

Make **SMART** Commitments  
to Address Non-Communicable Diseases,  
Overweight & Obesity

# END Malnutrition in All its Forms

A Call to Action to Governments

NCDs, overweight & obesity are rising at alarming rates worldwide. We ask governments to make the UN Decade for Action on Nutrition count for all forms of malnutrition

## A UNIVERSAL CHALLENGE: MALNUTRITION AFFECTS EVERY COUNTRY

A THIRD OF THE WORLD'S POPULATION IS AFFECTED  
by one or multiple forms of malnutrition.

 **800** million PEOPLE  
are **UNDERNOURISHED**

**159** million  
CHILDREN under  
5 are **STUNTED**



**50** million  
**WASTED**



**2.8** million **DEATHS**  
worldwide **CAUSED** by  
**MALNUTRITION** every year

**41** million  
CHILDREN under 5 and  
more than

**1.9** billion  
ADULTS are  
**OVERWEIGHT** or **OBESE**



Annual global economic impact of obesity is estimated  
at \$2 trillion, and of undernutrition at \$2.1 trillion.

## SMART, cost-effective commitments improve and **SAVE LIVES**

Making & adhering to ambitious and bold SMART political and financial  
nutrition commitments will help to reverse alarmingly high rates of obesity.  
Commitments should be:



**SPECIFIC**



**MEASURABLE**



**ACHIEVABLE**



**RELEVANT**



**TIME-BOUND**

As a risk factor for a variety of NCDs,  
**childhood obesity should be urgently**  
addressed by governments.



**Governments are off-track to meet global nutrition  
and NCD targets by 2025**

### TO GET ON TRACK, GOVERNMENTS SHOULD:

Set ambitious  
national **FOOD AND  
NUTRITION TARGETS**  
aligned with the ICN2  
Rome Declaration  
and Framework  
for Action.



Make **SMART  
FINANCIAL  
AND POLITICAL  
COMMITMENTS**  
to implement the ICN2  
Framework for Action.



**DEVELOP ROBUST  
ACCOUNTABILITY**  
mechanisms to review,  
report on and monitor  
SMART commitments.



Align national **AGRICULTURE,  
NUTRITION, and NCD STRATEGIES  
AND RELATED POLICIES** to ensure  
policy coherence.



**PRIORITISE  
DOUBLE-DUTY ACTIONS**  
to impact both undernutrition,  
overweight & obesity.



**GOOD NUTRITION MAKES A DIFFERENCE:  
BE A LEADER IN THE DECADE OF ACTION ON NUTRITION**



Learn more in our advocacy brief at [wcrf.org/SMART](http://wcrf.org/SMART)



**NCD Alliance** unites 2,000 civil society organisations in more  
than 170 countries, dedicated to improving NCD prevention  
and control worldwide. The mission of NCD Alliance is to unite  
and strengthen civil society to stimulate collaborative advocacy,  
action and accountability.

62, Route de Frontenex 1207  
Geneva, Switzerland  
[www.ncdalliance.org](http://www.ncdalliance.org)  
@ncdalliance



**World Cancer Research Fund International** is the  
world's leading authority on the link between diet, weight,  
physical activity and cancer, advancing the development  
and implementation of effective policies to reduce the risk of cancer and other NCDs.

22 Bedford Square,  
London WC1B 3HH  
[www.wcrf.org](http://www.wcrf.org)  
@wcrfint