Building Investment Cases for Nutrition

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N4G Accredited Session
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1:30pm to 2:30pm (CET)
What is an investment case?

• An advocacy tool to support governments make evidence-based policy decisions, improve multisectoral governance, and advocate for prioritization of health & increased investment

• Entails political and situation analysis, economic modelling, key recommendations and advocacy material

• Builds on methodologies for NCD investment cases developed by UNDP, WHO, and the IATF Secretariat

• NCDs, WHO FCTC (tobacco), Mental Health, Air Pollution, Alcohol Control, Road Safety, Health Taxes, Access to Medicines, Primary Healthcare
Methodology

**Estimate economic burden**
Estimate the total costs of malnutrition to society and the economy in terms of healthcare expenditure and productivity losses.

**Estimate cost of interventions**
Identify gaps in implementation of related policy measures and estimate the cost of scaling-up cost-effective measures.

**Estimate impact of interventions**
Estimate reductions in mortality and disability as well as increases in productivity.

**Quantify return on investment of interventions**
Calculate returns over the medium (5 year) and long-term (15 year)
Work to date

2015: UNDP, WHO and IATF Sec launch work on NCD investment cases.

2016-2019: 15 FCTC 2030 project phase I countries receive WHO FCTC Secretariat and UNDP support and begin development of cases for investment in WHO FCTC implementation

2019: UNDP, WHO and IATF Sec launch work on mental health investment cases

Today: 95 Investment cases completed or in progress

Future: UNDP and WHO coordinate through (or supported by) UN Nutrition launch work on nutrition investment cases

2021: UNDP expands work on investment cases for air pollution, road safety, alcohol control, access to medicine, health taxes, primary healthcare

→Average 15-year ROI for 24 WHO FCTC investment cases= 101:1
→Average 15-year ROI for salt package in 20 NCD investment cases= 31:1
Investment cases have been conducted in 64 countries.

Completed or in progress
Investment cases have been conducted in 64 countries

- WHO FCTC Investment Cases
- NCD Investment Case in Bahrain
- NCD Investment Case in Thailand
- Mental Health Investment Case in the Philippines
Investment case impact

**How many countries are implementing policy measures?**

- **56** measures implemented across **30** countries during or after investment case work.

**What areas are the measures targeting?**

- Tobacco control: 42
- Alcohol: 4
- Salt: 4
- Physical activity: 3
- General: 3
- SSB: 1
NCD investment case impact on nutrition

**Jamaica**
- 2018 - NCD investment case described current state of salt interventions and recommended food labelling
- 2021 - Minister of health cited the investment case during the launch of Phase 3 of the front-of-package labels media campaign

**Bahrain**
- 2021 - NCD investment case described current state of trans fat elimination
- 2021 - issued executive regulation to improve trans fat monitoring and surveillance

**Ethiopia**
- 2019 - NCD investment case modelled salt reduction intervention package
- Dr Zelalem will give an update