



Working together to prevent childhood overweight and obesity

Final report **2019 – 2023**



in support of



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Glossary

CCD Cities Changing Diabetes

EAT A global, non-profit startup dedicated to transforming our global food systems through sound science, impatient disruption and novel partnerships

GOC Global Obesity Coalition

GOF Global Obesity Forum

HCC Healthy Childhood Challenge

INSP National Institute of Public Health in Mexico

LAC Latin America and Caribbean

LACRO Latin America and Caribbean Regional Office

mHealth A mobile health initiative to promote healthy diets by using text messages

MOH Ministry of Health

NCD Non-communicable diseases

SBCC Social and Behaviours Change Communication

SDG Sustainable Development Goals

SLAN The Latin American Society of Nutrition

SNDIF Sistema Nacional para el Desarrollo Integral de la Familia

UNGA United Nations General Assembly

WCD World Children's Day

WHA World Health Assembly

WHO World Health Organization

WOF World Obesity Federation

01 Executive Summary

Since 2019, Novo Nordisk and UNICEF have made significant results that contribute to preventing childhood overweight and obesity. This was done by establishing an effective partnership model that addressed gaps in knowledge, supported decision makers to act, and provided tailored in-country support.

In 2019, Novo Nordisk and UNICEF joined forces with the ambition of creating a shared value partnership to contribute to the prevention of childhood overweight and obesity by addressing obesogenic environments, improving diets, and changing societal narratives and norms. Interventions were designed and implemented in Mexico, Colombia, the Latin America and Caribbean region, and at the global level. While working to prevent childhood overweight and obesity, simultaneously the interventions are contributing to Sustainable Development Goals (SDG) SDG 2: Zero Hunger and SDG 3: Good Health and Well-being.

Throughout the whole partnership period 2019 – 2023, Novo Nordisk and UNICEF have taken a leading role in advancing the agenda on the prevention of childhood overweight and obesity. A collaborative spirit guided the development of our shared value partnership, allowing us to explore and find new areas and ways of working together at country, regional and global levels. By combining our expertise, strong networks and convening power, the partnership mobilized attention to the issue and expanded its reach and impact.

Novo Nordisk and UNICEF achieved tremendous results with interventions in the following three areas:

- **Address gaps in knowledge and sharing best practices**
- **Supporting decision makers to act**
- **Tailored in-country support for Mexico and Colombia**

By 2023, the partnership had benefitted nearly 2.7 million children and caregivers across the Latin America and Caribbean region (LAC) through direct programmatic reach. Additionally, the partnership reached 24 million people through Social and Behavior Change Communication (SBCC) efforts¹. Furthermore, children and their families in the partnership's focus countries, region, and beyond saw long-term benefits from improvements to policies, programmes, and services as a result of solid structural changes that enable a child's right to survive and thrive.

The final report of the Novo Nordisk and UNICEF partnership summarizes all the results from 2019 – 2023 that have been documented and discussed during the quarterly meetings, midterm review, and the annual meetings and reports. The partnership had a no-cost extension due to the COVID-19 pandemic, and therefore, results from the first half of 2023 are also included in this report.

The COVID-19 pandemic that hit the world in early 2020 caused understandable delays in programme implementation, and alternative measures were put in place where possible. However, the pandemic and the worldwide lockdowns that followed also exposed fault lines in our food and health systems and increased physical inactivity. Both during and after the pandemic, it was clear that preventing overweight and obesity are essential and more urgent than ever. Considering this, Novo Nordisk and UNICEF are pleased to have renewed and expanded the share value partnership for another three years, including new countries and regions to continue this important work.

1. 2023: We reached 170,300 children and caregivers through direct programs and reached more than 20 million with SBCC strategies (the majority of that coming from Mexico's super SBCC Health Heros program) 2022: We reached 1.6 million direct reach and 4 million SBCC. 2021: 1 million *combined direct programmatic reach & SBCC Total: 1.6m + 1m + 170,300 = 2.77 million. And for SBCC, 20m + 4m = 24 million

02 Programmatic Highlights

The reports you find using the QR codes are without the financial chapters. They are confidential and have been removed.

Annual report 2020



Scan QR-code
or [click here](#)



Annual report 2021



Scan QR-code
or [click here](#)



Annual report 2022



Scan QR-code
or [click here](#)



Pillar 1 Highlights: Address gaps in knowledge and share best practices



Landscape Analysis Tool

The [Landscape Analysis Tool on Overweight and Obesity in Children and Adolescents](#) was designed by UNICEF to encourage national agendas and support governments to develop appropriate policies to prevent and control childhood overweight and obesity. Starting in 2020, the tool was designed and piloted in 9 countries across 4 regions and was accompanied by a scientific evaluation of its effectiveness. This evaluation fed into the finalization of the tool, which was then published online in 2022 in both English and Spanish. **In 2023, the results of the evaluation were published as a policy action paper in the [WHO Bulletin](#), demonstrating UNICEF's leadership on childhood obesity and highlighting the tool's usefulness for countries in assessing gaps and priorities.** A pinnacle moment came on World Obesity Day 2023, when the tool was presented at a stand-alone session at The Lancet Summit on Childhood Obesity, which was co-hosted by the Global Obesity Coalition. With more than 2,000 participants, the summit served as a global platform to share best practices across diverse multi-sectoral disciplines and highlighted UNICEF's role as a thought leader. By June 2023, the tool was completed and is currently being used in 17 countries (Costa Rica, Peru, China, Philippines, Mongolia, Vietnam, Indonesia, Pacific Islands, Tanzania, Botswana, Malawi, Zambia, Bhutan, India, Maldives, Nepal, and Sri Lanka) across four regions, with 8 additional countries and a new region in the pipeline.

Biennial Regional Thematic Report on Childhood Overweight and Obesity

In a concerted effort to raise the profile of preventing childhood overweight and obesity across the LAC region, UNICEF's Latin America and the Caribbean Regional Office (LACRO) initiated a series of biennial regional thematic reports. The first report launched in 2021, ["Childhood Overweight: A call for prevention in Latin America and the Caribbean,"](#) acted as a political catalyst, driving awareness and preventive measures on overweight and obesity across governments, civil societies, and academic institutions. **Published in both English and Spanish, it reached more than half a million people through social media content and articles published across 60 media outlets.** Published in 2023, the second report, ["Childhood Overweight on the Rise: Is it too late to turn the tide in Latin America and the Caribbean?"](#) delved deeper into the latest regional trends and challenges. Published in both English and Spanish, it includes studies, tools, and experiences across the region, as well as UNICEF's recommendations for public policy and the private sector to shift the trend and improve environments for adequate nutrition and health for children and adolescents. The second report has gained significant media traction, with 291 new articles generated, reaching nearly 200,000 people across 25 countries.



Pillar 2 Highlights: Support decision makers to act



Global Obesity Coalition: Since its inception in 2021, the Global Obesity Coalition (GOC), a strategic partnership between UNICEF, WHO, and the World Obesity Federation (WOF) has been an important vehicle for global advocacy efforts to address obesity. **The coalition has successfully organized and supported 10 impactful global events** over the past three years, including 2 Global Obesity Forums (GOF), 2 United Nations General Assembly (UNGA) side events, an Inter-Country Dialogue for the WHO Acceleration Plan to STOP Obesity, 4 World Health Assembly (WHA) side events, and **the Lancet Summit on Childhood Obesity to collectively engage nearly 3,000 experts from more than 45 countries.**

These events underscore GOC's commitment to mobilize resources and enhance broader financial support for organizations through the WHO Acceleration Plan to STOP Obesity. The GOC most recently hosted a WHA donor breakfast in May 2023 with 65 attendees from various foundations, private sector companies, and governments. This strong collaboration at the global level laid a strong foundation for GOC collaboration around the planning, implementing, and financing of the WHO Acceleration Plan to STOP Obesity. This collaboration was embodied by a joint [UNICEF-WHO Lancet Publication](#) in 2023.

The Convening Power of UNICEF LACRO: Over the past three years, UNICEF LACRO has demonstrated its strength as a convening powerhouse for relevant and influential regional stakeholders around the prevention of childhood overweight and obesity in LAC. Most notably, in June 2023, UNICEF LACRO hosted the First Meeting on Children's Rights and Advocacy in Latin America and the Caribbean, bringing together 71 participants from UNICEF country offices, civil society organizations, and academia.

The purpose of this influential gathering was to join efforts across sectors to advance advocacy and policy for the prevention of childhood overweight and obesity in countries across the region. This first-of-its-kind gathering builds on UNICEF LACRO's track record of catalyzing collaboration across the region to collectively support decision makers to implement key prevention policy priorities. Since 2020, **UNICEF LACRO spearheaded four major regional events bringing together over 850 stakeholders from UN agencies, civil society, private sector, academia, and governments.**



Pillar 3 Highlights: Provide tailored in-country support

COLOMBIA: Throughout the partnership, UNICEF Colombia conducted two complementary studies on transforming obesogenic environments into healthier settings for children and adolescents. One study analyzed the economic burden of overweight, obesity, and associated diseases in children, adolescents, and pregnant women in Colombia, averaging in US\$ 170 million per year, including both medical and indirect costs. The other study examined the influence of ultra-processed food and drink advertising on young people. The results of both studies was presented to decision makers, technical government counterparts, the territorial networks, and journalists to inform policy change during Healthy Eating week in October 2023. Together, the evidence generation and dissemination in 2023 showcases how the Novo Nordisk partnership with UNICEF enabled impactful research and sustained advocacy to curb childhood obesity in Colombia.

In addition to nationwide evidence generation, Colombia invested three years into developing the Territorial Prevention Networks across the country. Territorial Prevention Networks are a community-based public health framework designed to implement efforts that promote healthy lifestyles and mobilize a whole-society approach to transform obesogenic environments from the community level up. These networks enhanced the knowledge of preventive measures within overweight and obesity for almost 300 local policymakers, practitioners, and health professionals across three territories.



MEXICO: UNICEF Mexico made game-changing policy improvements and continues to be a pioneer in influencing legislation that will contribute to the prevention of childhood overweight and obesity. In just three years, UNICEF Mexico contributed to 12 landmark legislative victories, including breakthrough regulations like the Regulation of the General Health Law Related to Advertising and National Regulation of Sanitary Control of Products and Services. The policy gains, stakeholder engagement, and community outreach has positioned UNICEF Mexico as a trailblazer in the region for improving child nutrition through transforming food environments. As a result of UNICEF coordination, one of the main results achieved in 2023 was that the Procuraduría Federal de Protección de Niñas, Niños y Adolescentes was given the authority to represent all Mexican children in a trial by the National Supreme Court of Justice. More specifically, the trials related to the writs of unconstitutionality presented by some food and beverage corporations who violate the NOM-051 on nutrition warning label.

To top this off, the “Investment case to prevent and reduce childhood and adolescent overweight and obesity in Mexico” was finally published in 2023 within the Obesity Reviews Journal. Among the key findings, the report showed that the cost of one child with obesity in Mexico is over US\$230,000 across their life course. The Government showed interest in the investment case, which was then used as a key tool when advocating for the above mentioned landmark legislative victories. As a gold standard example of this partnership’s evidence generation, UNICEF Mexico has plans for a joint launch event with the Danish Embassy, Academia (INSP), UNICEF, and Novo Nordisk on World Diabetes Day in 2023.

03 Selected impact from our programmatic activities

Our goal

To contribute to the prevention of childhood overweight and obesity by addressing obesogenic environments, improving diets, and changing societal narratives and norms

Our pillars

Our achievements

1. Address gaps in knowledge and share best practices

By 2023, **Novo Nordisk supported in total 43 UNICEF publications contributing to the prevention of childhood obesity in LAC** and globally. (Full list of publications in chapter 7).

In 2023, **a scientific evaluation of the Landscape Analysis Tool was published in the WHO Bulletin**. The tool has now either been completed or is currently being undertaken in **17 countries across 4 regions**, with 8 more countries and a new region in the pipeline.

The **“Investment case to prevent and reduce childhood and adolescent overweight and obesity in Mexico”** was published in 2023 within the Obesity Reviews with plans for a joint launch event with the Danish Embassy, Academia (INSP), UNICEF, and Novo Nordisk on World Diabetes Day. The finalized investment case studies in Peru and China are in the final stages for publication in 2023.

UNICEF’s e-Learning AGORA course on the prevention of childhood overweight and obesity continues to be a top performing AGORA course, with nearly 1,800 UNICEF staff members and partners completing the course by 2023.

UNICEF assembled nearly **11,000 UNICEF staff members and external partners, across 140 countries**, for global and regional events on the prevention of childhood obesity.

Building from the Shifting the Narrative Playbook, the **global multimedia project to tell the story of childhood overweight and obesity** completed by 6 countries by 2023, 8 more countries are now in the pipeline.

2. Support decisionmakers to act

In 2023, **government partners from 5 front-runner countries – South Africa, Botswana, Eswatini, Mauritius, and Seychelles** – joined WHO & UNICEF at the Inter-Country Dialogues in Eastern and Southern Africa to develop roadmaps to accelerate progress against obesity by 2030. The event was labeled a gold standard for UNICEF/WHO collaboration around the Acceleration Plan to STOP Obesity.

Since 2019, UNICEF LACRO has provided support to **14 country office’s policy and advocacy efforts** for the prevention of childhood overweight and obesity. Most recently in 2023, this included facilitating workshops in the Dominican Republic and Panama with **key government decision makers**, driving awareness campaigns in Paraguay, developing educational courses and resources in Uruguay, and producing an [advocacy video](#) in Peru.

In 2023, UNICEF Mexico contributed to **4 additional national legislations**, totaling 12 since 2019, including the yielding of groundbreaking authority for the Procuraduría Federal de Protección de Niñas, Niños y Adolescentes in constitutional trials and revising regulations like the Regulation of the General Health Law Related to Advertising.

In Colombia, 166 policy makers were sensitized through social-mobilization campaigns around diet, physical activity, and unhealthy environments informed by behavioral insights as part of the intersectoral advocacy and communication strategy.

In 2021, UNICEF and Novo Nordisk were invited to a high-level roundtable discussion at the World Economic Forum to discuss how to tackle Childhood overweight in a changing world.

In 2022, **75 experts, government and private sector representatives, and academics attended the UNGA side event, co-hosted by UNICEF and Novo Nordisk, at the Permanent mission of Denmark to the United Nations** in New York on addressing obesity from childhood through the life course.

3. Provide tailored in-country support: Mexico and Colombia

In Colombia, **Territorial Prevention Networks reached 379 people, and two apps were designed to strengthen territorial actions to prevent overweight**. They included a pedagogical tool aimed at parents and caregivers about obesogenic environments and a map of territorial key actions to prevent overweight.

UNICEF Colombia built on its multi-year “Me Pongo La 10” nutrition campaign by launching an online repository, [Nutrir la Vida](#), with public facing tools to transform obesogenic environments on World Obesity Day 2023. **The campaign reached over 3.4 million people to promote healthy lifestyles among parents and caregivers.**

In Mexico, the innovative mHealth programme reached more than 15,000 pregnant women, mothers, and caregivers of children under five years with nutrition-focused text messages via WhatsApp, including links to guidelines, infographics, and videos. The programme is now integrated into the national Sistema Nacional para el Desarrollo Integral de la Familia (SNDIF) 1000 Days Programme, Ministry of Health 1000 Days Strategy, and Ministry of Welfare Cash Transfer Programme.

In Mexico, the [‘Health Heroes’](#) campaign successfully launched and reached more than 20 million children through social media.

In Colombia, 50 journalists were reached through the 60` Reconnecting with Experts.

04 Collaboration Highlights

This shared-value partnership has gone beyond a traditional donor-recipient model with strong collaboration between UNICEF and Novo Nordisk at the global, regional, and country levels. The main highlights after three years are described in the following chapter.



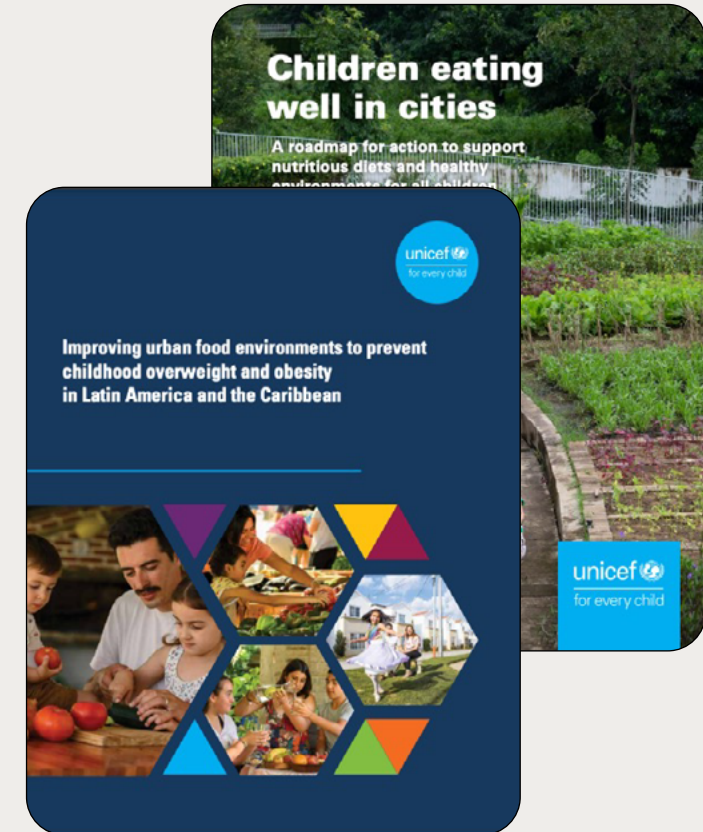
Pre-COVID January 22 2020: World Economic Forum (WEF)
UNICEF's Executive Director Henrietta Fore with Novo Nordisk's CEO
Lars Fruergaard Jørgensen

Advancing the Urban Agenda to Prevent Childhood Obesity:

The partnership between UNICEF and Novo Nordisk catalyzed important work on improving urban environments to better promote child nutrition and well-being. In 2020, our shared-value partnership sparked a Children Eating Well in Cities (CHEW) initiative with an event with EAT and Cities Changing Diabetes (CCD) at the EAT@Home Forum. Around the same time, UNICEF published [a roadmap for action to support nutritious diets and healthy environments for all children in urban settings](#).

By 2021, the partnership supported a session on urban action at the International Conference on Urban Health in Latin America and the Caribbean, creating momentum in the region. This momentum sparked concrete regional work in LAC and the eventual foodscape research conducted by UNICEF LACRO and Gehl Architects in Santiago de Chile and Mexico City in 2022. **The result of this work was a powerful framework with four key pillars to analyze and redesign foodscapes in the region: (1) governance and political will, (2) social environment, (3) built space and urban character, and (4) food environment and cultural eating patterns.** Advocacy continued through 2022 with participation in Novo Nordisk's CCD Roundtable and presentation at the C40 Mayors Summit side event. By 2023, UNICEF LACRO also participated in the World Congress of Architects "Sustainable Futures – Leave No One Behind" in Copenhagen organized by CCD.

UNICEF LACRO plans to further disseminate the LAC urban food research at the 2023 SLAN Congress in Latin America. The evidence from Chile's research informed the production of a lived-experience [video](#) telling the story of Matias, a 17-year-old boy in Santiago, who presents the challenges of finding healthy and affordable food in his community. Matias' story is another example of how urban food environments foster unhealthy eating habits, impacting families' food choices and, ultimately, children's nutrition. **This body of work demonstrates the value of joint UNICEF-Novo Nordisk efforts to improve urban environments for child nutrition and well-being**, and clearly lays an influential pillar for the second phase of the partnership.



Healthy Childhood Challenge

Building on the success of the Healthy Food Challenge in 2021, Novo Nordisk, in collaboration with UNICEF, launched the Healthy Childhood Challenge (HCC) in 2022. The HCC was a global call for ideas to support and promote healthier environments for children. UNICEF was part of the development of the parameters used for assessing the 100 proposals from around the globe. In addition, UNICEF played an active role in the selection panel. Both Novo Nordisk and UNICEF were proud to announce the three selected winners, who each received US\$ 100,000 to pilot their solution. The three innovative projects: Solidarity Kitchen in Brazil, MozNutri in Mozambique, and Ajuri in Brazil have improved nutrition for children during the first year. This is a good example of how UNICEF and Novo Nordisk's shared-value partnership has utilized respective competencies and networks to create a successful and impactful initiative.



Partnership Communication Campaign

The Healthy Childhood Challenge 2022: Novo Nordisk and UNICEF worked together to promote the partnership by engaging with both external and internal audiences through this global initiative and competition.

The Healthy Childhood Challenge was an opportunity to activate the partnership's key messages with facts, relevant issues, and consequences related to childhood overweight and obesity together with a

clear call-to-action to join the initiative and be part of future solutions. The challenge received more than 100 qualified proposals from all over the world.

The communication campaign featured a comprehensive social media and digital activation, including a hero video, graphics, a landing page, and newsletters. The social media included both generic and targeted promotional posts. Moreover, senior colleagues from both Novo Nordisk and UNICEF amplified the campaign through their personal social media accounts.



05 Partnership Communications Highlights

World Children's Day 2020

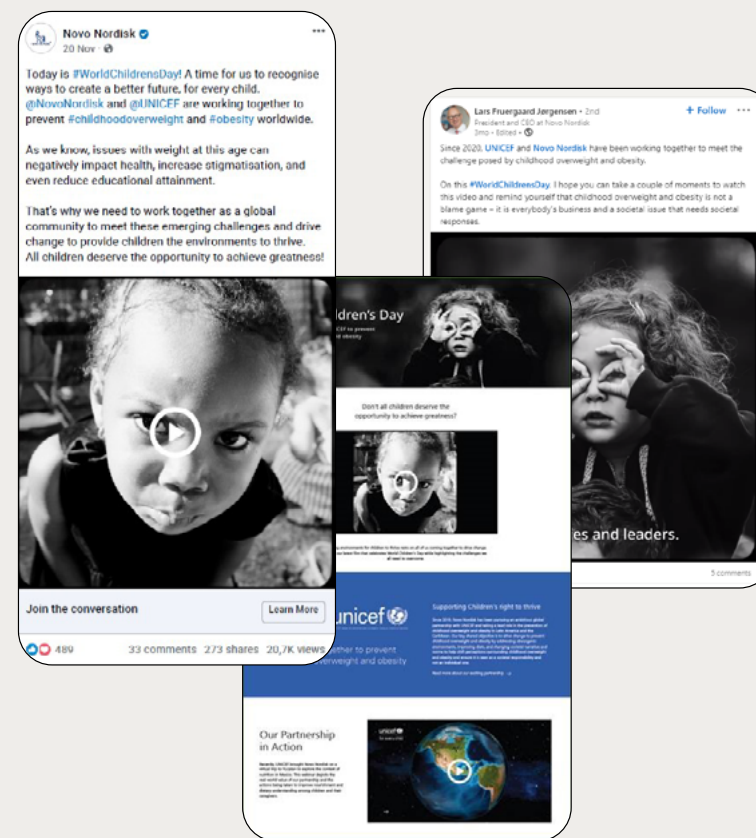
On World Children's Day, UNICEF and Novo Nordisk collaborated on a children's "takeover" of Novo Nordisk's Instagram channel. During the day, children from Denmark were given the chance to upload videos to Novo Nordisk's channel and share their stories from childhoods. Combined with other social media posts by Novo Nordisk on World Children's Day, this campaign made 78,495 impressions across all channels.

Novo Nordisk also showed their support to Children's Rights to a healthy future on World Children's Day, and showcased their partnership with UNICEF. By activating the UNICEF World Children's Day communication assets and customizing it to the partnership and the focus on health, Social Media posts were activated across global channels, as well as local engagement in Colombia.

World Children's Day 2021

Novo Nordisk and UNICEF launched the partnership's first global communication campaign to celebrate World Children's Day in 2021. The purpose was to raise awareness of the partnership and encourage a targeted audience to learn more about the rising rates of childhood overweight and obesity. The campaign included a hero video featuring children from around the world who expressed what they love, what they want to become, and their hopes and dreams for their futures – while emphasizing the need for healthier environments for children to grow, thrive, and achieve their dreams.

Novo Nordisk launched the campaign across their social media channels in 11 markets, in both English and Spanish. Additionally, UNICEF amplified the campaign across global, regional, and local social media channels. The campaign secured substantial awareness of Novo Nordisk and UNICEF's joint actions as well as the importance of preventing global childhood overweight and obesity. The hero video received nearly 40 million impressions and an engagement rate of 1.34 per cent.



Mexico Virtual Field Visit 2021

UNICEF made an insightful and impactful video that was designed for Novo Nordisk employees to experience the partnership's programmatic activities to prevent childhood overweight and obesity in Mexico. The video was produced by UNICEF Mexico as they visited Yucatan, a state with one of the highest concentrations of childhood overweight and obesity in Mexico, to showcase how the partnership is supporting UNICEF's work. The video highlighted children and parents in their local communities, including the various challenges they face, such as their food environment.

Novo Nordisk developed an enhanced virtual field trip experience by producing a dynamic TV-show format from their head office in Bagsværd, which was livestreamed to Novo Nordisk employees. The production showcased the virtual field trip video from Mexico, with live dial-in speakers, panel discussions and Q&A sessions from both organisations.

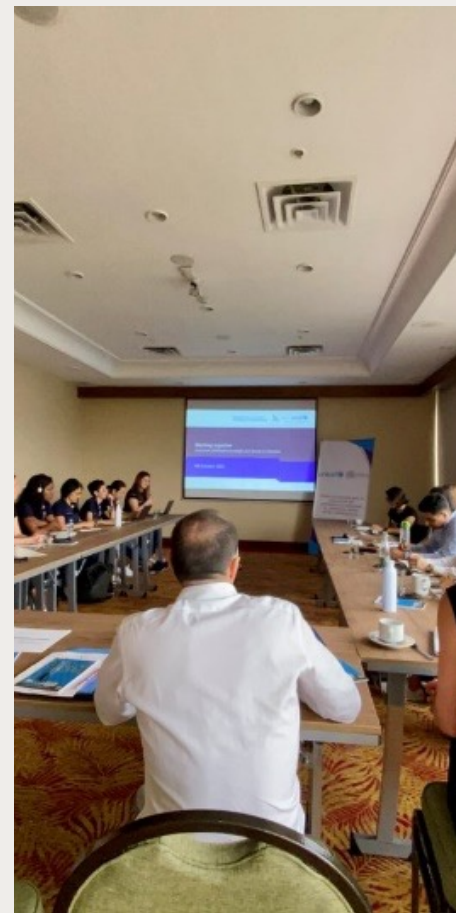


Partnership visit in Colombia 2022

The partnership visit was the first occasion for the communication team to experience the partnership's programmatic interventions.

The visit provided unique opportunities to produce images and footage from local communities in Cali and Cartagena to highlight solutions and progress, like the positive developments in school environments, as well as illuminate the prevailing challenges, like the abundance of ultra-processed and high-calorie foods and sugary drinks.

An internal explanation video including interviews with global and local colleagues from Novo Nordisk and UNICEF, local community workers, and implementing partners was produced and disseminated to Novo Nordisk employees.



Highlights: Social media activations

Global World Children's Day Campaign 2021

Novo Nordisk

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Twitter](#)

Healthy Childhood Challenge

Novo Nordisk

- [Twitter](#)
- [LinkedIn](#)

Lars Fruergaard, CEO Novo Nordisk

- [Twitter](#)
- [LinkedIn](#)

Camilla Sylvest, EVP Novo Nordisk

- [LinkedIn](#)

Mike Doustdar, EVP Novo Nordisk

- [LinkedIn](#)

UNICEF Health

- [Twitter](#)

Karin Hulshof, UNICEF Deputy Executive Director

- [Twitter](#)

Victor Aguayo, UNICEF Global Director, Child Nutrition and Development

- [Twitter](#)

UNICEF Denmark

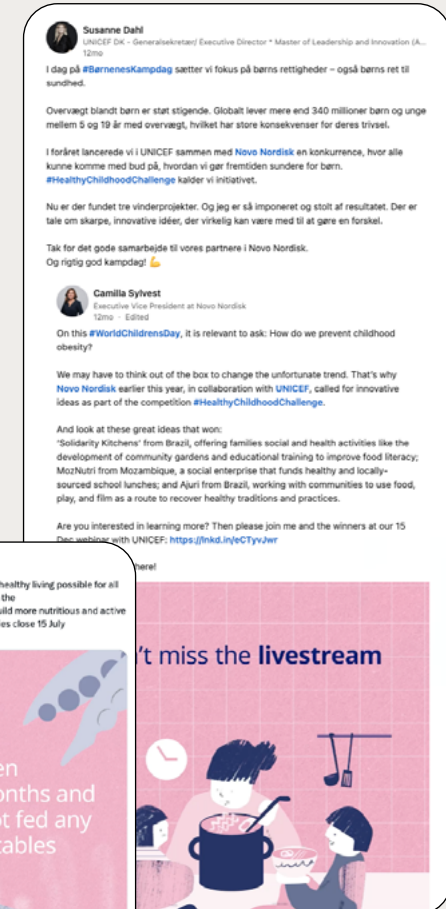
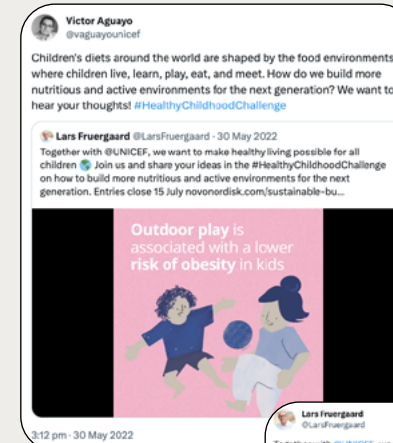
- [LinkedIn](#)

Susanne Dahl, ED UNICEF Denmark

- [LinkedIn](#)

UNICEF LACRO

- [LinkedIn](#)



Publications (43 total)

2020 – 4 publications

1. [Children eating well in cities: A roadmap for action to support nutritious diets and healthy environments for all children in urban settings](#)
2. [The Amsterdam Healthy Weight Approach: Investing in healthy urban childhoods](#)
3. [Building food and nutrition resilience in Quezon City: A case study on integrated food systems](#)
4. [UNICEF advocacy strategy and guidance on the prevention of overweight and obesity in children and adolescents](#)

2021 – 3 publications

1. [Fed to fail: The crisis of children's diets in early life](#)
2. [Fix My Food Report: Children's views on transforming food systems](#)
3. [Childhood Overweight: A Call for Prevention in Latin America and the Caribbean](#)

2022 – 19 publications

1. [Landscape Analysis Tool](#)
2. [SSB Taxation Policy Brief](#)
3. [FOPNL Policy Brief](#)
4. [Marketing Restrictions Policy Brief](#)
5. [A systems approach to improving children's diets: learning from lived experience](#)

6. [UNICEF technical note](#) on effective regulatory approaches to protect, support and promote better diets and create healthy food environments for children.
7. [Joint UNICEF/WHO Policy Brief](#) on Food Marketing.
8. [Shifting the Narrative on Childhood Overweight and Obesity: A new playbook for effective advocacy](#)
9. [UNICEF LACRO Urban Food Environments](#) "Improving urban food environments to prevent childhood overweight and obesity in Latin America and the Caribbean: Diagnosis and recommendations."
10. [Mexico City Case Study](#)
11. [Santiago Case Study](#)
12. [Digital marketing of formula and baby food negatively influences breast feeding and complementary feeding: a cross-sectional study and video recording of parental exposure in Mexico](#) *in BMJ Global Health*
13. [Digital marketing of commercial breastmilk substitutes and baby foods: strategies, and recommendations for its regulation in Mexico](#) *in Globalization and Health*
14. [Caregivers' challenges around children feeding practices with 'comida chatarra': a qualitative study to understand sociocultural factors and processes involved](#) *in Nutrients*.
15. [Design of an Online Initiative to Promote Water Consumption in Mexican Adolescents](#) *in Current Developments in Nutrition*
16. [Diseño de una estrategia de comunicación para la promoción del uso del etiquetado de advertencia en niños, niñas y adolescentes mexicanos](#) *in Salud Pública de México*

17. [Quality Appraisal of Nutritional Guidelines to Prevent, Diagnose, and Treat Malnutrition in All Its Forms during Pregnancy](#) in *Nutrients (MDPI)*
18. [Development and validation of a new set of indicators to assess the quality of maternal and child nutritional care at the primary care](#) in *Frontiers in Medicine*.
19. [Implementation of Breastfeeding Policies at Workplace in Mexico: Analysis of Context Using a Realist Approach](#) in *International Journal of Environmental Research and Public Health*.

2023 – 17 publications

HQ (3)

1. [Weight stigma among adolescents in three low- and middle-income countries](#) in the *Journal of Global Health*.
2. [Scientific Evaluation of Landscape Analysis Tool in the first 9 countries:](#) A policy action paper in the *WHO Bulletin*.
3. [Joint UNICEF-WHO Publication “A plan for accelerated action on obesity”](#) in *The Lancet Global Health*

LACRO (6)

1. [Childhood overweight on the rise: is it too late to turn the tide in Latin America and the Caribbean?](#)
2. [Landscape Analysis Report on Childhood Overweight and Obesity in Costa Rica \(Spanish\)](#)
3. [Landscape Analysis Report on Childhood Overweight and Obesity in Peru \(Spanish\) and \(English\)](#)
4. [Digital marketing of unhealthy foods and beverages directed to children](#)

5. [and adolescents in Latin America and the Caribbean](#)
5. [Digital marketing of unhealthy foods and beverages directed to children and adolescents: policy brief](#)
6. [Social norms, nutrition and body image in Latin America and the Caribbean: A study in Colombia, Guatemala and Mexico](#)

Colombia (2)

1. [Cost and burden of disease due to obesity in children and adolescents in Colombia](#)
2. [Influence of advertising of ultra-processed foods on children and adolescents in Colombia](#)

Mexico (6)

1. [Press release on the need to regulate the trade of breastmilk substitutes in Mexico](#) and [publication in print media](#).
2. [Digital marketing of unhealthy food and beverage to children in Mexico. Public policy recommendations.](#)
3. [Regulating unhealthy food and beverages marketing to children in Mexico.](#)
4. [Digital marketing of breastmilk substitute and complementary foods for young children in Mexico. Public policy recommendations.](#)
5. [‘Investment case to prevent and reduce childhood and adolescent overweight and obesity in Mexico’](#) in *Obesity Reviews*
6. [Launch of a joint statement and action between MOH, SNDIF, UNICEF, FAO and INSP to fight conflicts of interest and to keep junk food out of schools in Mexico](#)

The research and knowledge generated by this partnership is exclusively controlled by UNICEF to guarantee neutrality.

Working together to prevent
childhood overweight and obesity



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UNICEF does not endorse any company, product, brand or service