

Two separate missions were held in March to address the issues of unhealthy diet and increase physical activity, key components of the WHO Regional Framework for Action to address Noncommunicable diseases.

The first involved the visit of two WHO Regional experts from 16 to 18 March to assist the nationals in developing a plan of action on the marketing of unhealthy food and non-alcoholic beverages to children. During the mission, the team visited key sectors in Oman as well as facilitated a one-day intersectoral workshop with representatives from various sectors including commerce, consumer protection, education, health, information, municipalities, and social development. Unhealthy diet is a risk factor for Noncommunicable diseases; this risk can start in childhood and builds up through the life course. Evidence on food marketing to children demonstrates that advertising is wide spread and can influence children's food preferences and consumption patterns. In 2010, the World Health Assembly endorsed a set of recommendation that could guide Member States in strengthening policies on food marketing communication to children.

The second was the visit of an international expert along with a WHO Regional expert from 22 to 26 March 2015 to assist the nationals in developing a plan of action on physical activity. Similar to the marketing mission, this team visited key sectors and facilitated discussions with representatives from various sectors including education, health, municipalities, planning, and sports to develop a national plan. In addition, a one-day training was held for regional mid-level health managers on the best practices for promoting physical activity. Physical activity, includes exercise as well as other activities that involve bodily movement as part of playing, working, active transportation, household chores and recreation, demands a population-based, multi-sectoral and culturally relevant approach.

## Related link

[Marketing of foods and non-alcoholic beverages to children](#)

[Physical activity](#)

Friday 19th of April 2024 10:13:21 PM