

Policy Extract

[European Food and Nutrition Action Plan 2015-2020](#)

The intention of the Action Plan is to significantly reduce the burden of preventable diet-related non-communicable diseases, obesity and all other forms of malnutrition still prevalent in the World Health Organisation European Region. The strategic goal of the Action Plan is as follows:

“To avoid premature deaths and significantly reduce the burden of preventable diet-related non-communicable diseases, obesity and all other forms of malnutrition still prevalent in the WHO European Region, which are strongly influenced by social determinants of health and have a profound negative impact on well-being and quality of life.”

One of the objectives of the Action Plan consists on creating healthy food and drinks environments. It calls for actions on reducing marketing of unhealthy products to children, the use of tools such as nutrient profiling, but also fiscal policies and promoting product reformulation.