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for every child

Using Social and Behaviour Change in the Prevention of Overweight and Obesity in School-aged Children

About this guide

This guide details ways in which social and behaviour change can be integrated into UNICEF nutrition programmes on the prevention of overweight and obesity in school-aged children and adolescents aged 5 to 19 years.

Who are the main audiences of this guide?

This guide has been developed to support UNICEF staff and partners, particularly teams working on the prevention of overweight and obesity in school-aged children. The guide is also designed for UNICEF social and behaviour change staff, to help increase their awareness of workstreams where social and behaviour change can add value to UNICEF's overweight and obesity prevention work.

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Glossary

Applied behavioural science	Applied behavioural science combines thorough qualitative research and evidence from cognitive science and psychology to formulate a deep understanding of a particular context and how features of it may drive or prevent specific behaviours.
Choice architecture	Choice architecture refers to the way in which choices are presented to individuals. It encompasses the design of the environment in which people make decisions, including the number and arrangement of options, the way information is provided, and the presence of any nudges or incentives. The concept emphasizes that the way choices are structured can significantly impact decision-making, often in subtle and unconscious ways.
Cognitive biases	Cognitive bias is an unconscious and automatic process affecting how we process information and make decisions. This bias leads people to process information in a selective and subjective way, often resulting in suboptimal decision-making.
Critical social marketing	Critical social marketing involves critically investigating the impact of commercial marketing on society. This information is then used to inform upstream activities, such as advocacy, lobbying, policy and regulation, as well as downstream social marketing interventions designed to influence consumers or distributors.
Nudges	Nudges are subtle interventions or design elements that steer individuals' choices in a predictable way, without restricting their options or significantly altering their economic incentives. Nudges can take various forms, such as default options, reminders, or the framing of information.
Positive deviance	Positive deviance is a social and behaviour change approach that focuses on learning from those who have already found successful solutions to problems despite facing the same challenges, constraints, and resources as others. Through the study of the "positive deviants", innovative solutions can be identified from the outlying behaviour.
Semiotics	Semiotics is the study of signs, symbols, and their use or interpretation. It is concerned with how meaning is created and communicated through various forms of signification, such as images, and objects.
Social listening	Social and community listening is the process of gathering and analysing readily available information from online and on-the-ground sources to derive community insights.
Social marketing	Social marketing seeks to develop and integrate marketing concepts with other social science approaches to change people's behaviour for social good. Like commercial marketing, social marketing is more than promotion and advertising; it involves using all the marketing mix (product, price, place, promotion and packaging) to create products and services that appeal to audiences and motivate change.
Social movements	Social movements are joint efforts by citizens, groups and communities bound by similar goals who organize themselves to tackle social issues together.
Systems thinking	Systems thinking is a framework to problem-solving that views "problems" as part of a wider, dynamic system. System thinking focuses on the interrelationships and interactions among various system components, promoting a holistic view rather than isolating individual parts. This involves understanding how different elements within the system influence and impact each other. This is done through considering multiple viewpoints and stakeholders to gain a more comprehensive understanding of the system. It does this by bringing multiple stakeholders together from across the whole system (including stakeholders working at macro, meso and micro levels).

Executive summary

Preventing malnutrition in all its forms, including overweight and obesity, is an integral component in guaranteeing children’s right to food and nutrition as a cornerstone of their human rights, and is a core part of UNICEF’s work. Overweight and obesity are growing threats to children’s growth, development and well-being globally, largely driven by the proliferation of ultra-processed foods high in fat, salt and/or sugar, often combined with sedentary behaviour and a lack of physical activity.

Social and behaviour change considers how and why individuals make decisions and leverages this knowledge to positively transform social norms and change behaviours. By drawing on insights from the social and behavioural sciences, social and behaviour change can make policies and programmes more in tune with actual human behaviour and the functioning of societies, ensuring they are contextualized and resonate with the communities they aim to serve. UNICEF’s nutrition and social and behaviour change teams can work together to change the environments in which people live, making it easier for children, families and communities to adopt protective practices and create more supportive environments for change.

This guide details how social and behaviour change can:



Create more effective protective policies and gain public support for them.

This includes developing behaviourally informed policies; developing policy pathways and supporting systems change; promoting community empowerment; and understanding the tactics of food and beverage industry marketing.



Support the development of healthier food environments.

This includes promoting youth activism to change schools from the inside; making healthy options the default; creating social movements for change; supporting the development of more impactful nutritional messages; and integrating human-centred design in the development of guidelines and standards.



Promote healthy dietary practices through creating demand for healthy foods.

This includes generating demand for healthier products; changing social norms through new channels; and understanding the impact of cognitive biases on food choices.

1

Overweight and obesity in school-aged children and adolescents

Prevalence and burden of overweight and obesity in school-aged children and adolescents

Preventing malnutrition in all its forms, including overweight and obesity, is an integral component in guaranteeing children’s right to food and nutrition as a cornerstone of their human rights. Therefore, preventing overweight and obesity in school-aged children and adolescents is also a core part of UNICEF’s work.

Overweight and obesity are a growing threat to children’s growth, development and well-being globally, largely driven by the proliferation of ultra-processed foods high in fat, salt and/or sugar, often combined with sedentary behaviour and a lack of physical activity. Over 390 million children and adolescents aged 5–19 years were overweight in 2022. The prevalence of overweight (including obesity) among children and adolescents aged 5–19 has risen dramatically from just 8% in 1990 to 20% in 2022.¹ Of concern, 70 per cent of children affected by overweight or obesity live in low- and middle-income countries.²

Childhood obesity is particularly worrisome. It puts the child at high risk of developing debilitating non-communicable diseases, such as diabetes, heart disease and cancer earlier in life and living with them longer, denying the child his or her full health and socioeconomic potential. The economic impact of overweight and obesity is high; if nothing is done, the global costs of overweight and obesity are estimated to reach US\$ 3 trillion per year by 2030 and more than US\$ 18 trillion by 2060.³

UNICEF is committed to working with partners to stop the rise in overweight and obesity and achieve the goal target of no increase in childhood overweight by 2030. This guide builds on and supports the [UNICEF Nutrition Strategy 2020–2030](#), the [UNICEF Programming Guidance on the Prevention of Overweight and Obesity in Children and Adolescents](#), and the World Health Assembly resolution on the prevention of obesity.

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- 1 World Health Organisation. Obesity and overweight. Published March 1, 2024. Accessed October 21, 2024. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight#:~:text=Over%20390%20million%20children%20and%20adolescents%20aged%205%20to%2019,just%208%25%20in%201990%20to%2020%25%20in%202022>.
 - 2 Olufadewa I, Adesina M, Oladele R, et al. Interventions to reduce and prevent childhood obesity in low-income and middle-income countries: a systematic review and meta-analysis. *Lancet Glob Health*. 2023;11 Suppl 1:S16. doi:10.1016/S2214-109X(23)00099-2.
 - 3 Okunogbe et al., “Economic Impacts of Overweight and Obesity.” 2nd Edition with Estimates for 161 Countries. World Obesity Federation, 2022.

Causes of overweight and obesity in school-aged children and adolescents

Several factors have contributed to the global rise in rates of overweight and obesity:

- **Failing food systems:** Currently, the global production of fruits, vegetables, pulses, grains, seeds and other food items that constitute a healthy diet is not sufficient to meet the world's needs. In contrast, the most supported and subsidized foods worldwide are a few varieties of cereals, red meat and sugar, which are important sources of energy but are also mostly used as basic ingredients for low-quality ultra-processed foods. This reflects a double failure of the global food system that mostly affects children: on one hand, it is failing to provide sufficient, affordable, nutritious foods; on the other hand, it increasingly exposes children to excessive supply and aggressive marketing of unhealthy foods.
- **Food poverty:** Child food poverty – the inability to access and consume a nutritious and diverse diet in early childhood – is a key factor that contributes to food insecurity and directly triggers the consumption of unhealthy
- diets. Cheaper and more easily accessible ultra-processed foods high in fat, salt and/ or sugar are consumed more often than micronutrient-dense quality foods. While these foods may help meet daily calorie requirements, essential nutrients are missing. This can leave children, families and nations facing the dual problems of overweight and undernutrition, both of which can be consequences of food poverty.
- **Urbanization and changes in lifestyles and practices:** Urban food environments have led to poorer diets and less physical activity, with more shops and fast-food restaurants offering a ready supply of processed foods, built environments with fewer opportunities for walking or biking for transportation or leisure, and technology advancements leading to more screen time and sedentary behaviours.
- **Globalization and trade:** Fuelled by the actions of a powerful food and beverage industry, the globalization of food systems is driving a transition towards unhealthy food environments where ultra-processed foods high in fat, salt and/ or sugar are now more available, convenient, cheaper, and widely promoted than ever before.



2

Using social and behaviour change to support UNICEF's work in the prevention of overweight and obesity in school-aged children

What is social and behaviour change and how can it help support nutrition outcomes?

Social and behaviour change is fundamentally centred on understanding people. It delves into the intricacies of how and why individuals make decisions and leverages this knowledge to positively transform social norms and change behaviours. By drawing on insights from the social and behavioural sciences, it plays a crucial role in shaping policies and programmes, to be more in tune with actual human behaviour and the functioning of societies, ensuring they are contextualized and resonate with the communities they aim to serve.

When it comes to nutrition, policymakers often believe that eating behaviours are strictly a reflection of personal preferences or beliefs – a willpower issue. In truth, it is the food environments around people that are failing: the food most readily available and affordable is often unhealthy, making it challenging to make healthy choices.

UNICEF's nutrition and social and behaviour change teams can come together to change this trajectory – by working to improve the environments in which people live, making it easier for children, families and communities to adopt protective practices and create enabling environments that support good nutrition.

This guide details how social and behaviour change can:

- Create more effective protective policies and gain public support for them
- Support the development of healthier food environments
- Promote healthy dietary practices through creating demand for healthy foods.

3

Using social and behaviour change in the development of policies



The current food environment exposes school-aged children and adolescents to manipulative food marketing of unhealthy foods, and to inconsistent and often misleading nutrition labelling. UNICEF has been supporting governments to improve the food environment by adopting and implementing policies that address these issues. Policies include:

- **Front-of-pack labelling.** Graphical front-of-pack nutrition labels provide at-a-glance information about the nutritional quality of the product on the front or primary display panel of foods and beverages. An example is the colour-coded traffic light labels and warning signs affixed on packaged foods and beverages, which indicate levels of fat, salt and/ or sugar.
- **Tax on sugar-sweetened beverages and ultra-processed foods.** The adoption of such tax policies often leads food and beverage

companies to reformulate their products to contain less sugar.

- **Regulation of the marketing of unhealthy foods to school-aged children.** These policies are intended to protect children from the harmful impact of unhealthy food marketing.
- **School food and nutrition policies.** These policies include, for example, nutrition standards on the quality of food served or sold in and around schools, and marketing restrictions on unhealthy foods and non-alcoholic beverages in and around schools.

These policies have been shown to work, and country experiences in adopting them can be used to inform the development of similar policies around the world.

However, a 'cut and paste' approach should not be taken; rather, policies must be contextualized to the communities they are designed to protect. Mobilizing public support is also critical to counter industry opposition to such policies, which can make adoption and implementation less likely.

How can social and behaviour change support this work?

By understanding how people think and act, policies can be designed with the idiosyncrasies of real human behaviour in mind. Social and behaviour change approaches can be used to support policy development by:

- **Developing behaviourally informed policies:** This requires research to ensure that policies are based on a realistic view of human behaviour, including understanding

how people react and behave in different situations, as well as the country's cultural norms, values and traditions. For example, by conducting research and understanding that most people are unlikely to spend a long time interpreting traditional nutrition labels, policies were developed to ensure that producers provided labels with essential nutritional information in a more digestible and noticeable format (e.g. traffic light system).

- **Conducting user-testing on policies:** This involves using **behavioural insights** to test which policies work best within different contexts. Through testing, evidence-based results can be gathered to inform policy development before setting policy and full-scale implementation. User-testing can also check the possible impact of a policy on all segments of society; for example, ensuring that front-of-pack labelling assists those who are least able to access and interpret other forms of nutrition information.
- **Developing policy pathways and supporting systems change:** **Systems thinking** methods can be used to bring together communities, civil society, and policymakers, as well as stakeholders from across the system, to co-create policy solutions, supporting the contextualization of policies and the co-design of policy pathways. For example, when developing sugar-sweetened beverage taxes, it is important to understand and anticipate how manufacturers

are likely to respond (e.g., by changing their recipes) to inform how the market might react.

- **Promoting community empowerment:** Social and behaviour change teams can engage and support communities to come together to **advocate** for system level changes. Social and behaviour change teams can apply behavioural science principles to foster and guide advocacy programmes aimed at improving food environments and amplifying the uptake and use of regulatory policies. In this way, advocacy efforts are not simply about educating communities to become lay experts in nutrition. Instead, it is about supporting communities to come together, and empowering them to tell their own personal stories, focused on their lived experiences. This creates a powerful narrative that can help drive policy change.
- **Understanding the tactics of food and beverage industry marketing:** Using **critical social marketing**, UNICEF and its partners can understand the manipulative marketing practices that are often known to push consumers into making choices that may not be in their best interest (so-called 'dark patterns'). For example, the use of certain colours to appeal to teenagers, and products being available for a limited time to create a sense of scarcity and drive demand. This information is then used to inform advocacy work, as well as policy and regulation development.

Raising Voices for Healthy Eating: Mobilizing Public Support for Policy Change in Argentina

With one of the highest rates of overweight children and adolescents in Latin America, Argentina faces a growing challenge driven by unhealthy diets and an obesogenic environment. Ultra-processed foods—high in harmful ingredients but low in essential nutrients—are widely available and heavily marketed, particularly to young people. Addressing this issue became critical to reducing the consumption of these products, especially among children and adolescents.

To tackle this, UNICEF Argentina adopted a two-pronged strategy. From 2017 to 2020, UNICEF, in collaboration with key allies, advocated for legislation to protect children's health. This persistent advocacy played a pivotal role in the adoption of the "Promotion of Healthy Eating" law in October

2021. The law mandates front-of-package labelling for harmful ingredients and restricts food marketing aimed at children, marking a significant step in promoting healthier diets nationwide.

Recognizing that public support is crucial for the success of any policy change, UNICEF also spearheaded large-scale communication campaigns to raise awareness and generate momentum. Influencers and young activists were mobilized to amplify the message, bringing the issue to the forefront of media discussions. The work was coordinated by an internal task force, uniting colleagues from health, communication, and private sector engagement to maximize the campaign's reach and impact.

4

Using social and behaviour change to create healthier food environments



Schools are an essential platform for reaching high numbers of children and adolescents with high-impact food and nutrition policies. UNICEF programmes to improve the nutrition of school-aged children and adolescents prioritize working to transform the education system and consider its synergies with the food system and the social protection system. UNICEF does this by:

- Supporting the development of nutrition education and curricula in schools.
- Developing policies, standards and guidance for nutritious school meals and healthy school environments.

- Building bridges between schools and local, sustainable, diversified food production.
- Designing food environments that encourage the selection of healthier options.

How can social and behaviour change support this work?

Social and behaviour change approaches can help to create healthier school environments by:

- **Promoting youth activism to change schools from the inside:** Social and behaviour change teams can work with schools to engage school-aged children and adolescents, help them become better informed, encourage them to work with teachers and canteens, and support them in leading activism to make sure all children have access to nutritious food throughout their school day. Passionate young activists can be identified and supported to develop their own campaign ideas that can be implemented in their school and local area.
- **Making healthy options the default:** Social and behaviour change teams can support nutrition colleagues to develop and pilot **nudges** and **choice architecture** interventions. These are small and subtle changes to the physical and social environment that help children select healthier food options. These interventions are usually low-cost and easy to implement. For example, placement changes, such as displaying healthier food options first in school canteens or near checkouts in shops, creating contrast

by placing a box around the healthier food options, or using semiotics and prompts, such as adding a sad face emoji on sugary snacks.

- **Creating social movements for change:** Parents, caregivers, and community leaders can be empowered and supported to explore, plan and act together to **advocate** for healthier food environments within schools and local communities. They can also work to establish feedback mechanisms, to ensure that governments and schools are held accountable.
- **Promoting positive deviants:** Using the grassroots approach of **positive deviance**, social and behaviour change teams can facilitate conversations, bringing communities and stakeholders together to identify schools or organizations within their local area where positive changes to the food environment have already been made. This can create greater momentum for change and identify solutions within the community that are more sustainable than those brought in from the outside.
- **Supporting the development of more impactful nutritional messages:** Behavioural science shows us that **small changes to the way messages are framed** can change how people think, feel and act. When it comes to influencing behaviour change, messages emphasizing the positive outcomes (gain-frame) are often more effective than those centred on negative consequences, especially for behaviours perceived as low-risk, such as eating habits. This understanding from behavioural science can be used by social and behaviour

change and nutrition teams to support the development and user-testing of messages and calls-to-action, which motivates change at all levels of society.

- **Integrating human-centred design in the development of guidelines and standards:** **Human-centred design** principles, such as user feedback and iterative testing, help bridge the gap between theoretical frameworks and real-world implementation. This approach allows us to engage directly with key stakeholders and target groups, including school-aged children, teachers, and families. By actively involving them in the development and testing process, we ensure that the guidelines are not only understandable but also resonate with the diverse cultural and structural contexts in which they will be applied. This collaborative approach enhances the usability of the guidelines and fosters a sense of ownership and buy-in from communities. By valuing the perspectives and experiences of end-users, social and behaviour change and nutrition teams can support the development of guidelines that are evidence-based and tailored to the unique needs and realities of different populations.

Driving Change: Empowering Youth to Create School Nutrition Guidelines

In Zimbabwe, UNICEF provided both technical and financial support to the Government for the development of school nutrition guidelines. In 2022, UNICEF Zimbabwe engaged school-age children as equal and active partners in this process, responding to their call: “Nothing for us without us!” Through human-centred design workshops, children were given the opportunity to provide feedback on school nutrition services and co-create age-appropriate nutrition messages and materials.

In parallel, UNICEF Zimbabwe supported a youth-led advocacy programme, giving adolescents a platform to influence nutrition policies and legislation. This initiative included the creation of the SUN Youth Nutrition Network, which successfully raised a motion in senior parliament to improve nutrition and foster healthier food environments.

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Using social and behaviour change to promote healthy dietary practices and create demand for healthy foods

UNICEF works to make nutritious, safe, and affordable foods, as well as clean drinking water, available in schools and surrounding areas. It is important that these nutritious foods are also promoted to ensure they are valued and are desirable to school-aged children and adolescents, and their families. However, simply promoting the health benefits of nutritious foods is not enough to change food choices. This is because decisions on what to eat are often not

conscious, and are instead habitual, occurring without conscious intent, or based on emotions, social and cultural norms and influences, and marketing. Therefore, to ensure healthy foods are valued and desirable, promotion needs to be based on an understanding of how social norms, cognitive biases, and decision-making environments all impact eating choices and behaviours.



How can social and behaviour change support this work?

Social and behaviour change approaches can be used to support healthy dietary practices by:

- **Generating demand for healthier products:** Using **social marketing**, strategies to promote healthy foods can be developed based on proven and effective marketing principles and techniques which create and communicate value and motivate change.
- **Changing social norms through new channels:** Using digital platforms and social media, a wider network of influencers can be leveraged to positively impact the nutrition choices of school-aged children. Influencers

can have great appeal because they are seen as ‘everyday people’, making them more relatable than mainstream celebrities and traditional influencers, such as health care professionals. **Social listening** techniques can provide greater understanding of the different actors who influence school-aged children and adolescents and family members.

- **Understanding the impact of cognitive biases on food choices:** **Cognitive biases** influence the perceived desirability of food and food choices. To examine these biases, social and behaviour change research can explore how the design of and messages on food packaging, such as nutrition and health claims, impact consumption habits.

Inspiring Healthy Eating Partnering with Influencers in Bolivia to Promote Nutritious Diets

In Bolivia, UNICEF uncovered a gap in awareness among families and caregivers about the importance of a nutritious diet. To address this, UNICEF Bolivia launched a dynamic social and behaviour change strategy that involved a wide range of participants—including families, caregivers, health providers, teachers, and youth—in creating engaging, locally relevant content.

A standout initiative was the creation of ‘*Reto Chef*’, a chef challenge led by two popular Bolivian influencers. Through entertaining videos, they encouraged families to prepare traditional Bolivian

dishes with a healthy twist. These videos sparked excitement on social media as part of popular challenges, with the best dishes being featured on national television. The challenge culminated in three special episodes of the hit TV show ‘*Cocineros Bolivianos*’, where renowned chefs judged the winning dishes. To amplify the message, UNICEF also launched an 11-episode podcast series that explored key topics such as the impact of obesity, the benefits of healthy eating, and the importance of physical activity.



UNICEF Bolivia/2021

6

Implications for UNICEF operations

Changes required to successfully implement this guide include the following:

- **Integration of social and behaviour change in nutrition programmes:** This guide details how social and behaviour change can be integrated into nutrition programmes, to help achieve greater impact and more sustainable results. Social and behaviour change should not be seen as an ‘add on’, or something that is considered only during the implementation of a programme. Instead, these principles should be integrated from the start of programme development, ensuring that all aspects of the programme are based on an understanding of human behaviour, including social norms, perceptions of risk, and motivators for change.
- **Building capabilities across approaches and programme areas:** Social and behaviour change should not be regarded as something that only specialists in this area can do. To fully integrate social and behaviour change into nutrition programmes, capacity needs to be built among nutrition teams, and partner organizations.
- **Using new methods and approaches:** In the past, many of the social and behaviour change initiatives within the nutrition sector have focused on communications or community engagement. Instead, nutrition teams should be supported to use the full social and behaviour change tool kit, including new methods and approaches, such as those detailed in this guide – including applied behavioural science, systems thinking, nudges, choice architecture, social listening, positive deviance, and social marketing.
- **Building on the existing evidence base:** As detailed in this guide, there is a good understanding of the types of interventions that can have a positive impact on improving the nutrition outcomes of school-age children and adolescents. It is important to draw upon this evidence base when considering which social and behaviour change methods and activities to use.
- **Embedding social and behaviour change into key documents:** Social and behaviour change should be incorporated within key documents, including Country Programme Documents, annual work plans, strategies and guidelines, to support the development and implementation of programmes focused on the prevention of overweight and obesity.
- **Measuring change:** Social and behaviour change indicators are now included in NutriDash, UNICEF’s annual nutrition reporting system. Social and behaviour change colleagues should be involved and support in the reporting of such indicators. To support programmes, an overarching Theory of Change has been developed, which details both interim and longer-term outcomes and impact evaluations.

Theory of Change

Embedding Social and Behaviour Change into OW/OB programmes in UNICEF

Vision	<p>Effectively integrate Social and Behaviour Change tools and principles into UNICEF’s overweight and obesity prevention programmes to support the development of more people-centred, context-specific interventions, policies and standards, which create better food environments, and motivate and support people to overcome barriers that prevent them from adopting healthy nutrition practices at individual, community and policy levels.</p>			
Desired change/ impact	<p>Protective policies and public support: Development and implementation of effective food environment policies and standards that are behaviourally informed and tailored to local contexts, to increase their responsiveness to country-specific needs, cultural appropriateness, ownership and chances of success. Creating social movements and advocacy that empower communities to advocate for healthier food environments and in support of protective policies.</p>	<p>Healthier school environments: Enhanced school-based nutrition education and school environments by drawing on social and behavioural sciences and community insights to develop nutrition education curricula and promote healthy food environments that effectively target the barriers and motivate change.</p>	<p>Healthy dietary practices and demand-generation: Improved healthy dietary practices and increased demand for healthy alternatives using social marketing and applied behavioural science</p>	
Short term change/ Outputs	<p># of COs that use SBC to inform policy and standards development and advocacy to create support for such protective policies; # COs using critical social marketing techniques to inform policy development; # COs applying behavioural science principles to foster and guide social movements aimed at improving food environments.</p>	<p># of CO nutrition curricula and messages co-designed and informed by behavioural insights and an understanding of country-specific social and cultural norms; # nudge/ choice architecture interventions implemented; # COs using human-centred design principles in the development of school dietary guidelines and standards.</p>	<p># of COs that use social marketing principles to create demand for healthier products; # COs that integrate SBC to promote healthy diet practices and support change at community and organisational level.</p>	
Key strategies	<p>Work with HQ, ROs and COs to embed SBC in strategies, guidelines, CPDs, AWP, fundraising plans.</p>	<p>Strengthened nutrition staff capacity around embedding SBC into OW/OB strategies; Increase capacity among SBC staff.</p>	<p>Use new SBC approaches and methods in nutrition programmes, incl. applied behavioural science, systems thinking, nudges, choice architecture, social listening, social marketing.</p>	<p>Develop better M&E for OW/OB prevention programmes where SBC has been embedded, including data around interim and longer-term behavioural outcomes.</p>
Current situation	<ul style="list-style-type: none"> SBC colleagues are unclear on the evidence around ‘what works’ in relation to the OW/OB prevention agenda, and as a result, SBC is rarely integrated into OW prevention programmes; Shift from SBCC to SBC has happened, but there is continued use of SBCC within nutrition programmes; Perception that SBC is focused on individual behaviour change resulting in a need to move towards creating greater understanding of how SBC can improve OW prevention policies, food environments and school-based interventions; Often the SBC nutrition programmes are inadequately evaluated and only ‘soft’ outputs, such as reach are recorded, and resulting in a lack of evidence around the added value of using SBC in OW/OB prevention programmes; Behavioural indicators sit within sectorial teams (not with the SBC team), however, SBC not always used to help achieve these. 			
Assumptions <ul style="list-style-type: none"> UNICEF continues to promote the use of SBC (as opposed to SBCC). UNICEF Nutrition HQ continues to embed SBC into their prevention guidelines and strategies. Good capacity of SBC teams within RO and COs to support the expansion of using SBC for nutrition programmes. 	<p>UNICEF SBC indicators for overweight and obesity prevention and nutrition for school-aged children and adolescents:</p> <ul style="list-style-type: none"> # COs using SBC for the prevention of OW/OB; # COs providing technical or financial support to use SBC for the prevention of OW/OB; # governments that have a policy, strategy or plan of action that includes the use of SBC for the prevention of OW/OB; # COs using SBC to support the development, strengthening or implementation of a legal measure for health-related food and beverage taxes; # COs using SBC to support the development, strengthening or implementation of a legal measure to introduce front of pack interpretive nutrition label; # COs using SBC to improve school environments. 			

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