



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

SDG Area: Health

In the past few decades, significant strides have been made in global health. There have been positive changes in life expectancy and reduction of some of the common killers associated with child and maternal mortality. There has been progress towards increasing access to clean water and sanitation and reducing malaria, tuberculosis, polio and the spread of HIV/AIDS. However, much more effort is needed to fully eradicate a wide range of diseases and tackle persistent and emerging health issues, such as non-communicable diseases.

Non-communicable diseases (NCDs) are a serious global health concern: every year 38 million people die from NCDs. The four main types of NCDs are cardiovascular diseases (such as heart attacks and stroke), cancers, chronic respiratory diseases (such as asthma) and diabetes. NCDs are not passed from person to person: they usually progress slowly over extended periods of time.

Almost two thirds of NCD deaths are linked to tobacco use, harmful use of alcohol, unhealthy diets, and physical inactivity - these are known as modifiable risk factors. NCDs disproportionately affect low- and middle-income countries, and are a major barrier to social and economic development. Key actions needed to reduce NCD prevalence and impact include improved surveillance/diagnosis, stronger health systems, expanded coverage of essential medicines and technologies, and the reduction of modifiable risk factors.

NB: The SDGs include a broad range of specific targets relating to health. The full targets can be found at <http://www.un.org/sustainabledevelopment/health/>. Whilst we can't tackle all of the issues in one project, we can still make progress: we have selected a specific challenge which you can help solve. Furthermore, due to the SDG's universal, indivisible and interlinked nature, progress in this area will contribute to progress towards all seventeen goals.

What's the challenge?

An unhealthy diet is a leading cause of NCDs. Being seriously overweight or obese contributes to diabetes, cardiovascular diseases and cancer; it has even been referred to as "the new smoking".

However, unhealthy food and drinks often have very powerful brands: KFC, McDonalds and Dunkin Donuts to name but of a few of these often widespread and recognisable brands. 'Tony the Tiger' and Coca Cola red: they are universally known and loved by many. Children grow up with these brands and trust them, which in turn shapes next generation's choices.

This leaves healthy diet in a tricky position: it is fighting against something very established. By contrast, healthy eating is a more fragmented, less compelling brand. This is a particular problem in lower-income countries and segments, where healthy but affordable options are lacking, as is education about the risks of an unhealthy diet. (Whilst wealthy nations and segments of society have seen a rise in powerful brands promoting healthy lifestyle, this is still not the case in lower-income communities).



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What do we need you to do?

We want a big idea to turn healthy eating into something recognisable, trustworthy and fun.

We need you to create a visual presence that can promote awareness and education around healthy eating: an identity that can stand up against these strong, individual brands and provide a new global benchmark.

The identity must work in print (e.g. schools) and digitally (mobile, internet) and physically (e.g. a badge); please show an example of each.

Target Audience

The number of overweight or obese infants and young children increased from 32 million globally in 1990 to 42 million in 2013; in the African Region the number increased from 4 to 9 million over the same period. The vast majority of overweight or obese children live in developing countries, where the rate of increase has been more than 30% higher than that of developed countries. If current trends continue the number of overweight or obese infants and young children globally will increase to 70 million by 2025.

Consequently, we would like you to primarily target people younger than 15 years old. These are children and early teens in low-income families or nations who are not being exposed to informative and positive branding of healthy alternatives. They associate fun brands with unhealthy options.

As a secondary audience, we would like you to target those who make purchase decisions for these children. They need a recognisable brand that their child and friends will not frown upon: something that makes the decision feel both appealing and obvious.

Key message

Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development. A healthy diet is critical for combatting NCDs.