



# 15th World Congress on Public Health

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## Ending the rise in obesity in a generation: the case for primordial prevention

Wednesday 5 April 2017, 1600 - 1800, Plenary Hall 3

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Lead	Professor Anna Peeters, Deakin University Professor Steven Allender, Deakin University
Speakers	Professor Anna Peeters, Deakin University Dr Colin Tuikitonga, Secretariat of the Pacific Community Dr Alessandro Demaio, World Health Organisation Ms Jane Martin, Obesity Policy Coalition Professor Steven Allender, Deakin University  Professor Marj Moodie, Deakin University

Chronic diseases are responsible for 85% of deaths world-wide. The common modifiable risks for chronic disease are physical inactivity, unhealthy diet, smoking, obesity, diabetes, hypertension and unfavourable blood glucose and blood lipids. Dietary factors are the leading modifiable contributor to the global burden of disease. In developed countries we have seen major reductions in the second half of the 20th century on cardiovascular disease and the strong and effective treatment of blood glucose, hypertension and unfavourable lipids. A remaining challenge appears to be obesity which until recently has appeared intractable in both developed and developing countries. More recently we have begun to see some positive actions in terms of addressing risks. These initiatives have been typically in relative isolation but offer the promise that, if implemented systematically and at scale, obesity may be overcome as a public health problem within a generation. This WLD will consider the positive changes that have occurred globally, the underlying trends and what may be required to end the rise in obesity in a generation around the world.

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