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THE ECONOMIC CASE FOR OBESITY PREVENTION IN CHILDREN: A PRELIMINARY ANALYSIS

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Economic information on the cost-effectiveness of interventions to prevent overweight and obesity is scarce – particularly in relation to children and adolescents. As part of a broader initiative investigating the best investments in childhood obesity, this project sought to establish whether a national obesity prevention program would constitute "value-for-money" in the use of limited health funds. Using epidemiological data on relative risk, prevalence and attributable fractions, the study estimated the potential health gains and cost offsets associated with a 1% fall in the prevalence of obesity/overweight. An economic technique called "threshold analysis" was utilised to estimate the potential size and cost-effectiveness of a national obesity prevention program.