

GNPR 2016-2017: Promotion of healthy diet and prevention of obesity and diet-related NCDs (q20) Prevention of NCDs - Media promotion of healthy nutrition - Adolescents|Adult men and women|All population groups|Elderly|Lactating women (LW)|Pregnant wo...

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

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...

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
 - Information
 - Details:
more
Ministry of Health; Ministry of Information; Ministry of Education; Ministry of Municipality; Universities

Action data

Start date	January 2015
Country(ies):	Saudi Arabia
Topic:	Media promotion of healthy nutrition
Target group:	Adolescents Adult men and women All population groups Elderly Lactating women (LW) Pregnant women (PW) Women of reproductive age (WRA)
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; Raise population awareness on portion size control; Raise population awareness on how to use nutrition labels; Raise population awareness

on how to interpret nutrition and health claims. Nutrients, foods, or beverages addressed by the campaign: Total fat, Saturated fatty acids, Trans fatty acids, Sugars, Salt/sodium, Fruits and vegetables. Media campaigns implemented through TV, radio, Internet/social media, events, apps.
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Typical problems Solutions

