World Obesity Federation's **Asks** ahead of the Third High-level meeting on NCDs

By 2025, 2.7 billion adults are expected to be overweight or living with obesity and the global medical bill to treat the consequences is estimated to rise to $1.2 trillion. As such, we believe that actions to prevent, manage and treat obesity throughout the life course are of the upmost importance for helping to achieve the NCD targets. This needs to start with the recognition that obesity is not only a risk factor for NCDs, but a disease in its own right which needs urgent attention at the forthcoming High-level meeting and within national responses to address NCDs.

Join us

Obese Planet is a global campaign to address a global problem. Get involved by tweeting about your ideas and activities for how to cure our #ObesePlanet, tagging @WorldObesity.

Prioritise policies which tackle the commercial determinants of obesity

Steps to tackle the commercial determinants of obesity will be essential for halting the rise in obesity. We urge political leaders to use the Third High-level meeting to commit to implementing the 'Best Buy' policies, with a particular focus on those policies which address the commercial determinants of health. Population-based regulatory and fiscal measures should be prioritised, including restrictions of marketing foods and drinks to children, taxes on sugar-sweetened beverages and access to safe space for physical activity. Fiscal interventions, such as taxation of sugar-sweetened beverages, will be a valuable tool as these are win-win interventions which promote health and support the financing of further NCD activities. Finally, political leaders must ensure that adequate steps are taken to protect policy-making from industry interference and opposition to the implementation of such policies.