

**World Health Organization Western Pacific Region
Healthy Cities Recognition 2014**

**Protecting, promoting and supporting healthy diets:
Restricting marketing of unhealthy foods and beverages to children**

Background

Noncommunicable diseases (NCDs) are a public health and developmental priority for the Western Pacific Region, with 75% of all deaths in the Region attributable to NCDs and with nearly half of the deaths occurring prematurely in people under 70 years old. The four main NCDs – cardiovascular diseases, cancers, chronic respiratory diseases and diabetes – have overtaken communicable diseases as the leading health burden in the Western Pacific Region.



One of the main common risk factors for these NCDs is unhealthy diet, specifically characterized by processed foods high in salt, sugar and fat. An important step in the prevention and control of NCDs is to promote a healthy diet by making healthy choices the easier choices for the population and by ensuring that consumers can make informed choices. On one hand, this involves providing individuals with the skills and resources to make healthy decisions. On the other hand, the physical and social environments where citizens work, learn and live should be conducive to health.

The Regional Action Plan for the Prevention and Control of Noncommunicable Diseases (2014-2020) recommends the implementation of WHO's set of recommendations on the marketing of foods and non-alcoholic beverages to children, as an action to reduce modifiable risk factors for NCDs. The focus of this call for proposals is on interventions, which promote healthy diets by restricting marketing of unhealthy foods and beverages to children.

Recognition of Best Practice

Recognition is given to innovative approaches for promoting healthier dietary options, specifically by restricting marketing of unhealthy foods and beverages to children.

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