International Congress of Obesity

official congress of World Obesity Federation
held biennially

Leanne Young

‘Vancouver is one of the few places in the world where it’s possible to ski in the morning and sail in the afternoon’
Acknowledgements

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Outline

- Who is World Obesity Federation
- Maternal health and healthy offspring
- Policy & prevention
- Role of government
World Obesity Federation

- www.worldobesity.org

- ‘mission is to lead and drive global efforts to reduce, prevent and treat obesity’
- Goals - Research, Policy, Education and Membership
- Journals – International Journal of Obesity, Obesity Reviews Paediatric Obesity and more
Resources

- Image bank
- Downloadable maps
- Membership $32
- World Obesity Day
- Scope e-learning
- Healthy venue accreditation

Rudd Centre for Food Policy and Obesity
Conference environment

Promoted:
• Physical activity & less sitting
• Healthy food & beverages

Bronze award
Maternal health and healthy offspring

Adrienne Gordon and K Sim

• Antenatal programmes too late
• Planning – 93% plan a holiday, 50% plan a pregnancy (Forbes)
• Considerable risk with overweight/obese pregnant women at all stages of pregnancy, birth and neonate
• Do people access preconception care? Incorporate into other healthcare visits, include men

‘Life in the womb will be written on your tomb’

‘Obesity begets obesity’
Risk factors

High
- Maternal pre-pregnancy weight
- weight gain during pregnancy

High
Infant
- birth weight
- health risk – 33% increased risk of obesity

Maternal
- Risk of diabetes and CVD
Maternal health and healthy offspring

- Almost half of women entering pregnancy overweight or obese in high income countries
- Trials to limit weight gain in pregnancy not successful therefore need strategies to halt or reduce obesity pre-pregnancy to break cycle
- More research needed
- ENRICH study Jarmen et al, in press
Tackling Gestational Weight Gain
Rhonda Bell

Why?
Single best predictor of infant health is ....

Birth weight

pre-pregnancy weight  pregnancy weight gain

Weight guidelines-how important?
APRoN study – 56% gained above guidelines, more likely if already overweight, if gained above guidelines more likely to retain ~ 6 kg

Begum et al, 2012
ENRICH study

Quantitative findings

• Excess weight gain occurs early in pregnancy—need to intervene before this

• Women exceed upper weight gain limit
  – 30 weeks for normal weight
  – 20 weeks for overweight/obese

• Breast feeding was not associated with weight loss or changes in body composition at 3 or 9 months post delivery

‘Almost like they didn’t know’
ENRICH study

Focus groups and survey results

Women

• Wanted support & guidance for healthy behaviours
• Weight gain should be discussed
• Wanted to discuss how to return to pre-pregnancy weight

Health care providers

• wanted to know more on ‘how’ to discuss weight
Policy & prevention symposium
Boyd Swinburn

- First Lancet series 2011 – 4 papers
- ‘economic priorities and policies that promote consumption-based growth’ – drives obesity
- Need government leadership, systems approach with multiple sectors and accurate monitoring & evaluation
Policy & prevention symposium

• 2nd Lancet series 2015 – 6 papers – threads....
• Obesity debate polarised eg individual versus environment – result is lack of action

‘Patchy progress’
• NOURISHING framework
• Exploitation of vulnerabilities – amplifies vicious cycles
Vicious cycles (Swinburn, 2015)

Environmental drivers

Exploitation of vulnerabilities

- Biological
- Psychological
- Social & economic

Preferences and demand

Over consumption
Summary messages from 2015 Lancet series

• Framing of obesity as exploitation of human vulnerability
• Protect healthy food preferences from market intrusion
• Allow people to satisfy healthy food preferences
• Join undernutrition and over-nutrition efforts
• Act on marketing of unhealthy food to children
• Strengthen health professional leadership
• Increase the public demand for policy actions
• Move from responsibility to accountability
Let’s expand our framing...

acknowledge are interactions between the dichotomies eg individual and environment

- Make the healthy choices the easy preferred choices
- Change the obesogenic environment system
- Focus on young children & their influencers
- There is enough evidence to design smart food policies
Lancet commission on obesity

• 2 year process, co-chaired by Boyd Swinburn and Bill Dietz

Areas of focus
1. Strengthen accountability systems – shift upstream
2. Understand underlying systems
The Number of Countries That Have Reduced Adult Obesity Rates

ZERO
Role for government-taxation and regulation strategies Barry Popkin

• ‘Junk food becoming food of the world’
• Food system moving in different direction to what is recommended
• 4 major players
• Production linked to needs of food manufacturers and retailers and ignore climate, sustainability and health concerns
• Global dietary shifts –
  – increased use of sweeteners, oil, refined CHO, animal sourced foods, convenience foods, ‘snacking’
  – Decrease legumes, vege & fruit and food preparation time
Testing of strategies to combat obesity

Mainly in low and middle income countries
1. Taxation and price subsidies
2. Prohibition of marketing plus food labelling
3. Regulation of food and beverages in schools and institutions

eg Mexico – 70% of adults overweight and obese, ¼ diet is discretionary food
• Taxation of SSB’s and unhealthy foods, regulation of marketing of foods to children, FoP labelling, nutrition and PA promotion
• Results indicate consumption of taxed products decreasing and untaxed increasing
Restricting marketing of food to children

Vivica Kraak

• 2010 – 192 countries endorsed a regulation to restrict the above
• Review conducted of actions between 2010-2015 on progress
• Despite robust evidence no member states have full restriction of marketing and no measurable improvement by industry
• Need to shift from harmful branded HFSS to nutrient dense
• Successful actions will align with WHA goal to reduce NCDs by 25% by 2025 and UN System’s Sustainable Development Goal to ensure healthy lives for all by 2030
‘Pester power’ while shopping
M Sameeha

- 15 parent-children observations in supermarket, 5-8yrs, interviews
- 120 products requested, 77% non-core
- Requested every 3 minutes, mean 8 products/child
- Mothers yielded 63% time, 1/3 said no
- Children requested products for taste, packaging and positive personal experiences
- Parents strategies – reason with, redirect choices, ‘one treat at end’, buy products later
- ‘threshold for saying no’
- Parent suggestions – F & V aisles more appealing & in prominent areas, story book & healthy shopping list

Conclude – Children frequently request unhealthy foods and parents yield to requests
- More research planned...empower children & increase food parenting skills
41 million children overweight or obese in 2014
‘Global threat growing in menace and magnitude’
Lesson from Tobacco control – turned when showed effect of 2nd hand smoke on innocents
Prevention will have significant economic and intergenerational benefits
An all of Society response is needed
Presented to WHO in Jan 2016, to be ratified in May 2016 at 69th World Health Assembly
World Obesity Day 11th October 2016

• Overcoming childhood obesity – act today for a healthier future

Get involved by
• Disseminate messages
• Call on government to take action
• Raise awareness in your workplace and community