



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

The growing burden of obesity worldwide calls for policymakers to identify effective interventions to halt the rise of the epidemic. This report presents new findings relating to the efficiency of interventions aimed at tackling the growing obesity epidemic. The assessed interventions include school-based health promotion interventions; worksite health promotion interventions; mass media health promotion campaigns; counselling of individuals at risk in primary care; fiscal measures affecting the prices of fruit and vegetables and foods high in fat; regulation of food advertising to children; and compulsory food labelling.

Regarding mass media campaigns, the cost-effectiveness 20 years and 50 years after implementation of the interventions have favourable cost-effectiveness ratios in the seven studied countries. However, the health effects were small when compared to the ones associated with other health interventions. The report highlights that a multiple intervention strategy would achieve substantially larger health gains than would individual interventions.

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;376(9754):1775-1784. doi:[10.1016/S0140-6736\(10\)61514-0](https://doi.org/10.1016/S0140-6736(10)61514-0)