



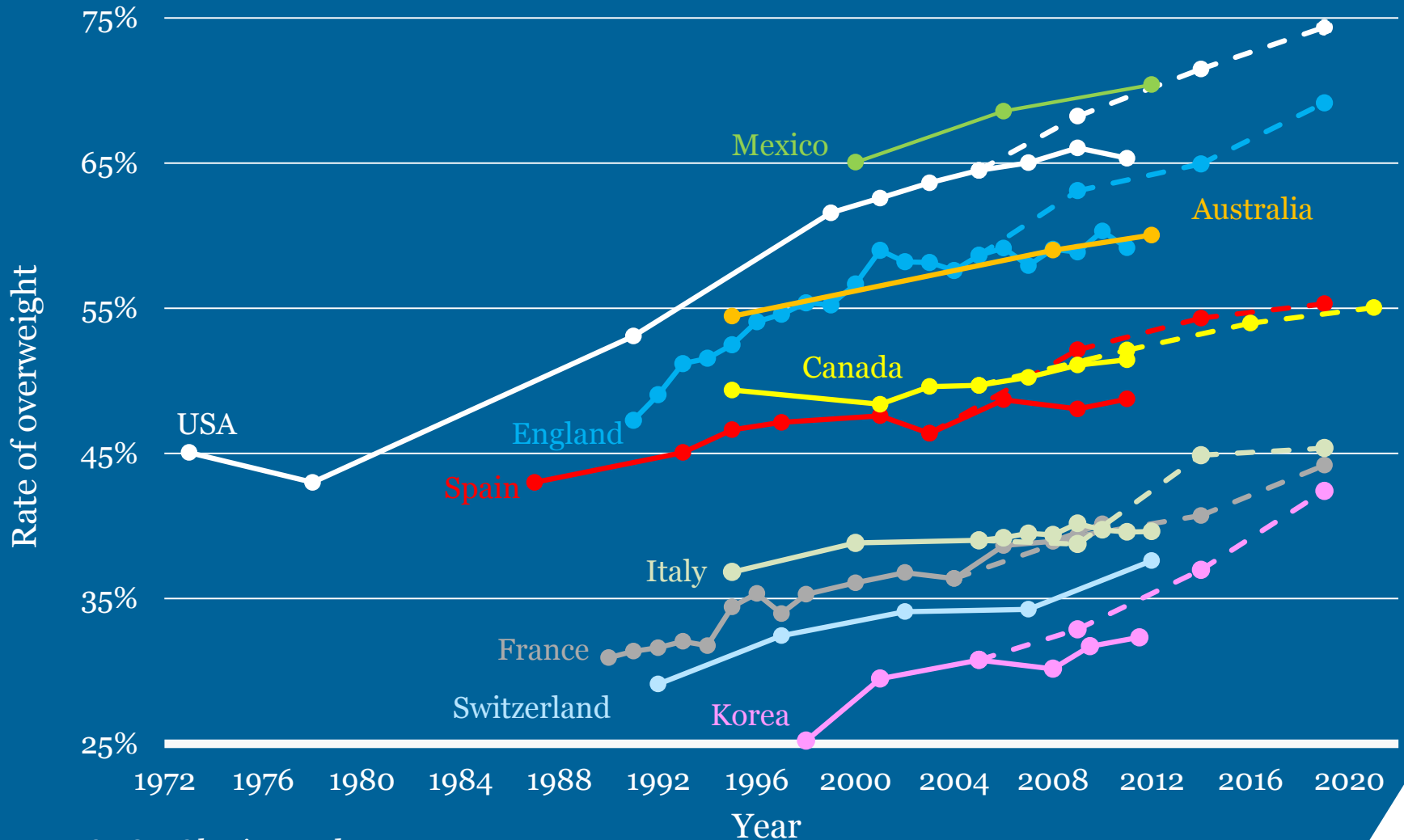
IMPROVING LIFESTYLES, TACKLING OBESITY: THE HEALTH AND ECONOMIC IMPACT OF PREVENTION

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Obesity: a Top Health Priority

Good News for England, Italy and Spain





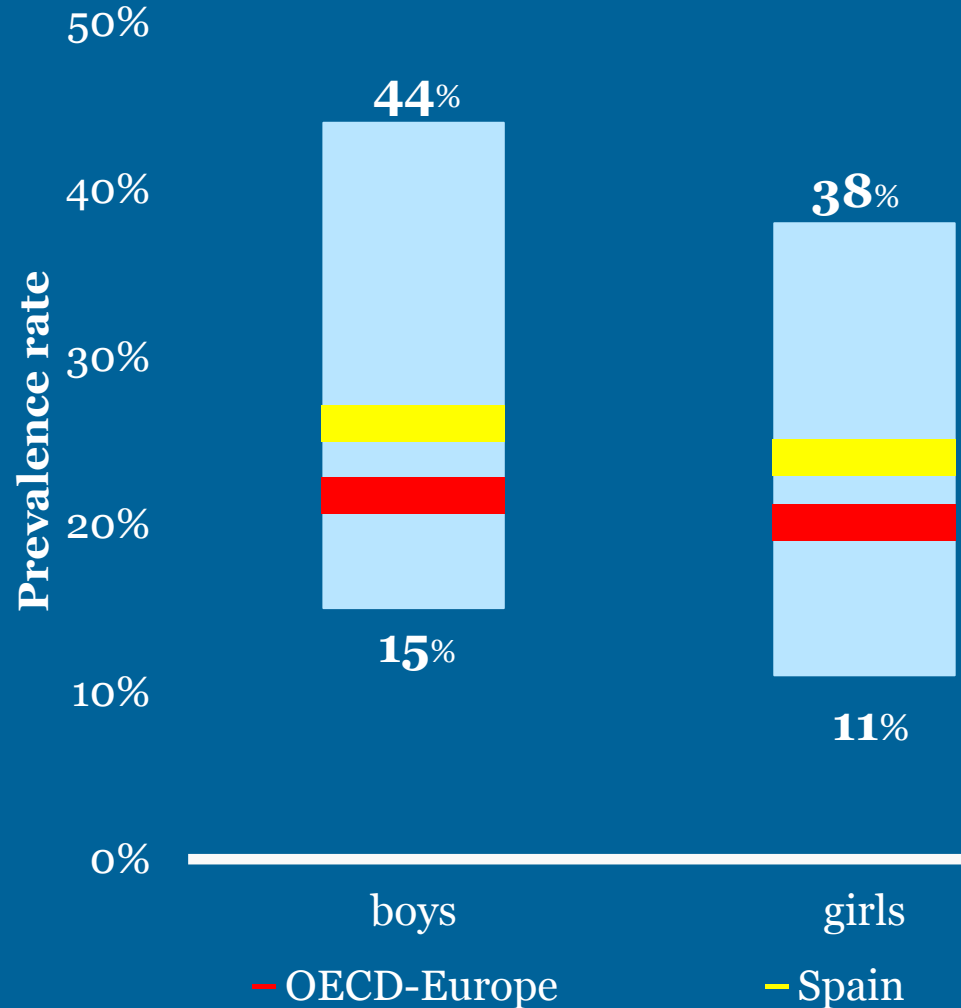
Spanish Children Are More Likely to be Overweight Than the Average

 **1 in 5**

children in OECD-Europe is overweight or obese



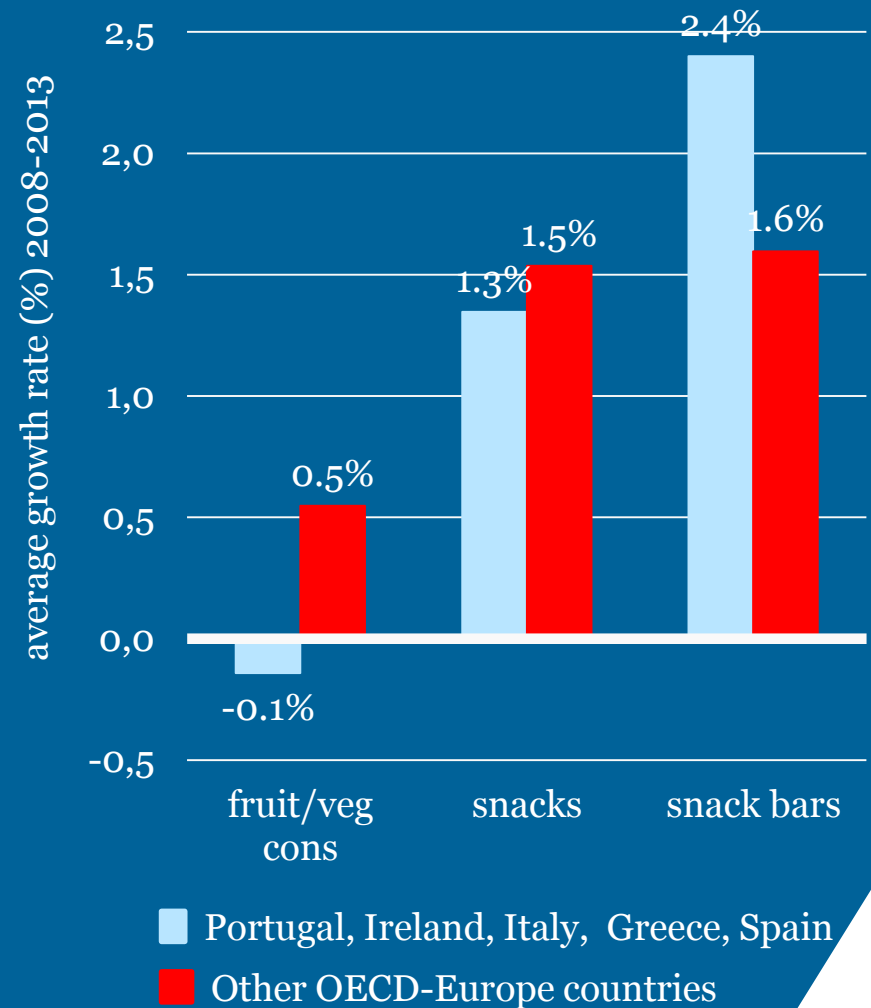
But in some countries this figure is much higher





Most Affected Countries Are Likely to Shift to More Unhealthy Behaviours

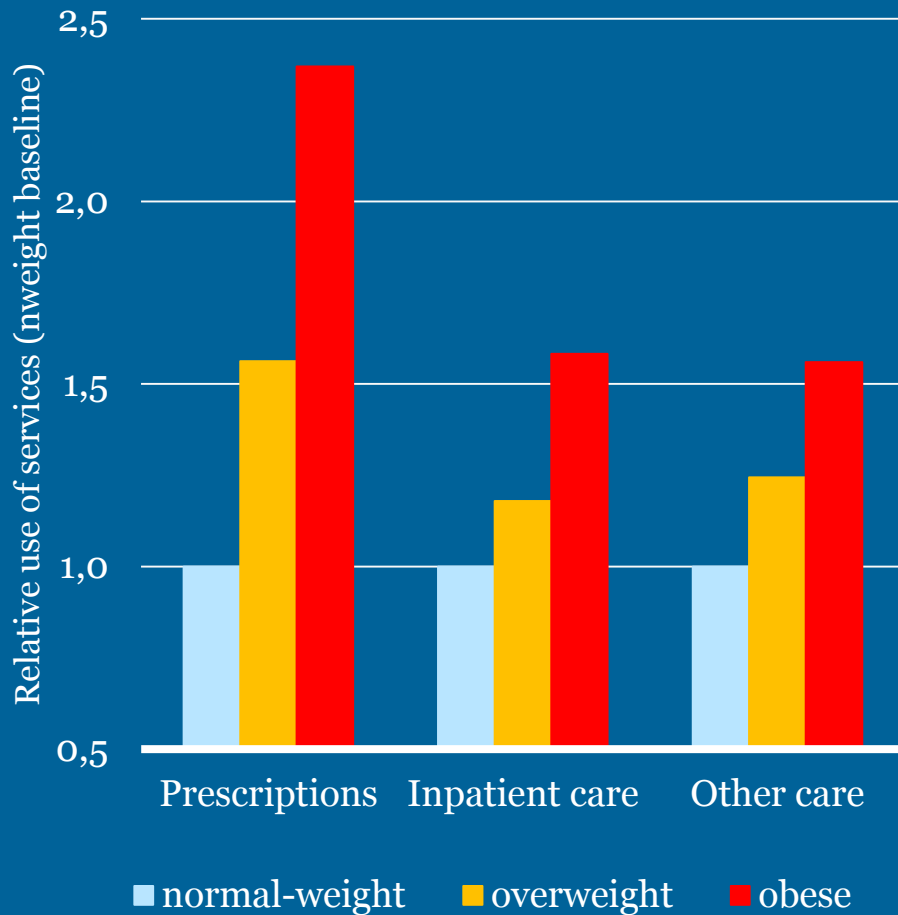
- Recession have exacerbated unhealthy behaviours in vulnerable groups
- Families decreased food expenditure and shifted to cheaper calories
- The financial crisis is increasing inequalities in obesity and health
- Food insecurity associated to 22% higher probability of child obesity



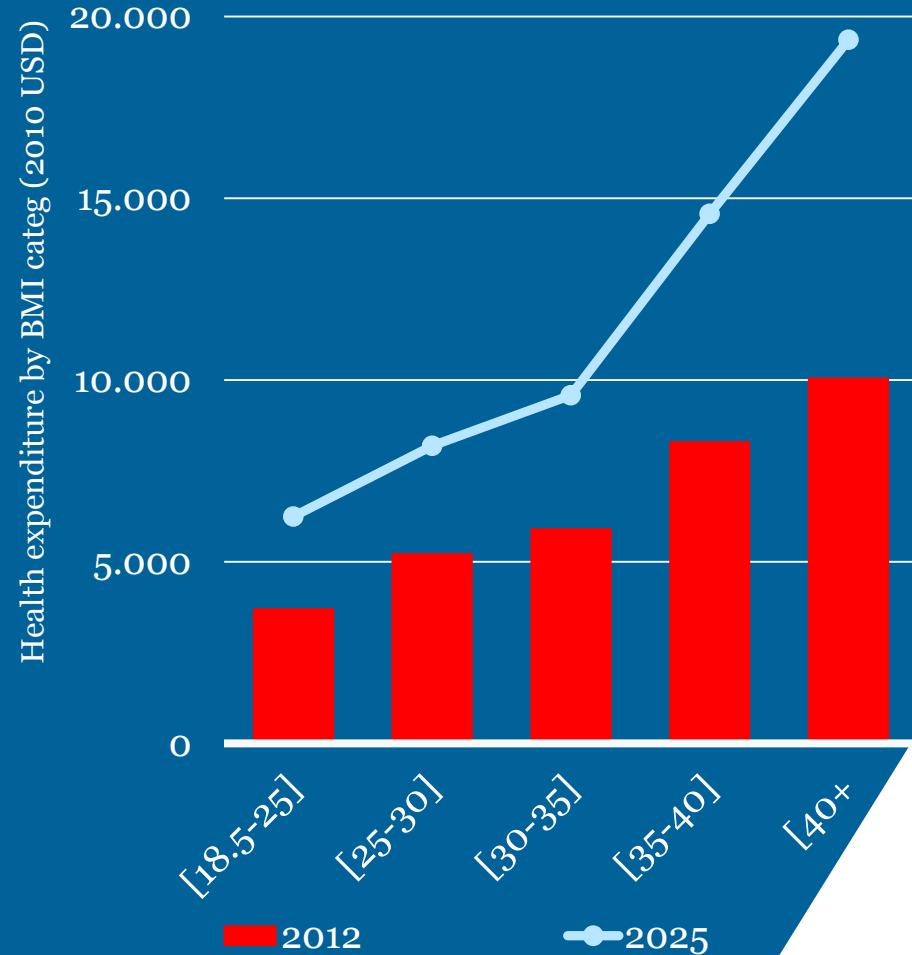


Obese Patients Use More Healthcare Services and Cost More

Use of healthcare services – US (2012)



Healthcare expenditure – US (2012-25)





Obesity: What Can We Do About It

- **Increasing choice**
e.g. new products, reformulation, etc.
- **Information, education, influencing established preferences (nudging)**
e.g. labelling, counselling, school-based int., etc.
- **Raising prices on unhealthy choices**
e.g. fat/soda tax
- **Banning unhealthy behaviours/products**
e.g. trans-fat regulation



What Policy Makers Needs to Know

- Does prevention improve health?
- Does it reduce health expenditure?
- Does it improve health inequalities?
- Is it cost-effective?
- When will desired effect show up?



A Comprehensive & Affordable Prevention Package

High-income Countries

Mass media campaigns

Compulsory food labelling

Self-regulation of food advertising to children

(targets agreed with govts & independent monitoring)

Physician-dietician counselling

School-based interventions

Canada

24.03 \$/cap

Europe

22.45 \$/cap

Emerging Economies

Mass media campaigns

Compulsory food labelling

Government regulation of food advertising to children

Fiscal measures

Brazil

0.40 \$/cap

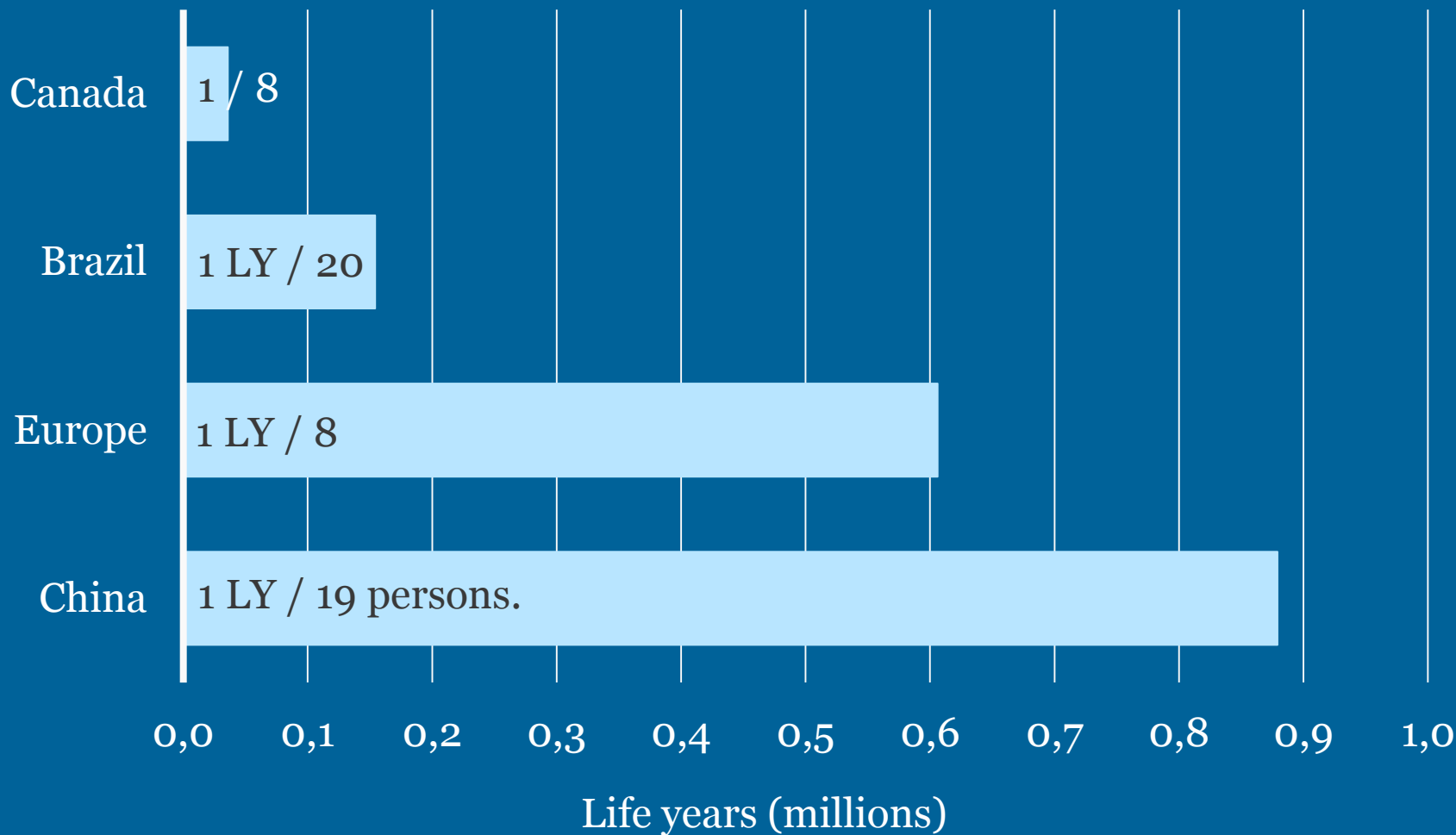
China

0.20 \$/cap



Prevention Saves Lives

Life Years Saved Every Year

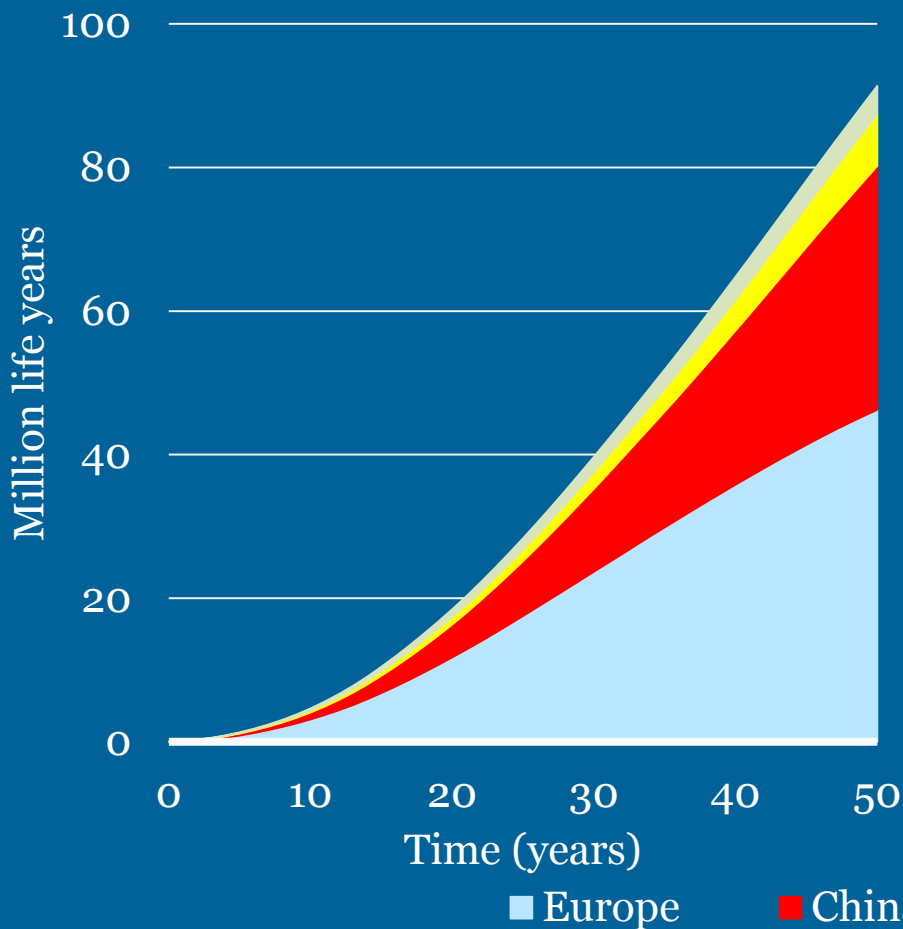




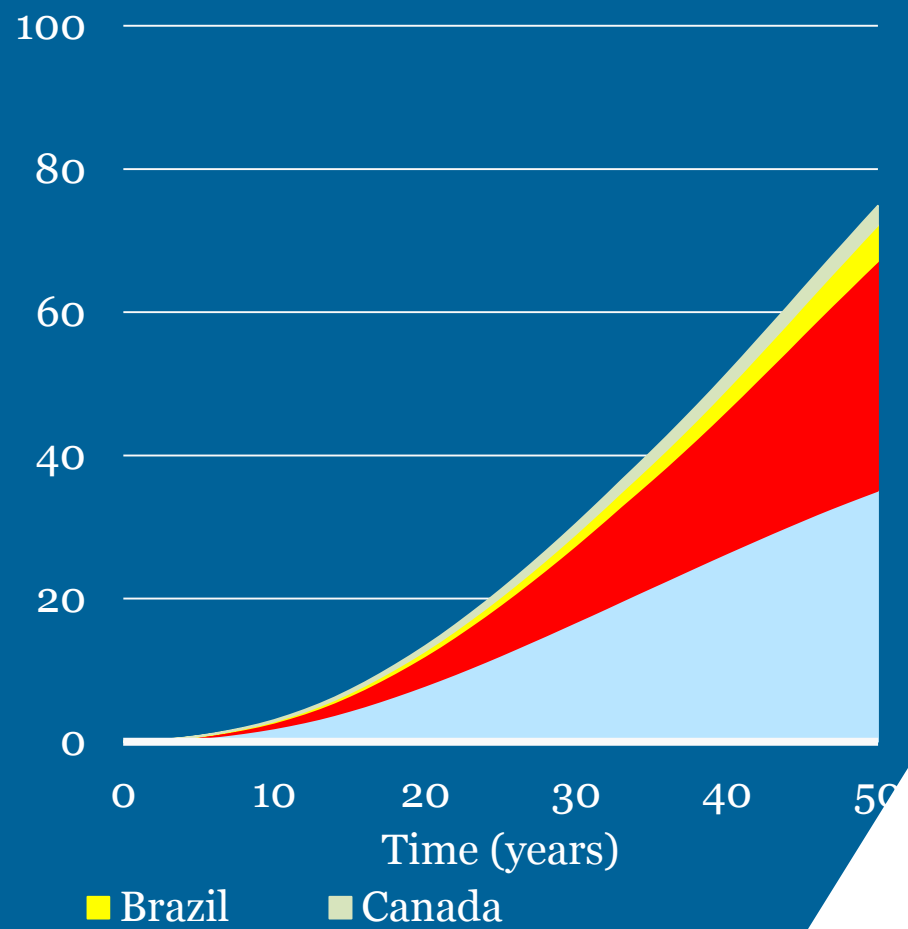
Prevention Keeps Healthy

Years of Life Free of NCDs

Cancers (lung, colorectal, breast)



Cardiovascular diseases

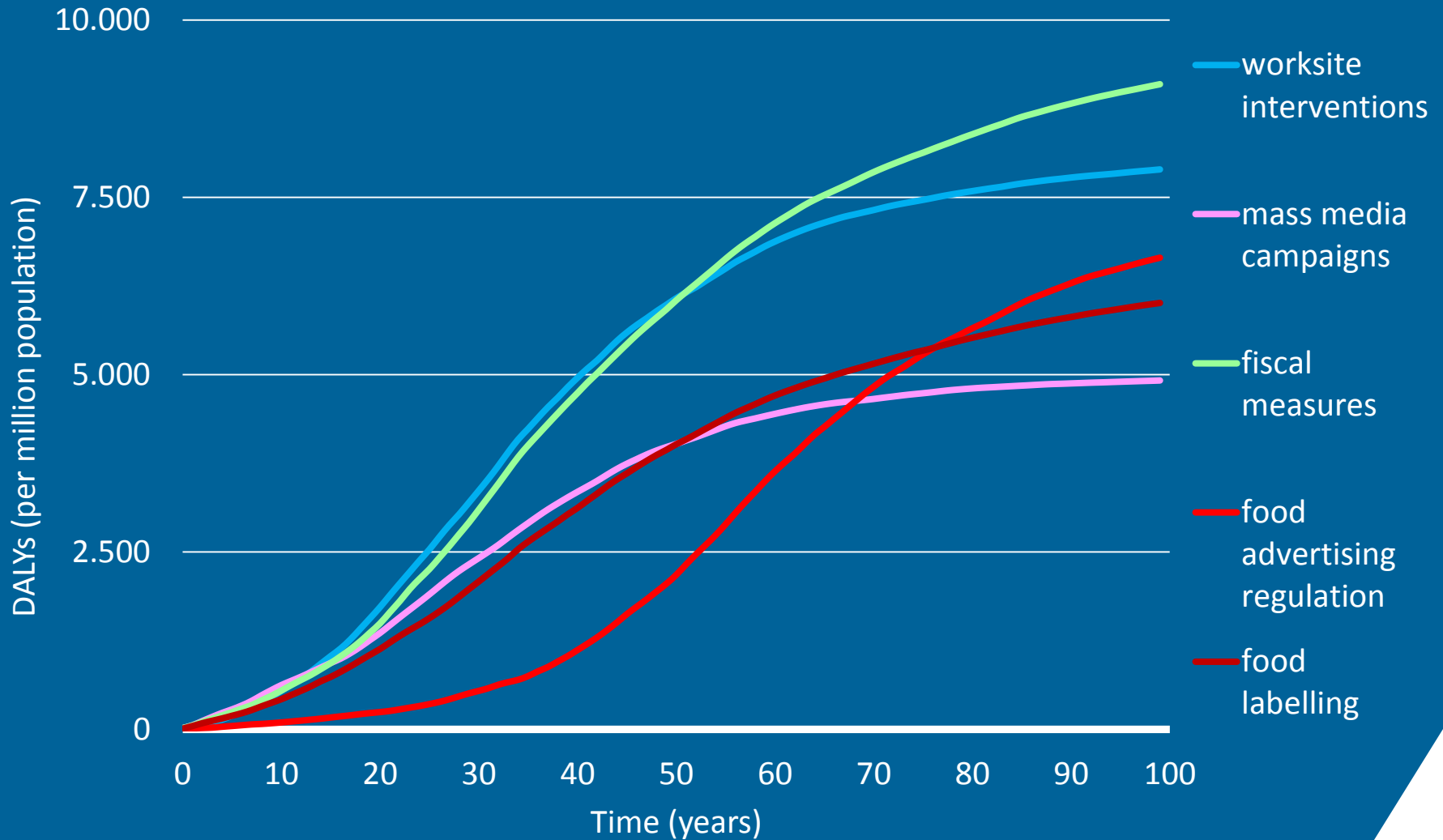


■ Europe ■ China ■ Brazil ■ Canada



Health Outcomes over Time

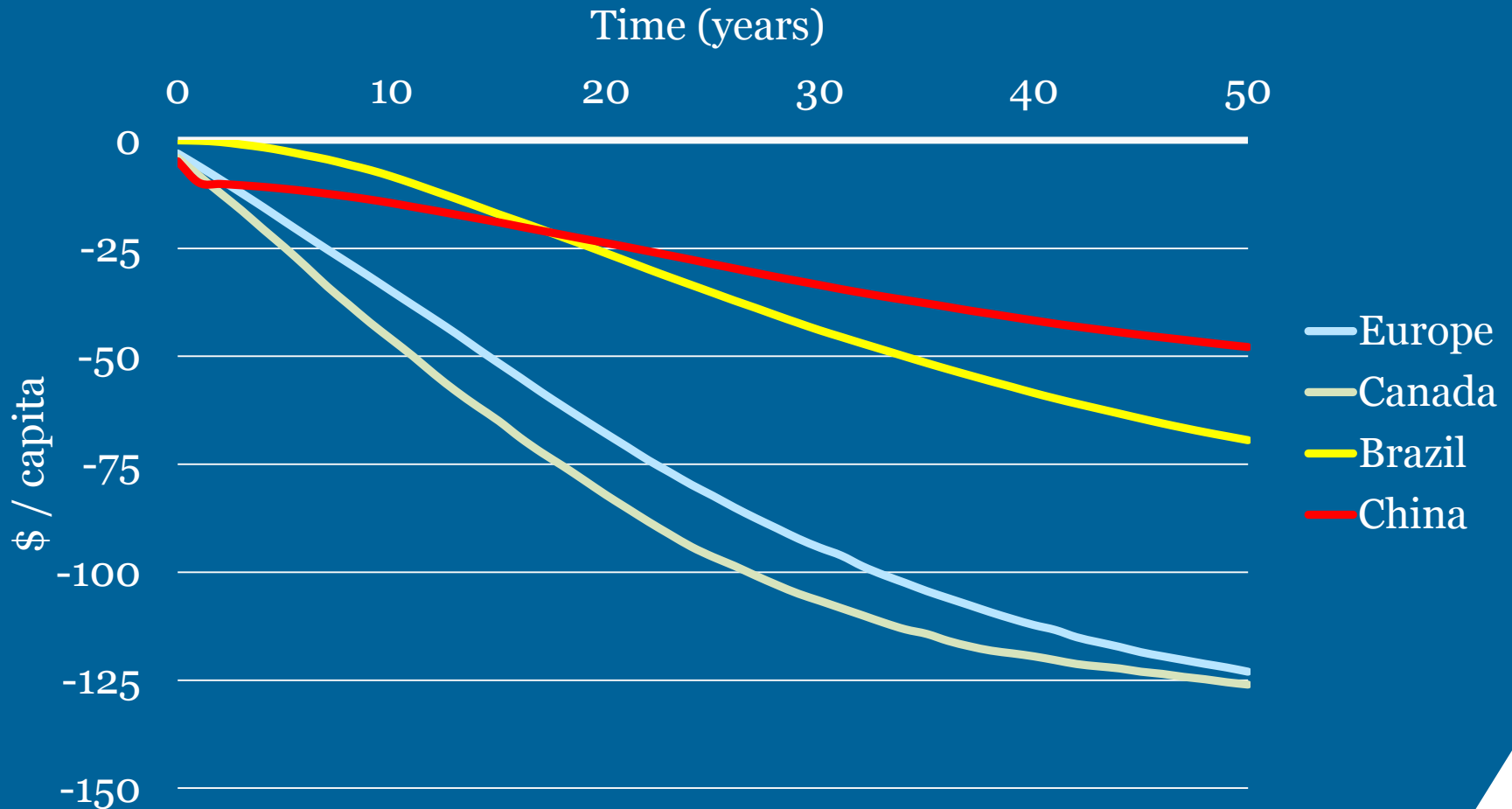
England





Prevention is a Good Investment

Impact on Health Expenditure

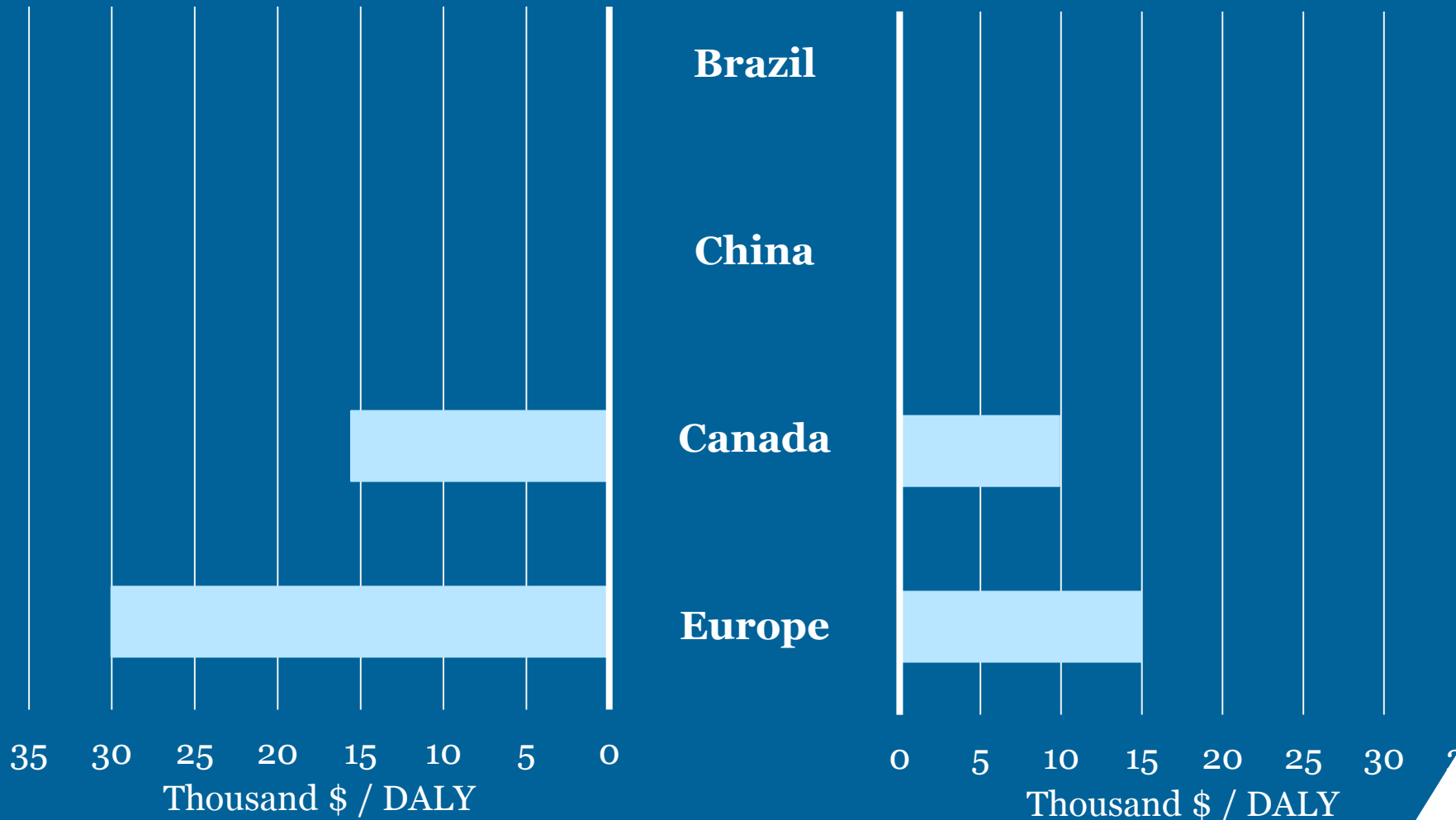




Cost-Effectiveness of Prevention

After 20 years

After 50 years



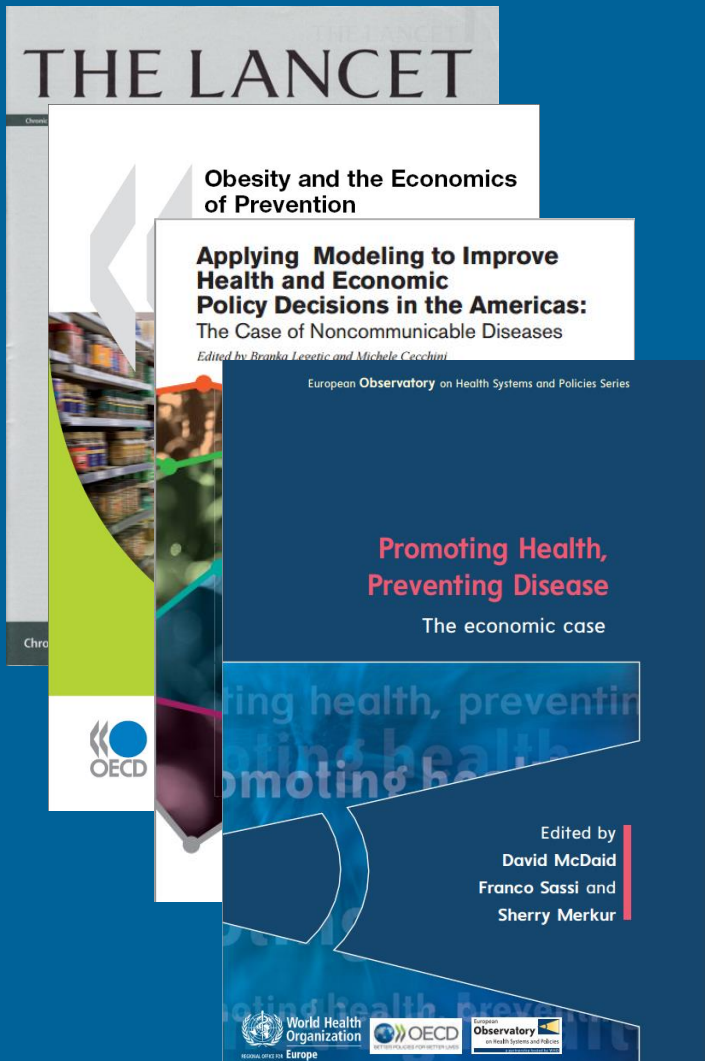


Key Policy Implications

- Obesity is a top health and economic priority
- Price interventions and regulation can produce the largest health gains. Primary care can be effective where capacity is less constrained
- Interventions on children produce results only in the long term. Regulation of food advertising is more efficient than school-based interventions
- Comprehensive strategies combining actions on different target groups provide best results
- Prevention is an effective and cost-effective way to improve population health and to decrease health expenditure



OECD Modelling Work to Trigger Policy Change



- Applying modelling to improve health and economic policy decisions in the Americas
- Tackling harmful alcohol use – economics and public health policy
- Lancet papers on NCDs and priority interventions
- WHO/OECD “Best buys” paper for the UN Summit on NCDs
- Obesity and the Economics of prevention – fit not fat
- OECD Health working papers