

**Fortunately,
we do know which
policies can tackle
unhealthy
diets &
alcohol harm**

Updated WHO 'Best Buys'



UNHEALTHY DIET

OVERARCHING / ENABLING ACTIONS

- ✓ Implement the **global strategy on diet, physical activity and health**
- ✓ Implement the WHO recommendations on the **marketing of foods and non-alcoholic beverages to children**

BEST-BUYS AND OTHER RECOMMENDED INTERVENTIONS

Best buys	<ul style="list-style-type: none">– Reduce salt intake through the reformulation of food products to contain less salt and the setting of target levels for the amount of salt in foods and meals– Reduce salt intake through the establishment of a supportive environment in public institutions such as hospitals, schools, workplaces and nursing homes, to enable lower sodium options to be provided– Reduce salt intake through a behaviour change communication and mass media campaign– Reduce salt intake through the implementation of front-of-pack labelling
Effective interventions	<ul style="list-style-type: none">– Eliminate industrial trans-fats through the development of legislation to ban their use in the food chain– Reduce sugar consumption through effective taxation on sugar-sweetened beverages
Other recommended interventions	<ul style="list-style-type: none">– Promote and support exclusive breastfeeding for the first 6 months of life, including promotion of breastfeeding– Implement subsidies to increase the intake of fruits and vegetables– Replace trans-fats and saturated fats with unsaturated fats through reformulation, labelling, fiscal policies or agricultural policies– Limiting portion and package size to reduce energy intake and the risk of overweight/obesity– Implement nutrition education and counselling in different settings (for example, in preschools, schools, workplaces and hospitals) to increase the intake of fruits and vegetables– Implement nutrition labelling to reduce total energy intake (kcal), sugars, sodium and fats– Implement mass media campaign on healthy diets, including social marketing to reduce the intake of total fat, saturated fats, sugars and salt, and promote the intake of fruits and vegetables

HARMFUL ALCOHOL USE

OVERARCHING / ENABLING ACTIONS

- ✓ Implement the **WHO global strategy** to reduce harmful use of alcohol through multisectoral actions in the recommended target areas
- ✓ Strengthen **leadership** and increase **commitment** and **capacity** to address the harmful use of alcohol
- ✓ Increase **awareness** and strengthen the **knowledge base** on the magnitude and nature of problems caused by harmful use of alcohol by awareness programmes, operational research, improved monitoring and surveillance systems

BEST-BUYS AND OTHER RECOMMENDED INTERVENTIONS

<p>Best buys</p>	<ul style="list-style-type: none"> – Increase excise taxes on alcoholic beverages – Enact and enforce bans or comprehensive restrictions on exposure to alcohol advertising (across multiple types of media) – Enact and enforce restrictions on the physical availability of retailed alcohol (via reduced hours of sale)
<p>Effective interventions</p>	<ul style="list-style-type: none"> – Enact and enforce drink-driving laws and blood alcohol concentration limits via sobriety checkpoints – Provide brief psychosocial intervention for persons with hazardous and harmful alcohol use
<p>Other recommended interventions</p>	<ul style="list-style-type: none"> – Carry out regular reviews of prices in relation to level of inflation and income – Establish minimum prices for alcohol where applicable – Enact and enforce an appropriate minimum age for purchase or consumption of alcoholic beverages and reduce density of retail outlets – Restrict or ban promotions of alcoholic beverages in connection with sponsorships and activities targeting young people – Provide prevention, treatment and care for alcohol use disorders and comorbid conditions in health and social services – Provide consumer information about, and label, alcoholic beverages to indicate, the harm related to alcohol

This was an excerpt from the **WHO “Best Buys”** (Appendix 3 of the World Health Organization Global NCD Action Plan 2013-2020), updated and endorsed by WHO member states in 2017.

<http://www.who.int/ncds/management/best-buys>

“This document provides policymakers with a list of ‘best buys’ and other recommended interventions to address noncommunicable diseases (NCDs).”

“Countries can select from the list of best buys and other recommended interventions, based on their national context.”

“Interventions in Appendix 3 were updated taking into consideration the emergence of new evidence of cost-effectiveness or new WHO recommendations since the adoption of the Global Action Plan in 2013.”

“Care needs to be taken when interpreting these lists; for example, the absence of WHO-CHOICE analysis does not necessarily mean that an intervention is not cost-effective, affordable or feasible.”