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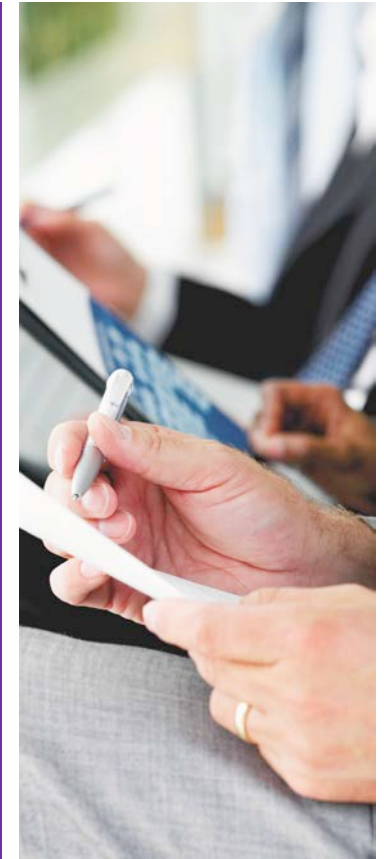
# NOURISHING

*A policy framework to promote healthy diets*

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# Our NOURISHING policy framework



POLICY AREA	
<b>N</b>	Nutrition label standards and regulations on the use of claims and implied claims on food
<b>O</b>	Offer healthy food and set standards in public institutions and other specific settings
<b>U</b>	Use economic tools to address food affordability and purchase incentives
<b>R</b>	Restrict food advertising and other forms of commercial promotion
<b>I</b>	Improve nutritional quality of the whole food supply
<b>S</b>	Set incentives and rules to create a healthy retail and food service environment
<b>H</b>	Harness food supply chain and actions across sectors to ensure coherence with health
<b>I</b>	Inform people about food and nutrition through public awareness
<b>N</b>	Nutrition advice and counselling in health care settings
<b>G</b>	Give nutrition education and skills



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# NOURISHING policy database

Filter by country or access the full database below

- Food environment
- Food system
- Behaviour change

Choose a country

- N** Nutrition label standards and regulations on the use of claims and implied claims on foods
- O** Offer healthy foods and set standards in public institutions and other specific settings
- U** Use economic tools to address food affordability and purchase incentives
- R** Restrict food advertising and other forms of commercial promotion
- I** Improve nutritional quality of the whole food supply
- S** Set incentives and rules to create a healthy retail and food service environment
- H** Harness supply chain & actions across sectors to ensure coherence with health
- I** Inform people about food & nutrition through public awareness
- N** Nutrition advice and counselling in health care settings
- G** Give nutrition education and skills

H

Harness supply chain & actions across sectors to ensure coherence with health

Policies within this category aim to harness the whole food system, and the sectors which influence it, to ensure coherence with healthy eating. This is because the food system, and the policies that affect it, influence our food environment.

What our food industry produces is in part a response to incentives in the supply chain. Sectors outside of health influence our ability to take policy action. Likewise, if governments implement policies contained in NOURISHING, they have repercussions upstream for the actors and activities in food systems. This wider relationship to the food supply chain presents an opportunity to support all the policies in NOURISHING with actions in the food supply chain.

[Download the table](#)

### Examples of policy actions

Working with food suppliers to provide healthier ingredients

Nutrition standards for public procurement

Public procurement through "short" chains (eg local farmers)

### What the action involves and where implemented

In Brazil, a 2009 law (Ley 11.947/2009 Regulamento de Programa Nacional de Alimentação Escolar) requires that 30% of the national budget for food served in the school meals programme must be spent on food from family farms, with priority given to food produced using agroecological methods.

The Food Acquisition Programme (Programa de Aquisicao de Alimentos) allows states, municipalities and federal agencies to buy food from family farms through a simplified public procurement procedure. The programme thereby encourages the purchase of perishable food and minimally processed food and makes them available to public institutions (eg hospitals, social assistance agencies, schools etc).

The Brazilian Institute of Horticulture and the Brazilian Central Food Supply Association are responsible for the promotion, regulation and organisation of food sales in the country. The Brazilian Market Modernisation Programme (Programa Brasileiro de Modernização do Mercado Hortigranjeiro) supports states and municipalities to modernise and adapt the supply of food to meet local needs. For example, supply centres (CEASAs) initiated the campaign Encouraging Intake of Fruit and Vegetables in the Central Food Supply. The first phase focuses on internal CEASA stakeholders (dealers, licensees and producers) and aims to increase the availability of fruit and vegetables. The second phase will target external audiences in the form of consumer information and promotion of healthy eating.

BRAZIL

[www.wcrf.org/NOURISHING](http://www.wcrf.org/NOURISHING)

# How NOURISHING can be used

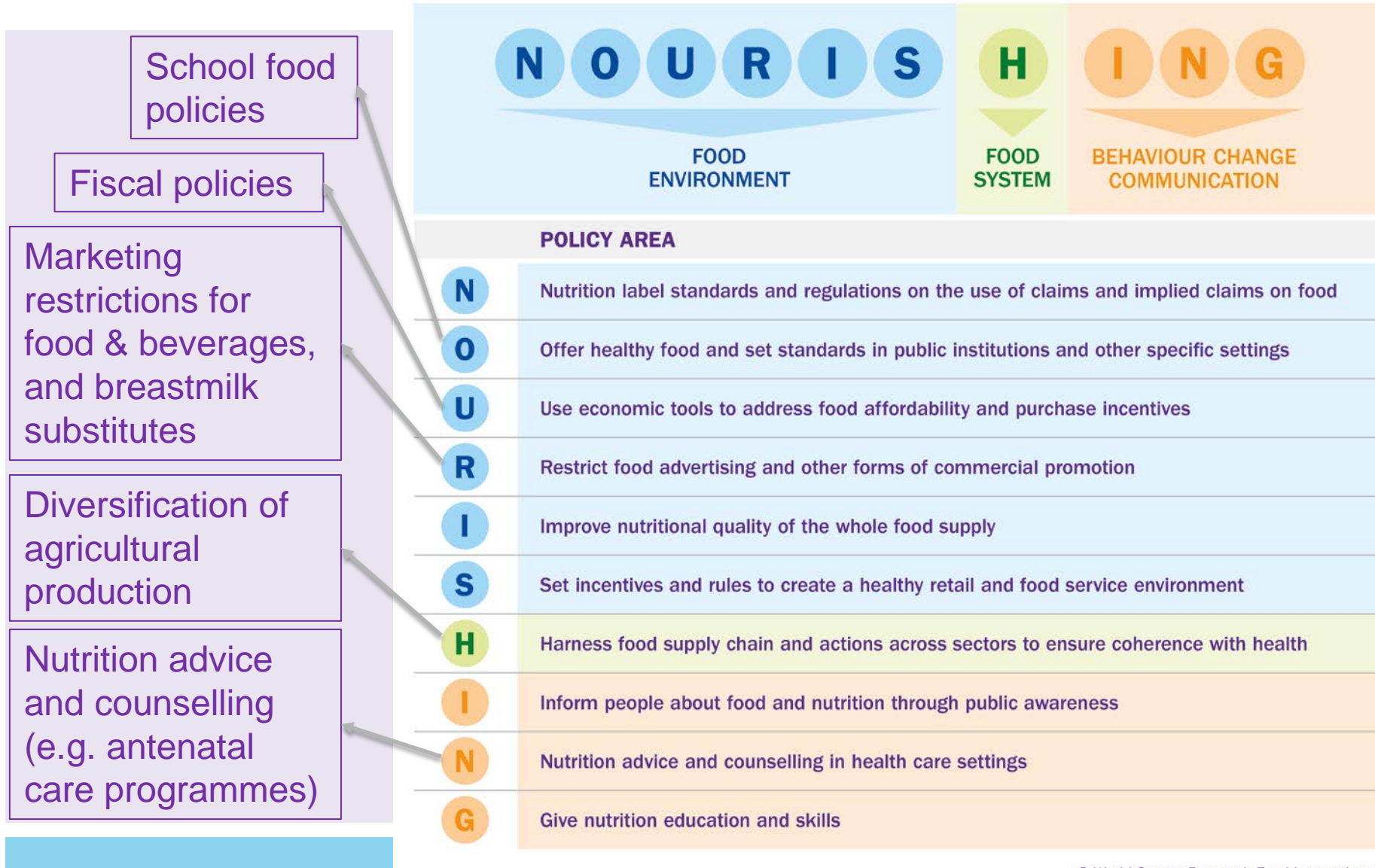
- Policymakers
  - Where is action needed? What will work for us? Is our approach sufficiently comprehensive?
  
- Civil society organisations
  - What are governments doing around the world? What progress are they making? How can we hold them to account?
  
- Researchers
  - What evidence is available? What are the research gaps? How can we monitor and evaluate policies?



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# Double-duty actions

# NOURISHING as a lens for double-duty actions





## Case for double-duty actions

- Governments are off-track to meet global nutrition and NCD targets
- SMART commitments and action are needed
- Opportunity for double-duty actions

[www.wcrf.org/SMART](http://www.wcrf.org/SMART)



**Ambitious, SMART commitments  
to address NCDs, overweight & obesity**

Make the UN Decade of Action on Nutrition  
count for all forms of malnutrition



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# Thank you!

## For further information

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