

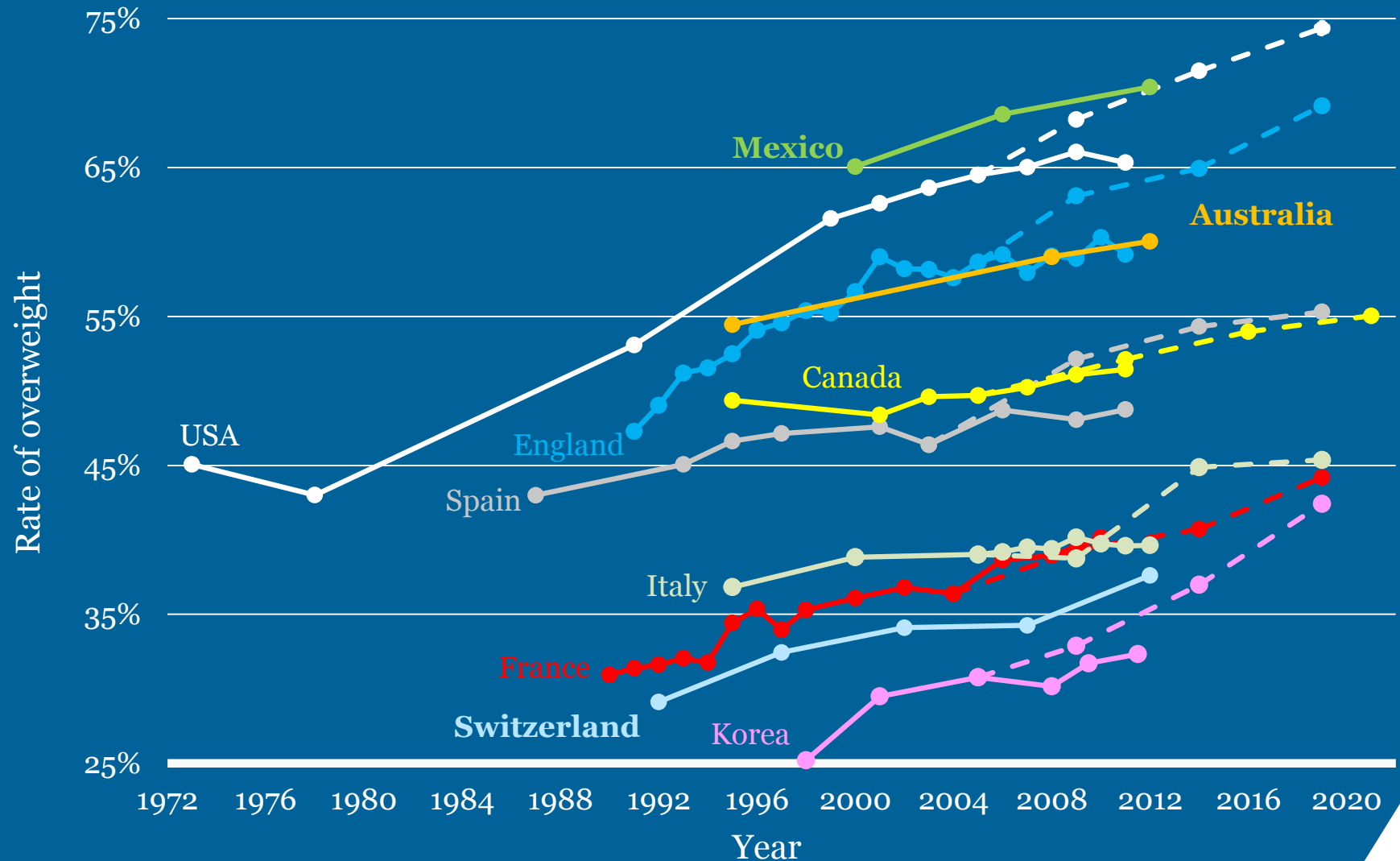


IMPROVING LIFESTYLES, TACKLING OBESITY: THE HEALTH AND ECONOMIC IMPACT OF PREVENTION

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Obesity: a Growing Problem



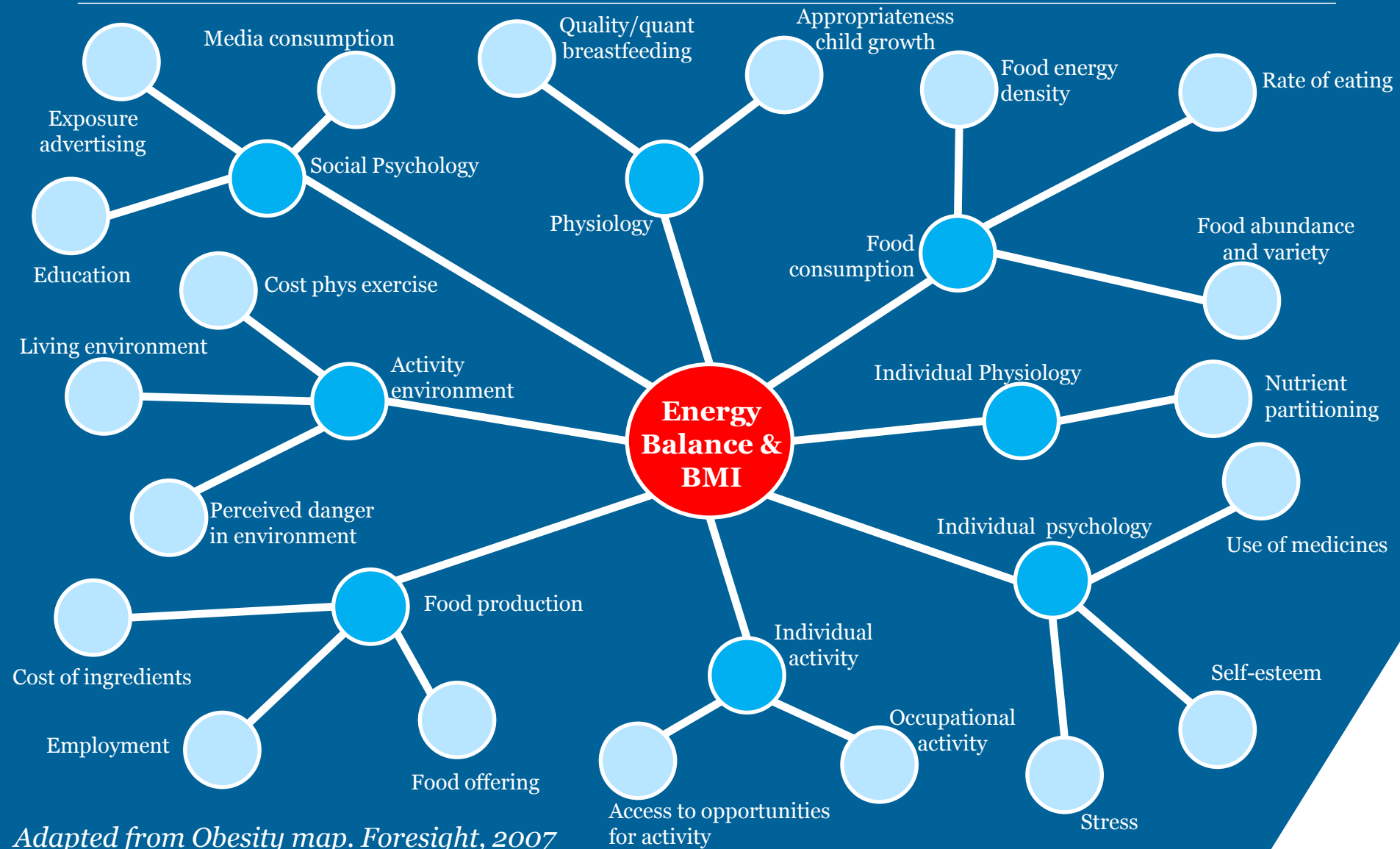
Source: OECD, Obesity Update 2014



10 lessons we have learnt



1 Obesity is the Result of Complex Interactions



Adapted from Obesity map. Foresight, 2007

2 Policy-Makers Have Clear Questions

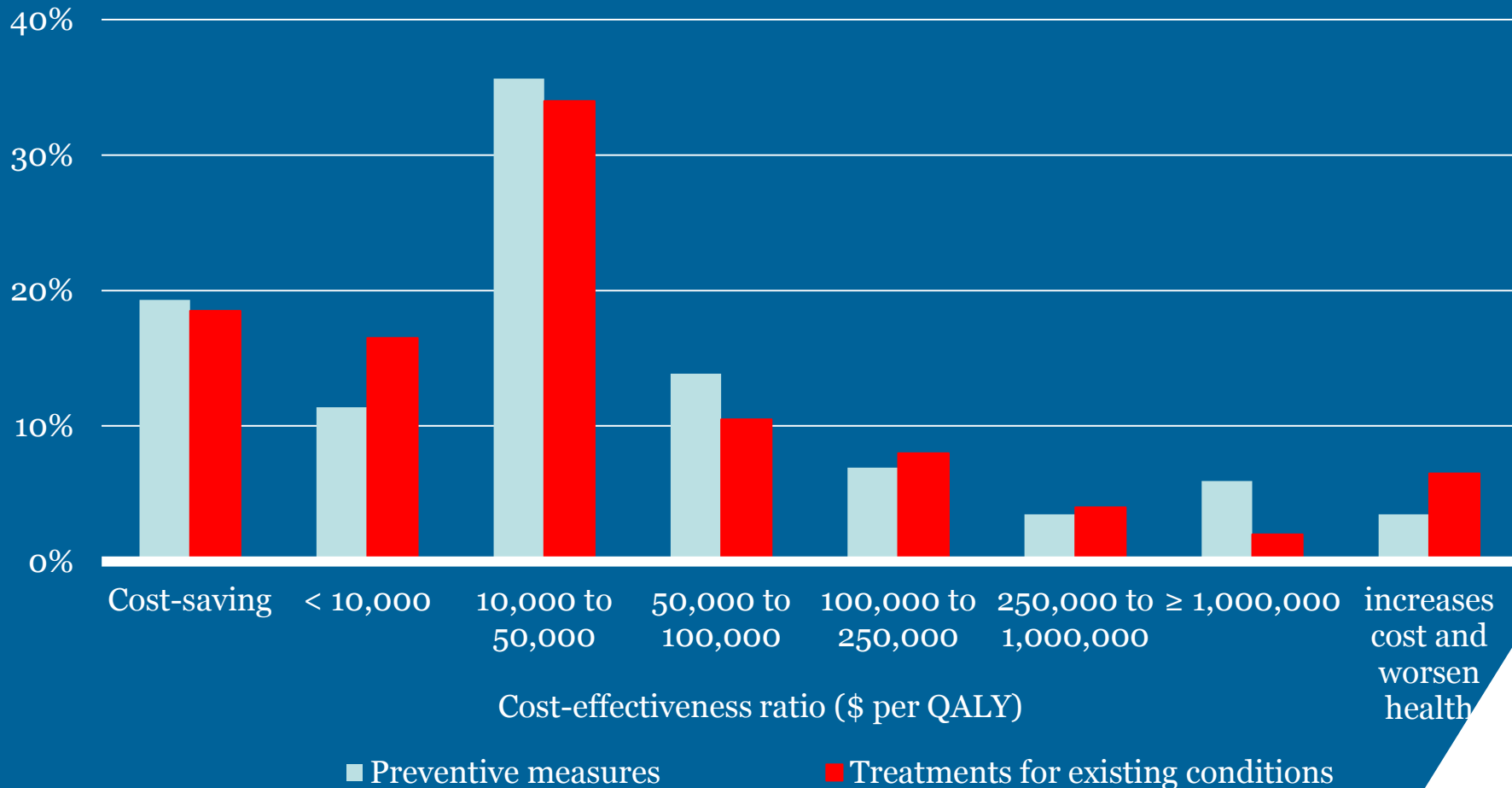
- Does prevention improve health?
- Does it reduce health expenditure?
- Does it improve health inequalities?
- Is it cost-effective?
- When will desired effect show up?



3 Prevention Should Be Assessed on a Fair Basis

Cost-effectiveness of Preventive measures and treatments

Proportion of published cost-effectiveness ratios



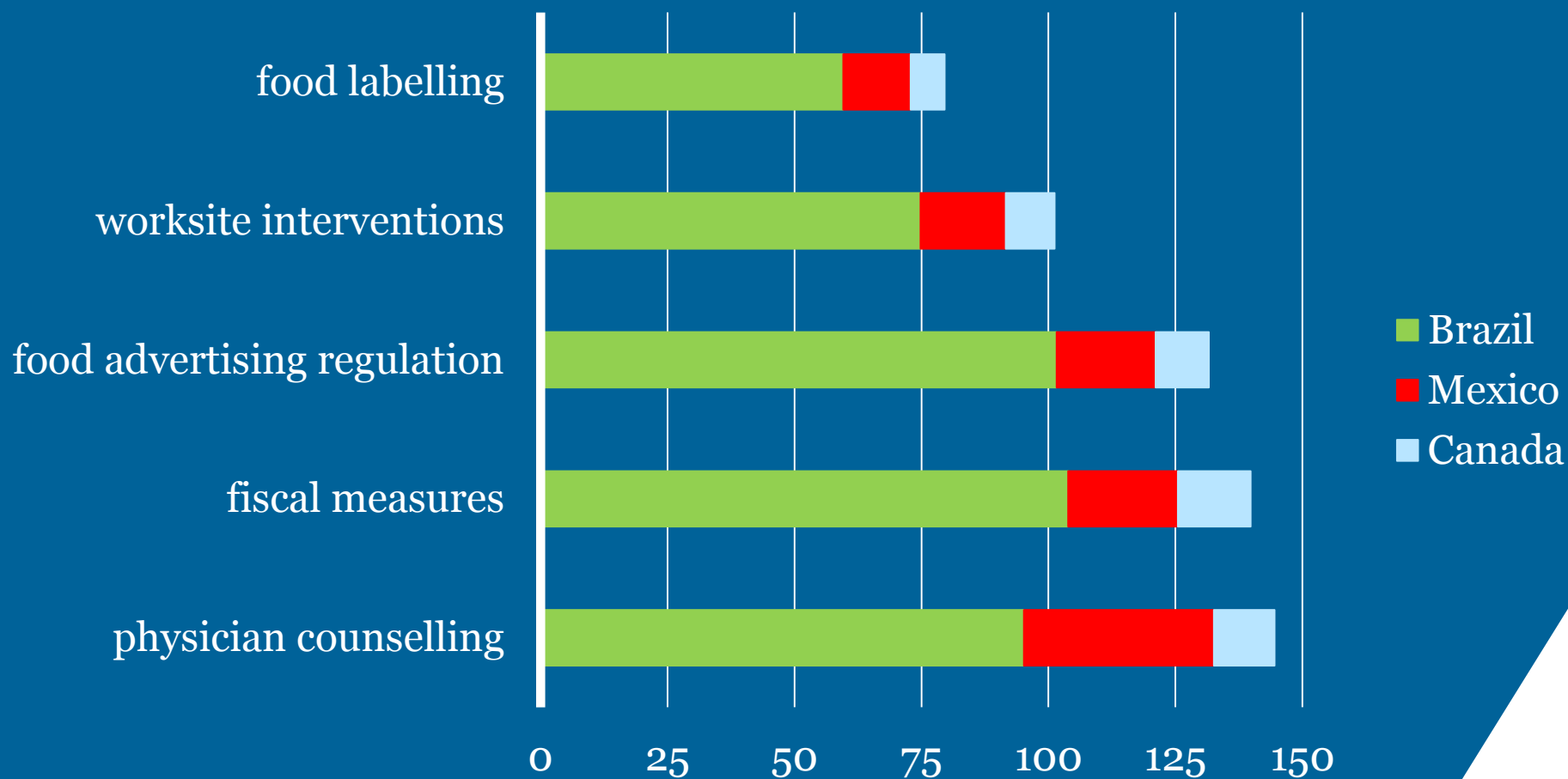
■ Preventive measures

■ Treatments for existing conditions

4

Prevention Does Save Lives

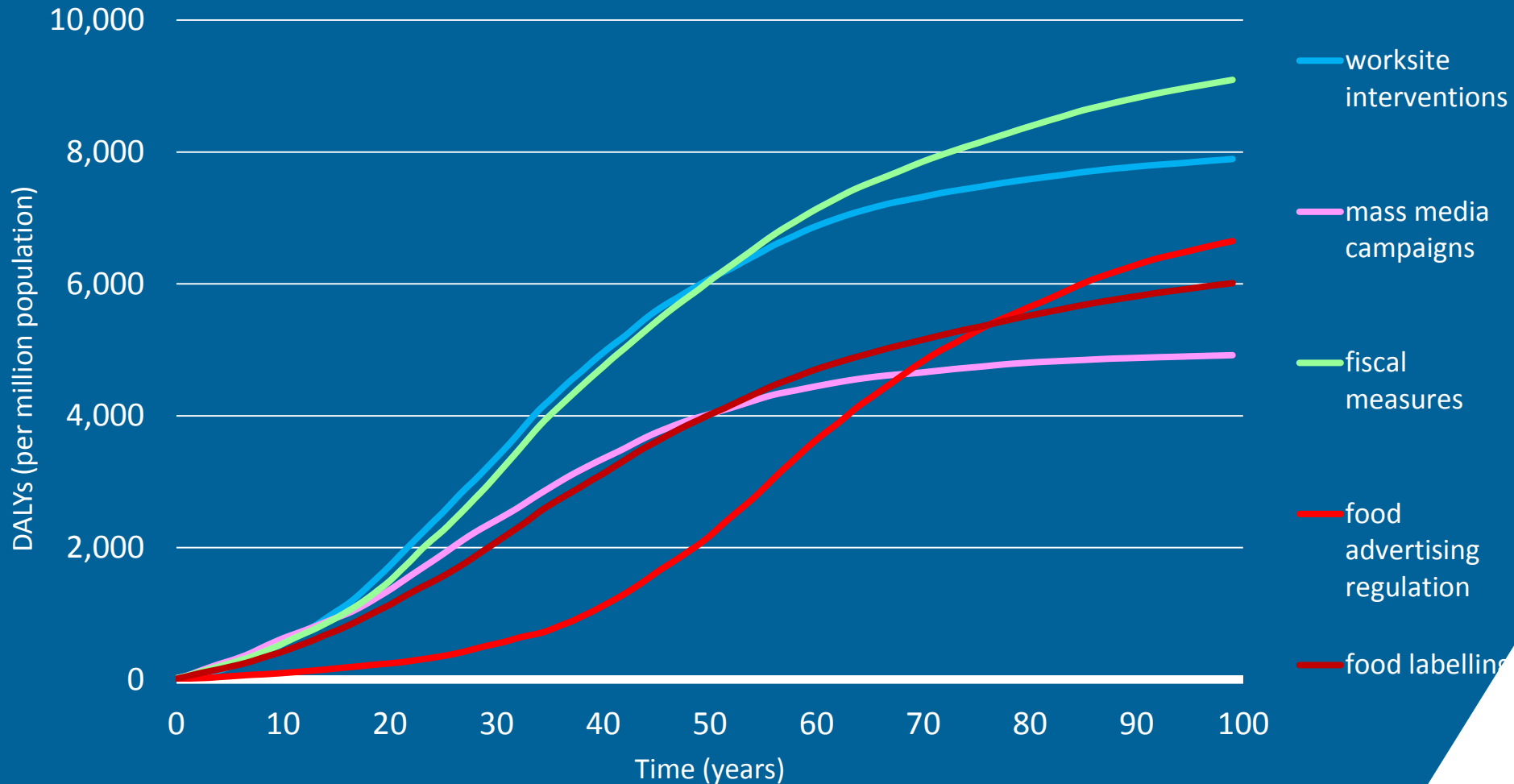
Life years in good health (thousands)



Source: OECD estimates from CDP model



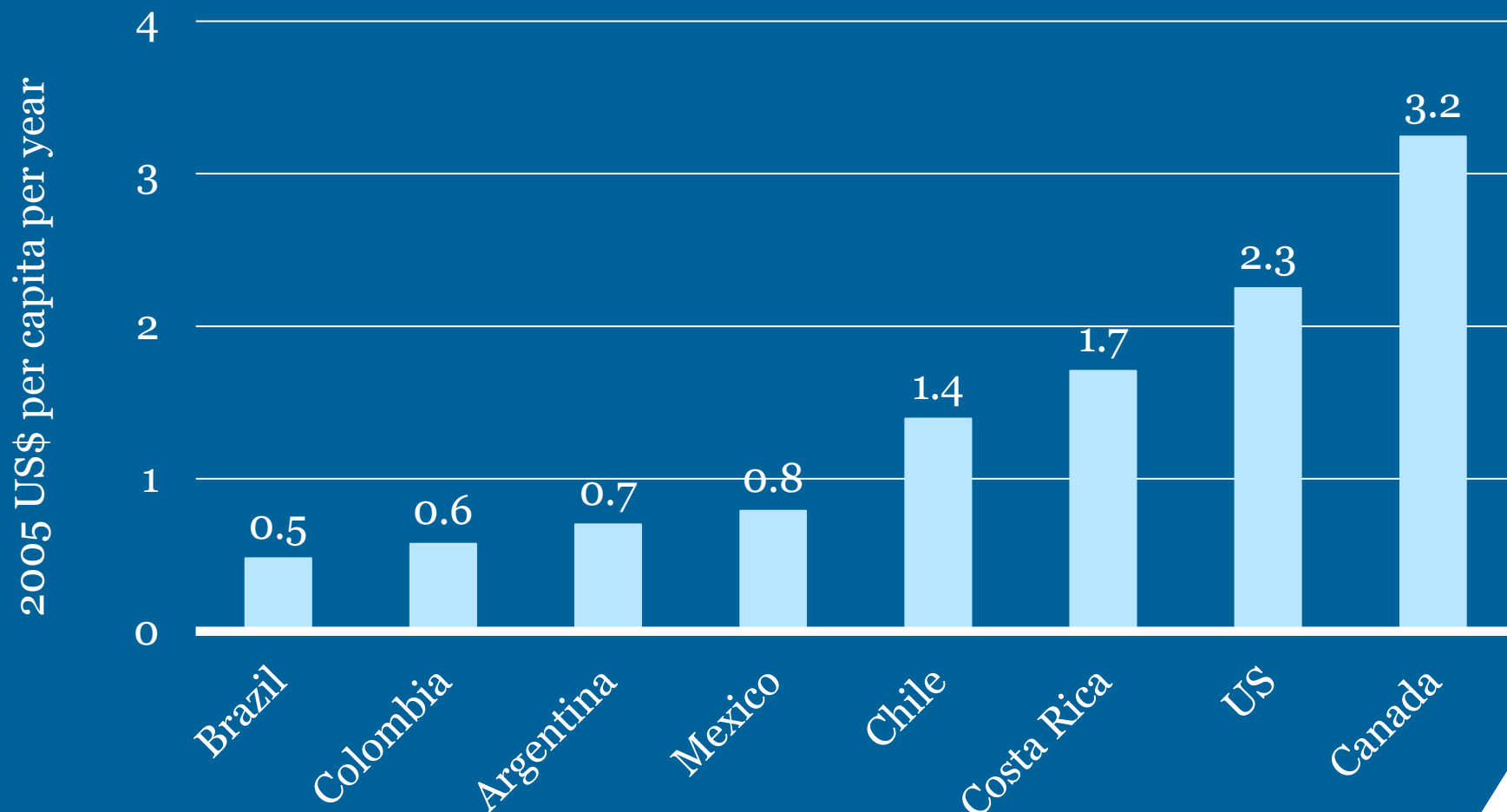
5 But Some Interventions Require Longer Timeframes (UK)



Source: OECD estimates from CDP model

6 Preventing Obesity is Affordable

Cost of implementing a “regulatory” prevention package in the Americas

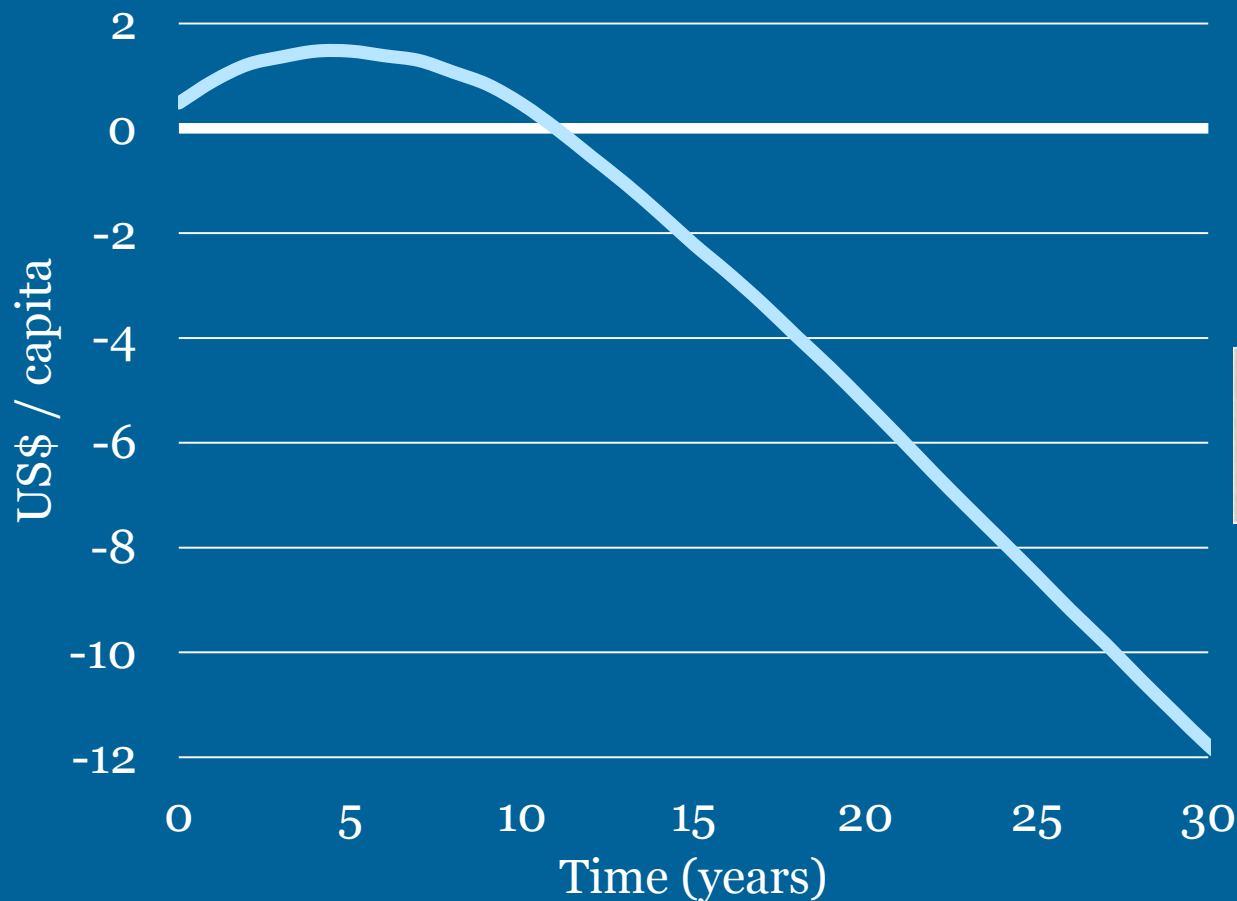


Source: OECD analysis on WHO-CHOICE approach



7 In Some Cases Savings on Healthcare Expenditure are Larger Than Costs

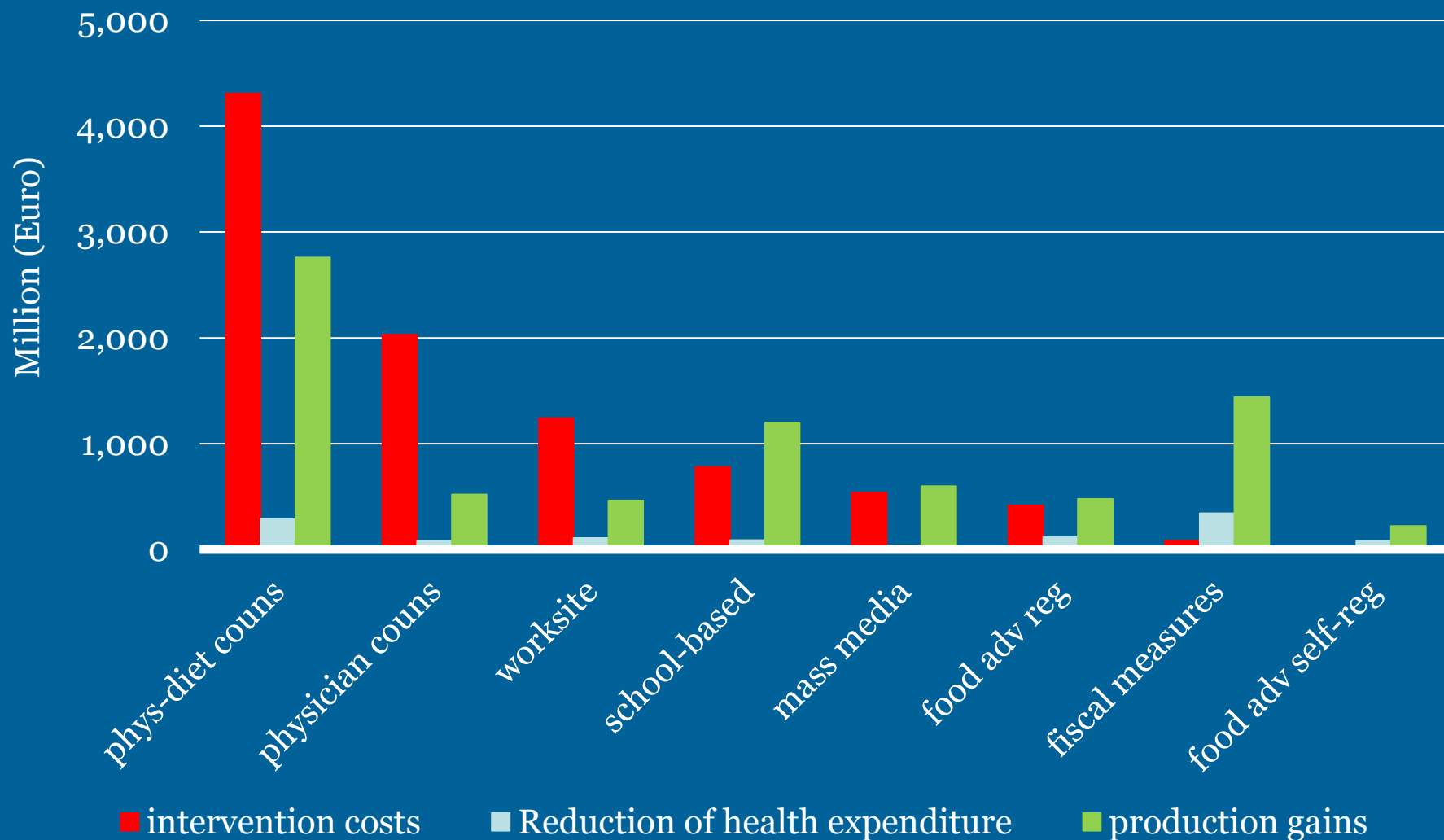
net cost of the intervention - Brazil



Cost per year
per head =
0.48 US\$



8 Production Gains are Larger Than Savings on Healthcare Expenditure



Source: OECD estimates from CDP model

9 People with Low SES Pay More but Gain More

Different social groups have:

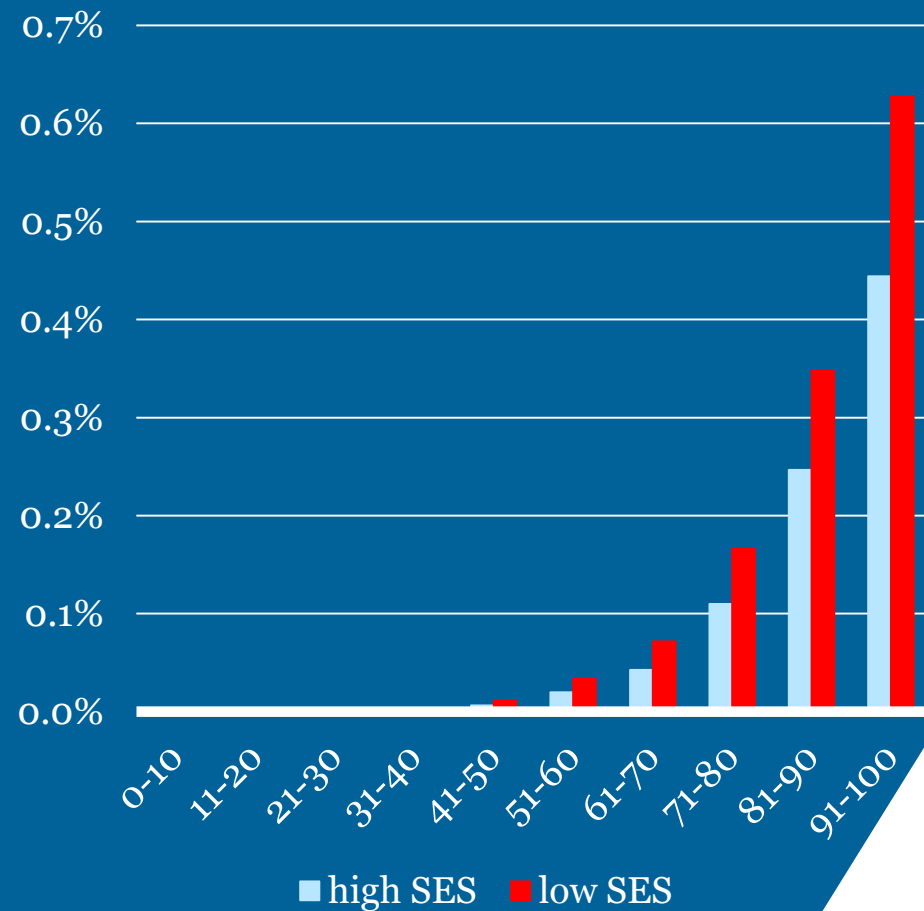
Different risk profiles:

- Larger benefits in those most at risk (~)

Different responses to interventions:

- Larger benefits with a greater response

Fiscal measures



10 Multi-stakeholder Approaches Have Challenges but Offer Opportunities

Reducing trans-fats in South Korea

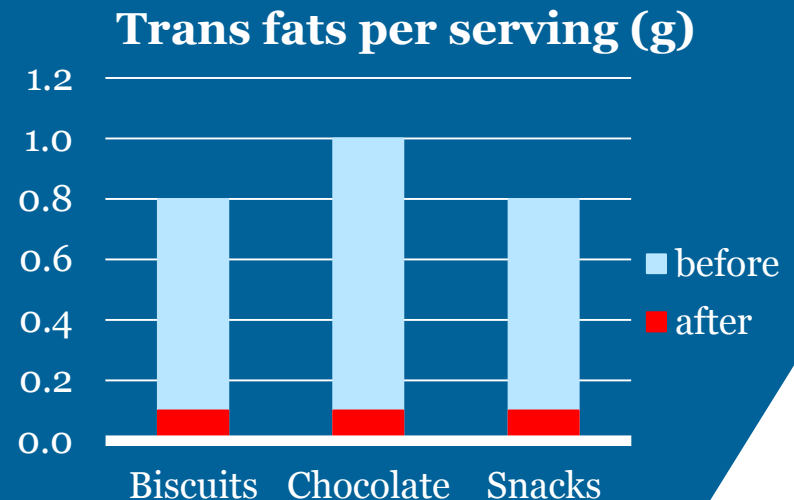
- Collaboration between industry, universities, research institutes and government
- Content of trans fat to be compulsory on the label of child food products
- Government (KFDA) provides R&D support for the industry



'트랜스지방 0'이라고 표기된 과자의 실제 함유량

제품명	제조사	30g 당 트랜스 지방 함유량
오예스-고구마	해태	0.14 g
줄리어스	크라उन	0.14 g
도도한 나초	오리온	0.12 g
칸초-딸기	롯데	0.12 g
침포테도	농심	0.11 g
아채쿠키	우리가	0.10 g
사또밥	삼양	0.05 g

자료제공: 손숙미 의원





OECD Work on Preventing Obesity



- OECD Obesity update 2014 – [The economic crisis & obesity]
- OECD/WHO-Euro/Europ. Observatory book
- OECD health working papers HWP 32, 45, 46, 48, [65], 66
- Lancet papers on NCDs and priority interventions
- WHO/OECD “Best buys” paper for the UN Summit on NCDs