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The STOP Consortium



National Public Health Agencies

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Business-related Organisations

International Organisations



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The STOP Legacy – Outputs

- 55 papers in peer-reviewed journals
- Policy Briefs
- Workshops and symposia
- Stakeholder dialogues
- www.stopchildobesity.eu



Special Issue: Determinants of Childhood Obesity

Policies to Tackle Childhood Obesity

NUTRITION LABELLING: POLICY BRIEF

Introduction

There is growing concern about the impact of nutrition labelling on consumer behaviour. This policy brief examines the evidence on the effectiveness of nutrition labelling and provides recommendations for policy-makers.

Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Nutrition labelling is one of the many policy options available to them.

REFORMULATION OF FOOD AND BEVERAGE PRODUCTS FOR HEALTHIER DIETS: POLICY BRIEF

Introduction

Food reformulation is a key strategy for reducing the public health burden of obesity. This policy brief examines the evidence on the effectiveness of food reformulation and provides recommendations for policy-makers.

Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Food reformulation is one of the many policy options available to them.

FISCAL POLICIES TO PROMOTE HEALTHY DIETS: POLICY BRIEF

Introduction

Fiscal policies are an important tool for promoting healthy diets. This policy brief examines the evidence on the effectiveness of fiscal policies and provides recommendations for policy-makers.

Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Fiscal policies are one of the many policy options available to them.

PROTECTING CHILDREN FROM THE HARMFUL IMPACT OF FOOD MARKETING: POLICY BRIEF

Introduction

Food marketing to children is a major public health concern. This policy brief examines the evidence on the effectiveness of policies to protect children from harmful food marketing and provides recommendations for policy-makers.

Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Food marketing to children is one of the many policy options available to them.

NUGGETS TO PROMOTE HEALTHY EATING IN SCHOOLS: POLICY BRIEF

Introduction

Schools play a key role in promoting healthy eating. This policy brief examines the evidence on the effectiveness of policies to promote healthy eating in schools and provides recommendations for policy-makers.

Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Schools are one of the many policy options available to them.

PROMOTING PHYSICAL ACTIVITY THROUGH SCHOOLS: POLICY BRIEF

Introduction

Physical activity is a key component of a healthy lifestyle. This policy brief examines the evidence on the effectiveness of policies to promote physical activity through schools and provides recommendations for policy-makers.

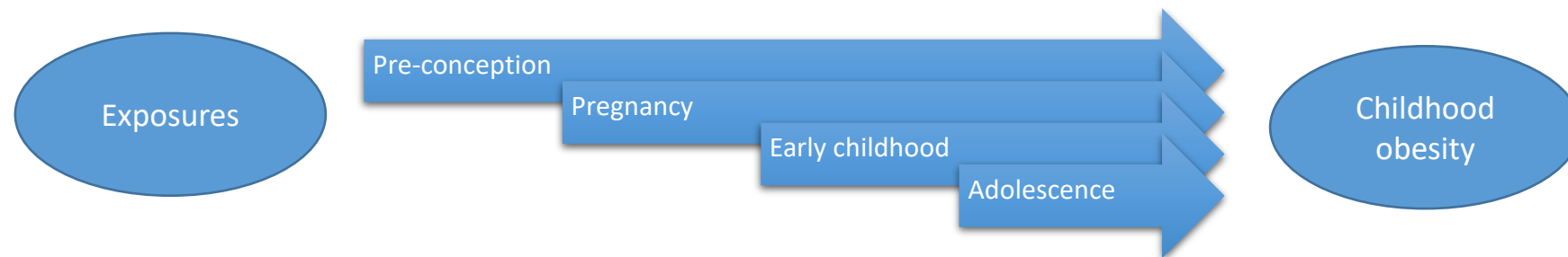
Policy issues and context

Policy-makers are increasingly aware of the need to address the public health burden of obesity. Physical activity is one of the many policy options available to them.



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Understanding the Causes of Childhood Obesity



- A “molecular signature” of childhood obesity has been identified through a range of epigenetics, metabolomics and proteomics biomarkers
- Pathways involving **prenatal exposures**, diets rich in **ultra-processed foods**, and **obesogenic environments** in neighbourhoods (*JAMA Pediatr, 2021; Clin Nutr, forthcoming*)
- Maternal pre-pregnancy BMI is associated with the child’s BMI and microcirculation changes, providing evidence of increased cardiovascular risk in early years of life (*JAMA Netw Open, 2020*)



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Health Taxes

- Taxes on sugar-sweetened beverages (SSBs) have been adopted widely
- Good evidence that they reduce SSB consumption and can be a strong incentive for product reformulation
- Evidence is pointing to the need for a more comprehensive use of fiscal incentives on food and non-alcoholic beverages



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Promise in Social Marketing and Nudges

- Social marketing can successfully influence consumer behaviour, but it requires a structured multi-actor approach
- Nudges can be effective, but sustainability of effects is uncertain
- School and digital environments are ideal for implementing nudges
- Regulation of commercial nudges an area that warrants exploration



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School-based Programmes

- Good evidence of impact on children's behaviours
- Best results by combining nutrition and physical activity elements
- New opportunities with food procurement policies
- Unclear how sustainable the effects are
- Requires scaling up



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Other Effective Policies

- Regulation of food marketing targeting children
- Front-of-pack nutrition labelling of foods
- Sustained physical education interventions in schools
- Family-based childhood obesity interventions in primary care, supported by digital technologies



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Conclusions

- The evidence base has been evolving rapidly
- Effective solutions have emerged (social marketing campaigns, nudges, taxes, FOPL, etc.)
- But evidence has taught us that we need to have realistic expectations
- We must seek synergies between policies and this requires coherence

Thank you



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