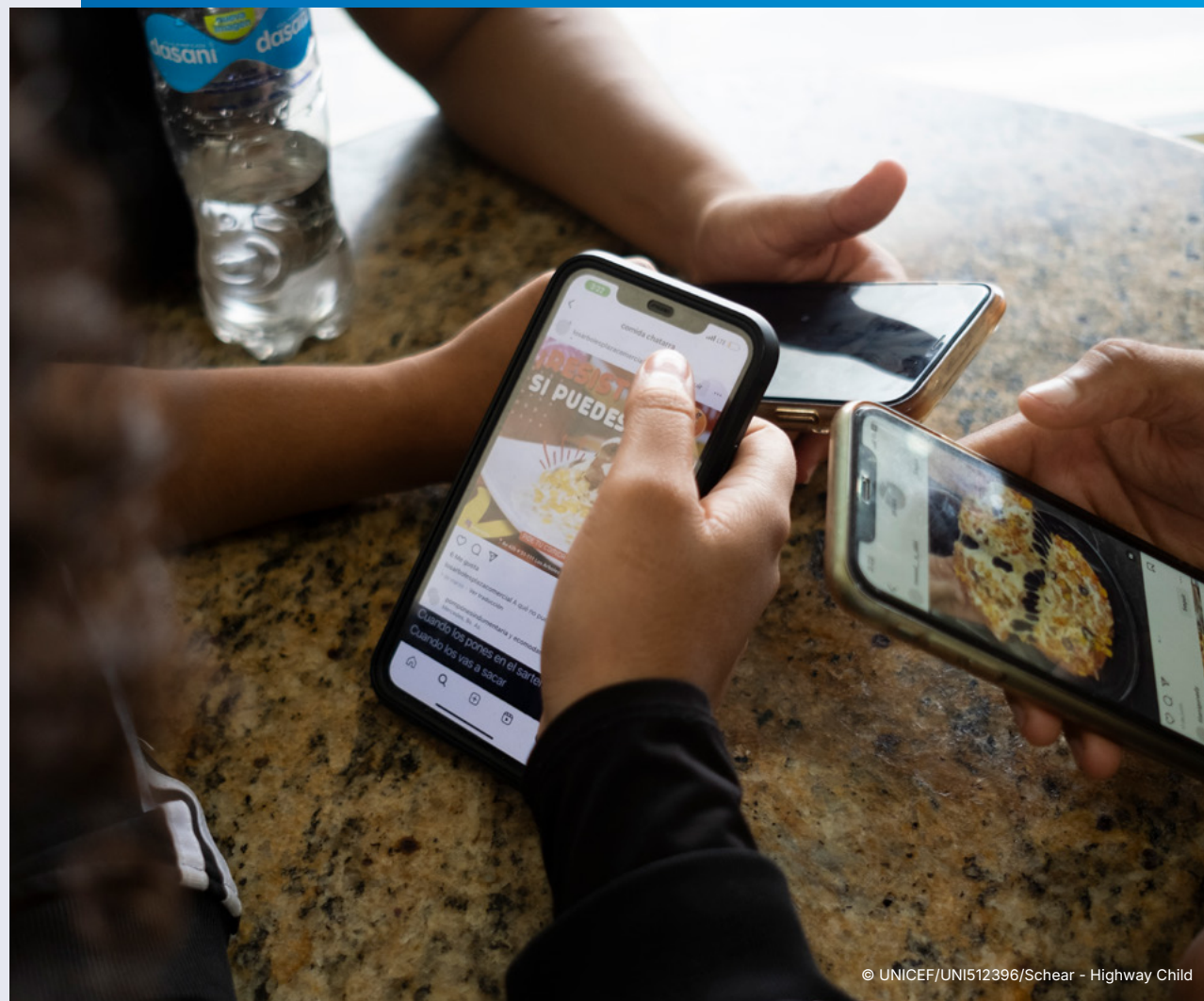
These accomplishments include:

- The **publication of the General Law on Adequate and Sustainable Food**, which had been stalled for over a decade despite persistent efforts from civil society.
- The **regulation of school food environments**, supported by strong governmental backing.

And the strengthening of regulations on food marketing to children currently pending final publication.

East Asia and Pacific Region

UNICEF EAPRO has supported a number of country offices in using the [Landscape analysis tool for overweight and obesity prevention in children and adolescence](#). With support from EAPRO the Cambodia country office is using the tool to conduct its own analysis with results anticipated by Q3/Q4 2025.



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Stories From Our Partnership

"My name is Emilio, and I live in Mérida, Yucatán. When I arrived at school this morning, I noticed a truck parked in the courtyard. It was decorated with cartoons of fruits and vegetables cooking in a kitchen. In class, our teacher told us we'd be having a cooking lesson that day. I got really excited as we had never done anything like that before!

We started by washing our hands, then headed to the tables outside the truck, where we were given colourful aprons. First, we did the "salad dance" and got to choose a "chef food name." I picked Chef Pineapple.

The team explained the recipe and how the main ingredients help our bodies. When we went into the kitchen truck to gather the ingredients, my heart was racing! The chef assigned us different tasks, and I was in charge of grating the carrots. At first, I was nervous because I wasn't sure how to do it, but with help from the facilitators and my classmates, I started to feel more confident. I mixed the carrots with other fresh vegetables in a bowl.

Then came the best part: tasting our dish. It was delicious! I didn't want to eat it all because I wanted to take some home so my mom could try it. The recipe included chickpeas, a kind of bean I had never eaten before, and I really liked them.

It was such a fun experience, and I can't wait to make the recipe again with my siblings and parents at home."

Emilio mixing the ingredients of the recipe.

Collaboration Highlights



Diabetes day
November

Driving change | in diabetes
today, tomorrow, and into the future

Indonesia

Field visit to Indonesia

To mark World Obesity Day 2025, UNICEF and Novo Nordisk Indonesia supported the Ministry of Development Planning in hosting a policy advocacy event on childhood obesity prevention. The event brought together around 60 participants, including senior representatives from the Ministries of Health and Education and the Indonesian FDA, to discuss strategies for stronger cross-sectoral coordination. The meeting served as a platform to explore more effective policy responses to the growing obesity challenge. Following the event, discussions are underway on the potential establishment of a national coordination task force for obesity prevention.

In November 2024, colleagues from Novo Nordisk and UNICEF travelled to Indonesia to witness the partnership's commitment to improving child nutrition and preventing overweight and obesity firsthand.

The visit started out in Jakarta with a strategic introduction and overview of UNICEF's nutrition programme work, as well as highlights from the first year of the partnership in Indonesia. Over the following days, the visit continued in Semarang and Solo, where the group experienced and observed some of the partnership's activities first hand, including healthy breakfast sessions, physical activities and nutrition education at the local schools. The group also interacted with "nutrition captains", teachers, and health workers to better understand the challenges and progress across the local communities.

Moreover, meetings with local government partners provided additional insights and details into the opportunities and gaps in Central Java's fight against childhood overweight and obesity.

The visit concluded with a shared session at Novo Nordisk Indonesia's office, fostering reflection and renewed energy for the ongoing partnership. The experience not only showcased the positive impact of joint efforts but also strengthened collaboration toward healthier futures for children in Indonesia.

Latin America & the Caribbean Region

UNICEF LACRO and Novo Nordisk engaged 112 participants in the regional event Creating Healthier Urban Food Environments for Children's Nutrition. The event brought together key stakeholders from local governments, civil society, academia, and UNICEF country offices across the region. It aimed to:

- Encourage key stakeholders to urgently support healthy urban food environments for children.
- Highlighting the critical need for multisectoral approaches to create healthy urban food environments.
- Provide general guidance on designing and implementing healthy urban environments for children.

The event featured contributions from UNICEF, Cities for Better Health, Ghel and Urban 95 enriching the dialogue with diverse perspectives.



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Stories From Our Partnership

Healthy food, healthy futures: A school-based effort to tackle childhood obesity

At SDN Pekunden, a public primary school in Central Java, the school day now begins with more than just lessons - it begins with a shared commitment to healthy living. Supported by UNICEF and Novo Nordisk, a new school-based nutrition intervention is helping students understand the power of the food they eat.

"This programme is relevant and beneficial," says Suhartini, the school's head teacher. "Children are learning about the advantages of healthy food and adapting their daily choices."

One of the most immediate changes has been in the school canteen. Where once packaged snacks lined the shelves, now home-cooked meals, prepared by parents, take centre stage. "It's a form of collaboration," Suhartini explains. "Parents help provide the food, and the profits go back to support school activities."

Weekly briefings bring together teachers and the school committee to discuss everything from canteen hygiene and food variety to physical activity and urban farming. With the support of school

gardening initiatives, students are helping grow vegetables like shallots, chillies, and cassava leaves in the schoolyard: ingredients that often make their way into school meals.

Riris, a nutrition teacher at the school, says the changes have been transformational. "Before, we covered nutrition during science classes and worked with the local health centre. Now, with training and support from UNICEF, the materials are more structured and impactful."

She sees the difference in her students. "They've become more critical about packaged snacks. They understand what is healthy and what isn't."

From communal breakfasts to student-led nutrition games, the initiative is creating lasting change. "We hope that in the future" says Suhartini, "our students will be able to make informed choices—guided by what they have learned here."

Suhartini, head teacher at Pekunden primary school in Central Java, receives a 'healthy canteen' certificate from the head of the local community health centre. © UNICEF/2024



Colombia

UNICEF and the local Novo Nordisk team held a [“Nutrir la Vida” activation event](#) on September 12th 2024, in Bogotá, where healthy lifestyles were promoted through an interactive family experience. The activity engaged over 90 participants, including students, caregivers, and educators, in a six-station circuit covering physical activity, mental health, healthy eating, hydration, and digital tools. Key achievements included the distribution of 53 educational kits, high engagement with the “Nutrir la Vida” and “Territorios Saludables” apps, and a measurable shift in participants’ perceptions of healthy behaviours. Results showed increased awareness and motivation to adopt healthier habits at home, validating the event’s educational and behavioural impact.

Mexico

On October 22, 2024, UNICEF’s Deputy Representative, Maki Kato, participated in the ceremony celebrating Novo Nordisk’s 20th anniversary in Mexico, delivering a speech on the importance of preventive actions to combat childhood obesity.

In addition, the programmatic and communications teams from Novo Nordisk and UNICEF collaborated to develop an infographic summarizing the key findings of the 2023 study [Investment Case for the Prevention and Reduction of Childhood and Adolescent Overweight and Obesity in Mexico](#). The infographic was published in El Universal, a widely read national newspaper, in the context of World Food Day and Physician’s Day in October 2024.

Maki K. during her speech at Novo’s celebration



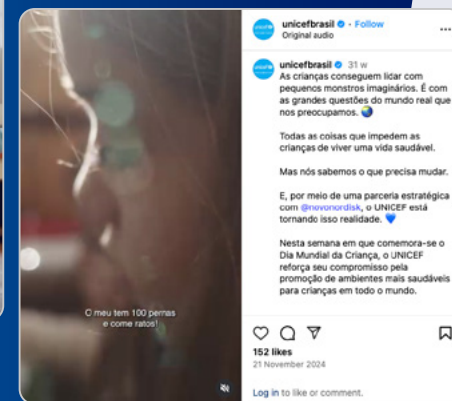
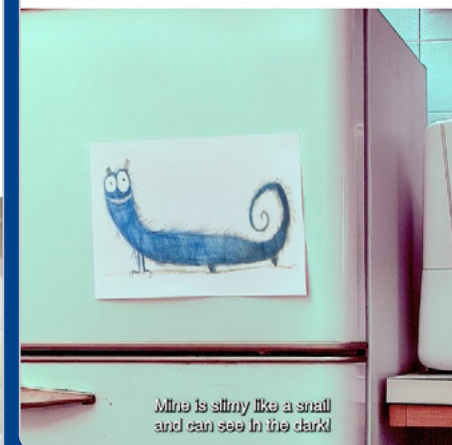
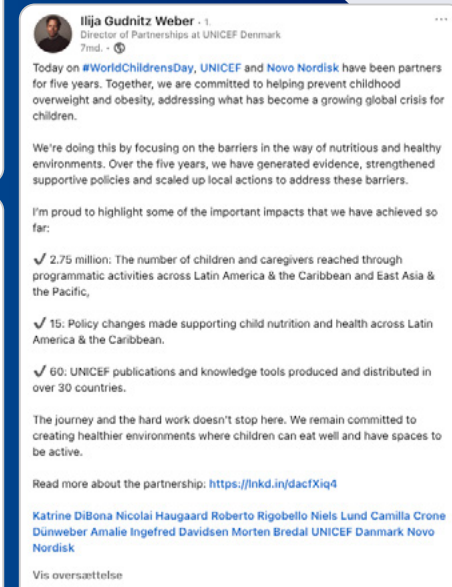
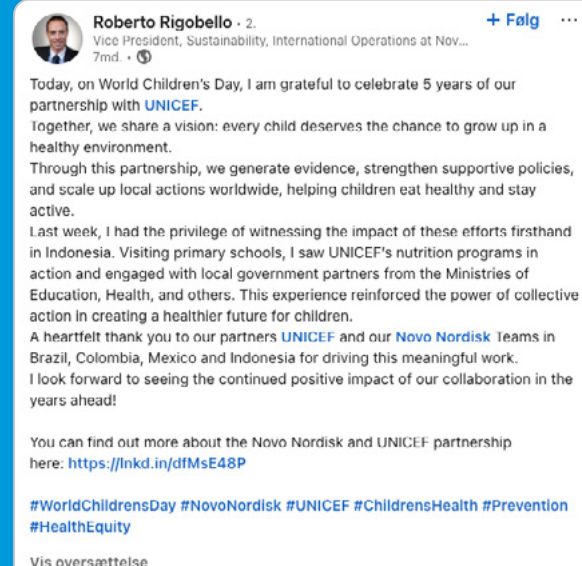
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Partnership Communication

In celebration of World Children's Day 2024 and five years of partnership, Novo Nordisk and UNICEF launched a global digital campaign under the concept "Little Monsters". The campaign featured a creative video focusing on children's ability to handle imaginary monsters no matter where the monsters are or what they look like. And while it is acceptable for children to care about issues like imaginary monsters, it is up to adults to handle the big real-world issues. So, from issues children can handle, the video transitioned to issues that prevent children from living healthy lives and how the partnership works to change this – from making food more nutritious and marketing less harmful to spaces better for play and communities healthier.

The campaign was linked to the partnership's landing page, which unfolded the systemic solutions and achievements that will help transform the health and lives of children around the globe. The campaign launched across Novo Nordisk and UNICEF social media channels, including Instagram, Facebook, LinkedIn and X, and was amplified by select senior executives from both organisations. The video and social media posts were also translated into local languages and amplified across the partnership's regions and countries, including Mexico, Brazil, Colombia and Indonesia.

The "Little Monsters" campaign video and content pieces managed a total of 3,014,150 impressions, 1,122,443 watched the videos to completion and in total the campaign achieved 29,078 post interactions.



Publications & Links

Global

- [Regulation of Digital Marketing of Unhealthy Foods to Children – A Comprehensive Child Rights Perspective](#)
- [Front-of-Pack Nutrition Labelling \(FOPNL\)](#)

Latin America & the Caribbean Region

- [Digital marketing of ultraprocessed products targeting children and adolescents: Results from Argentina, Guatemala, Colombia and Mexico](#)
- [Development of Front-of- package warning labelling: Lessons from Argentina, Mexico and Uruguay.](#)
- [Practical Guide for Monitoring Retail.](#)
- [Digital Marketing of Unhealthy Foods and Non-alcoholic Beverages to Children and Adolescents: A Narrative Review](#)
- [Regional video: Unhealthy food environments](#)
- [Panama video school environment](#)

Brazil

- Op Ed about the importance of investments in food security for children. [Futuro mais sustentável: investimentos na segurança alimentar de crianças são a melhor aposta | Exame](#)

Colombia

- [ABCD Family Label Reading Booklet Ministry of Health and UNICEF Colombia](#)<https://www.minsalud.gov.co/sites/rid/Lists/BibliotecaDigital/RIDE/VS/PP/SSNAB/cartilla-lectura-etiquetado-familias-abcd.pdf>
- [Nutrir la Vida Applications](#)
- [Webinar The Road to Healthy School Stores.](#)

Mexico

- Public Policies to Restrict Food Marketing to Children in Latin America: Progress and Challenges” (published in March 2025): <https://onlinelibrary.wiley.com/doi/abs/10.1111/1758-5899.13470>
- UNICEF landing page on Healthy Living Strategy: <https://www.unicef.org/mexico/vive-saludable-vive-feliz>
- Guidelines included in the launch: [Maternal Nutrition; Management of Wasting in Health Systems; School Nutrition Package; Mandatory Large-scale Food Fortification](#)

East Asia and Pacific Region

- Minimum Standards and Guidelines for the AEAN School Nutrition Package: <https://asean.org/book/minimum-standards-and-guidelines-for-the-asean-school-nutrition-package/>
- Nutrient Profile Model for China Scientific Report: [Chinese Nutrition Society](#)
- Regulation of Digital Marketing of Unhealthy Foods to Children, A Comprehensive Child Rights Perspective: https://www.unicef.org/eap/media/16546/file/Digital%20marketing%20on%20Nutrition_FINAL.pdf.pdf
- Summary for policymakers: Regulation of digital marketing of unhealthy foods to children A comprehensive child rights perspective: https://www.unicef.org/eap/media/16541/file/Digital%20marketing%20on%20Nutrition_Brief_FINAL.pdf.pdf

Indonesia

Journal articles

- [The use of social media to promote unhealthy food and beverage consumption among Indonesian children.](#)
- [Is obesity associated with depression in low- and middle-income countries? Longitudinal evidence from Indonesia.](#)

Technical reports and briefs

- [Landscape analysis of overweight and obesity in Indonesia. Summary of key findings.](#)
- [Baseline survey on the nutritional status of primary school-age children and its determinants in Central Java province.](#)
- [Nutrition Environment Assessment Toolkit for Schools \(NEAT-S\) in Indonesia.](#)
- The state of online grocery retail: food availability and marketing strategies in Indonesia (with EAPRO).

Information, education, and communication products

- [10 facts about overweight and obesity](#)
- [U-report survey on unhealthy food marketing \(summary infographic\)](#)
- World Food Day 2024 video ([Instagram](#) and [YouTube](#))
- World Obesity Day 2025 video (reading food labels) ([Instagram](#) and [TikTok](#))
- [Obesity prevention web platform.](#)

Thank you

Working together to prevent
childhood overweight and obesity



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