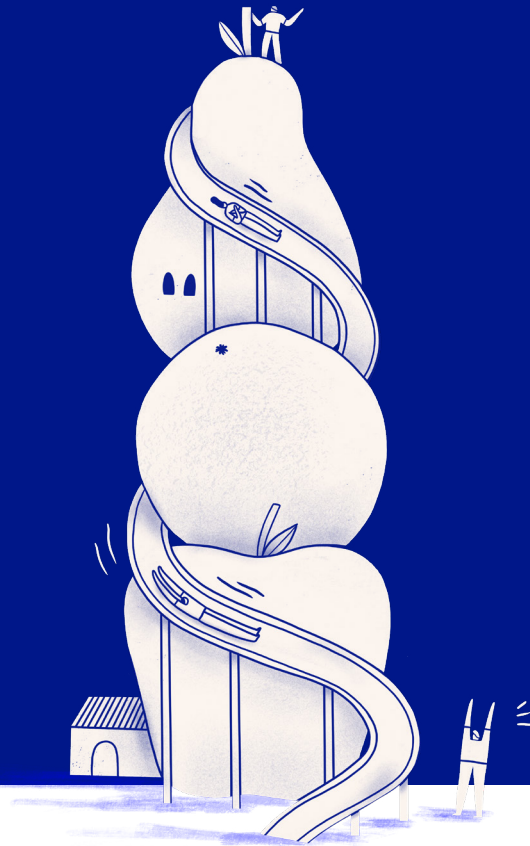


Food Policy

Supporting strong healthy food policies to address rising rates of obesity and promote healthier food environment.



One-third of the world's population is overweight or obese, including 42 million overweight children under age 5

Obesity and poor diet are major drivers of cancer, heart disease and type 2 diabetes. Obesity costs US\$2 trillion per year globally and often coexists with hunger. It is also largely preventable.

Vital Strategies works closely with partners in Barbados, Brazil, Colombia, Jamaica and South Africa to help them deliver strategic communication campaigns that seek to achieve healthy food policy goals.

Focus Countries



Technical Intervention Package

Vital Strategies supports partners to develop, implement and evaluate media communication campaigns to drive public support for high-impact policies aimed at creating a healthier food environment.

Taxation on Sugary Drinks and Junk Food

A WIN-WIN approach for governments

- Taxes reduce consumption of unhealthy food and sugary drinks while increasing government revenue that can be used for public health.
- Taxes help reduce consumption and improve health, particularly among lower-income consumers—a population that suffers disproportionately from the ill effects of obesity and non-communicable diseases (NCDs).

Clear Front-of-Package Nutrient Labeling

Empowers consumers to make informed and healthier choices

- Simple nutrient labels that identify unhealthy products are an effective way to discourage consumption of ultra-processed food.
- Clear front-of-package nutrient labels minimize consumers' effort and time in making purchasing decisions. They can increase a customer's intention to purchase healthier products or conversely, decrease the intention to purchase unhealthy products.

Restrictions on Marketing, Especially to Children

Protects children from exposure to marketing of unhealthy food and beverages

- Children are highly receptive, cannot recognize advertising intent, and are extremely vulnerable to food marketing.
- Marketing regulations can prohibit advertising during children's television programming, limit or ban product give-aways, or ban product placement of unhealthy foods and beverages in children's movies.

Promoting Healthy Food Policies in the Public Sector, Especially in Schools

Provides a healthy food environment

- The absence of healthy school food environments prevents children from making good eating decisions and learning healthy food habits.
- Strong policies that restrict access to unhealthy food, ban marketing and include standards for healthier meals increase healthy food intake while reducing sugar, fat and sodium consumption across children's entire diet.

Food policy communication campaigns are designed to influence the policy agenda by:

- increasing public knowledge and identifying the problem of obesity
- enabling people to voice their call for strong food policy
- supporting policymakers to take action with evidence-based policy solutions.

Among Our Accomplishments

South Africans are among the top 10 consumers of sugary drinks in the world, and Type 2 diabetes is the second biggest killer in the country. Vital Strategies provided South African partners with strategic, technical and capacity-building support to implement three national mass media campaigns highlighting the health harms of sugary drinks consumption. South Africa became the first country in Africa to pass a tax on sugary drinks, at approximately 11% of the purchase price. The tax was implemented in April 2018.

Vital Strategies is a leading technical partner for the Bloomberg Philanthropies Food Policy Program.

Our Partners

- Bloomberg Philanthropies
- Global Health Advocacy Incubator
- University of North Carolina
- O'Neill Institute for National and Global Health Law
- Center for Science in the Public Interest