



Tackling of unhealthy diets, physical inactivity, and obesity: health effects and cost-effectiveness

This report investigated public health strategies which are in place to 'tackle behavioural risk factors for chronic diseases which are closely linked with obesity, including the dietary habits and levels of physical activity in Brazil, Mexico, India, China, Russia and South Africa. This report used England as a comparator.

Several population-based prevention policies would generate health benefits while paying for themselves through future reductions of health care expenditures. The strategies in the study were suggested to include health information and communication methods which improve population awareness about benefits of eating healthily and exercising more; tax measures to increase the price of unhealthy food content or reducing cost of healthy foods; and regulatory measures which reduce marketing of unhealthy food to children. These measures to prevent chronic conditions may ensure that health costs in the future are reduced, thereby increasing cost effectivity.

Reference: Cecchini M, Sassi F, Lauer JA, Lee YY, Guajardo-Barron V, Chisholm D. Tackling of unhealthy diets, physical inactivity, and obesity: health effects and cost-effectiveness. *Lancet*. 2010 Nov 20;376(9754):1775-84. doi: 10.1016/S0140-6736(10)61514-0. Epub 2010 Nov 10. PMID: 21074255.

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