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Dr Breda works in the Division of Noncommunicable Diseases and Life-course at WHO/Europe. He provides support to the 53 Member States in the WHO European Region on the implementation of the European Charter on Counteracting Obesity and evaluates their progress. His team is responsible for the world's largest and most comprehensive surveillance mechanism for childhood obesity. Before joining WHO he was the Portuguese focal point to WHO/Europe for nutrition and physical activity, and the High Level Group on Nutrition and Physical Activity and the European Platform on Diet, Nutrition and Physical Activity of the European Union (EU).

Dr Breda was the first coordinator of the national platform against obesity under the Portuguese Ministry of Health. He worked as a public health nutritionist at the general health directorate in Ministry. He was the Head of the Nutrition Department at Atlantic University in Lisbon and lecturer and researcher at the Escola Superior Agrária de Coimbra (ESAC), the University of the Algarve and the School of Hospitality and Culinary Arts in Coimbra. He has published in scientific journals given presentations at national and international congresses, written several dozen papers and published 17 original books.