

The Regional Office is launching a campaign to prevent and control child obesity. The campaign seeks to reduce children's consumption of sugar, salt, transfat acid and promote physical activity and to:

- raise the awareness of the general public and policy-makers to the epidemic of obesity
- encourage Member States to introduce regulations to control marketing of food and beverages to children
- encourage Member States to create environments that promote physical activity, such as parks, playgrounds and sporting arenas.

Related links

[WHO nutrition programme](#)

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