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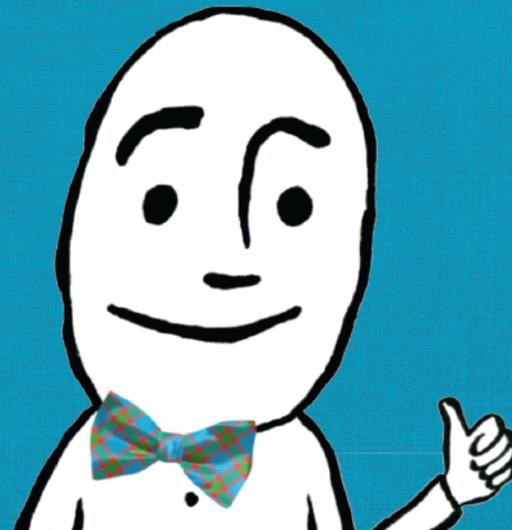
February 23, 2015



We will begin at **2:03** to allow participants time to join the webinar

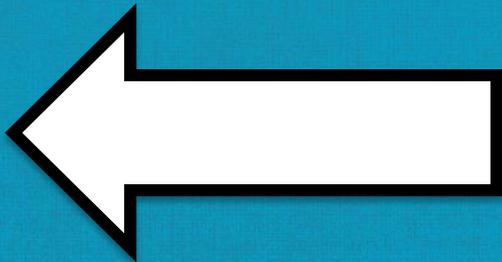
- **Spotlight: Rethinking Obesity Prevention—
The Second *Lancet* Series on Obesity**
- **One on One**
- **What's Next?**

TODAY'S PROGRAM



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Today's Panel



Elaine Arkin
National Collaborative for
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University of Auckland;
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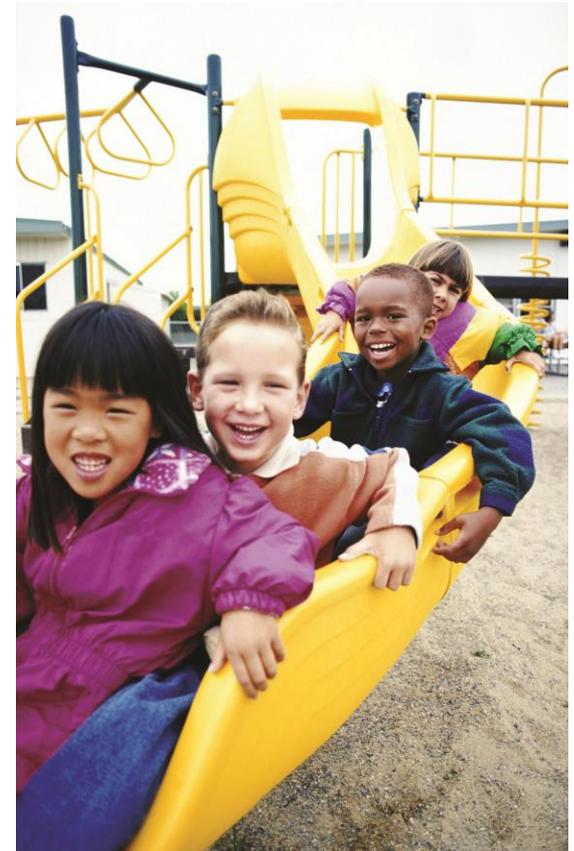
**Presenters' views are their own
and do not necessarily reflect the
views of NCCOR or its funders.**



The Lancet Series on Obesity: Why?

Obesity is a global problem

- Overweight and obesity have increased globally, with only some regions experiencing a stabilization of body mass index (BMI)
- Worldwide, more than 42 million children younger than age 5 are overweight
- At least 2.8 million people each year die as a result of being overweight or obese
- Diet-related risk factors and physical inactivity accounted for 10% of global disability-adjusted life years



Sources:
Global Strategy on Diet, Physical Activity, and Obesity. World Health Organization. <http://www.who.int/dietphysicalactivity/childhood/en/>
Roberto CA, Swinburn B, Hawkes C, Huang T T-K, Costa S, Ashe M. Patchy progress on obesity prevention: Emerging examples, entrenched barriers, and new thinking. *Lancet*. 2015.

NCCOR's International Efforts

2006

The Childhood Obesity Modeling Network (COMNet) launches

2010

NCCOR funds COMNet

2011

NCCOR's COMNet publishes four papers and three commentaries in *The Lancet Obesity Series*

2014

NCCOR convenes the Lessons Learned from Global Efforts forum

2015

The Second *Lancet Obesity Series* publishes



The *Lancet* Series on Obesity

First *Lancet* Series on Obesity (2011)

- Featured four papers and related commentaries from NCCOR's COMNet modeling teams (US, UK, Australia, Canada)
- Explained reasons for rise in obesity and the economic and health burdens of the disease
- Provided projections for the future
- Identified specific actions needed to reverse the trend
 - Emphasized policy and regulatory action as a cost-effective way to tackle the problem



Impact of *The Lancet* Series on Obesity

- Received extensive media coverage—more than 630 news articles worldwide
 - Headlines highlighted rising global obesity rates, increased need for immediate government intervention, efforts governments could take to decrease obesity (e.g., taxing sugar-sweetened beverages)
- Sparked interest in this latest *Lancet* series and continues to be highly influential in public health and public policy discussions about obesity



Home > Overweight and Obesity > February 19, 2015

Obesity Series exposes 'unacceptably slow' progress in tackling soaring global obesity rates over last decade

Global progress towards tackling obesity has been "unacceptably slow," according to a new series of articles published in four countries implementing a policy on healthy eating. The major new six-part Series on obesity, published in The



REUTERS EDITION: U.S. ▾

Global progress against obesity "unacceptably slow"

HARVARDgazette

SCIENCE & HEALTH • HEALTH & MEDICINE

Obesity epidemic needs new approach

Global failure needs "smart food policies," say authors of new study



Author bio: An obesity epidemic has forced leaders in leading governments to issue "smart food policies" and society to improve eating habits.

Source of social and behavioral science research: **School of Public Health (HSPH), Harvard University** or the **Center for Communications Programs (CCP)** at Harvard University. For more information, visit www.hsph.harvard.edu/obesity-prevention-research/.

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POPULAR

Business Standard

Thursday, February 19, 2015 | 08:12 PM IST

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World has failed to tackle obesity

Lancet

LANS | Washington February 19, 2015 Last Updated at 11:42 IST

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RELATED NEWS

- World failed miserably in tackling obesity epidemic during last decade: Lancet
- Galloping obesity rates fueling uncontrollable diabetes epidemic
- Soda tax could stem childhood obesity epidemic
- Improving basic measures can help tackle Ebola menace: Lancet
- Study links artificial sweeteners to obesity, diabetes epidemic

Global progress towards tackling obesity has been "unacceptably slow," with or without implementing a policy on healthy eating. The major new six-part series on obesity, published in four countries implementing a policy on healthy eating, has been "unacceptably slow," with or without implementing a policy on healthy eating. The major new six-part series on obesity, published in four countries implementing a policy on healthy eating, has been "unacceptably slow," with or without implementing a policy on healthy eating.

the guardian

Winner of the Pulitzer prize

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Obesity

Obesity experts call for stricter rules on junk food ads targeted at children

Papers published in Lancet medical journal insist politicians must press WHO to bring in code to prevent children being encouraged to make poor dietary choices



HUFFPOST HEALTHY LIVING February 20, 2015

Editor: U.S. ▾

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Medical Daily

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THE GRAPEVINE

Combating Global Obesity Must Start With An Improved Health Care System

Feb 18, 2015 06:30 PM By Kristin Magaldi



A recent study shows that the key to combating obesity is erasing health professionals' stigma against it.

NIH/DAVID CHAZAN, CC BY 2.0

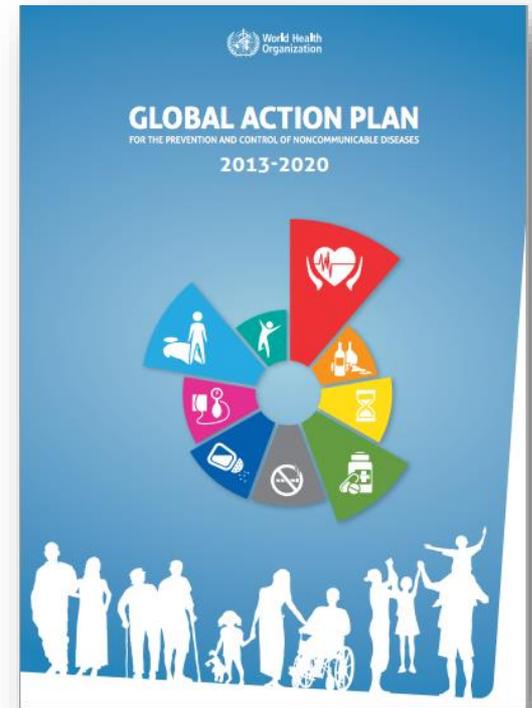
Rethinking Obesity Prevention – The Second *Lancet* Series on Obesity

Introduction

The Second *Lancet* Series on Obesity

Second *Lancet* Series on Obesity (2015)

- Discusses reasons for patchy progress
- Proposes a reframing of obesity
- Challenges entrenched dichotomies
- Reviews regulatory, non-regulatory, and quasi-regulatory actions
- Identifies high-priority actions



The Second *Lancet* Series on Obesity

Roberto & Colleagues

Personal Choice vs. Environmental Influence

Hawkes & Colleagues

Supply vs Demand Factors Causing Consumption of Unhealthy Food

Huang & Colleagues

Top-Down (government) vs. Bottom-Up (grassroots) Drivers for Change

Lobstein & Colleagues

Undernutrition vs. Overnutrition

Dietz & Colleagues

Treatment Priorities and Links to Prevention

Swinburn & Colleagues

Accountability Systems

Acknowledgments

The Second *Lancet* Series on Obesity Authors and Contributors

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- Jane Wardle
- Lindsey Zwicker

Rethinking Obesity Prevention – The Second *Lancet* Series on Obesity

*Mobilization of public support
for policy actions to prevent obesity*

Terry T-K Huang, PhD, MPH, CPH
Professor, School of Public Health
City University of New York

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Overview

The public health community can mobilize popular demand for policy actions to prevent obesity by:

- Applying strategies from political and social movements to mobilize the public for obesity and policy actions
- Understanding the roles of diverse actors in an expanded coalition
- Pursuing public health research opportunities around policy mobilization



The Politics of Obesity Prevention

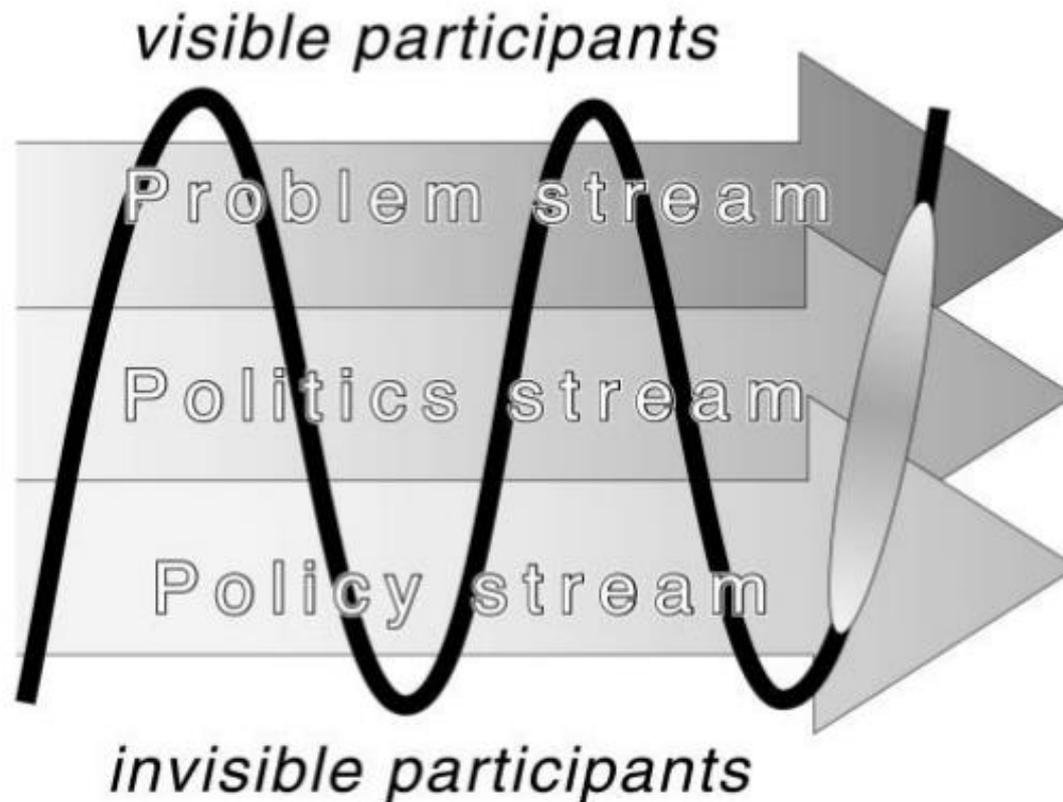


Fig. 1: A visual representation of Kingdon's stream model (1995) in which a window of opportunity (right) is opened.

Kingdon, 1995.

Mobilizing Popular Demand: Four Demand-Side Strategies



1. Refining and streamlining messages shared with the public by identifying the most effective frames for presenting information
2. Enhancing media advocacy
3. Building citizen protest and engagement
4. Developing a receptive political environment

1. Refining, Streamlining Public Information and Identifying Effective Frames

- Framing: Changing the emphasis from risks to benefits, and co-framing issues
 - Ex: Military readiness to conservative populations
- Challenge of multiple, inconsistent messages over time (e.g., expert recommendations, nutrition labels)
- Gaps in information about industry practices and a need for transparency
- Developing socially and culturally relevant messages that are transformative in emotional appeal (storytelling and narrative)

Refining, streamlining, and reframing public information can improve public knowledge and galvanize populations around a common issue



2. Enhancing Media Advocacy

- Implement on a broad scale
- Compete with unhealthy food and beverage marketing
- Build powerful public health brands by pooling resources nationally and globally
- Utilize consistent, concerted messaging across digital media platforms
- Create a centralized platform for a coalition to help control, align, and amplify messages

Enhancing media advocacy can help increase popular attention to obesity as a political issue; educate the public about the relevance to the environment; generate public debate; and persuade the public and policy makers to support specific policy measures

3. Building Citizen Protest and Engagement

- Capitalize on issues like food safety or deceptive food advertising to drive citizen protest
- Build citizen engagement through the direct interaction of obesity-prevention advocates with citizens
- Explore advocacy audiences online
 - Organize offline events
 - Revive and reconfigure organization networks
 - Distribute trust by making examples of open deliberation visible
 - Foster cultural fusion with politics by creating messages and campaigns using new media

Citizen protest and engagement can increase public understanding and ownership of the issue, thereby limiting public backlash and unintended consequences



4. Creating Receptive Political Environments

- Refine and streamline messages to policy makers
 - Encourage strong constituent-representative relationships
- Diffuse issue advocates across sectors
 - Place issue advocates across legislative bodies, political parties, lobbying groups, etc.
 - Train public health students for these roles
- Strengthen and better integrate the infrastructure for building relationships across sectors
- Identify opportunities to work across policy areas

Creating receptive political environments can foster organizational readiness to respond with policy solutions during windows of opportunity

Case Study: Mexico

Alianza por la salud alimentaria

- Consortium of academics and more than 20 civil society organizations (CSOs) in different specialties
- Garnered media attention
 - Junk food cartel
 - Formal academic forums provide policy recommendations
- Raised awareness of risks of sugar-sweetened beverages and the link to diabetes through a comprehensive communications campaign
- Spread reach of messages via online and digital strategy (web content, videos, radio spots)



Case Study: Mexico

Alianza por la salud alimentaria

- Positioned the need for public health policy free of conflict of interest
- Increased public debate about the need for immediate action to address obesity
- Led to taxes on soft drinks and junk food, which were put into effect in 2014
- Preliminary finds showed a 10% decrease in sales of taxed items and 7% increase in sales of non-taxed products

Key Lessons Learned

The Coalition:

- *Rallied around health as a human rights issue*
- *Exploited contemporary politics to emote the public*
- *Received endorsement from highly visible politicians*
- *Served as a unified platform to communicate issues and galvanize the public*

Expanded Coalitions

- Concerted actions among diverse sectors that combine top-down and bottom-up strategies can create the greatest policy effect
- Change agents are needed across organizations and sector
 - Strategic training and placement of individuals across sectors
 - Distributed action and decision making
 - Neutral buffer zones to facilitate working toward a common goal
- Requires clear governance and accountability structure to ensure policy implementation

Public Health Research Opportunities

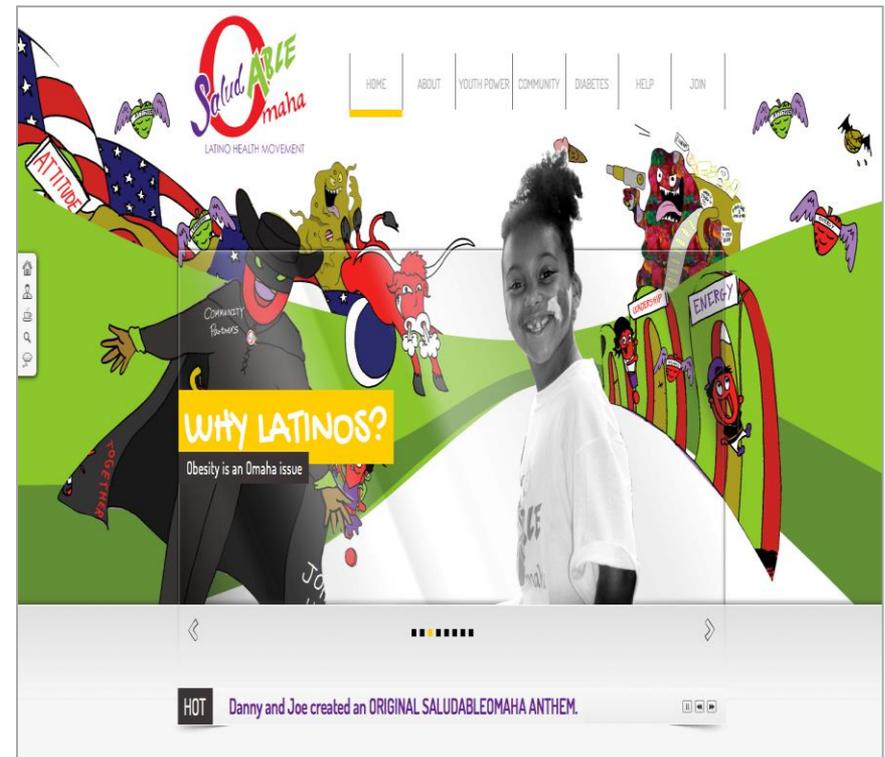


Much research is needed on the science of social mobilization:

- Document methods and mechanistic strategies linked to observable changes
- Timely, longitudinal population surveillance data on changes in social norms and attitudes
- Document cost-effectiveness of policies
- Document unintended consequences of different policy options

Summary

- Political science and global case studies inform how we can advance obesity prevention policies
- We need to prioritize and cohere around specific policy goals
- We need to develop policy frames and actively manage media
- We need to invest in building a favorable political environment for change
 - A backbone organization
 - A broader coalition of actors with delegated actions
 - A network of change agents across sectors
- We need to engage the public in the policy process



Increased Government Accountability

Civil society can hold **governments** to account via the following mechanisms:

- **Legal:** Submissions to official inquiries, policy development, law reform, litigation
- **Quasi-regulatory:** Invoking codes of conduct and ethics guidelines
- **Political:** Formal political processes (feedback) and political party processes (support)
- **Public communication:** Public feedback (media, advocacy, watchdog organizations, demonstrations, etc.)
- **Private communication:** Private feedback on performance to key people in government

Increased Private Sector Accountability

Civil society can hold the **private sector** to account via the following mechanisms:

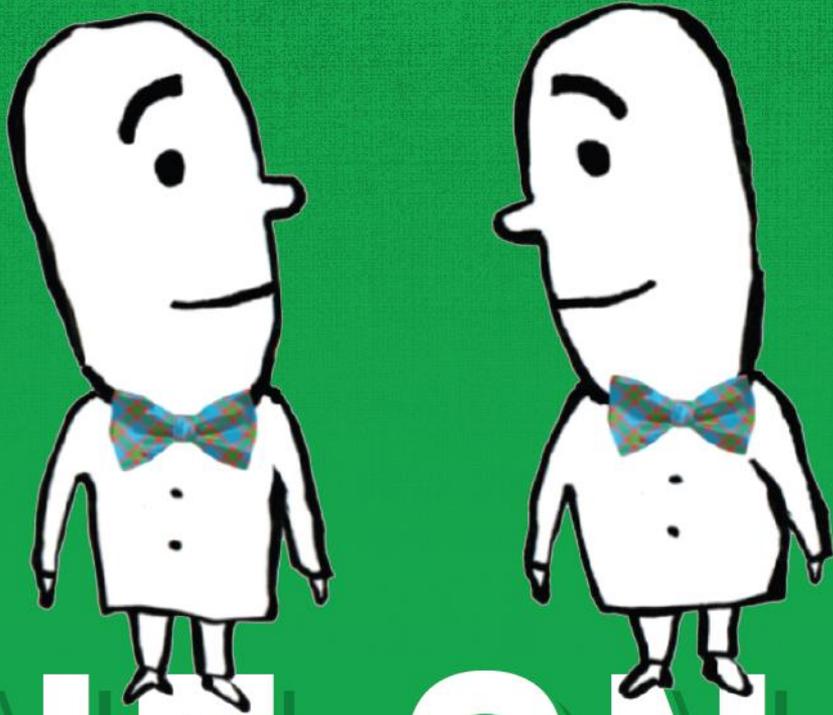
- **Legal:** Consumer protection through regulatory agencies, litigation for injuries
- **Quasi-regulatory:** Invoking codes of conduct and ethics guidelines; invoking unilateral or multilateral pledges or commitments as a measure of performance
- **Political:** Shareholder activism
- **Public communication:** Investment or disinvestment behaviors, strengthening or weakening of consumer demand for products/services
- **Private communication:** Private feedback on performance to key people in industry bodies

Thank you!

Contact:

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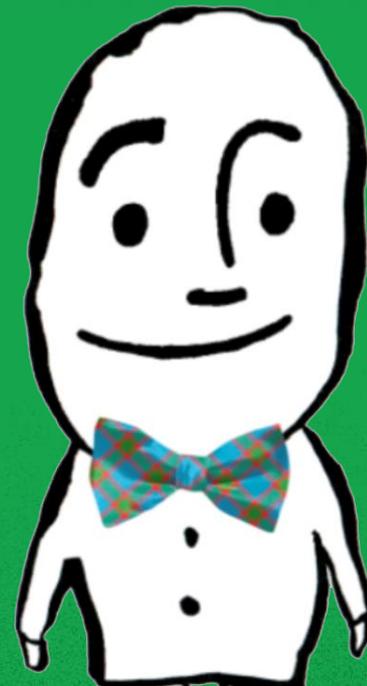
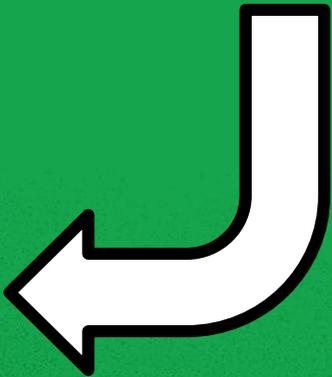
Boyd.Swinburn@Auckland.ac.nz



ONE ON ONE

Questions?

Please type your question(s) in the chat box located on the left.



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One on One

Question:

What other key insights can the series offer researchers and public health practitioners?

One on One

Question:

What case studies could the public health community look at for examples of mobilizing public support for obesity prevention efforts?

One on One

Question:

In what other ways can accountability play a role in creating healthy food policies and environments?

One on One

Questions from the Audience

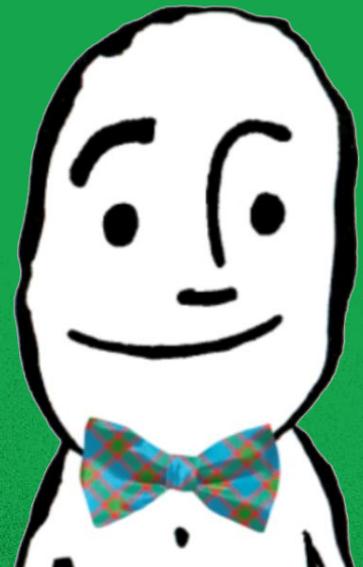
What's Next?

Meeting Summary

Lessons Learned from Global Efforts

Seminar

How Food Executives Think:
From Profit Margins to New Products



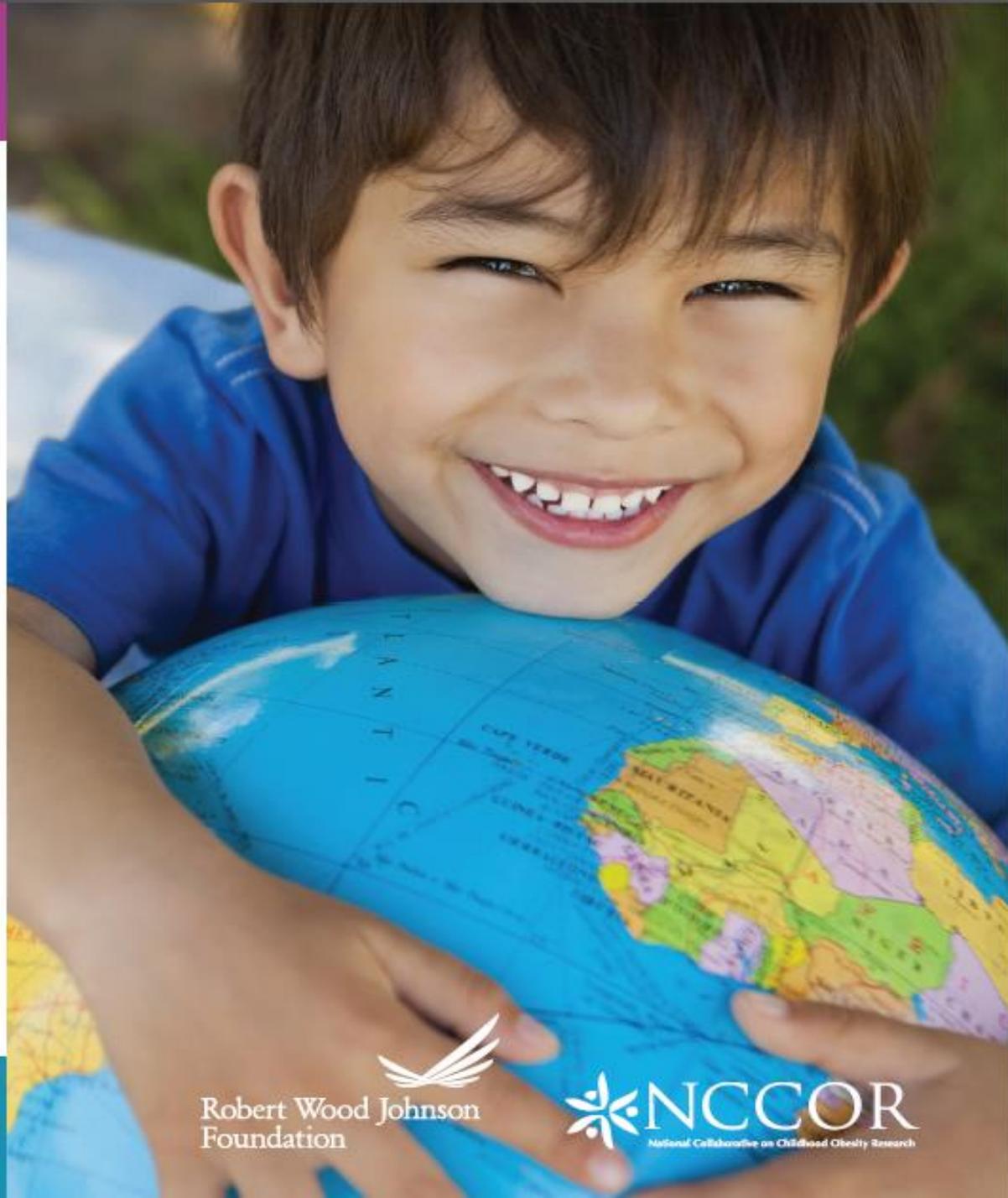
SUMMARY REPORT



BUILDING A CULTURE
OF HEALTH

LESSONS LEARNED FROM GLOBAL EFFORTS

CASE STUDY > CHILDHOOD OBESITY



Robert Wood Johnson
Foundation

 **NCCOR**
National Collaborative on Childhood Obesity Research

Join us on March 2!

Seminar—How Food Executives Think: From Profit Margins to New Products

- March 2, 2015 from 1:30-4:30 p.m.
- FHI 360 Conference Center, 1825 Connecticut Ave., NW, in Washington, DC
- Featuring Hank Cardello, Director, Hudson's Obesity Solutions Initiative
- Hosted by NCCOR, the Healthy Weight Commitment Foundation, Robert Wood Johnson Foundation, and Hudson Institute
- The seminar will explore:
 - Key players in the food industry
 - Opportunities to improve dialogue
 - Recommended next steps for partnering with the food industry
- To RSVP, contact Mary Ellen Brown at mebrown@healthyweightcommit.org

Further Questions?

Other questions about NCCOR or upcoming activities?

- Email the NCCOR Coordinating Center at nccor@fhi360.org.



NCCOR RESOURCES

- NCCOR Communications
- Infographics
- NCCOR Videos
- NCCOR Webinars**

RESOURCES FROM MEMBERS

- Interventions
- Surveillance
- Research and Evaluation
- Leadership
- Non-Health Partners
- Other Resources

NCCOR Overview Booklet

Learn about the National Collaborative on Childhood Obesity Research and its activities.



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READ ABOUT OUR UPCOMING FUNDING OPPORTUNITIES



Thank you!

