

**Statement to the 70<sup>th</sup> Session of the World Health Assembly on the Implementation Plan for the Report of the Commission on Ending Childhood Obesity, Agenda Item 15.5 / [A70/31](#)**

Honourable chairperson, distinguished delegates.

The World Obesity Federation welcomes this opportunity to address the World Health Assembly on Agenda Item 15.5. Our statement is supported by the NCD Alliance, World Cancer Research Fund International, and Consumers International.

We welcome the Implementation Plan and encourage Member States to use the Plan to guide development of their own national obesity strategies, encompassing the full package of recommendations made in the report.

We particularly welcome the proposed interventions directed towards population-based, regulatory, legislative and fiscal measures, especially the inclusion of a tax on sugar-sweetened beverages which is a proven effective measure for decreasing soft drink purchases.

We commend WHO for taking a nuanced approach to the issue of conflict-of-interest, outlining the positive contributions the private sector can make whilst acknowledging that industry self-regulation can and does defer effective regulation. We are concerned about the recommendation for the private sector to 'facilitate access to, and participation in, physical activity'. This would be inappropriate for food and beverage companies who should be addressing their own practices, such as the marketing of unhealthy foods and beverages to children.

Finally, we remain concerned about the lack of indicators to support the Plan and strongly support the proposed second work phase to develop a framework for monitoring and evaluation. We urge Member States to call for the development of this framework based on a review of existing indicators, reporting mechanisms and identification of baselines to monitor progress, and to propose a timeline to develop this framework.

**Statement developed in collaboration between:**

