

WORLD OBESITY'S ACTION INITIATIVE

Prospectus 2016



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Action Initiative: Purpose

To stimulate and support **practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis**

Through World Obesity's Action Initiative we will:

- Establish and drive **new activities** to create **sustained and equitable approaches to help people working to manage their weight** and which make it easier for people to **maintain a healthy weight**
- Work to ensure further development and translation of **effective public health and medical approaches** to improve the health of the hundreds of millions of overweight children and more than a billion overweight/obese adults
- Help decision makers and influencers to **access appropriately the growing scientific understanding** of the early programming of obesity, why we gain weight and how we can achieve or maintain a healthy weight
- Catalyse **new scientific ideas** and approaches to understanding obesity and its management, working to **translate these into practice**
- Support the **education and training of young scientists and clinicians** to increase the number of experts in the field of obesity and increase the participation from low- and middle-income countries
- Drive these actions through **innovative strategies** at local, national and global level



Obesity: Tackling a global crisis

Across the world, more people are now overweight or obese than underweight.

**1.9 billion adults 170 million
children
...overweight or obese**

The escalating epidemic of obesity-related diabetes

Increasing body weight markedly increases the likelihood of developing diabetes with the risk already 5 fold greater on being just overweight compared with being thin. This is even more pronounced in certain populations, for example those from Asia and Mexico, who develop both diabetes and high blood pressure with only modest weight increases within the supposed “acceptable” or normal range.

The development of diabetes in pregnancy presents immediate challenges and a strong legacy effect of increased diabetes risk to the child. Combined with high rates of childhood and adolescent excess weight the world’s populations are facing unprecedented “diabesity” challenges for their future generations.

Multiple medical, social and economic burdens

With overweight/obesity increasing the development of heart disease, strokes, many cancers, dementia and asthma as well as many physical, psychological and economic problems, the health services of every country, however rich, will be unable to cope with the medical burden. Beyond the human and health system impacts of obesity, the cost to the global economy is enormous.

In 2014 the McKinsey group estimated that the global economic impact of obesity is \$2 trillion a year; similar to smoking or war/ global conflict. This includes healthcare costs and lost productivity costs.

Why has this happened?

The rise in obesity is generally attributed to people eating more food energy than they need. In many areas of the world, food has become more readily available, attractive and cheaper than ever, at a time when economic development has reduced the need for high levels of physical activity.

The Challenge

How can we help those who need to be more active or consume fewer calories?

How do we develop a new global landscape where activity and exercise are the norm and food is just as appetising but does not lead to overconsumption?

Introducing World Obesity's Action Initiative

World Obesity's Action Initiative was launched in 2015 to drive awareness and understanding of practical and effective actions that can be taken to combat the obesity crisis.

The Action Initiative promotes a comprehensive view of tackling obesity covering a range of individual, environmental, social and physiological issues that can have an impact – from diet to physical activity, from infrastructure to sport, from public health interventions to medicine.

There is no one-size-fits-all solution to obesity, so the sharing and implementation of multiple best practice solutions will allow the largest possible positive impact.

The Action Initiative promotes tangible and realistic goals to support change and will work with organisations to incorporate tackling obesity into everything they do.

The Action Initiative is a new activity driven and managed by the World Obesity Federation. It creates a new space for extended engagement, complementing World Obesity's existing structure and supporting its overarching mission and vision.

About World Obesity

The World Obesity Federation represents professional members of the scientific, medical and research communities from over 50 regional and national obesity associations. Through our membership we create a global community of organisations dedicated to solving the problems of obesity.

World Obesity's Action Initiative is just one part of the many activities and outputs of the organisation. In addition to the Action Initiative, which promotes tangible and realistic goals to support change, World Obesity is active in high-level policy and advocacy, training obesity specialists, advising governments, responding to consultations, publishing position statements, convening high-level meetings of experts and forming coalitions.

We are a strong supporter of basic scientific research into the underlying causes of obesity through leadership development, the International Congress of Obesity (ICO), Hot Topic conferences, and fundamental research roundtables in the form of STOCK conferences. We advocate for change at a global, regional, national and local level.

Our mission is to lead and drive global efforts to reduce, prevent and treat obesity.

<http://www.worldobesity.org/>

Action Initiative Membership

There are two forms of membership of the Action Initiative, “Advocates” and “Champions”.

The Advocates Group

In 2016 we will be launching a regular, quarterly teleconference for parties interested, directly or indirectly, in tackling obesity. The aim is to drive greater coordination, catalyse the sharing of experiences and increase action. This network of organisations sharing a common interest is our “Advocates Group”.

Members of the Advocates Group include civil society (including patient, professional groups and charities) and other interested groups. Teleconferences include:

- Updates on Action Initiative programmes
- Examples of activities and experiences, to share best practice
- Organisations looking for partners/collaborators

Conditions of membership

Membership of the Advocates Group is free to all organisations that meet [World Obesity's Terms of Engagement](#). Advocates are recognized on the Action Initiative webpage.

The Champions Group

The Champions Group is designed to **support the over-arching Action Initiative and individual programmes that will deliver tangible outcomes** to address the obesity crisis.

Conditions of Membership

Champions Group membership is open to all organisations that meet [World Obesity's Terms of Engagement](#) and provide an annual contribution to the work of the Action Initiative of at least £20,000 (GBP). Substantial in-kind support can also qualify an organisation for membership, to be determined on a case by case basis. Membership will be on a yearly basis, or can be obtained on a yearly basis through support of one of the programmes.

Benefits of Champions Group membership include:

- Recognition in World Obesity publications and on the Action Initiative webpage
- Invitation to two face-to-face Champions’ meetings each year to discuss priorities and review progress of Action Initiative programmes
 - Opportunity to engage with like-minded organisations
 - Opportunity to engage with World Obesity senior thought leaders
- Opportunity to present during quarterly Advocates Group teleconferences
- Invitation to a networking event held at the International Congress on Obesity
- Input to the annual Action Initiative newsletter



Action Initiative Roundtable Meeting

Obesity is a crowded policy area, with many competing voices and perspectives seeking to be heard. We aim to cut through this noise with a clear and supportive proposition expressed via each of the proposed Action Initiative Programmes. As we review the Action Initiative on a yearly basis we are keen to hear the views and priorities of a range of stakeholders in difference sectors who have an interest in preventing, managing and treating obesity. In order to understand these priorities we will hold a regular Roundtable Meeting. This will underpin actions of the Initiative, setting the programmes we propose in this prospectus into a broader structure and establishing realistic ambitions for how the Initiative can grow in years to come.

Placing the outcomes of the Roundtable Meeting at the heart of this initiative means that Advocates and Champions alike can be very clear about how the priorities for the Action Initiative are set and that they have an opportunity to directly feed into what they are joining and supporting.

World Obesity is keen to hear from stakeholders with a range of perspectives and priorities. We believe this is essential for it to be a strong foundation for such a collaborative undertaking. Participants will include Champions and Advocates of the Action Initiative, including those involved in professional practice, research, and educational activities and their development of various therapeutic approaches to obesity prevention and management, related chronic diseases and risk factors, as well as those that bring a consumer or patient perspective. Participants come from a range of public and private sector entities, including health, pharmaceutical, investment, sports and fitness and academia. Other interested groups who we feel might benefit from the Action Initiative are also invited to attend as observers.

Objectives and outcomes of the Roundtable

1. To discuss the participants' perspectives on priority areas for action on obesity
2. To discuss current and potential directions arising from the Action Initiative and the opportunities for new initiatives
3. To discuss the resources and inputs required to develop the priority actions.

Managing the Roundtable will take a significant amount of World Obesity resource, both from its Executive Office and across its expert network. To support this we are looking for unrestricted funding from Champions who in return will be recognised as "Founding Champions" throughout the time they support the Action Initiative. We ask for an additional contribution from Champions of the Action Initiative of £5,000.



Action Initiative: Programmes

The purpose of our new Action Initiative is to stimulate and support practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis.

To be further guided by the outputs of the **Roundtable Meetings** the Initiative is structured into a series of programmes, ensuring that effective management strategies are translated into appropriate treatment programmes, knowledge driven new management programmes and policies and evidence are put into action across a range of domains.

The following pages set out our current proposals for programmes in which we hope to engage a range of organisations. For each programme we describe the objectives, actions we will take, how you can support the programme and what direct benefits you will receive.



World Obesity Day

The success of 'cause' days in bringing issues into the media spotlight is well-established. They present an almost guaranteed hook for media attention and opportunities for engaging the public and raising awareness.

Securing such days requires strong consensus on the need, and advocacy for official recognition. Ensuring effectiveness requires resources at the grassroots level. There are examples of effective use of this concept for obesity. For example, Latin America has an Obesity Awareness Day on 11th October. It was established in 1998 and has become a pivotal day for obesity on the continent ever since. The UK's National Obesity Awareness Week gains attention each January, helped in no small part by media appetite to address the issue of weight gain after the Christmas season.

We feel that now is the right time to launch a single World Obesity Day which could use centrally provided, but localisable materials to communicate powerfully the impact of obesity on people's lives, on health systems and economies and also highlight the innovative initiatives being undertaken around the world to tackle obesity.

World Obesity Day will take place on the 11th October each year..

Programme Status

- The first World Obesity Day took place on the 11th October 2015
- The call to action for 2015 was 'We must act now' focussed around calls for everyone to rise to the challenge of overcoming obesity worldwide with links to the WHO/government target to halt the rise in obesity by 20205
- Support and participation in World Obesity Day was received by 15 World Obesity Member organisations, and 72 organisations from civil society and the private sector
- Significant media coverage was achieved including the front page of the Guardian and other key online news coverage

Objectives

- Encourage more member associations to undertake high profile media campaigns
- Increase public and policymaker understanding of the challenge of obesity, and what can be done to tackle it
- Share national experiences of campaigning to enable the spread of best practices
- Obtain ratification of World Obesity Day from WHO

What we will do

- Set a global theme for Obesity Day each year with powerful messages and calls to action the theme for 2016 will be 'Childhood Obesity' and 2017 will be 'Costs of Obesity'
- Launch central materials to international stakeholders and key global media
- Create an annual 'Campaign Pack' of materials and guidance for use by member associations and other relevant stakeholders
- Create a centralised database of member association Obesity Day activities and accompanying 'best practice' case studies

How you can help

We look forward to input from Advocates and Champions alike, partnering in the scoping and development of campaign themes and materials.

In order to provide effective central support we are seeking financial support from multiple supporters of £10,000 each.

Benefits of supporting

- Corporate name and logo recognition in World Obesity's Action Initiative annual newsletter, circulated to members of World Obesity, Advocates and Champions
- Corporate name and logo recognition on the section of the World Obesity website dedicated to Obesity Days and 'best practice' case study materials
- Corporate name and logo recognition in guidance materials sent to member associations globally (*not* on template materials for local events)



World Obesity Policy Laboratory

The inaugural Obesity Policy Laboratory is planned to take place in September/October 2016 around the WHO Regional Committees. We will bring together senior policy-makers and officials from governments and international agencies, creating an environment where they work together through real world examples with international experts in the field of obesity prevention, advancing knowledge and understanding of policy options.

The aim of the event is to strengthen the ability of policy-makers to create feasible, effective, comprehensive approaches to reducing obesity in their countries and to incorporate these into national policy agendas for non-communicable disease reduction, health and well-being promotion, and creating healthy environments and health promoting economies.

Most countries are facing a policy challenge to reduce the growing prevalence of adult and childhood obesity and their health consequences. Senior policy-makers usually carry the responsibility for developing policy responses for governments, yet the policy options are multiple, often heavily contested, and with varying degrees of evidence support and feasibility.

Providing a laboratory-style workshop where policy options are presented, discussed and developed with other policy-makers and policy researchers will strengthen the policy-makers' ability to develop their own plans as well as facilitating networking with others around the world who are facing similar challenges.

Programme Status

- We are still in the planning stages of this programme and require funding on order to proceed
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Objectives

- To strengthen understanding of several obesity policy options in terms of effectiveness, feasibility, acceptability, costs, effects on equity, and other key considerations
- To strengthen the understanding of the processes in developing and implementing these key policies with a focus on the fundamental building blocks of prevention systems
- To strengthen networks among policy-makers and policy researchers around the world
- To increase the engagement and contribution of policy-makers to World Obesity

What we will do

- Design, develop and host the event
- Identify and engage appropriate policymakers, with input from a range of stakeholders
- Support speakers and provide scholarships for policy-makers and civil servants from low and middle income countries

How you can help

We are seeking financial support and input from organisations to ensure a successful and impactful Obesity Policy Laboratory.

For this initiative we are seeking:

- Contributions of £12,000 from at least three major sponsors of the event
- Contributions of £3,500 for the sponsorship of scholarships for policy-makers from lower and middle income countries
- Contributions £6,000 for the sponsorship of a networking dinner

Benefits of supporting

- Corporate name and logo recognition within Policy Laboratory materials

SCOPE in Action



SCOPE is the only internationally-recognised certification in obesity management. It equips all health professionals with up-to-date, evidence-based obesity management resources, to better treat their obese patients and to excel in their careers. The programme is overseen as a core activity of World Obesity's Clinical Care work stream.

The education provided by SCOPE is particularly valued in the developing world. In 2015 we translated SCOPE into Spanish (Latin American), Portuguese and French to give the programme the potential to make maximum impact in developing regions such as South America and spread evidence-based best practice in obesity management to a global audience.

We are keen to address any barriers standing in the way of professionals benefitting from training that can help them to support individuals seeking to lose or manage their weight. For a problem that affects so many people, there is a distinct lack of obesity clinicians and researchers. As part of our Action Initiative we are therefore looking for **financial support to promote SCOPE and ensure that individuals are able to benefit from it**, where appropriate, regardless of potential financial restrictions.

Programme Status

- Since its launch in 2012 SCOPE has over 15,000 module sign ups and over 10,000 registered users
- SCOPE Users range from medical doctors, dietitians, nurses, fitness professionals, physiotherapists, psychologists and student health professionals
- SCOPE includes live courses, accredited third-party sessions and allows the opportunity of formal certification as an obesity treater. At the core of the programme are 30 modules of e-learning including podcasts and iPad compatibility.
- All modules are available in four languages, English, French, Spanish and Portuguese

Objectives

- Promote evidence-based best practice in obesity management to a global audience
- Increase uptake of SCOPE in developing health economies
- Improve access for health professionals where financial constraints may be a concern
- Forge collaborative relationships with practitioners who engage with SCOPE in the developing world

What we will do

- Develop materials to promote SCOPE in developing health economies
- Provide and promote scholarships to allow professionals to benefit from SCOPE courses and modules

How you can help

We are seeking financial support and input from organisations to award SCOPE scholarships. We are seeking commitments of £2,500 each from multiple supporters.

We are also seeking financial support and input from organisations to support the marketing of SCOPE to potential users within Latin America. We are seeking commitments of £3,000 each from multiple supporters

Benefits of supporting

- Corporate name and logo recognition in World Obesity's Action Initiative annual newsletter, circulated to members of World Obesity, Advocates and Champions
- Corporate name and logo recognition in SCOPE scholarship materials
- Corporate name and logo recognition in naming of individual scholarship awards

Knowledge Exchange Portal



There is a wealth of knowledge, expertise and evidence available on obesity, its causes and effects. Across the obesity community there is also much knowledge about what can, and should be done to tackle it. There are many examples from all over the world where action is being taken. Yet health community campaigners can struggle to know what information they should use as a consistent, reliable source, to enable them to communicate around obesity. World Obesity has already taken the first steps to support the work of others through its current website, which brings together key facts, figures and more on obesity, as well as through the [World Obesity Advocacy Toolkit](#). Through the Action Initiative we want to take this work further, ensuring that visitors know that World Obesity is the best source for the information they need in making a case for action to address obesity. We will augment our current online presence focussing on making the key arguments and evidence readily available and communicating work underway around the world to tackle the obesity crisis.

The portal acts as a single resource putting facts at finger-tips, and allowing those who so wish to dive deeper into sources and materials. A comprehensive and easily accessible single 'bank' of information it is an invaluable tool for all.

We are in a unique position being providers of this resource, we are already a key source for obesity maps and data and we also collaborate with our membership to identify the key campaigning needs and best examples.

Programme Status

- Developed a Knowledge Portal with an associated microsite <http://www.worldobesity.org/resources/>
- Reviewed and updated all data and maps in the Knowledge Portal
- Introduced new maps and data on obesity by socio-economic status, by region, by age, by educational status, new trend maps, policy and intervention maps, and a number of obesity data downloadables

Objectives

- Encourage more organisations to campaign for positive action against obesity
- Increase the quality and consistency of information used in obesity campaigning
- Facilitate exchange of effective arguments/campaigns between organisations around the world
- Provide an enabling, trusted source for those seeking information about obesity
- Encourage more organisations to campaign for positive action against obesity

What we will do

- Reach out through our membership and through the Action Initiative's Advocates Group to identify key positions and evidence needs for campaigners
- Develop standards for sharing examples and experiences from around the world
- Launch a social media campaign for evidence/example contributions
- Budget permitting, ensure tablet compatibility of webpages and develop an app putting supporting materials at campaigners' fingertips

How you can help

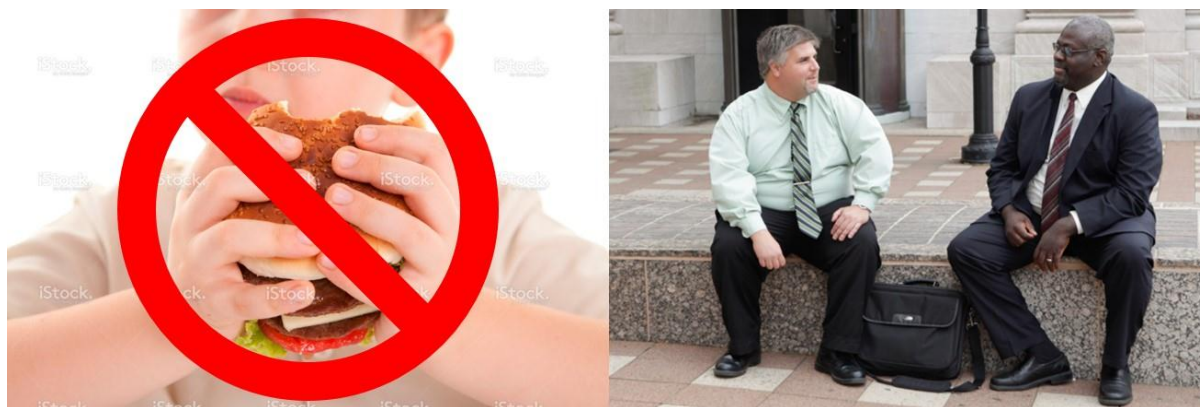
We are seeking financial support and input from organisations to develop the Knowledge Exchange Portal.

For this initiative we are seeking £5,000 each from multiple contributors to enable work to move forward.

Benefits of supporting

- Corporate name and logo recognition visible within the portal

Obesity Image Bank Phase 2



The way obesity is often portrayed and talked about in the media can create an environment where there is a lack of understanding and even a desire to shame individuals who are obese. Images used to accompany online or print news stories frequently depict obese people from unflattering angles, often inactive or consuming unhealthy food. They invariably exploit the “shock value” of focussing on abdomens/lower bodies, excluding heads from the frame.

Through our Action Initiative we are creating a gallery of free-to-use images across a range of cultural settings that can be used to illustrate advocacy and information materials on a wide range of subjects. This will also ensure that accurate, non-biased, respectful images are widely available and that more stakeholders are aware of the importance of using such images. The first phase of the Image Bank will launch in May 2016.

In the US, the Rudd Center has created a free to access [Media Gallery](#) and we have supported their approach on this. The difference we aim to make with our 'Image Bank', comes from the fact that World Obesity works globally. The Rudd Center's images are focused on obesity in the US, which is clear from settings and the representation of the people in the images. Our aim is to ensure that images are available that reflect the global face of obesity and that our entire membership can utilise.

In addition to providing professionally produced images we will encourage our Member Associations and other stakeholders to submit their own images for consideration for inclusion in the 'Image Bank'.

We will also link to other existing image banks and to guidelines developed specifically for media provided by other organisations such as the European Association for the Study of Obesity, the Obesity Action Coalition and the Canadian Obesity Network.

Programme Status

- The first phase of the Image Bank will be launched in May 2016 focussing on a set of specific scenarios
- The Image Bank will be hosted in a special section of the World Obesity website enabling a quick search for those looking for a photo in a specific setting or with specific cultures represented
- The Image Bank will allow individuals to upload their own photos which, after going through a review process, will be uploaded onto the site for general use

Objectives

- Support and enhance action to tackle obesity stigma, including highlighting examples of stigmatisation in the media
- Ensure wider use of accurate, respectful images in materials linked to obesity issues
- Promote understanding of the importance of the use of such images, and the principles underlying what is an appropriate, respectful image

What we will do

- Promote the work of the Rudd Center to combat the stigmatizing effect of the portrayal of obesity in media
- Work with members to refine understanding of how obesity is viewed in different societies, and develop and promote region neutral images that can work on a global basis. These would include images of individuals in natural settings such as having meals and undertaking activities like gardening, and also food/built environment images to support campaigns on promoting healthy choices and behaviours
- Plan and execute a (depending on resources available) professional photoshoots to further populate the online image bank for media and clinical use
- Build on the library on the World Obesity website hosting information on tackling image-driven stigma alongside free access to images
- Launch a social media campaign encouraging more people to engage with what is an acceptable image, and to submit their own images

How you can help

We are seeking partners with whom we can work closely on this action.

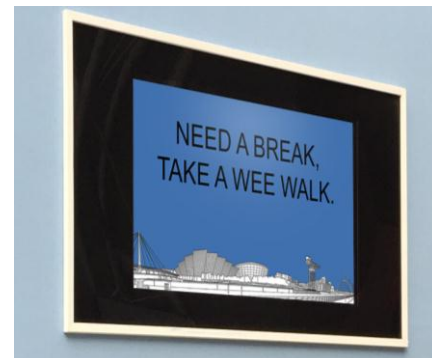
In addition, to enable World Obesity to devote necessary resource to running the social media campaign, and to cover costs associated with development and population of the image bank, we are seeking financial support of at least £15,000 from multiple supporters.



Benefits of supporting

- Corporate name and logo recognition in World Obesity's Action Initiative annual newsletter, circulated to members of World Obesity, Advocates and Champions
- Corporate name and logo recognition in image bank webpages
- Corporate name and logo recognition in media materials launching the campaign for images

Healthy Venues Accreditation



Tackling obesity from all angles demands that we identify and take opportunities to make healthy choices easy choices within people's everyday lives. Each year in the United States alone there are an estimated 225 million visitors to conventions, conferences, congresses, trade shows and exhibitions, incentive events and corporate/business meeting. All too often these events (even if they are about health issues) are unhealthy affairs with poor access to healthy food and limited opportunities to exercise.

We want to minimise the negative health impacts of conference-going, and use the opportunity of people stepping outside their routine to nudge them towards healthier choices. We will develop an accreditation programme for venues, encouraging them to support their visitors in making healthier choices. The process of accreditation will require that venue managers increase their understanding of how they might provide healthier food options and encourage physical activity, both within and around the venue. In return they secure a competitive advantage with a credible endorsement that they can offer to event organisers.

Alongside a formal accreditation process we will work with venue managers and planners to improve their health footprint (their "healthprint"). We will work in partnership, looking holistically at the attendee experience, including healthy meals and snacks from vending machines, food content labelling and encouraging people to use the stairs rather than lifts and sign-posting physical activity options around the venue. Initially targeted at conference venues, our aim for extension would be to roll it out to venues such as hotels and convention bureaus to cover all conferences at a destination.

Programme Status

- A set of robust, transparent assessment criteria have been developed
- Promotional materials have been produced, including a logo and microsite
- Adaptable template support materials for those who gain the “quality mark” including; promotional materials with advice for meeting organisers, briefings on making venues and meetings healthier, and educational materials for staff have been developed
- The programme was launched on the 11th October 2015 and as of February 2016 one venue has been accredited at Silver Healthy Venue level and a number of other venues are working their way through the accreditation process

Objectives

- Grow a network of meeting/conference venues committed to providing facilities that help people live healthier lives
- Encourage venues and event planners to consider what changes they can make to reduce obesity and improve people’s lives
- Secure greater emphasis on the improvement of people’s health as a consideration in the design of venues
- Establish a business model for the accreditation scheme that becomes self-funding

What we will do

- Continue to engage with potential venues, planners and relevant event industry groups to promote the accreditation and the reasons why accreditation is important
- Support venues through the challenging accreditation process
- Engage with meeting planners to promote the accreditation and encourage them to integrate healthier options into their events
- Accredite at least three venues to Bronze status in 2016

How you can help

We are seeking financial and non-financial support and input from organisations to develop the Healthy Venues Accreditation. We are particularly looking for support of the accreditation from industry groups within the meeting industry.

For this initiative we are seeking £10,000 in total from more than one contributor to support the continued development of the accreditation and marketing to venues.

Benefits of supporting

- Corporate name and logo recognition in World Obesity’s Action Initiative annual newsletter, circulated to members of World Obesity, Advocates and Champions
- Corporate name and logo recognition in the Healthy Venues Accreditation promotional materials and webpages





Contact us

If you would be interested in supporting World Obesity's Action Initiative by becoming an Advocate or Champion, supporting any of the programmes included in this prospectus, or if you have any questions please contact Ms Chris Trimmer on ctrimmer@worldobesity.org or +44 20 7685 2580.

Further information is also available at www.worldobesity.org.

WORLD OBESITY

