

Bridges, linkages and opportunities in addressing malnutrition: double-duty and beyond

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Key themes

- **Do no harm: challenge UNICEF and WHO to review undernutrition programs to see if negatively impacting overweight. Eg. Sugary weaning biscuits,**
- **Challenge UNICEF: many countries with heavy burdens of overweight/NCD's ignore this in lieu of tiny pockets of undernutrition**
- **Need international agencies showing collective support for effective double duty activities—including regulatory actions that may be controversial. WHO—country offices often not supportive and need regional representatives to act in their stead**
- **Ignoring large proportion of infants fed junk food and beverages now. Minimal data.**

Regulatory options

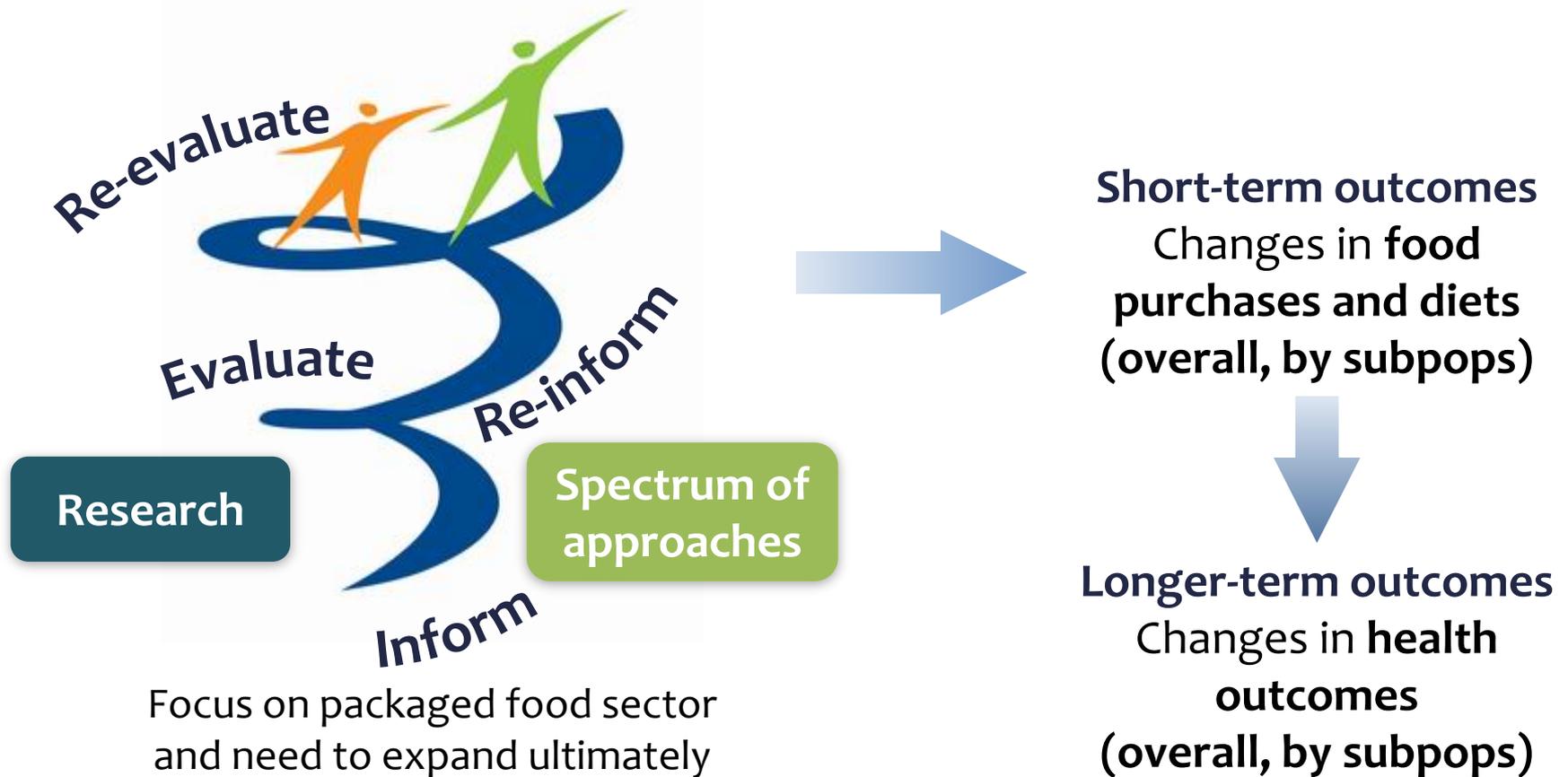
Taxes and marketing restrictions



What We Thought We Should Do: Our Toolkit

- Challenge to create the large-scale environmental shifts to promote a healthier diet and activity pattern. Options include:
 - **Taxation** of unhealthy beverages and foods: many countries sugary beverages, junk food (Mexico, now many other countries). Benefits all forms of malnutrition
 - **Marketing regulation: Chile leading the way. other following.**
 - **Front-of-the-package profiling—best combined with marketing, taxation, no claims, and**
 - **Public institution** healthy eating(schools, hospitals, etc).
- Increasing emphasis on large-scale regulatory change
- Ignoring major push on agriculture, food service sector, retailers
- Must include all agencies: Ignoring rapid transition of weaning foods and beverages to unhealthy nutrient poor junk foods and beverages.

Our Goal: Create a culture of healthy eating by *learning from our programs and policies what works*. We have a long road to travel to reach that goal!



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From Shu Wen Ng