

# A New Child and Adolescent Health and Wellbeing Strategy - a co-creation exercise

Copenhagen, Denmark  
2 September 2024



World Health  
Organization

European Region



# Future proofing Europe: Ensuring Health, Equity and Sustainability – A Renewed Focus on Child and Adolescent

## Opening remarks

**Dr Hans Henri P Kluge**

Regional Director, WHO Regional Office for Europe

**Ms Regina De Dominicis**

UNICEF Regional Director for Europe and Central Asia

# Child and Adolescents' health and wellbeing challenges in the WHO European Region

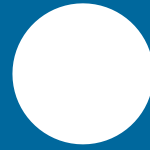
**Dr Susanne Carai, WHO/Europe**

**Dr Martin Weber, WHO/Europe**

**Dr Sophie Jullien, WHO/Europe**

**Ms Ivelina Borisova, UNICEF**

**Dr Gabriele Fontana, UNICEF**



# Child and Adolescents' health and wellbeing challenges in the WHO European Region

# Which topic are we talking about?

## Instructions

Go to

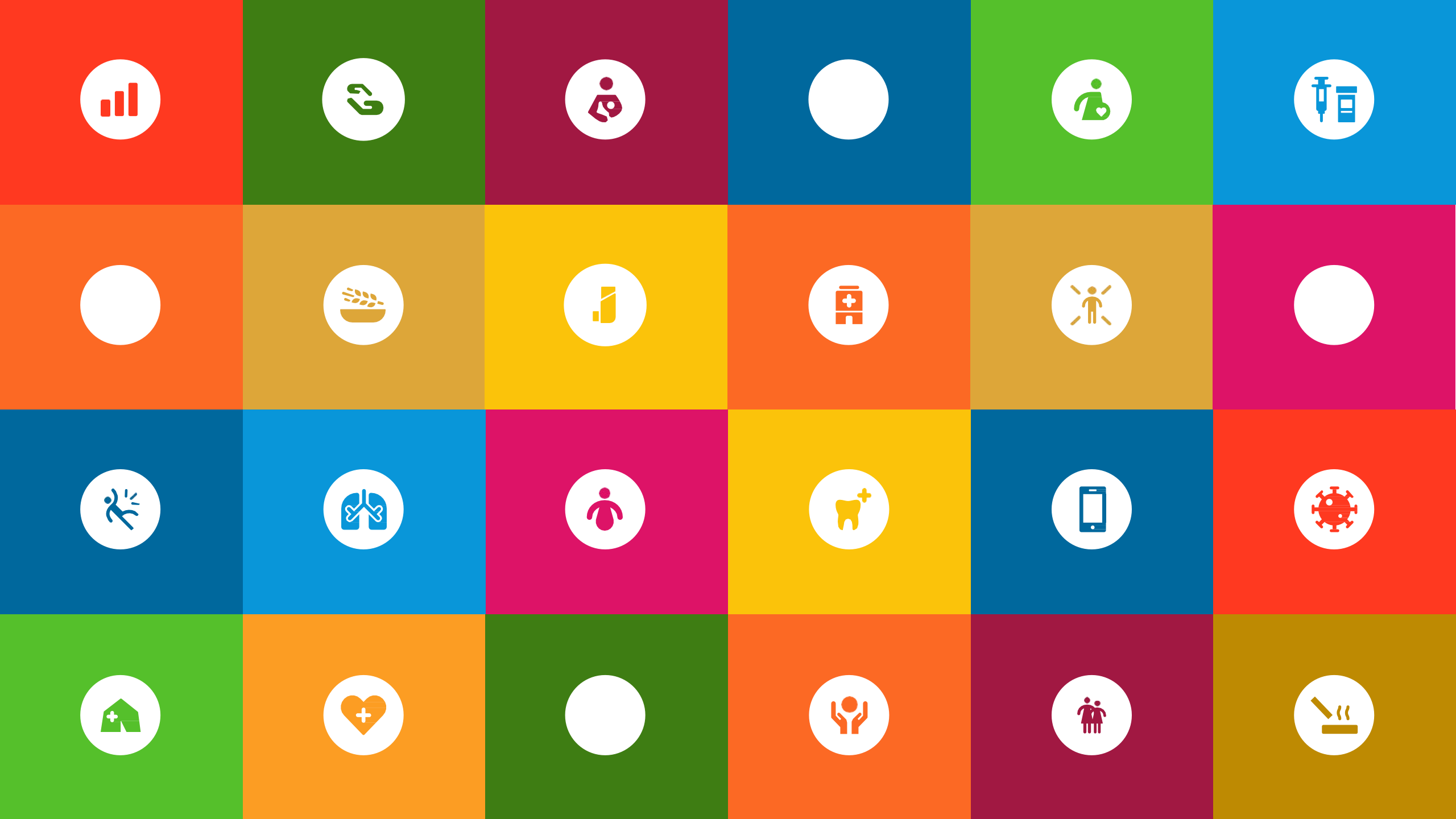
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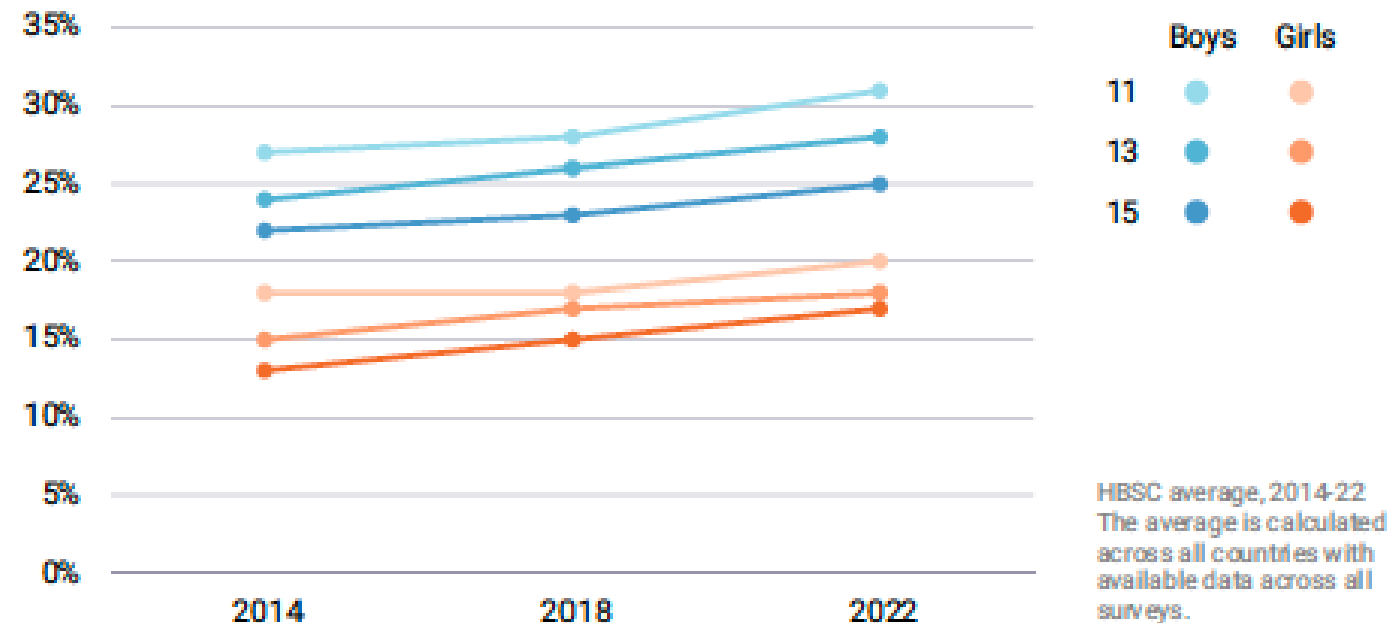


## Overweight and obesity

One in three children age 5-9 and one in four adolescents are living with overweight or obesity

### INCREASING OVERWEIGHT AND OBESITY AMONG ADOLESCENTS

% of boys and girls who are overweight or obese (based on WHO growth reference)



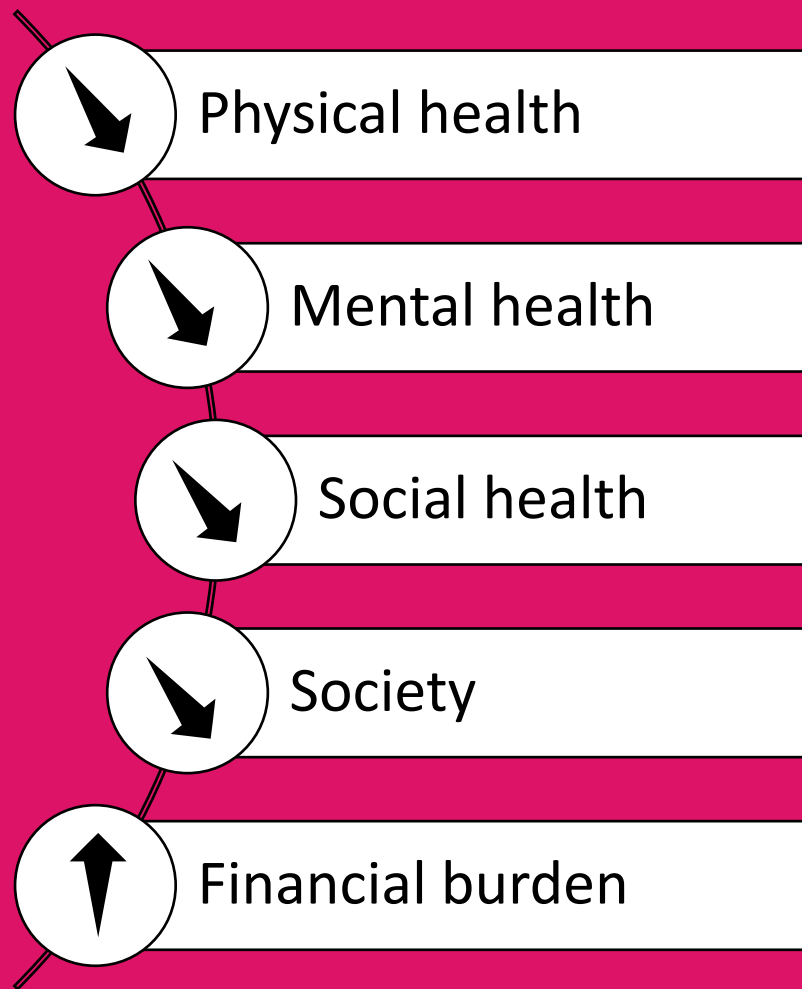
**Source:** Health Behaviour in School aged Children (HBSC)

**Footnote:** HBSC is a cross sectional survey that collects data from different children at different times. Body Mass Index is based on self-report data.



Overweight  
and obesity

## Why is this important?







## Overweight and obesity

## Successful governance:

1. Invests in primary health care and healthy schools
2. Engages with children and adolescents
3. Promotes and supports breastfeeding
4. Implements marketing restrictions on unhealthy foods and drinks to children
5. Imposes taxes on sugar-sweetened drinks



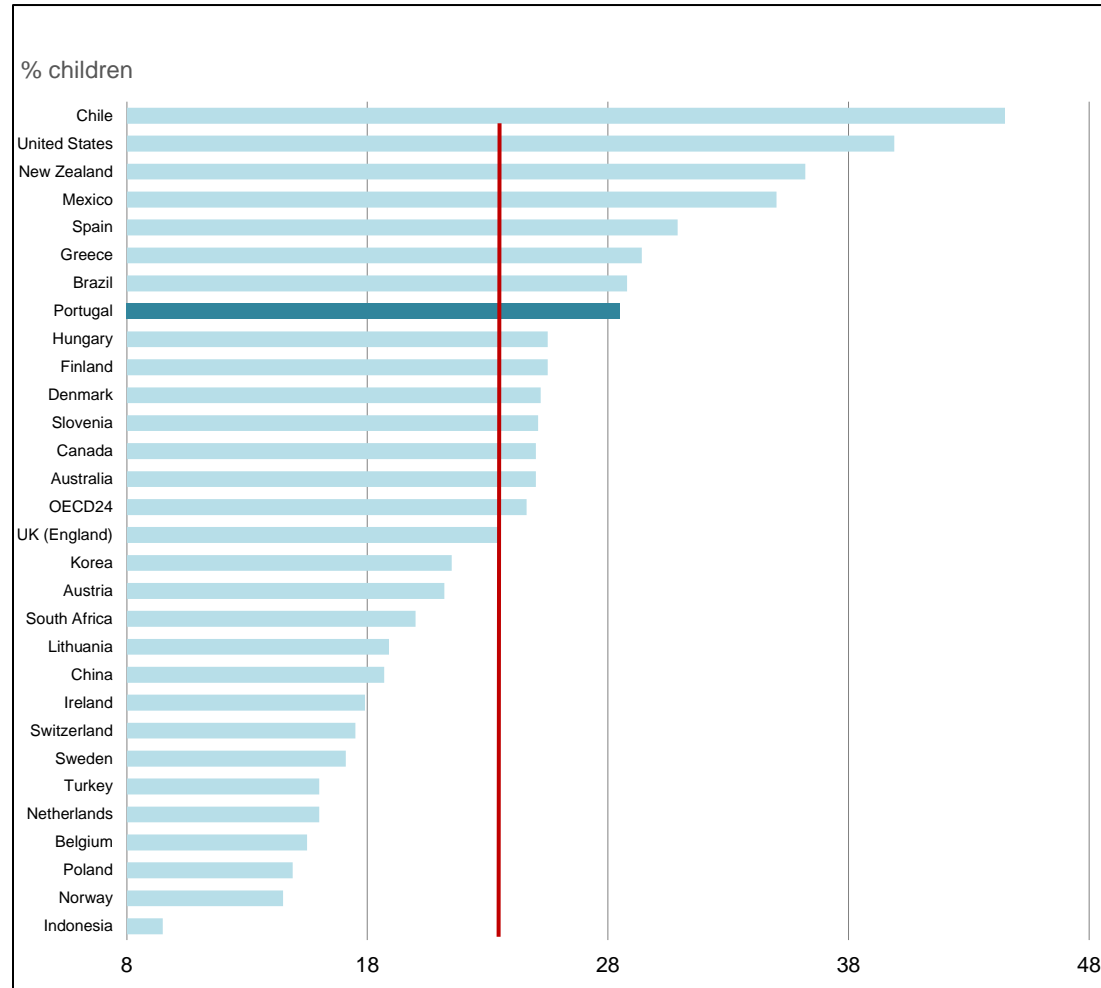
# Sugar-sweetened Beverages Taxation

## The case of Portugal

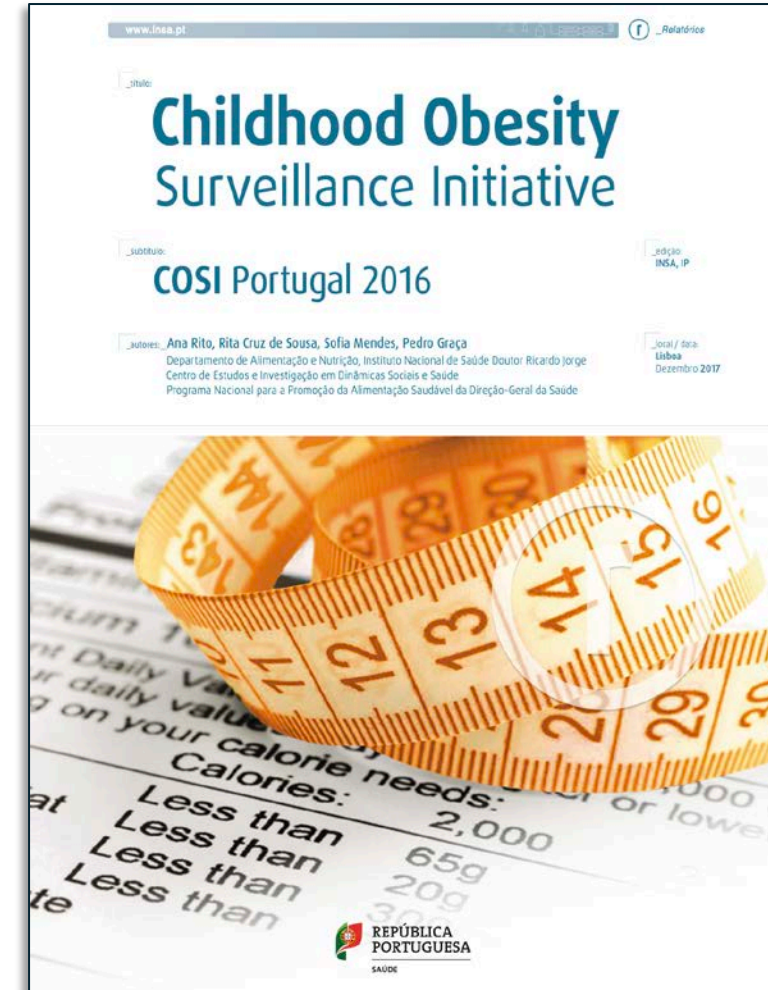
Francisco Goiana-da-Silva MD MSc MiM PhD

# THE CHILDHOOD OVERWEIGHT EPIDEMIC

## Benchmark & Surveillance



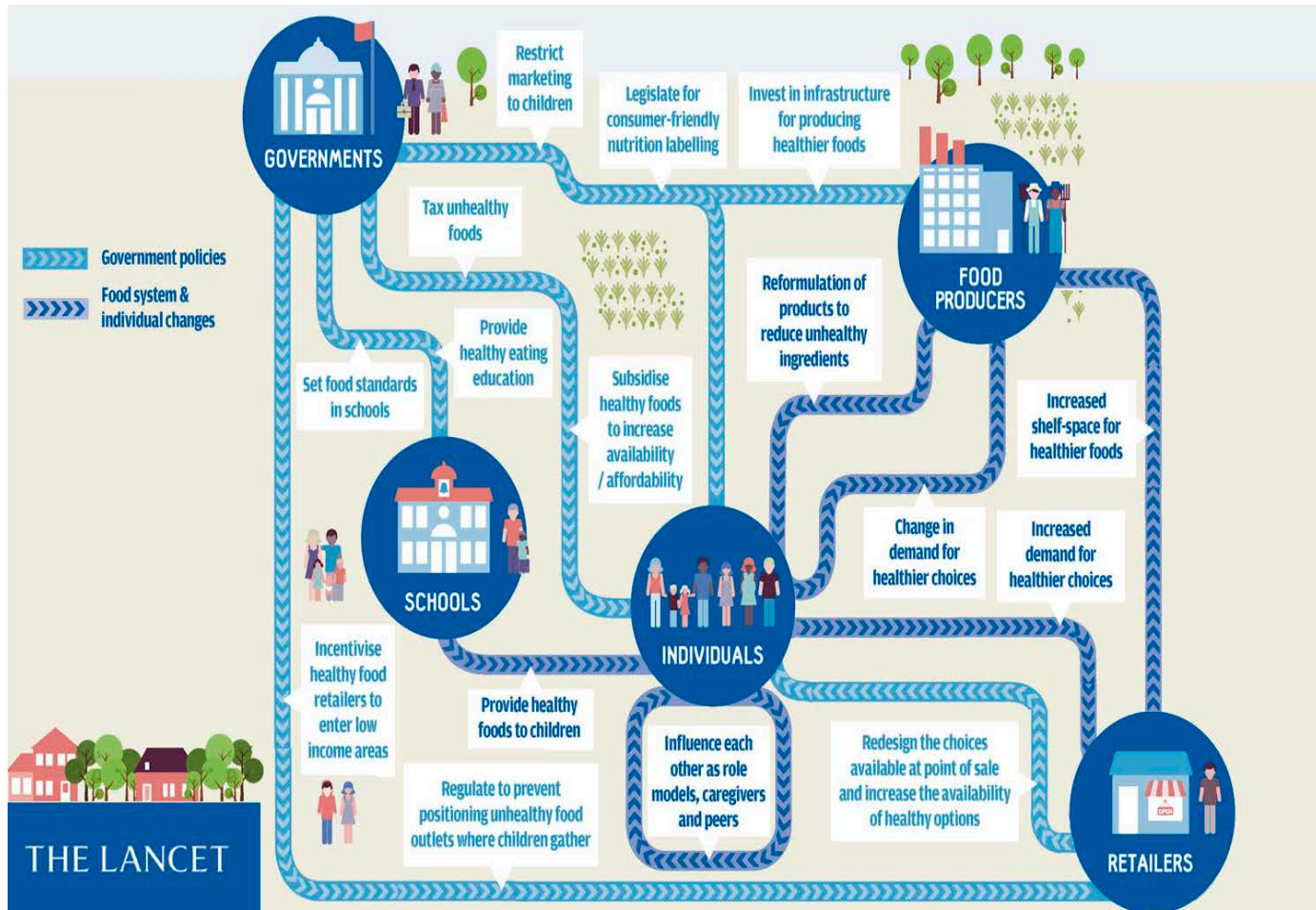
OECD's statistical databases, 2017



Childhood Obesity Surveillance Initiative – Portugal, 2016

# POLICY APPROACH

Where to start?





# POLICY APPROACH

## WHO Best Buys

# TACKLING NCDs

Best buys



### REDUCE TOBACCO USE

- Increase excise taxes and prices on tobacco products
- Implement plain packaging and/or large graphic health warnings on all tobacco packages
- Ban tobacco advertising, promotion and sponsorship
- Ban smoking in all indoor workplaces, public places and on public transport
- Warn about the harms of smoking/tobacco use and second-hand smoke through mass media campaigns
- Provide effective and population-wide support for tobacco cessation



### REDUCE HARMFUL USE OF ALCOHOL

- Increase excise taxes on alcoholic beverages
- Ban or restrict alcohol advertising
- Restrict the physical availability of retailed alcohol
- Enact and enforce drink-driving laws and blood alcohol concentration limits
- Provide psychosocial intervention for persons with hazardous and harmful alcohol use



### PROMOTE HEALTHY DIET

#### Reduce salt intake by:

- Product reformulation and setting targets for the amount of salt in foods and meals
- Providing lower sodium options in public institutions
- Promoting behaviour change through mass media campaigns
- Implementing front-of-pack labelling
- Ban trans-fats in the food chain
- Raise taxes on sugar-sweetened beverages to reduce sugar consumption



### PROMOTE PHYSICAL ACTIVITY

- Promote physical activity with mass media campaigns and other community-based education, motivational and environmental programmes
- Provide physical activity counselling and referral as part of routine primary health care



# POLICY APPROACH

## Global Integrated Strategy

### AXIS 1

Modify the environment where people choose and buy food by modifying the availability of food in certain physical spaces and promoting the reformulation of certain categories of food.

### AXIS 2

Improve the quality and accessibility of information available to consumers in order to inform and empower citizens for healthy food choices.

### AXIS 3

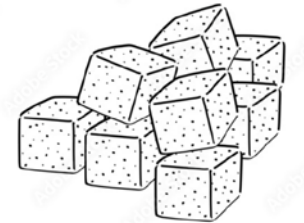
Promote and develop literacy and autonomy for the exercise of healthy consumer choices

### AXIS 4

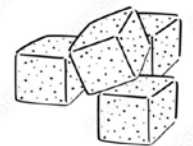
Promote innovation and entrepreneurship directed to the area of promoting healthy eating.

## Tiered Taxation Architecture (2016)

**> 80g Added Sugar p/Liter**



**< 80g Added Sugar p/Liter**



# Key Achievements

Evidence and Projections for the Future

2018

## THE LANCET Public Health

### The future of the sweetened beverages tax in Portugal

In 2017, the Portuguese Government created the special consumption tax levied on sweetened beverages.<sup>1</sup> This tax is divided into two tiers: drinks with sugar contents below 80 g/L of final product (charged at €8-22 per 100L) are the lower tier and those above 80 g/L of final product (charged at €16-46 per 100L) are the upper tier. During the first year of implementation, this tax collected about 80 million Euros and all revenue was invested towards the Portuguese National Health Service funding.

To evaluate the effect of this tax, the Portuguese Government created an interministerial taskforce,<sup>2</sup> to study changes in consumption patterns, industry offering, reformulation of existing products, launch of new products, and competitiveness of national companies versus those

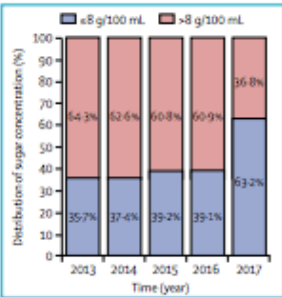


Figure: Distribution of the sugar concentration (g/100 mL) in sweetened beverages consumed in Portugal  
Produced with permission from the Portuguese Association of Non-Alcoholic Drinks—PROBEB (source GlobalData; market share for the Portuguese Association of Non-Alcoholic Drinks).

promote product reformulation by the industry given its more progressive nature and the incentive for companies to shift their products towards lower taxation tiers. They recommended adding two additional taxation tiers and increasing the amount levied on the tier with higher sugar contents. According

academics must collaborate to establish a flexible environment in which health policies can adapt to increasing health challenges effectively and efficiently.

FG-d-S, DC-e-S, and MJG were members of the taskforce<sup>2</sup> referred to in this Correspondence. The other authors declare no competing interests.

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For more on PROBEB see  
<https://probeb.pt>

2020

## PLOS MEDICINE

OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

### Projected impact of the Portuguese sugar-sweetened beverage tax on obesity incidence across different age groups: A modelling study

Francisco Goiana-da-Silva , Milton Severo, David Cruz e Silva, Maria João Gregório, Luke N. Allen, Magdalena Muc, Alexandre Morais Nunes, Duarte Torres, Marisa Miraldo, Hutan Ashrafian, Ana Rito, Kremlin Wickramasinghe, João Breda, [ ... ], Carla Lopes [ view all ]

Published: March 12, 2020 • <https://doi.org/10.1371/journal.pmed.1003036>

Article	Authors	Metrics	Comments	Media Coverage
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#### Abstract

Author summary  
Introduction  
Methods  
Results  
Discussion

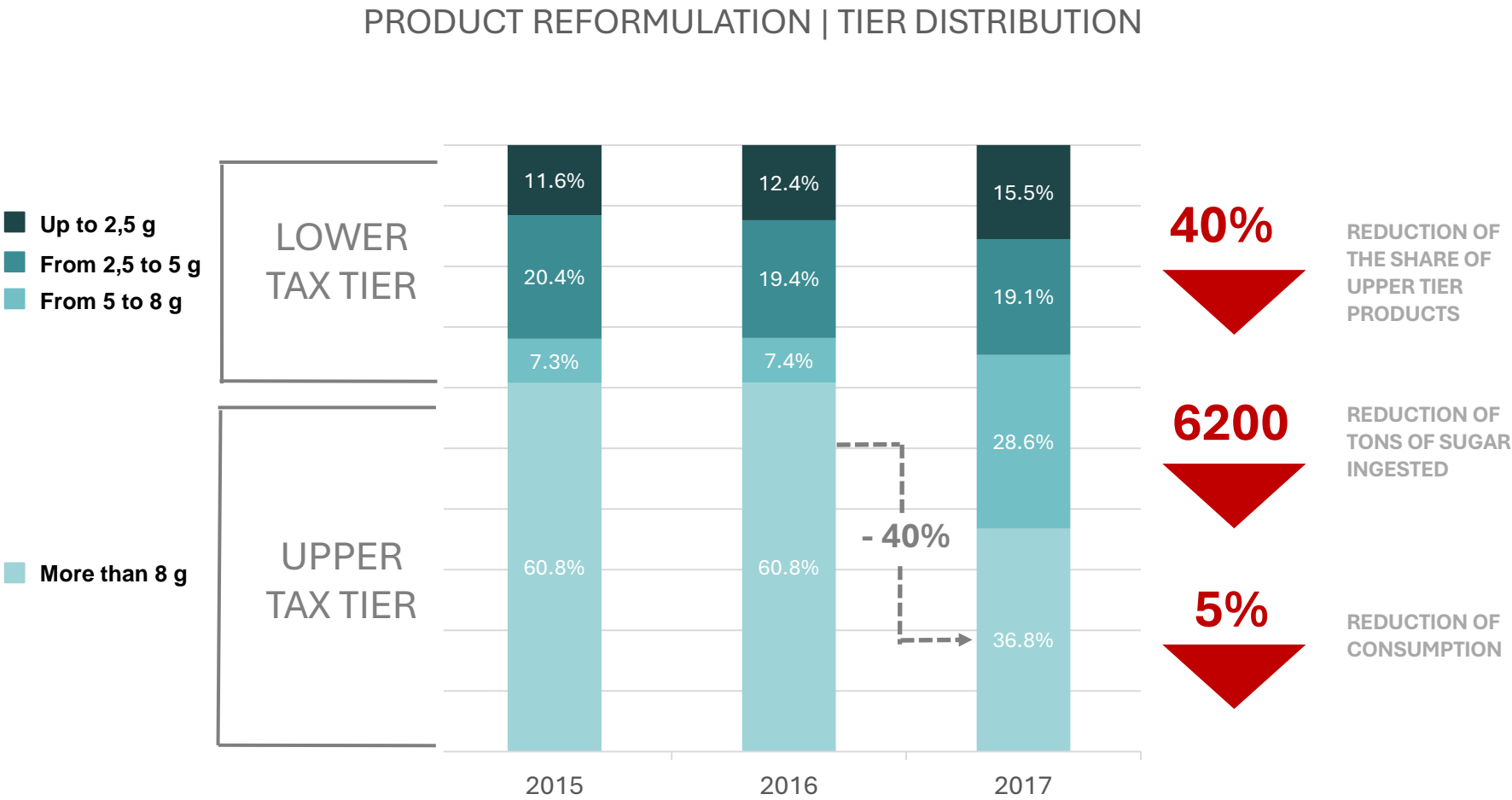
#### Abstract

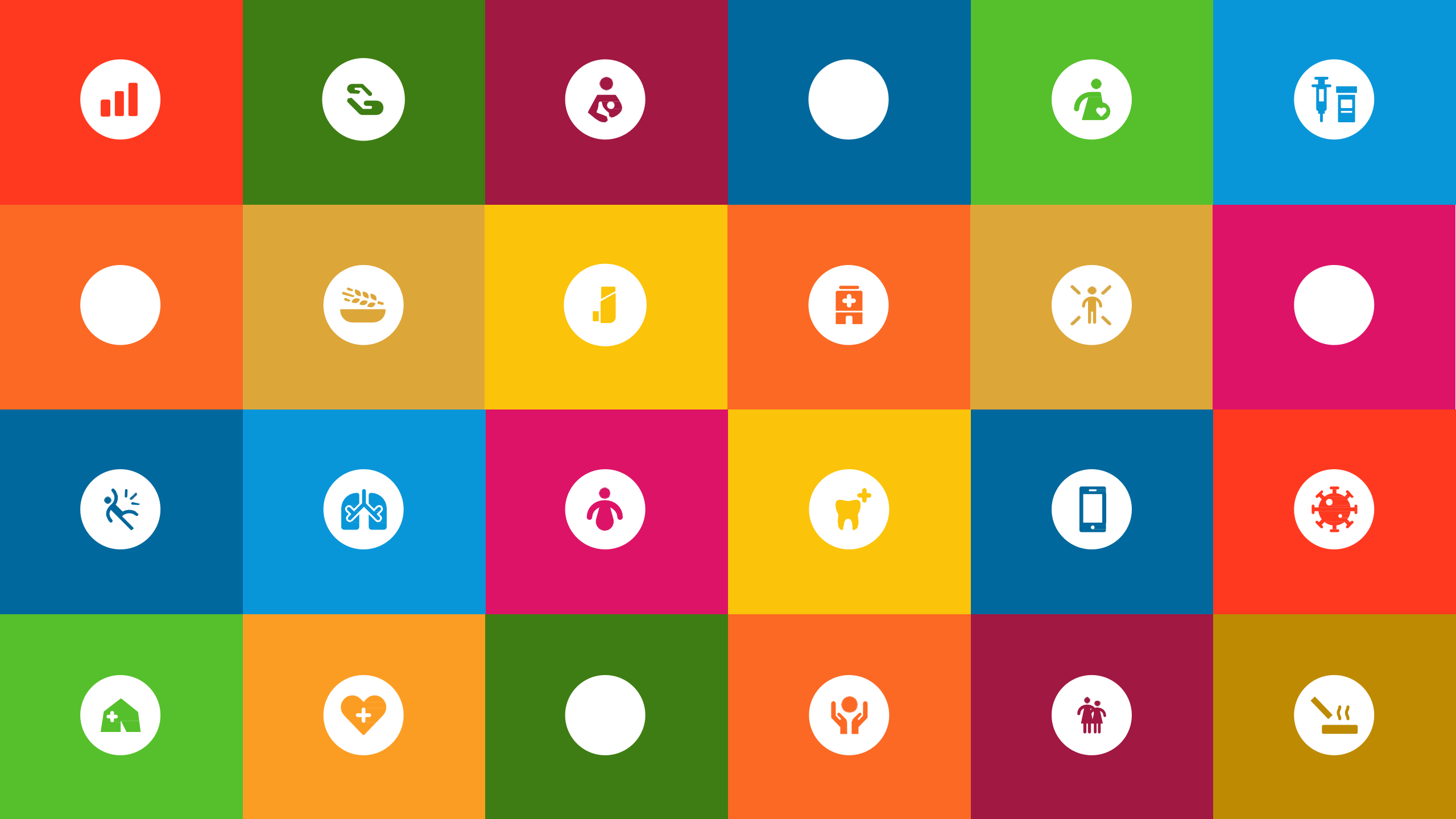
##### Background

Excessive consumption of sugar has a well-established link with obesity. Preliminary results show that a tax levied on sugar-sweetened beverages (SSBs) by the Portuguese government in 2017 led to a drop in sales and reformulation of these products. This study models the impact the market changes triggered by the tax levied on SSBs had on obesity incidence across various age groups in Portugal.

# Key Achievements

Evidence and Projections for the Future



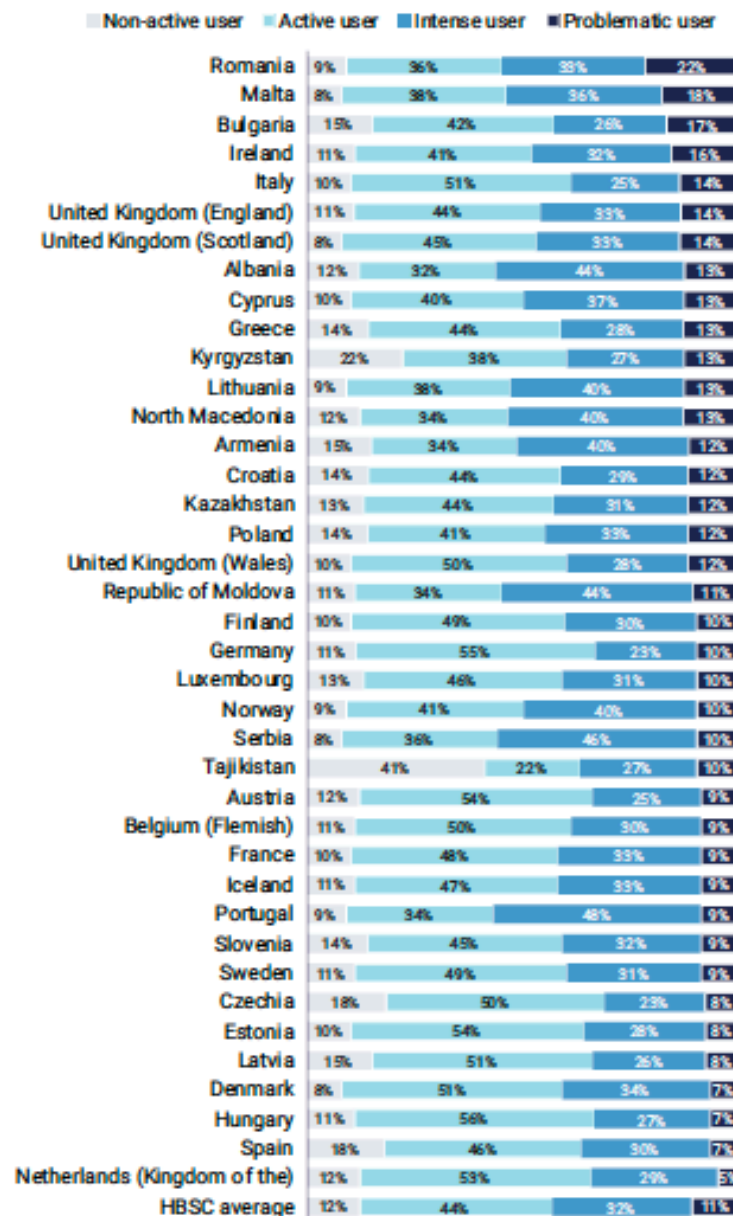




## Digital environment

Digital dilemma  
spanning Europe:  
11% of teens  
struggle with  
problematic social  
media use

### DISTRIBUTION OF SOCIAL MEDIA USE CATEGORIES BY COUNTRY/REGION, HBSC SURVEY 2021/2022



Data source: Health Behaviour  
in School aged Children (HBSC) survey 2021/2022.





Digital  
environment

## Why is this important?

### **Problematic social media use and gaming**

- is linked to mental health issues, sleep disturbances, and increased substance abuse
- is associated with lower life satisfaction
- can impact physical health and academic performance



One in three  
children age 5-9  
and one in four  
adolescents live  
with overweight  
or obesity

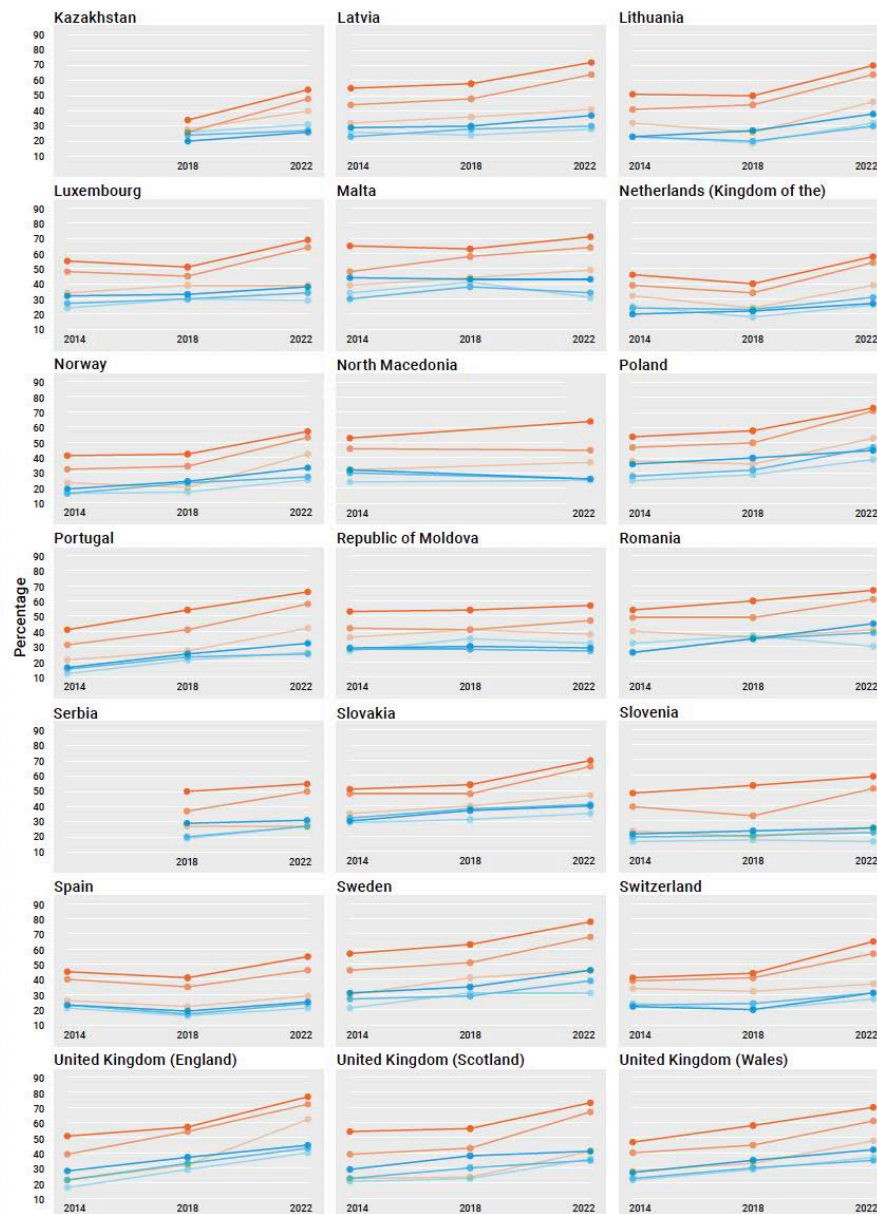




# Adolescent mental health

Adolescents today  
have poorer mental  
health than  
previous  
generations

## TRENDS IN PREVALENCE OF HEALTH COMPLAINTS (ASSOCIATED WITH PSYCHOLOGICAL HEALTH) FROM 2014 TO 2022 BY COUNTRY, AGE, AND GENDER ...



Source: Health Behaviour in School-aged Children (HBSC) survey 2021/2022.

Note: HBSC is a cross-sectional survey that collects self-reported data from children at different times.

# Factsheets - Child and adolescent health in the WHO European Region

**CHILD AND ADOLESCENT HEALTH IN THE WHO EUROPEAN REGION – FACT SHEET**

**IMPACT OF COVID-19 ON EDUCATION**  
**HEALTH AND EDUCATION INEQUALITIES EXPAND FOR SCHOOL AGED CHILDREN DUE TO PANDEMIC CLOSURES**

“Adolescents from less affluent families were more likely to report a negative impact on school performance than those from more affluent families.”

- 27% of adolescents report a negative impact from COVID-19 on their school performance, varying from 16% to 40% across the WHO European Region
- School closures in Europe for 2021/22 varied between countries from 0 to 341 days, with an average of 138 days
- Student performance and wellbeing significantly declined over the course of the pandemic, more so for those in lower income countries
- Younger children, those from disadvantaged backgrounds and those with physical or mental health conditions experienced the most severe impacts from the pandemic

**WHY IS THIS IMPORTANT?**

- Schooling enhances people's livelihood and reduces mortality risk
- Closing schools has expanded the existing attainment gap and this will affect students' future adult lives
- Learning from the impact of school closures is crucial to understanding its implications during future pandemics

**SUCCESSFUL GOVERNANCE:**

- Seek to understand the impact of school closures to inform about future thresholds for school closures in times of health crises
- Invest in education to meet the academic and wellbeing needs of students
- Provide enhanced targeted support to students from households with lower levels of affluence and those living with physical or mental health conditions
- Understand that health and education are mutually beneficial and foster strong intersectoral health education collaborations in schools
- Ensure that every school is a health promoting school by adopting the WHO Health Promoting Schools standards

**ADOLESCENTS' PERCEPTION OF COVID-19'S NEGATIVE IMPACT ON SCHOOL PERFORMANCE**  
 PERCENTAGE REPORTING NEGATIVE EFFECTS, WHO EUROPEAN REGION, HBSC SURVEY 2021/2022

Data source: Health Behaviour in School-aged Children (HBSC) survey 2021/2022. Note: Data represents the weighted percentage of adolescents (11-, 13- and 15-year-old boys and girls combined) who reported that the COVID-19 pandemic had a 'quite negative' or 'very negative' impact on their school performance. Data collection periods varied across countries due to the evolving nature of the pandemic.

“Schools have been closed for too long. It doesn't seem right to me that schools were closed first and opened last (even shops opened before schools).”  
 (14-year old girl, Slovenia)

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unicef for every child

**CHILD AND ADOLESCENT HEALTH IN THE WHO EUROPEAN REGION – FACT SHEET**

**DIGITAL ENVIRONMENT**  
**DIGITAL DILEMMA SPANNING EUROPE: 11% OF TEENS STRUGGLE WITH PROBLEMATIC SOCIAL MEDIA USE**

**DISTRIBUTION OF SOCIAL MEDIA USE CATEGORIES BY COUNTRY/REGION, HBSC SURVEY 2021/2022**

Note: Percentages show adolescents (ages 11, 13, 15) in four social media use categories based on frequency of usage and problematic symptoms. **Non-active users:** Weekly or less frequent online contact; no problematic use. **Active users:** Daily online contact; not continuous, no problematic use. **Intense users:** Almost continuous online contact; no problematic use. **Problematic users:** Six or more symptoms of problematic use, regardless of contact frequency.

This fact sheet summarises key findings from the forthcoming report 'Focus on Adolescent Social Media Use and Gaming in Europe, Central Asia and Canada' (Boniel-Nissim et al., 2024), which is part of the WHO/EURO and Health Behaviour in School-aged Children International report series.

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**CHILD AND ADOLESCENT HEALTH IN THE WHO EUROPEAN REGION – FACT SHEET**

**ADOLESCENT MENTAL HEALTH**  
**ADOLESCENT MENTAL HEALTH IS A GROWING CONCERN ACROSS THE WHO EUROPEAN REGION**

“Adolescents today have poorer mental health than previous generations”

- Girls, older adolescents, and those growing up in low family affluence report the worst mental health
- Suicide is one of the top three leading causes of death among adolescents
- Almost half of young people have unmet needs in mental health care in some countries of the Region
- Quality of care for child and adolescent mental health is inconsistent across the WHO European Region.

**WHY IS THIS IMPORTANT?**

- Half of mental health disorders have their onset before or during adolescence
- Mental illness can lead to worse educational outcomes, increased substance use, and higher rates of unemployment, debt, and social exclusion in adulthood

**SUCCESSFUL GOVERNANCE:**

- Increase investment in mental health for adolescents at national and local level
- Recognise and act on the commercial determinants of mental health, in particular online industry influence
- Ensure social and financial security, particularly for low-income households through multi-sectorial collaboration
- Invest in adolescent friendly mental health services including counselling and psychosocial support in schools and youth centres
- Implement life-skills, caregiver support and socioemotional learning programmes
- Ensure Primary Health Care facilities are resourced to identify and manage adolescent mental health conditions
- Improve the quality of adolescent mental health care across all levels of health provision aligned with the WHO European Quality Standards for Child and Adolescent Mental Health.

“I think there's a lot of girls who put themselves down because they're like 'am I good enough? Am I strong enough? Am I capable of doing things?' And they put themselves down and beat themselves up for nothing. They don't appreciate themselves for who they are.”

Source: Health Behaviour in School-aged Children

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unicef for every child





# Healthy schools

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## CASE STUDY CROATIA

2 September 2024





## WHAT WAS THE CHALLENGE?

- Students' health is vital for societal progress and successful education.
- The COVID-19 pandemic highlighted the indivisible link between **health** and **education**.
- Croatia largely succeeded in keeping schools open during the pandemic, which helped preserve **students' mental health** and **well-being**.



# RECENT POLICY REFORMS IN CROATIAN SCHOOLS

- Quality time spent in a healthy school environment forms the foundation of two major reforms currently underway in Croatian schools:
  - the **Whole-day school project** and
  - **free school meals**

# The Whole-day school

- Goal is a balanced, equitable, efficient, and sustainable education system.
- Extended school hours enable a wider range of skill-based activities.
- Currently implemented in 62 schools, the goal is nationwide implementation in the coming years.
- *Practical Skills Curriculum*



# Free school meals

- one meal daily for all students
- A little under **6 million free meals are consumed each month**
- Fight against disadvantage and inequality
- Fight against the obesity epidemic





## WHAT DID WE ACHIEVE?

- In the previous school year, we addressed the physical state of our schools.

## What was difficult/ remains to be done?

- Now, our focus is on improving educational quality for all students, irrespective of their circumstances.





# OPPORTUNITIES

## School health services

In Croatia, school can contact school doctor for specific health issues.

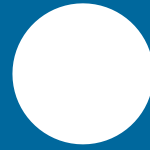
## Schools for Health in Europe (SHE) network

Croatia is a member of the SHE network that provides schools with effective tools and skills for health promotion.



- I welcome a New Child and Adolescent Health and Wellbeing Strategy.

- 
- New Strategy will enable a better future for our children through the strong bond between health and education.



One in three  
children age 5-9  
and one in four  
adolescents live  
with overweight  
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11% of teens  
struggle with  
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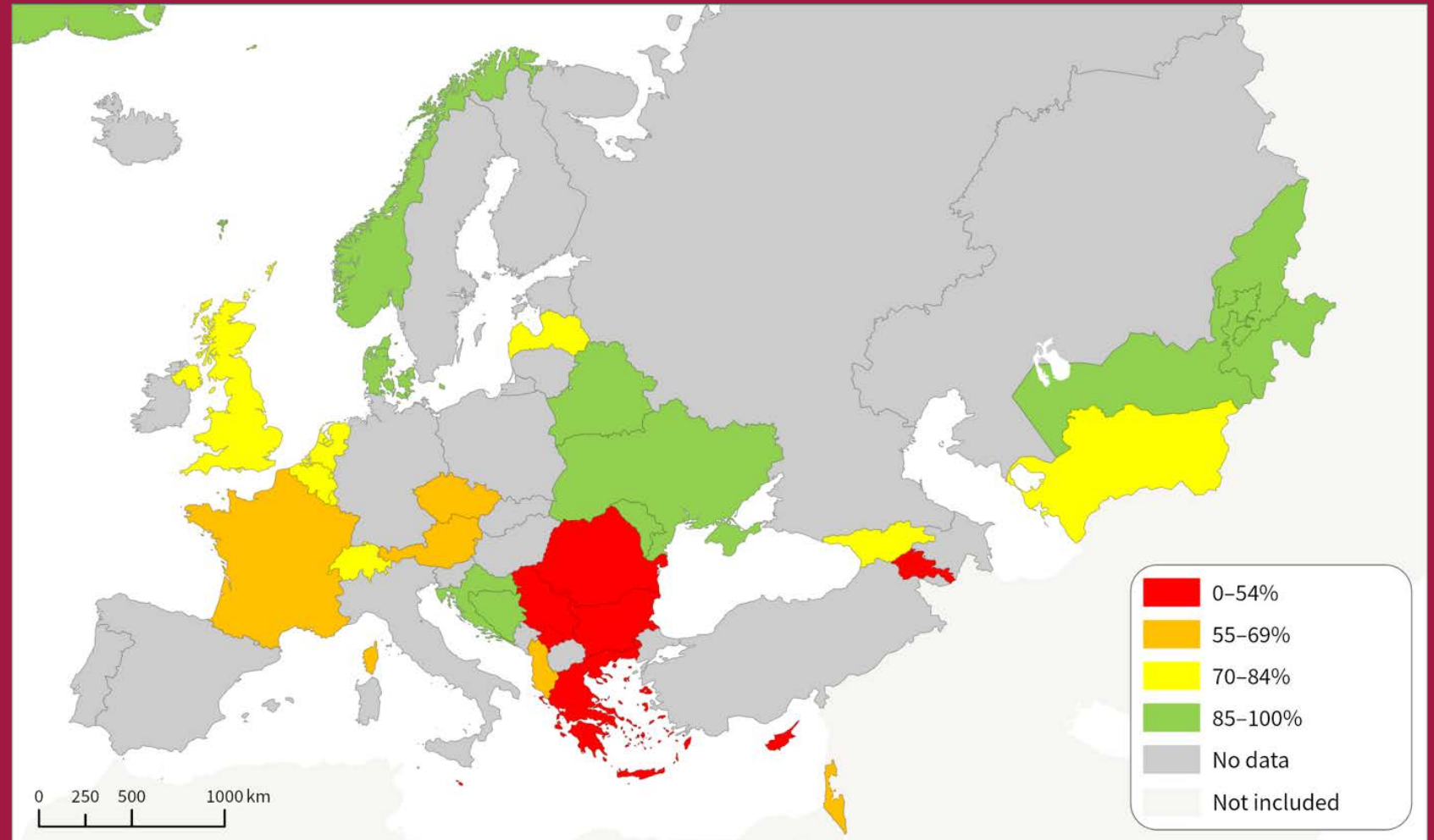




## Breastfeeding

Too many  
newborns are not  
breastfed within  
their first hour  
of life

## Breastfeeding initiation within the first hour of life



Prevalence of breastfeeding initiation within the first hour of life



## Breastfeeding

# Why is this important?



Delayed initiation can have life-threatening consequences



Diarrhoea, pneumonia, asthma



Obesity and noncommunicable diseases



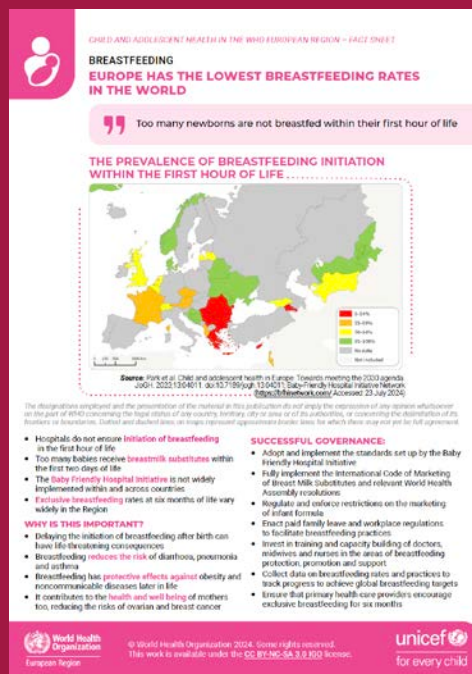
Contributes to the health and well being of mothers





# Successful governance

## Breastfeeding



1. Implements the standards set up by the Baby Friendly Hospital Initiative
2. Complies with the International Code of Marketing of Breast Milk Substitutes
3. Supports breastfeeding practices through paid family leave and workplace regulations
4. Invests in training doctors, midwives and nurses in breastfeeding protection, promotion and support



Helsedirektoratet

Norwegian Directorate of Health

# Early initiation of breastfeeding

The case of Norway

Gry Hay, Special Adviser, Norwegian Directorate of Health

 Anne Bærug, Senior Adviser, Norwegian Directorate of Health

# What was the challenge before the BFHI was introduced in 1993?

- Only a few hospitals had a breastfeeding policy
- Systematic training of staff was lacking
- Most babies were put early to the breast, however, mothers and babies were not given enough time with undisturbed skin-to-skin contact
- Scheduled feeding was still the practice in some hospitals.
- Mothers and babies were separated at night

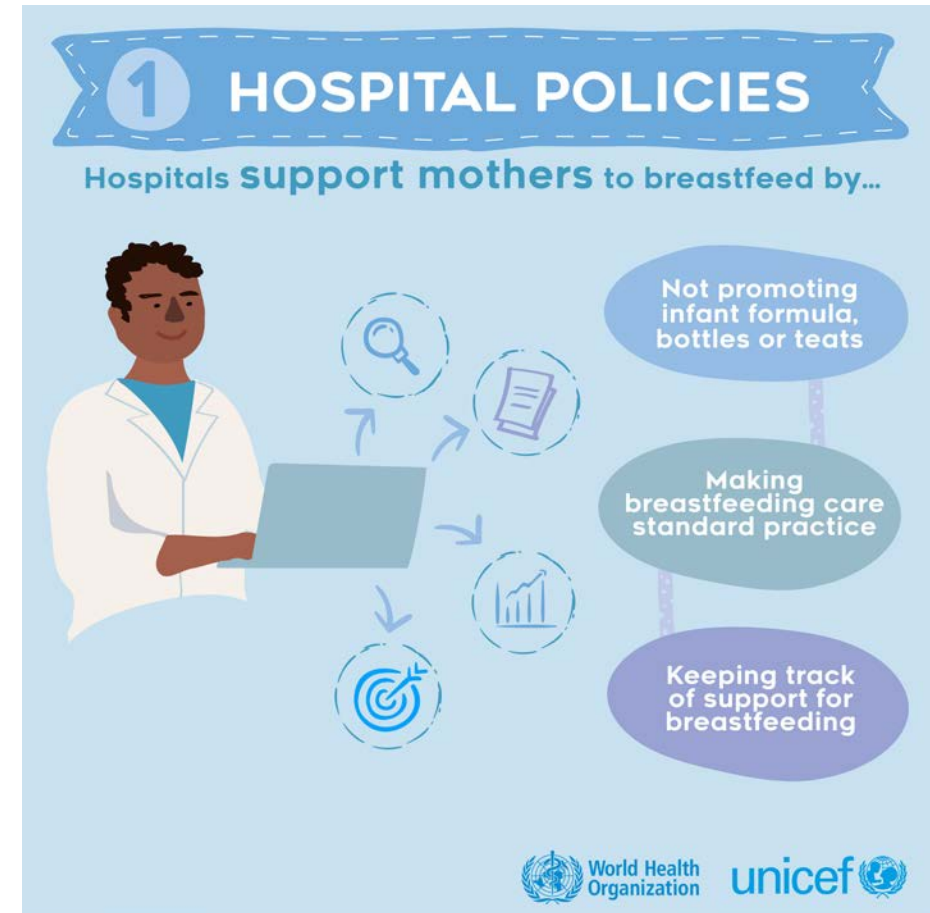


Up until the 90's mothers and babies were separated for many hours

# What policy change was implemented?

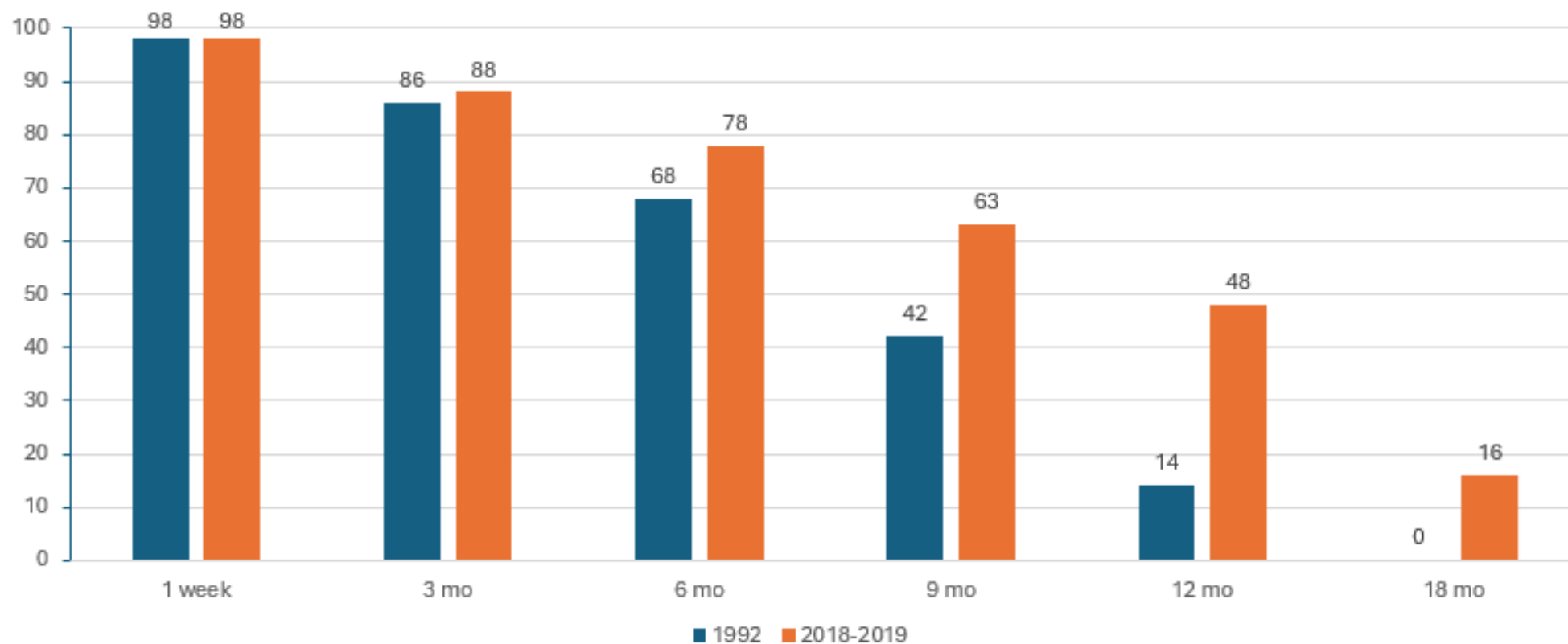
The WHO/Unicef Baby-Friendly Initiative was recommended by the Norwegian health authorities for the:

- antenatal care (1993)
- delivery and maternity wards (1993)
- neonatal intensive care units (1995)
- community health services (2005)



# What was the impact ?

Breastfeeding in Norway before and after BFHI



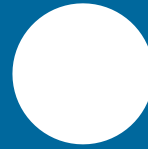
# Changes (challenges) that still have to be addressed

- Frequent use of formula in the hospital
- Early discharge from the hospital, and not good enough follow up after hospital discharge
- Digital marketing of infant formula targeting mothers from pregnancy on









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Adolescents  
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## Early Childhood Development

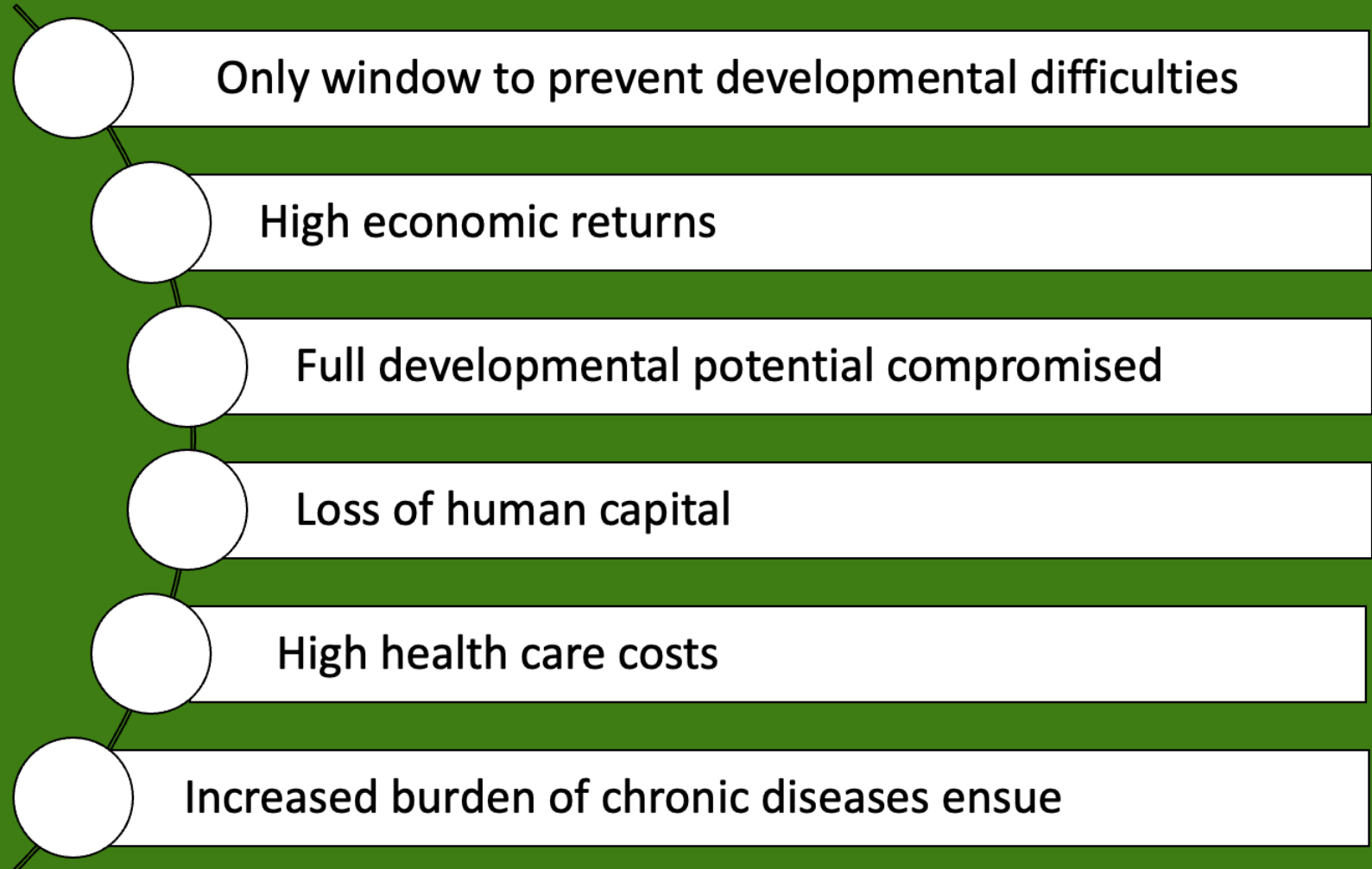
More than 5 million children are at risk of developmental difficulties





## Early Childhood Development

# Why is this important?

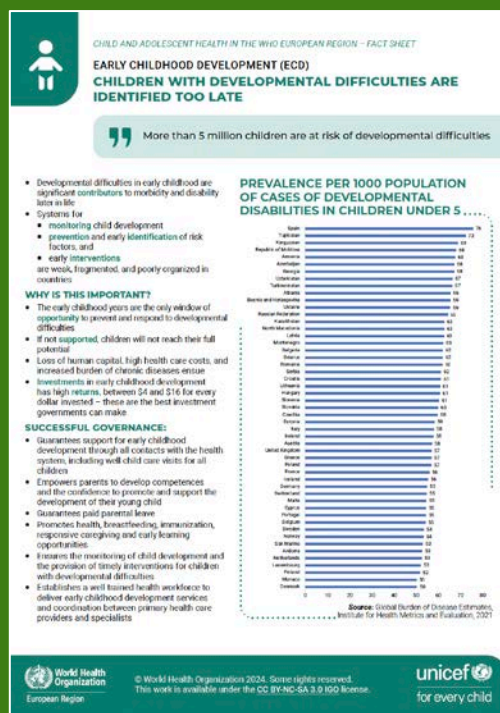




## Early Childhood Development

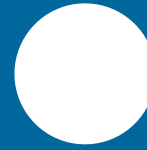
# Successful governance

1. Guarantees support for ECD through all contacts with the health system
2. Empowers parents as key agents of child development & wellbeing
3. Ensures the monitoring of child development and the provision of timely interventions for children with developmental difficulties
4. Promotes health, breastfeeding, immunization, responsive caregiving and early learning opportunities
5. Invests in well trained health workforce to deliver ECD services in collaboration with other sectors





Europe has the lowest breastfeeding rates in the world



One in three children age 5-9 and one in four adolescents live with overweight or obesity



11% of teens struggle with problematic social media use

Health and education inequalities widen for school-aged children due to pandemic



Adolescents today have poorer mental health than previous generations

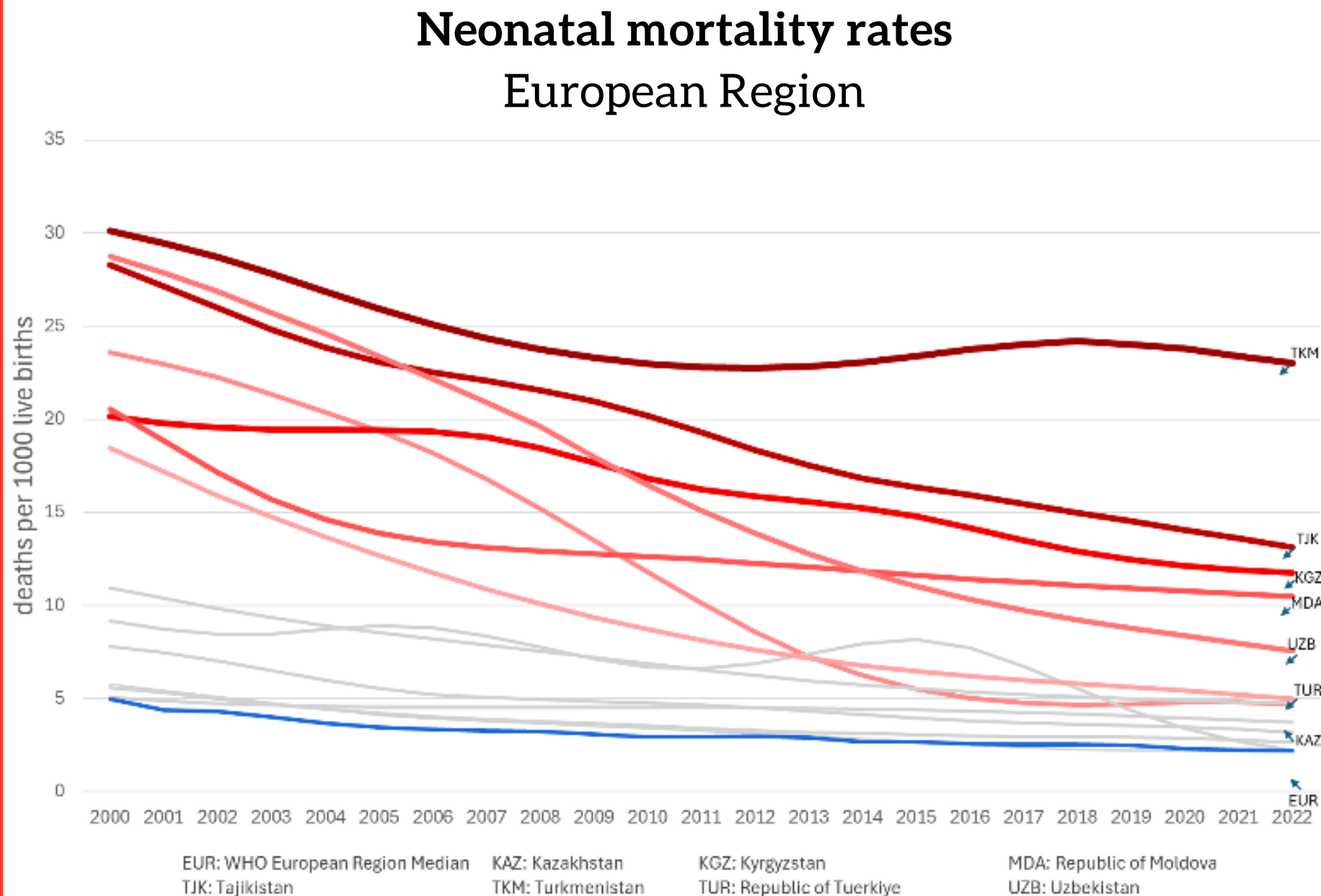






## Mortality

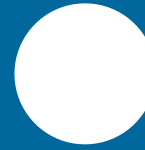
The neonatal mortality in the highest mortality country is 10 times higher than the WHO European Region and 28 times higher than the lowest mortality countries





Children with developmental difficulties are identified too late

Europe has the lowest breastfeeding rates in the world



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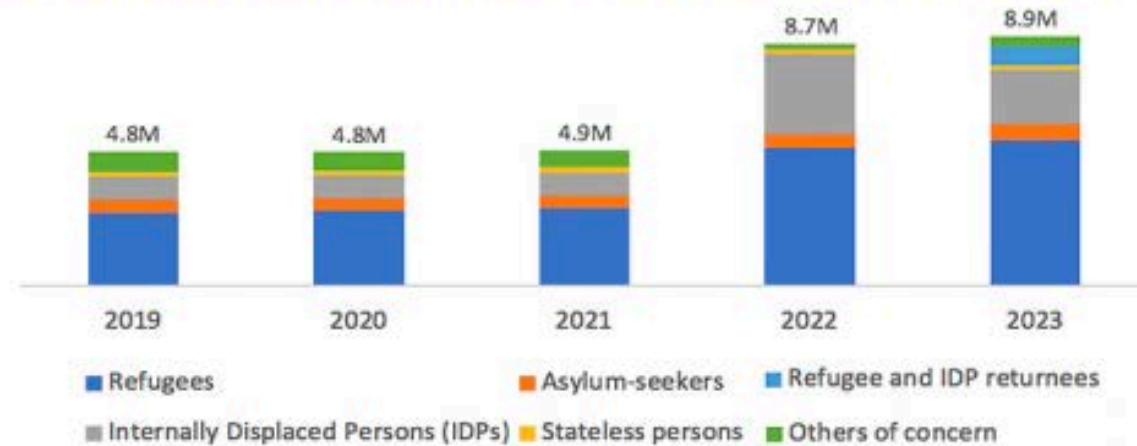




## Refugee and migrant health

There are 9 million forcibly displaced children  
in Europe

### DISPLACEMENT TREND IN EUROPE 2019–2023 WITH ESTIMATED DISPLACED CHILD POPULATION TOTALS .....



**Source:** UNHCR total population data; estimates of displaced child population totals calculated using UNHCR estimation that 40% of globally displaced persons are children.



## Refugee and migrant health

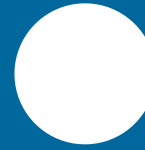
**To honour commitments made in the united nations convention on the rights of the child:**

1. Protect children during armed conflict
2. Provide quality healthcare, social protection, and education to all children
3. Collaborate with other countries to address the issues that cause forced migration, increase the availability of safe and legal routes, and ensure the responsiveness of all host countries
4. Develop and implement cross sector emergency preparedness and response plans that account for refugee and migrant children's needs

Inequalities in newborn and child mortality persist across the Region

Children with developmental difficulties are identified too late

Europe has the lowest breastfeeding rates in the world



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There are 9 million forcibly displaced children in Europe

Adolescents face barriers in accessing sexual reproductive health services



Adolescents today have poorer mental health than previous generations





Inequalities in newborn and child mortality persist across the Region

Children with developmental difficulties are identified too late

Europe has the lowest breastfeeding rates in the world



One in three children age 5-9 and one in four adolescents live with overweight or obesity



11% of teens struggle with problematic social media use

Health and education inequalities widen for school-aged children due to pandemic

There are 9 million forcibly displaced children in Europe

Adolescents face barriers in accessing sexual reproductive health services

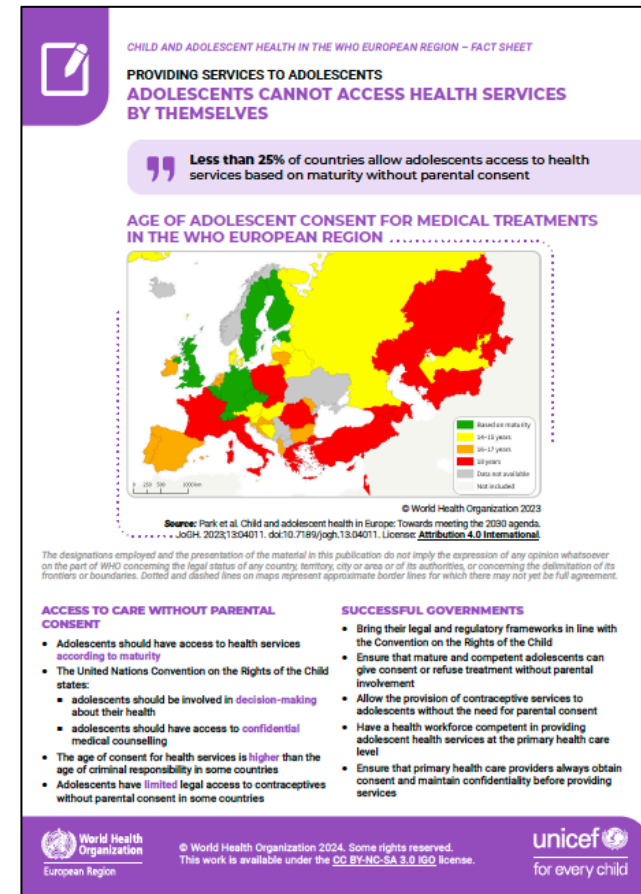
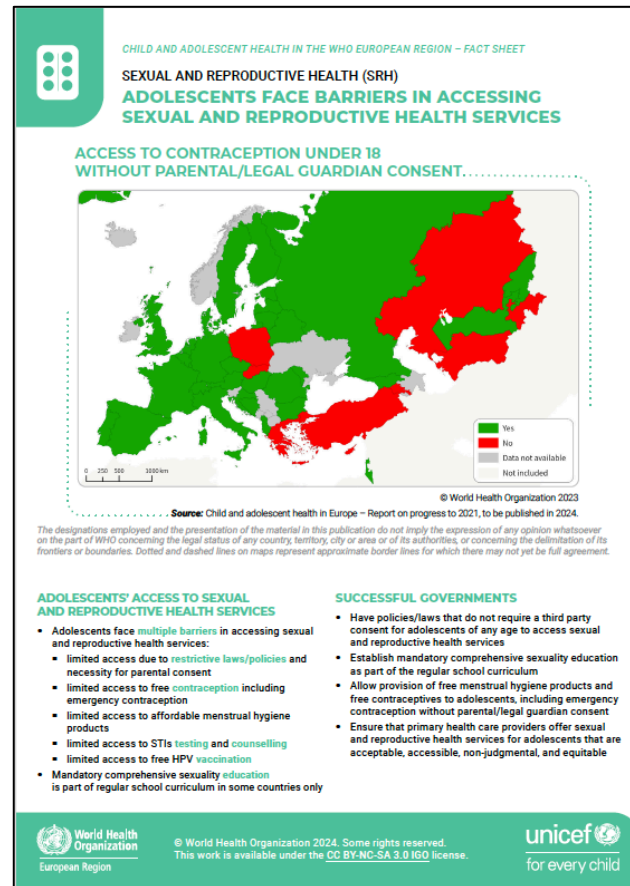


Adolescents today have poorer mental health than previous generations

Adolescents cannot access health services by themselves



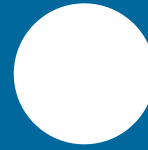
# Factsheets - Child and adolescent health in the WHO European Region



Inequalities in newborn and child mortality persist across the Region

Children with developmental difficulties are identified too late

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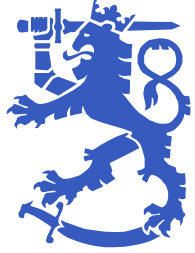
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FINNISH  
GOVERNMENT

# The Finnish Child Strategy

Pia Suvivuo  
Senior Specialist, Ph.D  
**Ministry of Social Affairs and Health**  
**FINLAND**

# Why was the National Child Strategy needed in Finland?

- Finland's child and family policy has long been short-term and fragmented.
- The rights of the child are not fully realized in Finland.
- The rights of the child are not realized equally in all regions or with regard to all children.

# National Child Strategy

- Helps to make our child and family policies more coherent with the rights of the child and their full implementation in Finland.
- Shares its goals with the EU Strategy on the Rights of the Child and the European Child Guarantee.
  - E.g. it focus on child participation, child impact assessment, child budgeting and equality of children.
- First national child strategy adopted in 2021.
  - The strategy was prepared with parliamentary committee in 2020
  - The committee represented all parliamentary parties.

# The National Child Strategy : 2 phases

- 1) Long-term objectives and measures: recorded in the actual **Child Strategy**.
  - ✓ Parliamentary preparation
- 2) The objectives, measures and resources for the government term (or a corresponding shorter term): recorded in the **implementation plan** for the strategy.
  - ✓ Preparation by public officials

**Follow-up report:** tool for assessing the Strategy and its implementation plan and as a bridge for the policy guidelines of the Strategy between government terms.



# Implementation

- Each government will implement its own implementation plan based on the Child Strategy.
- The second implementation plan for the Child Strategy is currently being implemented.
- Coordinated by the **National Child Strategy unit which was established in 2022.**
- The unit promotes the implementation of the Child Strategy on a cross-sectoral basis through the action plans of the current and future governments.

# Thank you!

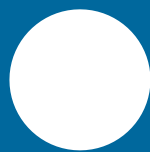
More information:

Website: <https://childstrategy.fi/>

E-mail: [lapsistrategia.stm@gov.fi](mailto:lapsistrategia.stm@gov.fi)



FINNISH  
GOVERNMENT



# Child and Adolescents' health and wellbeing challenges in the WHO European Region

# Call to action

**Ms Valeria Babenco**, Youth volunteer network, Moldova

**Dr Berthold Koletzko**, European Academy of Paediatrics (EAP)

**Dr Massimo Pettoello-Mantovani**, European Paediatric Association (EPA-UNEPSA)

**Ms Caroline Costongs**, EuroHealthNet

**Dr Oddrun Samdal**, Health Behaviour in School-aged Children (HBSC) network

**Dr Eileen Scott**, WHO Collaborating Centre Representative, Public Health Scotland

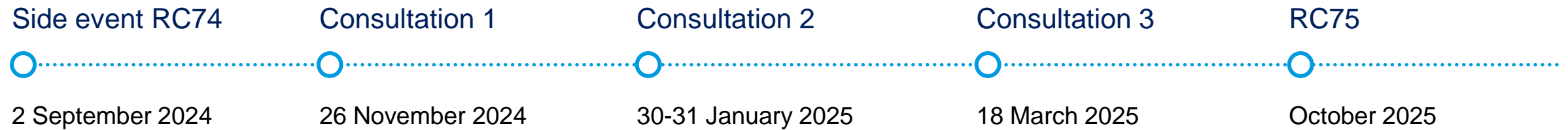
# Q&A and closure

**Dr Natasha Azzopardi-Muscat**

Director, Country Health Policies and Systems, WHO Regional Office for Europe

# A new child and adolescent health and wellbeing strategy, a co-creation exercise

## Member States consultations



# Thank you

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**Martin Weber** - Team lead, Quality of Care and Patient Safety; [weberm@who.int](mailto:weberm@who.int)

**Susanne Carai** - Consultant for Child and Adolescent Health and Quality of care; [carais@who.int](mailto:carais@who.int)



European Region