

## GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Breastfeeding - Media promotion of healthy nutrition - Lactating women (LW)|Pregnant women (PW)|Women of reproductive age (WRA)

Programme: GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Breastfeeding

### 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  
MoH

### Action data

Start date	January 2010
Country(ies):	Romania
Topic:	Media promotion of healthy nutrition
Target group:	Lactating women (LW) Pregnant women (PW) Women of reproductive age (WRA)
Implementation details :	Objectives of the media campaign: Raise awareness on the importance of breastfeeding. Media campaigns implemented through TV, radio, Internet/social media, events. <a href="http://insp.gov.ro/sites/cnepss/wp-content/uploads/2016/01/Bro%C8%99ura-...">http://insp.gov.ro/sites/cnepss/wp-content/uploads/2016/01/Bro%C8%99ura-...</a>

#### Typical problems Solutions