

**World Health Organization Regional Office for the Western Pacific Region  
Healthy Cities Recognition 2018**

**Protecting Children from Marketing of Unhealthy Foods  
and Beverages to Children**

**Background**

Marketing plays a powerful role in shaping attitudes towards and encouraging consumption of unhealthy foods and non-alcoholic beverages -- particularly among children, who are most susceptible to marketing messages. Unhealthy diets that are typically processed foods high in salt, sugar and fat, are one of the main common risk factors for noncommunicable diseases (NCDs).

An important step in the prevention and control of NCDs is to promote a healthy diet by making healthy choices the easy choices for the population and by ensuring that consumers can make informed choices. On one hand, this involves providing individuals with the skills and resources to make healthy decisions. On the other hand, the physical and social environments where citizens work, learn and live must be conducive to health.

The Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2105-2020) and the Regional Action Plan for the Prevention and Control of Noncommunicable Diseases (2014-2020) recommend the implementation of WHO's Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children to reduce the modifiable risk factors for NCDs.

**Recognition of Best Practice**

Recognition is given to cities that implement measures to protect children from harmful marketing of unhealthy foods and beverages.

**For further information, please contact:**

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Healthy Cities Recognition 2018**

**Call for Applications for Best Practice**

**Title Page**

- a. **Thematic area**
- b. **City and Country name**
- c. **Full title of the project**
- d. **Contact details**
  - i. **Responsible person submitting the proposal**  
Please provide contact details (name, title, affiliation, email, address, telephone, fax)
  - ii. **Additional contact person**  
Please provide contact details (name, title, affiliation, email, address, telephone, fax)

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**\*[Note: Please keep to the word limits as that will be taken into account in the scoring process.]**

**1. Executive Summary (300 words)**

Please describe the intervention, who is the target population, what was done (strategies or activities), when was it implemented, and the achievements.

**2. Background (350 words)**

- a. Please describe why this project or intervention was proposed. Please describe the results from surveys, situation analysis, interviews, focus groups, needs assessment or consultation conducted to identify the problem/need being addressed
- b. Please describe the problem being addressed.
- c. Please describe other existing programmes, challenges and impact.
- d. Please describe the social and cultural context in relation to the problem.

**3. Objectives**

Please specify the proposed objectives (i.e. the anticipated outcome) and the period/timeline of the project.

**4. Planning structure (Maximum 1 page)**

Please describe the core planning team; the settings where the project was carried out; the target population; and the activities, tasks, milestones, timeline, budget and source of funding.

**5. Multi-stakeholder collaboration (300 words)**

a. **Community participation:** Please describe how the collaboration with community members including the target population, took place in the planning, implementation and/or evaluation phase of the initiative.

b. **Other stakeholders (e.g. other government agencies, NGOs, private sector):** Please describe how the collaboration with other sectors took place in the planning, implementation and/or evaluation phase of the initiative. Please also describe whether resources were shared (i.e. financial or technical).

**6. Equity (200 words)**

Please provide evidence of the participation of marginalized and/or vulnerable groups (e.g. female or youth) during the planning and/or implementation/evaluation processes; and/or describe interventions that target them.

**7. Replicability or Scalability (300 words)**

Please describe how the programme (activities, expertise and resources) can be scaled up and be applied and adapted to other settings or sites.

**8. Effectiveness or impact assessment (350 words)**

a. Please provide evidence of programme achievements in relation to proposed objectives (e.g. improvement in health status, adoption of new law or policy). If possible, show or describe changes from baseline to the current status in 2016. Please provide supporting documents where available.

b. Please describe how evaluation, surveys, data or routine monitoring were utilized to assess progress and outcomes.

**9. Measures for sustainability (300 words)**

a. Please describe how the programme is or will be sustained. For example, through city ordinance, city government commitment, community ownership, regular budget allocation, etc.

**10. Bonus (Optional): Theoretical basis (200 words)**

Please describe how theories of change (i.e., theories of behaviour change, policy development, social marketing, etc) have been utilized for programme development and implementation.