



Statement from Consumers International, World Obesity Federation, World Cancer Research Fund International and UK Health Forum to the 136th Session of the World Health Organisation's Executive Board on Agenda item 6.4

Consumers International, World Obesity, World Cancer Research Fund International and UK Health Forum welcome the ongoing focus and commitment by the member states and Executive Board of the World Health Organization to prevent and control non-communicable diseases globally.

We support the development of a set of process indicators to assess the progress made in implementing policies recommended in the NCD Global Action Plan which can inform the reporting in 2017 to the United Nations General Assembly, and particular to monitor progress on restricting children's exposure to promotional marketing of foods and beverage containing high levels of saturated fats, sugar and salt.

We urge the Executive Board to take this opportunity to request further such indicators which measure progress made in implementing policies to tackle the upstream 'causes of the causes' of NCDs, such as unhealthy food environments which can contribute to poor diet and thus present a major risk factor for NCDs.

We recommend the establishment of indicators which assess, for instance, progress on monitoring national population dietary intakes of foods high in saturated fat, sugar and salt and progress on the establishment of government-approved food-based dietary guidelines and government-approved nutrient profiling schemes.

Additional indicators could also include progress in establishing nutritional criteria for food services in the public sector, implementation of user-friendly front-of-pack interpretative nutrition labelling, the establishment of public awareness campaigns and education programmes, measures taken to protect and promote traditional diets, the taxation of foods for which limited consumption is recommended or price support for foods for which increased consumption is recommended such as fruit, vegetables, pulses and grains.

We would also like to take this opportunity to recommend that the Executive Board ask the World Health Organization to coordinate a member state consultation on opportunities for developing a framework convention to protect and promote healthy diets and healthful, sustainable food supplies.