



Building Investment Cases for Nutrition

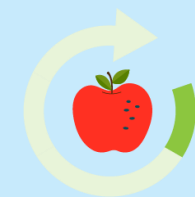
Dr. Douglas Webb,
UNDP HIV Health and
Development

N4G Accredited Session
Thursday, 2 Dec 2021
1:30pm to 2:30pm (CET)

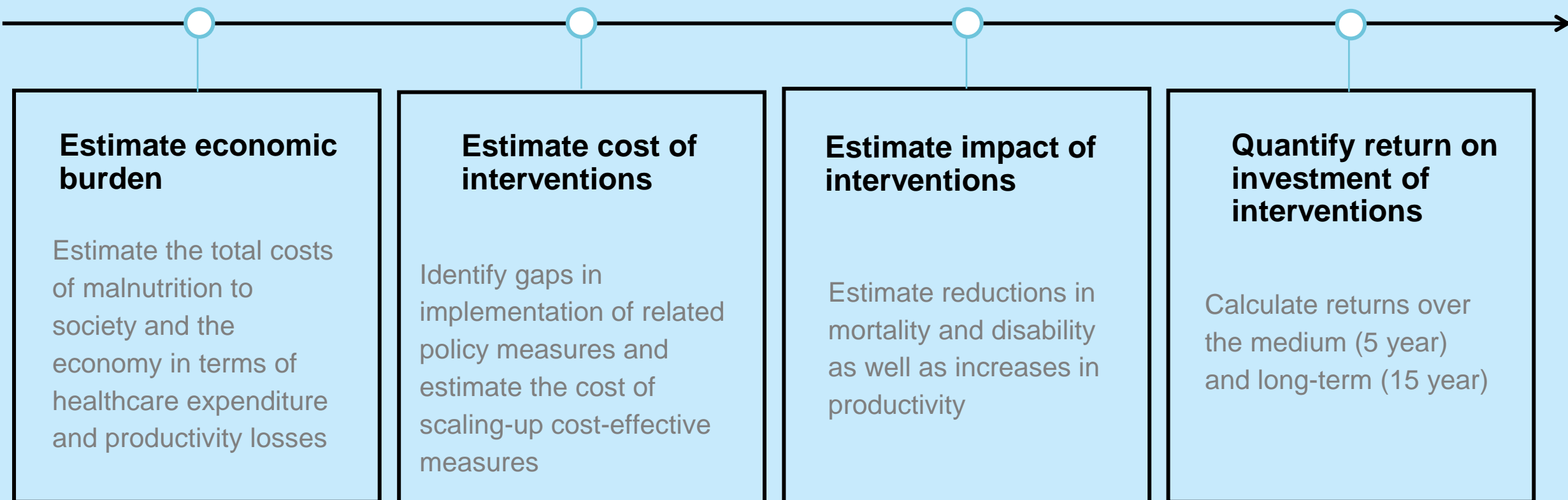


What is an investment case ?

- 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



Work to date

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

→ IATF Sec Nutrition TWG developed a nutrition checklist for missions

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

→ 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**

Today: 95 Investment cases completed or in progress

2015

2016

2017

2018

2019

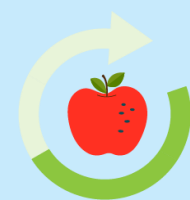
2020

2021

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

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

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



Investment cases have been conducted in 64 countries

Investment Cases

Number of ICs



Completed or in progress



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WHO FCTC Investment Cases

NCD Investment Case in Bahrain

NCD Investment Case in Thailand

Mental Health Investment Case in the Philippines



Investment case impact

56

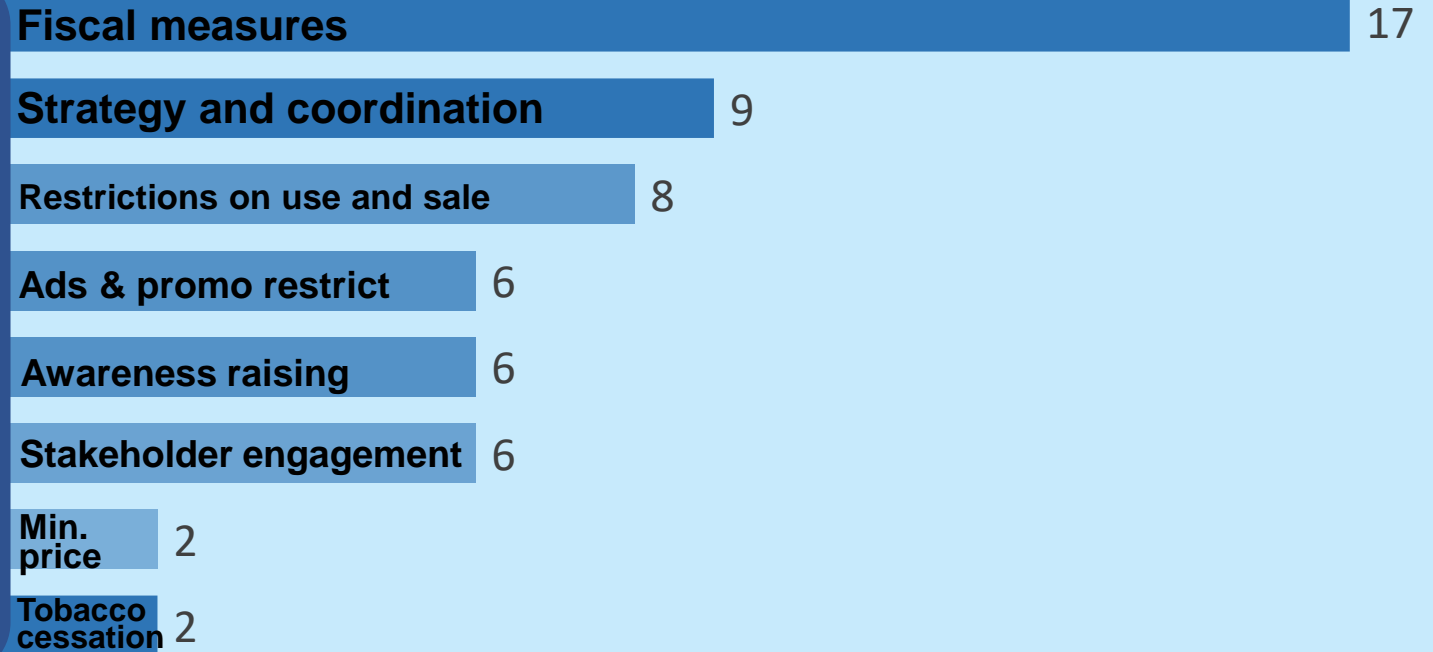
MEASURES IMPLEMENTED
ACROSS

30

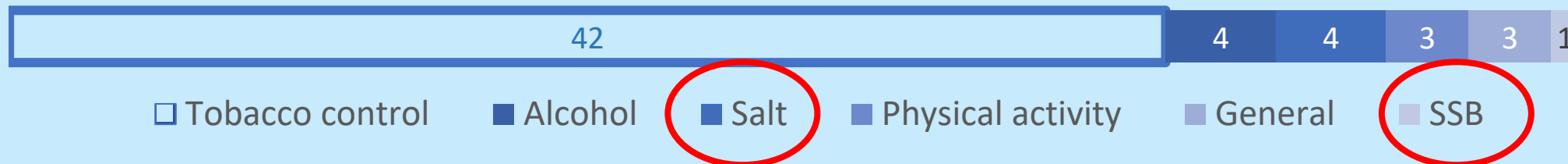
COUNTRIES

DURING OR AFTER INVESTMENT
CASE WORK

HOW MANY COUNTRIES ARE IMPLEMENTING POLICY MEASURES ?



WHAT AREAS ARE THE MEASURES TARGETING?



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



