

# Policy Extract

## [Overcoming Obesity Programme 2013-2020](#)

City of Seinäjoki launched Overcoming Obesity Programme in 2013. The target of Overcoming Obesity Programme implemented by the City of Seinäjoki is to decrease the amount of children and young people who could become obese in adulthood, preventing obesity related diseases at their later age.

### **Implementation**

The programme based on co-operation of the whole city was launched in 2013 and its implementation still continues as one of the priority projects aimed to promote health and well-being in the city of Seinäjoki.

### **City of Seinäjoki Obesity Programme main subjects**

1. The city of Seinäjoki aims to actively promote well-being, gap the differences in well-being and monitor effectiveness of taken measures with the help of well-being report. Health and well-being promotion and obesity prevention are taken into account in all strategic planning and decision-making at municipal and regional levels.
2. Decision-makers have access to up-to-date information on research, statistics and good practices.
3. The environment and functional practices promote and encourage physical activity.
4. Healthy dietary choices are available for everyone.
5. The whole population has access to motivating, inclusive and empowering lifestyle guidance and health monitoring as well as support for healthy choices. The purpose is to make children and their families understand that overweight is connected with all the components of well-being and health, and overweight in childhood leads to morbidity in adulthood. Families get timely information and services that support healthy life choices and taking responsibility for family's well-being.
6. Guidelines on diet, physical activity and clinical practice as well as effective working methods are well known and applied.
7. Obesity prevention and health promotion are included in vocational and continuing education in fields of health care, teaching, nutrition and physical activity.
8. Our partners create networks and make commitment to prevent obesity.
9. Families and communities participate in Overcoming Obesity programme.