Complex realities – innovative solutions

OBESITY

Drawing lessons from international tobacco control measures

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WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
Changing Behaviours: lessons from tobacco control

- **Legislative measures**
  e.g. marketing, regulation (for access and consumption)

- **Normative measures (a health promoting society)**
  e.g. social marketing, advocacy

- **Programmatic measures to reinforce healthy options**
  e.g. campaigns, counselling, programmes
Obesity: a serious public health threat in Scotland

one in four adults in Scotland is obese

Obesity Action Scotland
Healthy weight for all

www.obesityactionscotland.org

@obesityactionsc

/Organs-Against-Obesity

CANCER RESEARCH UK
Champions
Advocacy can help lead to legislative measures

“Jamie Oliver has done more for the public health of our children than a corduroy army of health promotion workers or a £100m Saatchi & Saatchi campaign”.

Des Spence GP BMJ (2005)