

# Bulgaria



## Policies, Interventions and Actions

### Commercial Determinants of Noncommunicable Diseases in the WHO European Region

This report highlights the substantial impact of commercial determinants on noncommunicable diseases (NCDs) in the WHO European Region. Nearly 7500 deaths per day in the Region are attributed to commercial determinants, such as tobacco, alcohol, processed food, fossil fuels and occupational practices. These commercial products and practices contribute to 25% of all deaths in the Region. The report's chapters systematically explore various facets of how commercial interests exacerbate NCDs and key strategies used by commercial actors to negatively influence NCD-related policies at the national and international level. The report also provides selected case studies from the Region to illustrate key strategies and outcomes of industry influence on health policies. The report then calls for urgent and coordinated action to address the commercial determinants of NCDs. It advocates for building coalitions based on the values of equity, sustainability, and resilience. Public health actors are urged to develop competencies in economic and legal frameworks, enforce transparency, and manage conflicts of interest effectively. The report underscores the need for robust financial reforms and strict regulation to curb industry power and protect public health. By implementing these strategies, the Region can accelerate progress towards global NCD targets and Sustainable Development Goals by 2030.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2024 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	World Health Organisation (WHO)
Linked document:	<a href="#">Download linked document</a>
References:	World Health Organization. Regional Office for Europe. (2024) Commercial Determinants of Noncommunicable Diseases in the WHO European Region. World Health Organization. Regional Office for Europe. <a href="https://iris.who.int/handle/10665/376957">https://iris.who.int/handle/10665/376957</a> . License: CC BY-NC-SA 3.0 IGO

## JA PreventNCD

Joint Action to Prevent Non-Communicable Diseases and Cancer (JA Prevent NCD) is a three year project funded by the EUforHealth 2021-2027 programme. It is designed to reduce the burden of cancer and NCDs across Europe by supporting member states (22 EU member states and Iceland, Norway, and Ukraine) to implement effective prevention strategies by focusing on both personal and societal risk factors. The project aims to reduce fragmentation and duplication of actions.

Categories:	Transnational Obesity Strategies/Policy/Recommendations or Action Plan Evidence of NCD strategy
Year(s):	2024-2027
Organisation:	EUforHealth 2021-2027
Find out more:	<a href="https://preventnecd.eu">preventnecd.eu</a>

## Annex III to Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards trans fat, other than trans fat naturally occurring in fat of animal origin

Measures to limit or virtually eliminate industrially-produced trans fatty acids in food intended for the final consumer and/or for supply to retail. Adopted by The European Commission from April 2019. (Available in multiple languages)

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2019 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	The European Commission
Linked document:	<a href="#">Download linked document</a>
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): <a href="https://extranet.who.int/nutrition/gina/en/node/36162">https://extranet.who.int/nutrition/gina/en/node/36162</a> (last accessed 12.07.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## European practical and patient-centred guidelines for adult obesity management in primary care

This article aims to provide obesity management guidelines specifically tailored to GPs, favouring a practical patient-centred approach. The focus is on GP communication and motivational interviewing as well as on therapeutic patient education. The new guidelines highlight the importance of avoiding stigmatization, something frequently seen in different health care settings. In addition, managing the psychological aspects of the disease, such as improving self-esteem, body image and quality of life must not be neglected.

Categories:	Evidence of Management/treatment guidelines
Year(s):	2019 (ongoing)
Linked document:	<a href="#">Download linked document</a>
References:	Dominique Durrer Schutz, Luca Busetto, Dror Dicker, Nathalie Farpour-Lambert, Rachel Pryke, Hermann Toplak, Daniel Widmer, Volkan Yumuk, Yves Schutz; European Practical and Patient-Centred Guidelines for Adult Obesity Management in Primary Care. <i>Obes Facts</i> 15 March 2019; 12 (1): 40–66. <a href="https://doi.org/10.1159/000496183">https://doi.org/10.1159/000496183</a>

## Bulgarian Food Act

In 2017, the Bulgarian Parliament passed an amendment to the Food Act which prohibits the advertisement and marketing of genetically modified and 'unhealthy' foods to children - including via television, print, and online.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2017 (ongoing)
Target age group:	Dzieci
Find out more:	<a href="https://sustainablepulse.com">sustainablepulse.com</a>
References:	<a href="https://www.cms-lawnow.com/ealerts/2020/08/new-bulgarian-food-act-to-guarantee-quality-of-foodstuffs-and-implement-eu-food-regulations?cc_lang=en">https://www.cms-lawnow.com/ealerts/2020/08/new-bulgarian-food-act-to-guarantee-quality-of-foodstuffs-and-implement-eu-food-regulations?cc_lang=en</a>

## NATIONAL STRATEGY ON THE IMPLEMENTATION OF A KINDERGARTEN AND SCHOOL FRUIT, VEGETABLES, MILK AND MILK PRODUCTS SCHEME IN THE REPUBLIC OF BULGARIA

Educating children, teachers and parents on achieving a healthy balanced diet and undertaking physical activity by delivering lectures. The general objective of the school fruit/vegetables and milk and milk products scheme is to provide legal and financial conditions for the long-term increase in the share of these products in children's diets, especially at the age when their nutritional habits are formed.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Categories (partial):	Evidence of Community Interventions/Campaign
Year(s):	2017-2022
Target age group:	Dzieci
Organisation:	REPUBLIC OF BULGARIA MINISTRY OF AGRICULTURE, FOOD AND FORESTRY
Find out more:	<a href="https://ec.europa.eu">ec.europa.eu</a>
Linked document:	<a href="#">Download linked document</a>
References:	REPUBLIC OF BULGARIA MINISTRY OF AGRICULTURE, FOOD AND FORESTRY VALIDATED BY: (Signature) RUMEN POROZHANOV MINISTER OF AGRICULTURE, FOOD AND FORESTRY NATIONAL STRATEGY ON THE IMPLEMENTATION OF A KINDERGARTEN AND SCHOOL FRUIT, VEGETABLES, MILK AND MILK PRODUCTS SCHEME IN THE REPUBLIC OF BULGARIA FROM 2017/2018 SCHOOL YEAR TO 2022/2023 SCHOOL YEAR [Internet]. 2017b. Available from: <a href="https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/key_policies/documents/bg-school-scheme-strategy-2017-23_en.pdf">https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/key_policies/documents/bg-school-scheme-strategy-2017-23_en.pdf</a> []

## NCD Country Profiles 2018 (Obesity Targets)

The profiles also provide data on the key metabolic risk factors, namely raised blood pressure, raised blood glucose and obesity and National Targets on Obesity (as of 2017)

Categories:	Evidence of Obesity Target
Year(s):	2017 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	World Health Organisation
References:	Noncommunicable diseases country profiles 2018. Geneva: World Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO.

## School Fruit, Vegetables and Milk Scheme

"Applicable since 1 August 2017, the EU school fruit, vegetables and milk scheme combines two previous schemes (the school fruit and vegetables scheme and the school milk scheme) under a single legal framework for more efficiency and an enhanced focus on health and educational. The scheme supports the distribution of products, educational measures and information measures. The scheme supports the distribution of fruit, vegetables, milk and certain milk products to schoolchildren, from nursery to secondary school. EU countries approve a list of products (in collaboration with their health and nutrition authorities) which will help achieve the schemes objective of helping children to follow a healthy diet. Priority is for fresh fruit and vegetables and for plain milk. In order to support a varied diet and/or specific nutritional needs, EU countries may also make processed fruit and vegetables such as juices and soups and certain milk products such as yoghurt and cheese, available. Additionally, under stricter conditions, milk-based drinks may be included." - EU Commission

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2017 (ongoing)
Organisation:	European Commission
Find out more:	<a href="https://ec.europa.eu">ec.europa.eu</a>
References:	<a href="https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/school-fruit-vegetables-and-milk-scheme/school-scheme-explained_en">https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/school-fruit-vegetables-and-milk-scheme/school-scheme-explained_en</a>

## Feel4Diabetes

The overall aim of the Feel4Diabetes programme was "developing and implementing a community-based intervention to promote behavioural changes and creating a more supportive social and physical environment to prevent diabetes in vulnerable families across Europe". The programme was in place in Finland, Belgium, Spain, Hungary, Bulgaria, and Greece.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2016-2018
Target age group:	Dorośli i dzieci
Find out more:	<a href="https://feel4diabetes-study.eu">feel4diabetes-study.eu</a>
Linked document:	<a href="#">Download linked document</a>
References:	<a href="https://feel4diabetes-study.eu/">https://feel4diabetes-study.eu/</a>

## GNPR 2016-2017: Infant and young child nutrition - Breastfeeding promotion and/or counselling

This programme was reported by countries for the 2nd WHO Global Nutrition Policy Review 2016-2017 module on actions related to infant and young child nutrition. Information provided by WHO GINA Programme.

Categories:	Evidence of Breastfeeding promotion or related activity
Year(s):	2016 (ongoing)
Target age group:	Dzieci
Find out more:	<a href="https://extranet.who.int">extranet.who.int</a>
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): <a href="https://extranet.who.int/nutrition/gina/en">https://extranet.who.int/nutrition/gina/en</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## Joint Action on Nutrition and Physical Activity (JANPA)

The overall aim of the project is to contribute to halting the rise of overweight and obesity in children and adolescents by 2020.

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy
Year(s):	2015-2017
Target age group:	Dzieci
Organisation:	European Commission
Find out more:	<a href="http://www.janpa.eu">www.janpa.eu</a>
Linked document:	<a href="#">Download linked document</a>
References:	Overview of the Joint Action JANPA HLG/EU Platform DG Santé Luxembourg [Internet]. 2017. Available from: <a href="https://ec.europa.eu/health/sites/health/files/nutrition_physical_activity/docs/ev_20171130_co05_en.pdf">https://ec.europa.eu/health/sites/health/files/nutrition_physical_activity/docs/ev_20171130_co05_en.pdf</a> []

## National Health Strategy 2015-2020

The strategy contains priorities and policies for overcoming the growing health challenges of Bulgarian citizens. The ways of linking health policies with measures ensuring equal treatment, the necessary impacts on the social determinants of health and the basic prerequisites for the functioning of the health system are presented.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2015-2020
Target age group:	Dorośli i dzieci
Organisation:	Ministry of Health
Find out more:	<a href="https://extranet.who.int">extranet.who.int</a>
Linked document:	<a href="#">Download linked document</a>
References:	<p>Policy - Държавна политика за укрепване на здравето – Държавна политика за укрепване на здравето, 2015-2020 [National Health Strategy 2020]</p> <p>  Global database on the Implementation of Nutrition Action (GINA) [Internet]. <a href="https://extranet.who.int">extranet.who.int</a>. [cited 2020g Jul 21]. Available from: <a href="https://extranet.who.int/nutrition/gina/en/node/24691">https://extranet.who.int/nutrition/gina/en/node/24691</a>. [Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a></p>

## National program for prevention of chronic non-communicable diseases 2014-2020

The main objective of the program is to improve public health and enhance the quality of life by reducing premature mortality, morbidity and disability.

Categories:	Evidence of NCD strategy
Year(s):	2014-2020
Target age group:	Dorośli i dzieci
Organisation:	Ministry of Health
Find out more:	<a href="https://janpa-toolbox.eu">janpa-toolbox.eu</a>
Linked document:	<a href="#">Download linked document</a>
References:	<p>NATIONAL PROGRAMME FOR PREVENTION OF NON-COMMUNICABLE DISEASES 2014-2020 [Internet]. Available from: <a href="https://janpa-toolbox.eu/files/Bulgaria-NATIONAL%20PROGRAMME%20FOR%20PREVENTION%20OF%20NON-COMMUNICABLE%20DISEASES%202014-2020.pdf">https://janpa-toolbox.eu/files/Bulgaria-NATIONAL%20PROGRAMME%20FOR%20PREVENTION%20OF%20NON-COMMUNICABLE%20DISEASES%202014-2020.pdf</a> [</p>

## NCD targets for Bulgaria

Bulgaria released their National Program for Prevention of Chronic Noncommunicable Diseases 2014-2020. NCD targets include: 'by 2020, halt the trend of increasing incidence of obesity in adults and children' & '20% reduction in premature mortality (death before 65 years) from cardiovascular disease by 2020'.

Categories:	Evidence of NCD strategy
Year(s):	2014-2020
Target age group:	Dorośli i dzieci
Find out more:	<a href="https://extranet.who.int/ncdccc/Data/BGR_Bulgaria_NCD_targets.pdf">srzi.bg</a>
References:	<a href="https://extranet.who.int/ncdccc/Data/BGR_Bulgaria_NCD_targets.pdf">https://extranet.who.int/ncdccc/Data/BGR_Bulgaria_NCD_targets.pdf</a>

## Physical activity strategy

Bulgaria have published their own national recommendations on physical activity, as well as the National strategy for physical education and sports development 2012–2022 which aims "to highlight the social function of physical education (PE) and sports in Bulgaria, and the need for political, economic and social changes to improve the uptake of physical activity"

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2012-2022
Target age group:	Dorośli i dzieci
References:	<a href="https://www.euro.who.int/__data/assets/pdf_file/0010/288091/BULGARIA-Physical-Activity-Factsheet.pdf">https://www.euro.who.int/__data/assets/pdf_file/0010/288091/BULGARIA-Physical-Activity-Factsheet.pdf</a>



## EU Regulation 1169/2011

Passed in 2011, EU Regulation 1169/2011 on the Provision of Food Information to Consumers requires a list of the nutrient content of most pre-packaged food to be provided on the back of the pack from October 2011.

Categories:	Labelling Regulation/Guidelines
Year(s):	2011 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	European Parliament and the Council of the European Union
Find out more:	<a href="http://eur-lex.europa.eu">eur-lex.europa.eu</a>
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): <a href="https://extranet.who.int/nutrition/gina/en/node/22917">https://extranet.who.int/nutrition/gina/en/node/22917</a> (last accessed 28.06.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

## Evaluation of the EU school milk and fruit scheme

European Court of Auditors (2011) Are the school milk and school fruit schemes effective? Special Report No 10. Publications Office of the European Union, Luxembourg.

Categories:	Health Effectiveness Reviews (obesity related)
Year(s):	2011 (ongoing)
Target age group:	Dzieci
Organisation:	EUROPEAN COURT OF AUDITORS
Linked document:	<a href="#">Download linked document</a>
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework <a href="http://www.wcrf.org/NOURISHING">www.wcrf.org/NOURISHING</a>

## Salt content regulations

Between 2011-12, legislation was introduced in Bulgaria which set mandatory limits on the maximum salt content of certain products: bread, cheese, meat and poultry products, and lutenica.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2011 (ongoing)
References:	<a href="https://ec.europa.eu/health/sites/default/files/nutrition_physical_activity/docs/salt_report1_en.pdf">https://ec.europa.eu/health/sites/default/files/nutrition_physical_activity/docs/salt_report1_en.pdf</a>

## The Toy Box Study

The Toy Box intervention is a multicomponent, kindergarten-based, family-involved intervention, focusing on the promotion of water consumption, healthy snacking, physical activity and the reduction/ breaking up of sedentary time in preschool children and their families.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2010-2014
Target age group:	Dorośli i dzieci
Organisation:	EU funded multidisciplinary team project
Find out more:	<a href="http://www.toybox-study.eu">www.toybox-study.eu</a>

## School food ordinances

Ordinances in Bulgaria were mandated in the years of 2009, 2011, and 2013 which set restrictions for the standards (and nutrient content) of foods. The ordinances had a specific goal of reducing the levels of salt, fat, and sugar available in school food and also restricted the sale of certain items.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of School Food Regulations
Year(s):	2009 (ongoing)
Target age group:	Dzieci
References:	<a href="https://ec.europa.eu/jrc/sites/default/files/jrc-school-food-policy-factsheet-bulgaria_en.pdf">https://ec.europa.eu/jrc/sites/default/files/jrc-school-food-policy-factsheet-bulgaria_en.pdf</a>

## FOOD BASED DIETARY GUIDELINES FOR ADULTS IN BULGARIA

National food guidelines for Bulgaria

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2006 (ongoing)
Target age group:	Dorośli
Linked document:	<a href="#">Download linked document</a>

### Food based dietary guidelines for adults in Bulgaria

While the main focus of this guideline is on diet and nutrition, it also contains guidelines on physical activity to maintain a healthy weight, suggesting to be physically active at least 60 minutes a day. The dietary guidelines were developed by an expert group from the National Center of Public Health Protection from the Ministry of Health, with support from the WHO Regional Office for Europe. The group also received input from consultative meetings with representatives from other relevant ministries, academia, associations of food producers and regional bodies for public health protection

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy
Year(s):	2006 (ongoing)
Target age group:	Dorośli
Organisation:	Ministry of Health
Find out more:	<a href="http://www.fao.org">www.fao.org</a>
Linked document:	<a href="#">Download linked document</a>
References:	Bulgarie [Internet]. Food and Agriculture Organization of the United Nations. [cited 2020 Jul 21]. Available from: <a href="http://www.fao.org/nutrition/education-nutritionnelle/food-dietary-guidelines/regions/bulgaria/fr/">http://www.fao.org/nutrition/education-nutritionnelle/food-dietary-guidelines/regions/bulgaria/fr/</a> []

## Executive committee (Program council) of Food and Nutrition Action Plan 2005-2010

National Multisectoral stakeholder mechanism in place (such as Coalition, Taskforce, Committee) for Obesity or Nutrition (including obesity)

Categories:	Evidence of a multi-sectoral national coordination mechanism for obesity or nutrition (including obesity)
Year(s):	2005-2010
Target age group:	Dorośli i dzieci
Organisation:	Ministry of Health
Linked document:	<a href="#">Download linked document</a>

## Food And Nutrition Action Plan 2005 - 2010

The plan calls for legislative measures on the marketing of unhealthy foods for children (TBI, MH 2005-2006) and new standards for nutritional content, food labelling, and food marketing to reduce the risk for obesity and its complications. The NFNAP was launched in December 2004 and adopted by the Council of Ministers in August 2005. The strategic goal is to improve the health of the Bulgarian population by improving nutrition and the reducing the risk of foodborne and diet-related chronic diseases. The Action Plan covers the three strategic areas of nutrition, food safety and food security

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2005-2010
Target age group:	Dorośli i dzieci
Organisation:	Council of Ministers
Find out more:	<a href="https://extranet.who.int">extranet.who.int</a>
Linked document:	<a href="#">Download linked document</a>
References:	<p>Policy - Food and Nutrition Action Plan 2005-2010   Global database on the Implementation of Nutrition Action (GINA) [Internet]. extranet.who.int. [cited 2020 Jul 21]. Available from: <a href="https://extranet.who.int/nutrition/gina/en/node/8062">https://extranet.who.int/nutrition/gina/en/node/8062</a> []</p> <p>Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a></p>

## Framework for Responsible Commercial Communication of Food and Drinks

Self-regulatory policy introduced in Bulgaria by: the Bulgarian Association of Advertisers (BAA), the Association of the Advertising Agencies - Bulgaria (ARA) and the Association of the Bulgarian Radio- and TV operators (ABBRO). Aims to achieve responsible marketing of food and drinks towards children.

Categories:	Evidence of Marketing Guidelines/Policy
Target age group:	Dzieci
Find out more:	<a href="http://www.nss-bg.org">www.nss-bg.org</a>

## GNPR 2016-17 (q7) Breastfeeding promotion and/or counselling

WHO Global Nutrition Policy Review 2016-2017 reported the evidence of breastfeeding promotion and/or counselling (q7)

Categories:	Evidence of Breastfeeding promotion or related activity
Target age group:	Dorośli
Organisation:	Ministry of Health (information provided by the GINA program)
Find out more:	<a href="http://extranet.who.int">extranet.who.int</a>
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): <a href="https://extranet.who.int/nutrition/gina/en">https://extranet.who.int/nutrition/gina/en</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: <a href="https://gifna.who.int/">https://gifna.who.int/</a>

PDF created on July 10, 2025