

FOOD POLICY HIGHLIGHTS FROM AROUND THE WORLD



World Cancer
Research Fund
International

www.wcrf.org

What more could YOU do to promote healthy eating in YOUR COUNTRY?

Nutrition labels + claims

New Zealand and Australia's health claims standard (2013)

- Health claims & nutrition function claims can only be used on foods with a healthier nutrient profile
- Requires approval for disease risk reduction health claims

European Union's mandatory nutrition labelling (2011)

- Requires a list of nutrient content on most

pre-packaged foods

- Permits voluntary development of front-of-pack nutrition labelling

Finland's salt warning label (1993)

- Explicitly communicated high salt content
- Encouraged product reformulation through specific salt limits

Food marketing

South Korea's food advertising restrictions for children (2008)

- Bans TV advertising for specific food categories during children's prime time viewing

- Also restricts gratuitous incentives when advertising children's foods on TV, radio and internet

Mexico's sugary drinks tax (2013)

- Increases price of sugary drinks by about 10%
- Application at point of production simplifies its implementation

French Polynesia's tax on sugary products (2002)

- Taxes sugary drinks, confectionary, ice cream
- Between 2002 and 2006, tax revenue went to a preventive health fund; from 2006, 80% has been allocated to the general budget and earmarked for health

Taxes + subsidies

Hungary's public health tax (2012)

- Provides incentive for reformulation of selected food products through taxing salt, sugar and caffeine content
- Effectively increases price at point of purchase of most targeted products

New York City's Health Bucks programme (2005)

- Provides direct incentive for low-income people to allocate spending to fruits and vegetables
- Shows potential for scaling up

Public institutions

New York City's Food Standards (2008)

- Apply to about 260 million meals/snacks served by all the city's public institutions, with a clear coordination body
- Nutrient standards apply to both public procurement and meals

Slovenia's school nutrition law (2013)

- Bans vending machines selling food and drink on school property
- The ban complements standards and subsidies for school meals, cross-curriculum nutrition education, and a school fruit programme

Food supply

Argentina's salt law (2013)

- Sets maximum salt-levels for widely consumed foods, including restaurant dishes, with clear penalties for infringement
- Includes complementary actions to raise awareness

Denmark's trans fat law (2003)

- Bans the sale of products containing trans fats
- Complete ban facilitates monitoring

UK's voluntary salt reduction targets (2006)

- Specific targets set for 80 food groups including staples and convenience foods
- Salt levels reduced in key food products by 25-45%

Austria's trans fat regulation (2009)

- Sets clear limits on trans fats for different food items
- Targets producers and retailers

South Africa's mandatory salt-reduction targets (2013)

- Sets specific targets for salt reduction for 13 food categories
- Regulation enforced by government

Ghana's fat content standards (1990s)

- Limits fat levels in meat (domestic and imported)
- Reduces availability of high-fat meats, enforced by meat testing

Supply chain

Singapore's Healthier Hawker Programme (2011)

- Engages food supply chain (e.g. oil manufacturers) to increase availability of healthier vegetable oils to street vendors at lower prices

- Street vendors using healthier oils can display a 'Healthier Choice' symbol

Public awareness

Western Australia's Go for 2&5[®] fruit and vegetable campaign (2002-2005)

- A sustained multi-strategy social marketing campaign
- Clearly communicated, solutions-based, delivered by credible source

France's National Nutrition & Health Programme: Manger Bouger (2001-present)

- Widespread, comprehensive and sustained
- Applies across settings, including mandatory health messages for all television advertising for processed foods and drinks

The dates provided above represent either the enactment of a law/regulation/rule, or the initiation of a programme.

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- It's 10 years since the Member States of the World Health Organization (WHO) adopted the **Global Strategy on Diet, Physical Activity and Health (2004)**. Its objective was to help countries develop **healthier environments** at individual, community, and national levels that, when combined, would reduce diseases and deaths related to unhealthy diet and physical inactivity.
- Since then, we've learned that **poor diet remains one of the world's leading causes of preventable non-communicable diseases (NCDs)**.
- As shown by **NOURISHING** – World Cancer Research Fund International's **policy framework to promote healthy eating** – **many countries have taken food policy actions to address obesity and NCDs**. Many more policies have been implemented which remain unreported or unknown, and action has also been taken to improve maternal and infant nutrition and physical activity.
- However, overall **progress is disproportionately low** compared to the size of the burden of non-communicable diseases and the challenges of unhealthy food environments and diets.
- In this leaflet we **highlight a small number of food policy actions**, chosen because they:
 - ▶ have already been, or begun to be, implemented;
 - ▶ have a **relatively robust design** and potential for impact;
 - ▶ are **supported by evidence** indicating they can lead to healthier diets;
 - ▶ can be tailored for application in other countries.
- The policy highlights **provide examples from which other countries can learn**. Although not perfect, they can be used as a springboard for action. Learning from international examples is a cost-effective approach for countries with limited resources, including low and middle income countries.
- **We call on all countries to do more**. To achieve greater impact, we need more, well-designed policy actions and better policy evaluation.
- We also need a **more comprehensive approach** to promote healthier diets. Real change will happen when a range of complementary policy actions are working together.
- The World Health Organization's **Global Action Plan on the Prevention and Control of Non-Communicable Diseases** and the **WHO Maternal, Infant and Young Child Nutrition Implementation Plan** provide frameworks for governments to act.
- We can **work together** to encourage and enable more effective policy actions, and establish systems for monitoring and accountability.
- Visit **www.informas.org** for details of the **INFORMAS project to monitor, benchmark and support efforts to improve food environments and reduce obesity and NCDs**.

Working in partnership:



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