



Obesity Prevention

The Global Health Advocacy Incubator serves as a catalyst for healthy food policy solutions at the national level.



Activities

Advocacy to...

- Enact taxes on sugary drinks and unhealthy foods.
- Add mandatory Front of Package Warning Labels to help consumers identify unhealthy food and choose healthier alternatives.
- Remove unhealthy food and beverages from public sector facilities, especially schools.
- Restrict marketing of unhealthy food and beverages to children.

In addition, our **Advocacy Fund** expands the reach of the program globally by supporting organizations outside of the focus countries. The fund identifies policy initiatives that require short-term advocacy support to pass promising healthy food policy legislation or regulations.

Where we work:
Barbados, Brazil,
Colombia, Jamaica,
Mexico and South Africa

A GLOBAL CHALLENGE

Unhealthy food environments are a key driver of the increase in the prevalence of non-communicable diseases (NCDs) such as obesity and overweight, diabetes, and heart disease.



158 million:
Children (5-19) living with obesity in 2020 worldwide



4.2 million:
Deaths caused by diabetes in 2019



2.6 billion:
Children and adolescents (0-19) living with diabetes in 2019



Program Profile

Our Impact

- 2018: South Africa enacted a tax on sugary beverages through the Health Promotion Levy.
- 2019: Jamaica implemented a restriction on sugar-sweetened beverages in schools.
- 2018: Colombia's Constitutional Court affirmed the right to air public health messages on TV in the face of government censorship and industry opposition that prevented their broadcast.



“Thanks to the support of the Global Health Advocacy Incubator, our advocacy actions in Brazil have reached a higher and more comprehensive stage at all levels of government in a short period of time.

“Our ability to raise consumer awareness around obesity prevention policies, especially improved food labeling, has been strengthened and we have made significant progress toward tackling the obesity epidemic in the country due to this key partnership.”

– Brazilian Institute for Consumers' Defense (IDEC)

Success Story

Taxing Sugary Drinks to Improve Health

The challenge:

Sugary drinks contribute to a South African health epidemic in which obesity-related diseases like heart attack and stroke account for more than half of the country's deaths. Diabetes alone takes more than 25,000 lives a year.

GHAI's role:

The Global Health Advocacy Incubator supported local partners to develop a comprehensive campaign strategy to advocate for a sugary beverage tax proposed by the Finance Minister. Evidence shows that taxing sugary beverages drives down consumption and improves health.

Results:

Parliament passed the new Health Promotion Levy, and the President signed it into law in 2017. The tax went into effect in April 2018. GHAI continues to work with local partners to push for a broader set of policies to address obesity and its related diseases. Taxes on sugary drinks have been an effective way to reduce the consumption of sugary drinks as evidenced by similar taxes in other geographies.

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The Global Health Advocacy Incubator (GHAI) supports civil society organizations who advocate for public health policies that reduce death and disease.

We bring a proven advocacy approach and a global network of local partners, built on a 20-year track record of success across multiple issues in more than 60 countries.