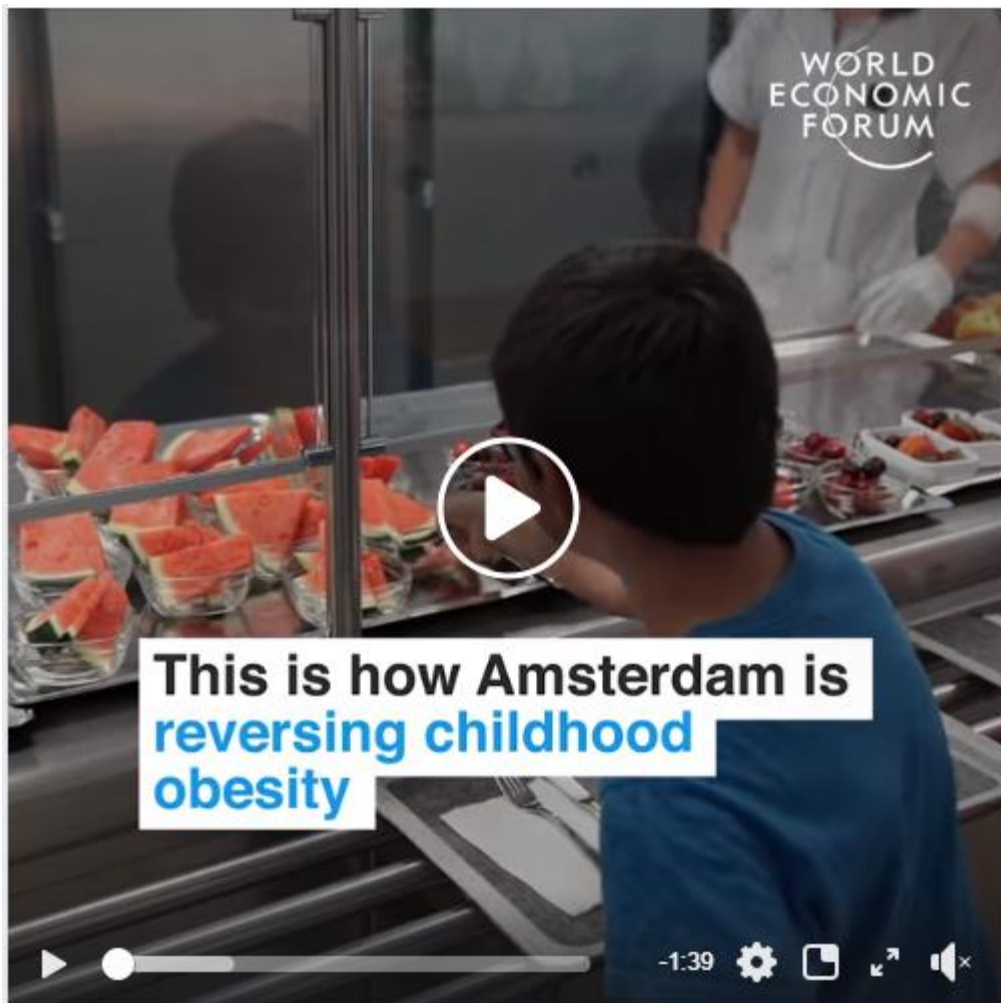


World Economic Forum: [This is how Amsterdam is reversing childhood obesity](#)

11 May 2019

The path to prevention.



[Click here to watch the video](#)

Transcript

This is how Amsterdam is reversing childhood obesity

Especially in the most deprived areas, where obesity is hardest to tackle

Many schools in Amsterdam have banned juice and cake

Serving only healthy food and water

One even asked fast food outlets not to serve kids fries unless parents are present

The city subsidises sports for low-income families

And friendly volunteers visit overweight children at home to build better habits

Instead of telling the child what to do..the volunteer asks the child what they think is going wrong

And accompanies them to the supermarket to discuss healthy food choices

The number of overweight and obese children decreased by 12% between 2012 and 2015

Amsterdam isn't the only city where children are getting healthier..

Leeds, England has reduced obesity by taking a different approach..

With a scheme that supports parents of very young children get off to a healthy start

Because preventing obesity is easier than reversing it

Parents learn to be fair but firm at mealtimes

Doing activities together is encouraged, like going to the park

As well as using non-food rewards for good behaviour

From 2016 to 2017, 625 fewer 4 to 5 year olds were obese

No other UK city has reported any improvement

28% of children aged two to 15 in England are overweight or obese

They are more likely to suffer colon cancer and early stroke as adults

And kids overweight or obese by 5 are five times as likely to be overweight or obese adults

What can we learn from Amsterdam and Leeds?