HEALTH 2020: Ukrainian Dimension - Implementation of legislation on marketing of unhealthy foods and beverages to children - Adolescents

Programme: HEALTH 2020: Ukrainian Dimension

Programme Data

Programme Description
National programme “HEALTH 2020: Ukrainian Dimension” is designed to implement strategic priorities of Ukraine in public healthcare including prevention of noncommunicable diseases, minimizing of risk factors' influence on the basis of intersectorial approach, establishing of health-friendly environment, forming of responsible attitude to own health among people, motivation to healthy lifestyle, optimization of organization and financing of public healthcare with priorities in development of primary healthcare, family medicine to prove the satisfaction of population’s needs on the level of current standards.

Program type
National

References
http://moz.gov.ua/ua/portal/Pro_20120316_1.html

Implementing organisations
- Research / Academia
  - Details: more
    Medical Universities and Institutions of National Medical Academy

Funding sources
- Government
  - Finance
    - Details: more
      Medical Universities and Institutions of National Medical Academy

Action data
Start date: January 2013
End date: December 2020
Country(ies): Ukraine
Status: Planned
Area: Urban, Rural, peri-urban
Topic: Implementation of legislation on marketing of unhealthy foods and beverages to children
Target group: Adolescents
Delivery: Community-based Media
Implementation details: In addition to existing joint Ministerial Order No. 620/563 of Ministry of Health and Ministry of Education of Ukraine About urgent measures for organization of feeding of preschool and school children” the possibility of following action's implementation should be evaluated: Preparation of amendments to Low of Ukraine “About Advertising” aimed to limit advertising of unhealthy food and beverages on children. Discussion with stakeholders (institutions NGOs) the introduced amendments.”
Target population size: media
Coverage level (%):
Outcome indicator(s): manufacturers
M&E system: retailers
Baseline:
Post-intervention: 4500000
Outcome reported by social determinants:

<table>
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<tr>
<th>Typical problems</th>
<th>Solutions</th>
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Other actions from same programme

HEALTH 2020: Ukrainian Dimension - Removal/reduction of trans fatty acids - All population groups
HEALTH 2020: Ukrainian Dimension - Salt reduction - All population groups