

## GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Da Saúde se cuida todos os dias - Media promotion of healthy nutrition - All population groups

Programme: GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Da Saúde se cuida todos os dias

### Programme Data

#### Programme Description

These programmes and actions were reported by countries for the 2nd WHO Global Nutrition Policy Review 2016-2017 module on actions related to healthy diets, overweight and diet-related NCDs. More actions and programmes reported can be accessed through the country page.

#### Program type

#### References

WHO (2018) Global Nutrition Policy Review. Country progress in creating enabling policy environments for promoting healthy diets and nutrition

[http://www.who.int/nutrition/publications/policies/global\\_nut\\_policyrevi...](http://www.who.int/nutrition/publications/policies/global_nut_policyrevi...)

The Global Nutrition Policy Review 2016?2017 is the report of the second comprehensive analysis of nutrition-related policy environment, coordination mechanisms, available capacities and actions being taken in 176 Member States (91%) and one area which responded to the survey carried out between July 2016 and December 2017.

#### Implementing organisations

- Government
  - Health
  - Details:  
more  
Ministry of Health

### Action data

Start date	January 2015
Country(ies):	Brazil
Topic:	Media promotion of healthy nutrition
Target group:	All population groups
Implementation details :	Objectives of the media campaign: Raise population awareness on health effects of high intake of fats, sugars and salt/sodium; Raise population awareness on how to consume healthier diets, including how to include more fruits and vegetables in the diet. Nutrients, foods, or beverages addressed by the campaign: Sugars, Salt/sodium, Fruits and vegetables. Media campaigns implemented through Internet/social media. <a href="http://promocaodasaude.saude.gov.br/promocaodasaude/assuntos/incentivo-a...">http://promocaodasaude.saude.gov.br/promocaodasaude/assuntos/incentivo-a...</a>

**Typical problems**    **Solutions**