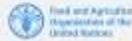


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# SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

UNITED NATIONS DECADE OF  
**ACTION ON NUTRITION**  
2016-2025



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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

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## **SUCCESSFUL STRATEGIES FOR REDUCING MARKETING OF UNHEALTHY FOOD AND DRINKS TO CHILDREN**

UNITED NATIONS DECADE OF  
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## SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

### Why address food marketing to children?

- Food marketing to children is widespread and it works
  - has a negative influence on food choices and consumption patterns
  - undermines messages about healthy eating (e.g. in school)
- Protecting children's health and wellbeing
  - an ethical imperative
  - a basic human right
- A cost-effective action to reduce NCDs
- Less marketing improves the food environment for *all* children
  - may reduce social inequality in diet



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Food and Agriculture Organization of the United Nations



World Health Organization



UNICEF



Global Action Programme

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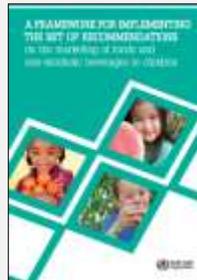
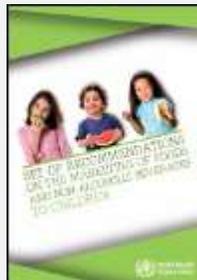
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## SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

### WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children

12 recommendations structured under five sub-headings:

- rationale
- policy development
- policy implementation
- policy monitoring and evaluation
- research



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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

## FAO/WHO Second International Conference on Nutrition

### Declaration on Nutrition

#### *A common vision for global action to end all forms of malnutrition*

13. We reaffirm that: (f) improvements in diet and nutrition require relevant legislative frameworks for food safety and quality, including (...), while **avoiding inappropriate marketing and publicity of foods and non-alcoholic beverages to children, as recommended by resolution WHA63.14;**

### Framework for action

**Recommendation 15: Explore regulatory and voluntary instruments – such as marketing, publicity and labelling policies, economic incentives or disincentives (...) – to promote healthy diets.**

**Recommendation 40: Regulate the marketing of food and non-alcoholic beverages to children in accordance with WHO recommendations**

UNEP/WHO/FAO  
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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

## Norway: Food and Drink Industry Professional Practices Committee (MFU)

- Raising the awareness of the business community regarding the challenges of marketing food and drink to children and young people
- Future campaigns can have a confidential pre-judgment
- Ensuring compliance with the [Code and Guidance](#) which lay down what is acceptable marketing
- Monitoring the industry ban on marketing certain types of [food and drink](#) to children under 13 years
- Ensuring that everyone is able to [complain](#) to MFU about marketing activity which infringes our Code and Guidance
- Ensuring that the anonymity of complainants is preserved in all further processing.
- Ensuring that the complaints procedure works well and that responses made by MFU are published “name & shame”



<http://www.mfu.as>

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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

## Successful strategies: Key messages

- Apply existing WHO recommendations, implementation guidance and the European nutrient profile model in national policy formulation
- Secure a transparent and anonymous complaints procedure to enhance enforcement
- Mobilize civil society
- Provide support for private sector by offering confidential pre-judgment for future/planned marketing campaigns

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Organization

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Action



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