The World Health Organization (WHO), whose headquarter is in Geneva, has as World Health Assembly as its main body, which is composed of delegations from all WHO Member States. The Assembly has power to create institutions it believes appropriate, to develop regulations for health agencies, advertising, pharmaceutical, among other measures. Its main objective is “the attainment by all peoples of the highest possible level of health” (WORLD HEALTH ORGANIZATION, 2006).

**Topic A**

**The role of industries in the fight against obesity and eating disorders**

Obesity and eating disorders are problems that affect a large number of people worldwide. According to WHO (2008), about 12 % of the world’s adults were obese in 2008, and this number is expected to increase, both in adults and children. The eating disorders such as anorexia and bulimia are attracting the attention of the medical community, since its prevalence in the world is increasing (MAKINO et al., 2004). These problems are not restricted to developed countries, since there is a growing incidence in developing countries.

Currently, not only metabolic or genetic problems are pointed out as causes of these diseases, but people’s own lifestyle in general that is based on physical inactivity and terrible eating habits. As a result, WHO emphasizes the importance of industries in the fight against these diseases. In the case of obesity, the quality of food products, which has little nutritional value and high calories, already presents itself as a major
cause of obesity. The pharmaceutical industry, with high profits from remedies designated to the treatment of obesity and other diseases related to it, such as diabetes and hypertension, brings a new dimension to the problem. Regarding the eating disorders, the discussion of imposing an unattainable standard of beauty and consumption by the global culture industry calls for an effective measure, as it also features economics factor behind it.

Image 1 - A comparation between obesity and the actual standard of beauty

In this context, the delegates, addressing economic, cultural and social factors of these epidemics, will need to examine the situation of obesity and eating disorders in the world. In the end, they will write a report, which must address effective measures to contain and resolve these problems, as well as an analysis of what could be concluded about them.

**Topic B**

**Media and young health promotion**

In order to accomplish its primary objectives, the WHO creates campaigns for the promotion of young people health, aiming to inform them of routine practices that can be harmful. Among the main problems that affect the health of young people is the use of tobacco and alcohol; the HIV infection, which affected 820,000 people in
2011; unsafe abortions, performed by 3 million women between 15 and 19 years in 2011; among others (WORLD HEALTH ORGANIZATION, 2015).

For the organization, those practices could be prevented through effective educational health measures and programs aimed at increasing awareness and warn young people about the harms caused by an unhealthy lifestyle.

![Image 2 – “We are beautiful” – Dove’s campaign to raise young women self esteem](image)

However, many of these problems that affect young people are stimulated by standards of consumption, food, hygiene, among others, often encouraged and propagated by the media and the advertising industry. This is the case of modern eating patterns, based on the consumption of food with low nutrients, and with high levels of sugar, preservatives and calories, the so-called junk food. The current standard of beauty, for example, is unreachable due to the use of software that shapes the body of models and generates severe psychological problems to men and especially women. There is also a behavior pattern, which stimulates consumption of alcohol and tobacco, toxic substances to the human body, especially of young people.

In view of this, delegates will write a report, which must contain efficient measures to solve these problems while making a critical analysis of the use of the media and propaganda, addressing also how their presence is essential in this context, since it
allows greater dissemination of knowledge about healthy habits that WHO aims to spread.

REFERENCES


Sources of the images
