

Statement to the 140th Session of the World Health Organization's Executive Board on the Implementation for the Report of the Commission on Ending Childhood Obesity, Agenda Item 10.4 / [EB 140/30](#)

Honourable chairperson, distinguished delegates.

The World Obesity Federation welcomes this opportunity to address the Executive Board on Agenda Item 10.4. Our statement is supported by the NCD Alliance, World Cancer Research Fund International, the Jamie Oliver Food Foundation and 1,000 Days.

We congratulate the Secretariat on the proposed Implementation Plan to End Childhood Obesity. We particularly welcome the proposed interventions directed towards population-based, regulatory, legislative and fiscal measures.

We welcome the proposed second work phase to develop a framework for monitoring and evaluating the implementation of the Plan. Our organisations can help identify indicators, reporting mechanisms and baselines. We urge the Board to propose a timeline to develop this framework, so that it can be presented to the 70th World Health Assembly.

We commend WHO for taking a nuanced approach to the issue of conflict-of-interest, outlining the positive contributions the private sector can make whilst acknowledging that industry self-regulation can and does defer effective regulation. Interactions between governments and industry should be government-led, health-goal orientated, transparent and accountable. Stakeholder actions must be SMART and relevant to each stakeholder's core business activities.

We are concerned about the recommended action for the private sector to 'facilitate access to, and participation in, physical activity'. This may lead to industry whose core business is the supply and promotion of foods or beverages to focus on physical activity as a priority rather than addressing harmful practices related to their core business, such as the marketing of unhealthy foods and beverages to children.

We would welcome explicit alignment of the Implementation Plan's recommendations to those of the updated Appendix 3 of the Global NCD Action Plan. We call on Member States to integrate the Plan into their strategies to achieve the nutrition and NCD-related targets in the 2030 Agenda and the Global Strategy on Women, Children's and Adolescent's Health.

Statement developed in collaboration between:

