

Pacific Heads of Health

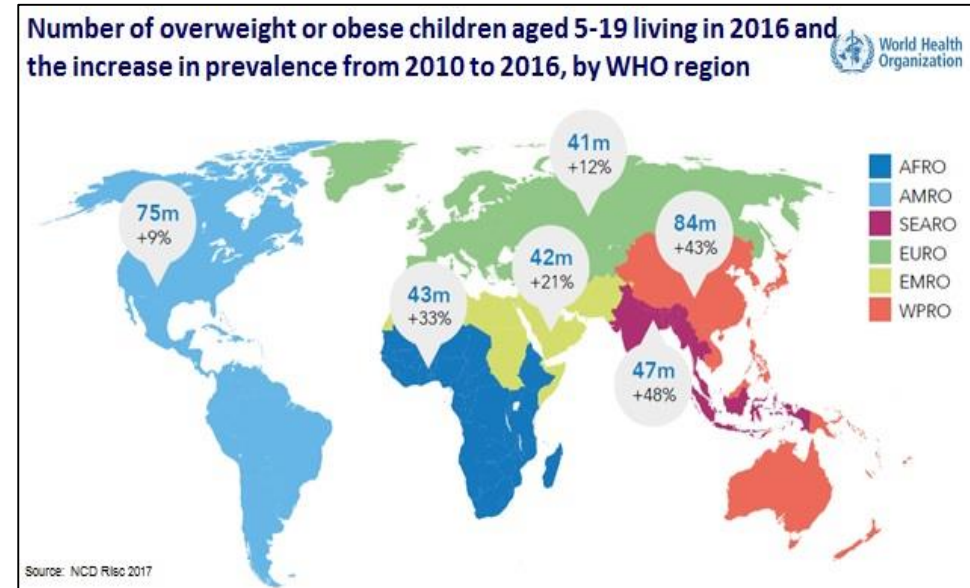
Réunion des directeurs de la santé du Pacifique

Pacific Ending Childhood Obesity Network (Pacific ECHO)

Progress Update

Background

- Magnitude of overweight and obese children is increasing rapidly in many PICTs
- In 2018, Pacific HoH:
 - Endorsed establishment of Pacific ECHO and its governance mechanism
 - Supported the identified priority areas: physical activity, fiscal measures and restriction on marketing of unhealthy foods and non-alcoholic beverages to children
- Network Coordination Team: (4 PICTs, 1 CSO, 1 academic institution, C-POND, SPC, WHO and PIHOA)
- Secretariat Arrangement: C-POND with support from Network Partners



Progress: Pacific ECHO Activities (January 2018-February 2019)

- 19 countries are current members of the network with endorsed national nominees as Pacific ECHO representatives
- Established 3 Working Groups for supported priority areas
- Developed proposals for collective actions circulated for input and finalisation in July 2018;
- Inaugural meeting of country representatives, February 18-20, 2019
- Established plans for collective action for implementation to assist and add value to individual country efforts



Progress: Physical Activity

The regional physical campaign plan to be developed is aligned to the WHO best-buy recommendation to promote health especially through media campaigns.

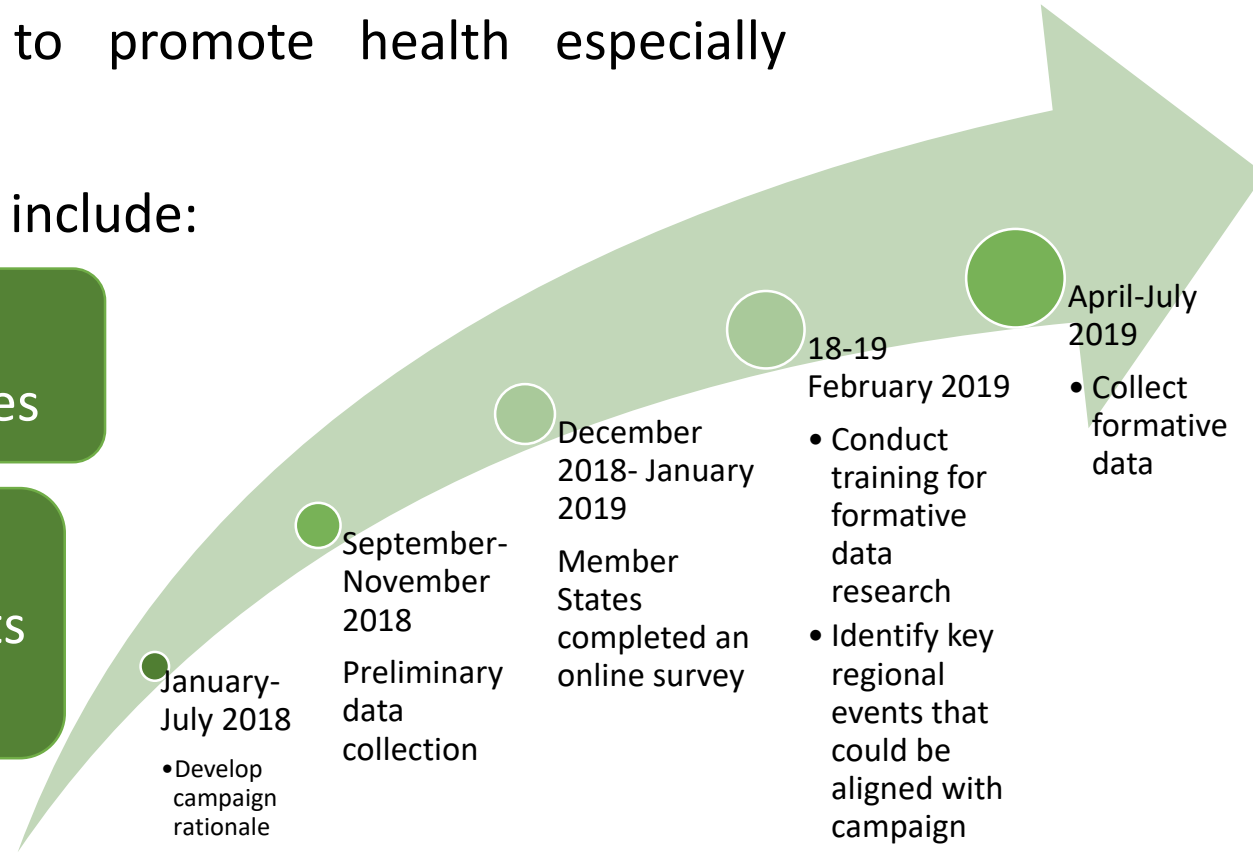
The proposed goals of the campaign include:

- Increase the uptake of, and participation in campaign activities

- Improve knowledge, positive attitudes, intentions and attempts to support P/A among children

- Increase proportion of children who meet WHO physical activity recommendation

- Reduce screen time for recreational use for children



Progress: Restriction on Marketing

Methods of data collection

Food marketing environment

Perceived causes of
overweight & obesity

Existing policy & institutional
framework

Health promotion efforts and
health actors

Challenges,
Recommendations

**Situational
Analysis**

From Aug 2018 to Dec 2019:

- Completed: 5 PICTs
- In Progress: 12 PICTs
- Summary of Findings:
 - Wide range of advertising mediums
 - Existing policies addressing some aspect of unhealthy foods and beverages to children
 - Only Fiji has a stand-alone regulation awaiting endorsement
 - Need to tailor-make regulations to countries needs

Progress: Fiscal Policies



- A number of PICTs have been implementing fiscal policies mainly on taxation on SSBs, but some challenges remain, requiring regional action
- Data collection on SSB taxes and import/excise taxes for targeted food products



- February 2019 meeting: The network agreed to develop a SSB Policy Toolkit to support country-level action, building on existing materials and information

Key Challenges

- Maintaining and sustaining the established network, facilitating and ensuring regular communications and coordinating linkages
- Increasing resource support for the coordination of the network to ensure its sustainability
- Consideration for increased resources to accelerate the progress of prioritised actions at country level
- Commitment from countries to map out and link up activities identified in the priority areas of the network to avoid duplication of efforts
- Different government authorities deal with different aspects of NCD work. An **integrated whole-of-government approach** is crucial to strengthen the implementation of prioritised actions
- The involvement of civil society organisations in the network to advocacy network efforts

Recommendations

Recommendations for HoH:

HoH are invited to:

- **Ensure** that PICTs incorporate actions to combat childhood obesity into their multi-sectoral NCD plans or national plans, with clearly defined indicators and timelines
- **Support** the identified priorities of physical activity, fiscal measures and restriction of marketing of foods and non-alcoholic beverages to children as per the plan of actions progressed further at the February 2019 meeting
- **Commit** to supporting or maintaining active multi-sectoral collaboration on child obesity nationally to drive initiatives for the next year

Recommendations

Recommendations for development partners:

Development partners are invited to:

- **Support** PICTs in the implementation and monitoring of childhood obesity priorities and plans of action
- **Strengthen** efforts to improve regional coordination, and enhance international collaboration and networking opportunities for PICTs
- **Foster** effective collaboration between CSOs within and across PICTs, and with government, network partners and stakeholders, to better support implementation of childhood obesity priorities
- **Support** to maintain the established network and its sustainability
- **Support** operational research on impact assessment to strengthen evidence based childhood obesity interventions