

GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Healthy School Lunchbox Campaign - Media promotion of healthy nutrition - Adult men and women

Programme: GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Healthy School Lunchbox Campaign

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

Other

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...

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
 - Education and research
 - Details:
 - more
 - Health Promotion and Disease Prevention Directorate - Ministry For Health., Ministry for Education and Employment

Action data

Start date	January 2015
Country(ies):	Malta
Topic:	Media promotion of healthy nutrition
Target group:	Adult men and women
Implementation details :	Objectives of the media campaign: Promote healthy cooking methods and the eating of nutritious food as part of children's school lunchbox with adequate portion size. Nutrients, foods, or beverages addressed by the campaign: Total fat, Sugars, Fruits and vegetables. Media campaigns implemented through TV, radio, Internet/social media, events, recipe booklets. https://health.gov.mt/en/health-promotion/Pages/campaigns/2015/lunchbox-...

Typical problems Solutions