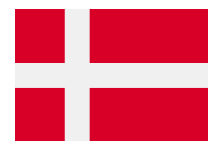


Denmark



Policies, Interventions and Actions

A better life with and after cancer - Cancer Plan V

The fifth national cancer control plan sets priorities to improve the quality of life of, and care for, cancer patients, and to strengthen prevention efforts. In regard to obesity, the plan outlines commitments to improve treatment for children with obesity, and to introduce restrictions on unhealthy food marketing to children.

Categories:	Evidence of NCD strategy
Categories (partial):	Evidence of Marketing Guidelines/Policy
Year(s):	2025-2030
Target age group:	Adults and children
Organisation:	Ministry of the Interior and Health
Find out more:	www.ism.dk
Linked document:	Download linked document

Incoming - Marketing Act amendment

In 2025, the Danish government announced its plans to amend the Marketing Act and entirely ban advertisements for unhealthy food and beverages aimed at children under 15 years old. The government states that the previous voluntary pledge has not been effective at reducing children's exposure to unhealthy food and beverage marketing. The new bill will determine which types of marketing and products will be covered. This move is part of the Cancer Plan V, linked below (see page 50, in Danish).

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2025 (ongoing)
Target age group:	Children
Organisation:	Ministry of the Interior and Health
Find out more:	www.ism.dk
Linked document:	Download linked document

School meal pilot scheme

Under the agreement on the Finance Act for 2025, the Danish government allocated funding to a school meal pilot scheme which will provide both free school meals and meals with partial parental payment to 191 schools. The scheme is intended to gather knowledge on the effects of school meals on learning and wellbeing. The Danish Veterinary and Food Administration has also compiled guidelines, rules and good advice for school meals, including portion sizes and recommendations for nutritional content. (In Danish)

Categories:	Evidence of School Food Regulations
Year(s):	2025-2029
Target age group:	Children
Organisation:	Ministry of Children and Education, Danish Veterinary and Food Administration
Find out more:	www.uvm.dk
Linked document:	Download linked document

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:	Adults and children
Organisation:	World Health Organisation (WHO)
Linked document:	Download linked document
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. https://iris.who.int/handle/10665/376957 . 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:	preventncd.eu

'Et Lettere Samfund' (A Lighter Society) Campaign

In 2023, the Danish Cancer Society led a campaign to increase awareness of the crucial role that society, and especially the food industry, plays in driving the increase in obesity. This was intended to show how obesity is not the fault of the individual, but a result of the interaction between genetics, lifestyle and society. A video released by the campaign, featuring a cartoon koala mascot, is linked below.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2023
Target age group:	Adults
Organisation:	Danish Cancer Society
Find out more:	www.youtube.com
References:	Dahl, D. & Kramer, L. 2023. 'Focus on the food industry in campaign on obesity'. Cancer.dk. Available at: https://www.cancer.dk/frivillig/nyheder/2023/fokus-paa-foedevareindustrien-i-kampagne-om-overvaegt/ [Accessed 03.07.25]

Danish Action Plan for Plant-based Foods

This action plan lays out a strategy to increase the production and consumption of plant-based foods in Denmark, with the goal of reducing greenhouse gas emissions, and improving the population's dietary habits and nutrition.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Food, Agriculture and Fisheries of Denmark
Find out more:	en.fvm.dk
Linked document:	Download linked document

Nordic Nutrition Recommendations

The Nordic Nutrition Recommendations (NNR) is an international collaboration among health and food authorities in Denmark, Finland, Iceland, Norway, and Sweden. The NNR2023 project has developed science advice based on the health effects of foods and response to the country-specific public health challenges and burden of diseases, food consumption patterns, as well as the country-specific environmental impacts of food consumption. As obesity is a major cause of morbidity and mortality in the Nordic and Baltic countries, the NNR2023 report has special focus on the role of the diet for obesity, and the consequences of the present weight status on national DRVs and FBDGs.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Nordic Council of Ministers
Find out more:	pub.norden.org
Linked document:	Download linked document

Physical activity reports

These reports compile the latest evidence on the importance of physical activity and movement for health, and provide specific physical activity recommendations for each age group including toddlers, children and adolescents, adults, the elderly, and pregnant women. The reports are linked at the bottom of the webpage below. (Documents in Danish, Summaries provided in English)

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Health Authority Sundhedsstyrelsen
Find out more:	www.sst.dk
Linked document:	Download linked document

Dietary advice for meals in schools and canteens

These guidelines are intended to help schools and canteens prepare healthy and climate-friendly food. They provide recommendations for portion sizes and ingredients to choose or limit. The website also provides educational posters, and runs free webinars for food professionals.

Categories:	Evidence of School Food Regulations
Year(s):	2022 (ongoing)
Target age group:	Children
Organisation:	Danish Veterinary and Food Administration
Find out more:	foedevarestyrelsen.dk
Linked document:	Download linked document

Food-based dietary guidelines

The Official Dietary Guidelines – good for health and climate (published 2021) were developed in a process led by the Danish Veterinary and Food Administration, under the Ministry of Food, Agriculture and Fisheries. The development process also involved the Danish Ministry of Climate, Energy and Utilities, the Danish Health Authority, the National Food Institute at the Technical University of Denmark (DTU), as well as consumer organizations, non-governmental organizations and the food- and retail industry. The dietary guidelines are endorsed by the Ministry of Food, Agriculture and Fisheries.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2021 (ongoing)
References:	http://www.fao.org/nutrition/education/food-dietary-guidelines/regions/countries/Denmark/en

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:	Adults and children
Organisation:	The European Commission
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/36162 (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: https://gifna.who.int/

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:	Download linked document
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. https://doi.org/10.1159/000496183

Danish physical activity guidelines

2018 "Physical activity Handbook on prevention and treatment"

Categories:	
Year(s):	
References:	https://extranet.who.int/ncdccs/Data/DNK_B13_Fysisk%20aktivitet%20%c3%a2%e2%82%ac%e2%80%9c%20h%c3%83%c2%a5ndb

Prevention package - Food & meals

The Danish Health Authority's prevention package for food and meals is intended to support municipalities' work to promote healthy eating in order to prevent obesity and non-communicable diseases. The report compiles the latest evidence in Denmark and provides recommendations for municipalities, including a framework for nutrition initiatives, advice from health visitors on breastfeeding and dietary habits, and early detection of poor nutrition. (Document in Danish)

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2018 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Health Authority Sundhedsstyrelsen
Find out more:	www.sst.dk
Linked document:	Download linked document

Prevention package - Overweight

The Danish Health Authority's prevention package for overweight is intended to support municipalities' work to prevent obesity. It compiles the latest evidence in Denmark and provides recommendations, including guidance from a health nurse, early detection of overweight in children, and offers for interventions and support for overweight children. (Document in Danish)

Categories:	Evidence of National Obesity Strategy/Policy or Action plan Non-national obesity strategies
Year(s):	2018 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Health Authority Sundhedsstyrelsen
Find out more:	www.sst.dk
Linked document:	Download linked document

Prevention package - Physical activity

The Danish Health Authority's prevention package is intended to support municipalities' work to promote physical activity and support good wellbeing. It contains evidence-based recommendations, including city planning that supports physical activity, easy access to sports facilities, 45 minutes of movement per day in primary schools, and a focus on motor skills and movement in daycare. (Document available in English)

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2018 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Health Authority Sundhedsstyrelsen
Find out more:	www.sst.dk
Linked document:	Download linked document

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:	ec.europa.eu
References:	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

Danish Sports Policy (2016)

Ensures that all groups in society have the opportunity to participate in sports or exercise. The policy stipulates that special efforts should be made to involve children, adolescents and adults who are not already involved in organized sports as well as disabled or vulnerable groups who may find it difficult to participate in the traditional settings of sport associations

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2016 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of health
Find out more:	ec.europa.eu
Linked document:	Download linked document
References:	Success story [Internet]. Available from: https://ec.europa.eu/sport/sites/sport/files/physical-activity-factsheets-2018/physical-activity-factsheets-2018/denmark-physical-activity-factsheet-2018_en.pdf []

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:	Children
Find out more:	extranet.who.int
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en 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: https://gifna.who.int/

ABC - All children cycle

This national campaign in Denmark is founded by the Danish Cycling Federation to promote cycling among children in grades 0-10, including cycling to school. The campaign includes a competition between schools and classes to promote regular cycling to school.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2015 (ongoing)
Target age group:	Children
Organisation:	National Cycling Federation
Find out more:	www.abc-abc.dk
References:	Cyklistforbundet [Internet]. www.cyklistforbundet.dk . [cited 2020w Jul 27]. Available from: https://www.cyklistforbundet.dk/

Adoption of the children's obesity clinic's treatment (TCOCT) protocol into another Danish pediatric obesity treatment clinic

This study reports the result of the implementation of the children's obesity clinic treatment (TCOCT) protocol in another Danish treatment clinic. It found that "the systematic use of the protocol reduced the degree of childhood obesity with acceptable retention rates".

Categories:	Health Effectiveness Reviews (obesity related)
Categories (partial):	Evidence of Multidisciplinary Intervention
Year(s):	2015
Target age group:	Children
Organisation:	Jens-Christian Holm, The Children's Obesity Clinic
Find out more:	bmcpediatr.biomedcentral.com
References:	Most, S.W., Birgitte Højgaard, Grete Teilmann, Andersen, J., Mette Valentiner, Gamborg, M. and Holm, J.-C. (2015). Adoption of the children's obesity clinic's treatment (TCOCT) protocol into another Danish pediatric obesity treatment clinic. BMC Pediatrics, [online] 15(1). [Accessed 03.07.25]

Danish clinical guidelines for examination and treatment of overweight and obese children and adolescents in a pediatric setting

Danish clinical guidelines for examination and treatment of overweight and obese children and adolescents in a pediatric setting.

Categories:	Evidence of Management/treatment guidelines
Year(s):	2014 (ongoing)
Target age group:	Children
Organisation:	The Obesity Committee of The Danish Pediatric Society (DPS)
Find out more:	pubmed.ncbi.nlm.nih.gov
Linked document:	Download linked document
References:	Johansen A, Holm J-C, Pearson S, Kjærsgaard M, Larsen LM, Højgaard B, et al. Danish clinical guidelines for examination and treatment of overweight and obese children and adolescents in a pediatric setting. Danish Medical Journal [Internet]. 2015 May 1 [cited 2020 Jul 27];62(5). Available from: https://pubmed.ncbi.nlm.nih.gov/26050836/ []

European Union (EU) Action Plan on Childhood Obesity 2014-2020

EU Action plan. To contribute to halting the rise in overweight and obesity in children and young people (0-18 years) by 2020

Categories:	Transnational Obesity Strategies/Policy/Recommendations or Action Plan
Year(s):	2014-2020
Target age group:	Children
Organisation:	Ministry of Health
Find out more:	ec.europa.eu
Linked document:	Download linked document
References:	EU Action Plan on Childhood Table of contents [Internet]. Available from: https://ec.europa.eu/health/sites/health/files/nutrition_physical_activity/docs/childhoodobesity_actionplan_2014_2020_en.pdf &amp;amp;wznj;

The Danish Government Programme on Public Health and Health Promotion

Includes 7 national goals for the Danish health: reduce social inequality in health, increase the number of children and adults thriving and with good mental health, increasing the number choosing a smoke free life, reducing those with harmful alcohol consumption and postpone the alcohol bowel among young people, reduce the number of overweight children and increase exercise.

Categories (partial):	Evidence of NCD strategy
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Ministry of Health
Find out more:	www.sum.dk
Linked document:	Download linked document
References:	Sundheds- og Ældreministeriet Sundere liv for alle - nationale mål for danskernes sundhed de næste 10 år- sum.dk [Internet]. sum.dk. [cited 2020bp Jul 27]. Available from: https://sum.dk/Aktuelt/Publikationer/Nationale-maal-jan-2014.aspx []

BEK nr 801 af 21/06/2013 Bekendtgørelse om reklamer og sponsorering m.v. af programmer i radio, fjernsyn og on demand-audiovisuelle medietjenester samt indgåelse af partnerskaber

Advertising aimed at children and young people shall not encourage or condone excessive consumption of foods and beverages containing substances the excessive consumption of which is not recommended, such as fats, trans fatty acids, salt or sodium and sugars. Adopted from June 2013. (Available only in Danish language)

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2013 (ongoing)
Target age group:	Children
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/fr/node/43081 (last accessed 18.07.22) 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: https://gifna.who.int/

Project SoL

Project SoL was a multi-component intervention targeting schools, childcare centres and supermarkets aiming to encourage healthy eating and uptake of physical activity. The evaluation study showed no favourable effects of the intervention on BMI or waist circumference.

Categories:	Evidence of Multidisciplinary Intervention Health Effectiveness Reviews (obesity related)
Year(s):	2012-2014
Target age group:	Adults and children
Organisation:	Aalborg University (AAU), Steno Diabetes Center (SDC), Research Centre for Prevention and Health (RCPH)
Linked document:	Download linked document
References:	Tine Buch-Andersen, Eriksson, F., Bloch, P., Glümer, C., Mikkelsen, B.E. and Toft, U. (2021). The Danish SoL Project: Effects of a Multi-Component Community-Based Health Promotion Intervention on Prevention of Overweight among 3–8-Year-Old Children. International Journal of Environmental Research and Public Health, [online] 18(16), pp.8419–8419 [Accessed 03.07.25]

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:	Adults and children
Organisation:	European Parliament and the Council of the European Union
Find out more:	eur-lex.europa.eu
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/22917 (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: https://gifna.who.int/

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:	Children
Organisation:	EUROPEAN COURT OF AUDITORS
Linked document:	Download linked document
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework www.wcrf.org/NOURISHING

Tax of saturated fat (part of the Danish Tax Reform 2010)

As part of the Tax Reform 2010, Denmark introduced a 'fat tax' in 2011 - a tax of Dkr 16 (â,~2.15) per kg of saturated fat, with the taxable base including all foods containing saturated fat. The actual aims of the reform was to increase labour supply in the medium to long term and at same time contribute to soften the effects of the global economic crises in the short run. Furthermore net savings should be increased and goals in the areas of energy, climate, environment and health are supported. Note that the tax was discontinued in January 2013.

Categories (partial):	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2011-2013
Target age group:	Adults and children
Organisation:	The Danish Ministry of Taxation
Find out more:	www.researchgate.net
Linked document:	Download linked document
References:	(PDF) The Danish Tax on Saturated Fat: Why It Did Not Survive [Internet]. ResearchGate. [cited 2020bg Jul 27]. Available from: https://www.researchgate.net/publication/267741946_The_Danish_Tax_on_Saturated_Fat_Why_It_Did_Not_Survive

Clinical guidance for general practice detection and treatment of obesity in adults

Clinical guidance for general practice detection and treatment of obesity in adults

Categories:	Evidence of Management/treatment guidelines
Year(s):	2009 (ongoing)
Target age group:	Adults
Organisation:	Danish Society for General Medicine
Linked document:	Download linked document

Danish Whole Grain logo

The Whole Grain food label aims to increase the availability of whole grain products and enhance knowledge of the positive effects of whole grain. Products must meet nutritional criteria set by the Danish Whole Grain Partnership, as well as the nutritional criteria for the Nordic Keyhole's nutrient profile.

Categories:	Labelling Regulation/Guidelines
Year(s):	2009 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Whole Grain Partnership
Find out more:	fuldkorn.dk

Nordic Key Hole Label

Voluntary nordic food label that identifies products containing less fat, sugars and salt and more dietary fibre than other products within the same category. Nutritional criteria is the same as in Norway and Sweden.

Categories:	Labelling Regulation/Guidelines
Year(s):	2009 (ongoing)
Target age group:	Adults and children
Organisation:	Swedish National Food Agency
Find out more:	www.nokkelhullsmerket.no

Code of Responsible Food Marketing Communication

A voluntary code that is applicable to food and beverage marketing to children aged 13 and under via media outlets. It sets out guideline limits on sugar, salt and fat content in 10 food categories.

Categories:	Evidence of Marketing Guidelines/Policy Industry/Government regulations - voluntary /pledges
Year(s):	2008 (ongoing)
Target age group:	Children
Organisation:	Forum of Responsible Food Marketing Communication
Find out more:	kodeksforfoedevarereklamer.di.dk
Linked document:	Download linked document

Danish Whole Grain Campaign (Fuldkornskampagnen)

"The Danish Whole Grain Partnership was created due to a growing concern about a decreasing whole grain intake in the Danish population in the mid-2000. Some of the future partners were concerned about the increasing popularity of low-carb, high-fat diets (e.g. Atkins) that seemed to be part of a general trend leading to a significant decline in the intake of whole grain breads. At the same time, millers, bread producers, and bakeries were experiencing weakened (declining) demand for their products. In parallel with this development, non-governmental organizations (NGO's) became increasingly aware of the growing evidence on the health benefits of whole grains. Together, these factors provided a window of opportunity for the establishment of a new partnership to promote whole grain consumption in Denmark. The partnership was established in 2008."

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2008 (ongoing)
Target age group:	Adults and children
References:	https://fuldkorn.dk/english/

Healthy Senior Life

Local health promotion intervention for senior citizens through group meetings, exercise and motivational interview.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2008 (ongoing)
Target age group:	Adults
Organisation:	Healthcare Denmark
Find out more:	www.healthcaredenmark.dk
Linked document:	Download linked document
References:	Elderly care · Healthcare DENMARK [Internet]. www.healthcaredenmark.dk . [cited 2020ac Jul 27]. Available from: https://www.healthcaredenmark.dk/the-case-of-denmark/integrated-care-and-coherence/elderly-care/ []

The Children's Obesity Clinic (TCOCT)

The Children's Obesity Clinic (TCOCT) is a childhood obesity treatment programme set up by Jens-Christian Holm in the town of Holbaek, Northeastern Denmark. It includes a protocol to help children achieve weight loss by adjusting various elements of their lifestyle.

Categories:	Evidence of Multidisciplinary Intervention
Year(s):	2007 (ongoing)
Target age group:	Children
Organisation:	Jens-Christian Holm
Find out more:	bmcpediatr.biomedcentral.com
Linked document:	Download linked document
References:	Most SW, Højgaard B, Teilmann G, Andersen J, Valentiner M, Gamborg M, et al. Adoption of the children's obesity clinic's treatment (TCOCT) protocol into another Danish pediatric obesity treatment clinic. BMC Pediatrics. 2015 Mar 1;15(1).[]

The School Patrol

This national school-based scheme promotes physical activity and play in Denmark. Older students (grades 6-9) from participating schools promote play and physical activity during breaks to younger children (grade 1-6). Approximately 4-5 students/school and one leader are recruited from every school. The scheme, founded in 2007 by the Danish School Sports Association, the Cancer society and the Danish Gymnastics Federation, has received an extension to 2011

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2007 (ongoing)
Target age group:	Children
Organisation:	Danish School Sports Association, Cancer Society and Danish Gymnastics Federation
Find out more:	www.legepatruljen.dk
References:	Aktive frikvarterer - Dansk Skoleidræt [Internet]. skoleidraet.dk. Available from: https://skoleidraet.dk/aktivefrikvarterer/forside/ []

EU health and nutrient claims regulation

Regulation n° 1924/2006 establishes EU-wide rules on the use of specified health and nutrient claims. The European Commission approves claims provided they are based on scientific evidence and accessible consumers. The European Food Safety Authority is responsible for evaluating the scientific evidence supporting health claims. Nutrition claims may only be used on food defined as "healthy" by a nutrient profile.

Categories:	Labelling Regulation/Guidelines
Year(s):	2006 (ongoing)
Target age group:	Adults and children
Organisation:	European Commission
Linked document:	Download linked document
References:	https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX%3A32006R1924

Nutrition-Friendly Schools Initiative (NFSI)

"The NFSI is a school-based programme that addresses the double burden of malnutrition –undernutrition, including micronutrient deficiencies, and overweight/obesity. It is a tool for developing a school environment that promotes the nutritional well-being of school-age children and increases their physical activity levels."

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2006 (ongoing)
Target age group:	Children
Organisation:	World Health Organization
Linked document:	Download linked document
References:	https://ec.europa.eu/health/sites/default/files/nutrition_physical_activity/docs/implementation_report_a1c_en.pdf

Legal ban on trans fats

"In 2003, Denmark introduced a law limiting the amount of trans fat to 2 grams per 100 grams of fat or oil. Oils labeled "trans fat free" could not contain more than 1 gram per 100 grams of fat." - WHO

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2003 (ongoing)
Target age group:	Adults and children
Organisation:	Danish Government
References:	https://www.who.int/news-room/feature-stories/detail/denmark-trans-fat-ban-pioneer-lessons-for-other-countries

National Action Plan Against Obesity

An action plan for the prevention and treatment of obesity with a list of recommendations.

Categories:	Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2003 (ongoing)
Target age group:	Adults and children
Organisation:	National Board of Health, Centre for Health Promotion and Prevention
Find out more:	sundhedsstyrelsen.dk
Linked document:	Download linked document
References:	Hølund U. Danish National Action Plan against Obesity National Action Plan against Obesity Background [Internet]. Available from: https://ec.europa.eu/health/archive/ph_determinants/life_style/nutrition/documents/ev_20030630_co08_en.pdf []

Bike to Work

The Danish Cyclist Federation established the national campaign “Bike to work” to encourage people to use their bicycles for everyday transport. A number of schemes have also been developed by the Company Sport Association and implemented by the Danish Working Environment Authority to promote physical activity in workplaces.

Categories:	Evidence of Physical Activity Guidelines/Policy
Target age group:	Adults
Organisation:	Ministry of Health
Find out more:	ec.europa.eu
References:	Success story [Internet]. Available from: https://ec.europa.eu/sport/sites/sport/files/physical-activity-factsheets-2018/physical-activity-factsheets-2018/denmark-physical-activity-factsheet-2018_en.pdf []

Evaluation of the Danish saturated fat tax

Smed S et al. (2016) The effects of the Danish saturated fat tax on food and nutrient intake and modelled health outcomes: an econometric and comparative risk assessment evaluation. *European Journal of Clinical Nutrition*, 70, 681-686

Categories:	Health Effectiveness Reviews (obesity related)
Find out more:	pubmed.ncbi.nlm.nih.gov
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework www.wcrf.org/NOURISHING

Evaluation of the regulation of trans fatty acid content

Leth T et al. (2006) The effect of the regulation on trans fatty acid content in Danish food. *Atherosclerosis Supplements*, 7(2), 53-56.

Categories:	Health Effectiveness Reviews (obesity related)
Find out more:	pubmed.ncbi.nlm.nih.gov
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework www.wcrf.org/NOURISHING

Evaluation of the Whole Grain Partnership

Greve C & Neess RI (2014) The Evolution of the Whole Grain Partnership in Denmark. Copenhagen Business School & the Danish Whole Grain Partnership, Frederiksberg.

Categories:	Health Effectiveness Reviews (obesity related)
Find out more:	research.cbs.dk
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework www.wcrf.org/NOURISHING

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:	Adults
Organisation:	Ministry of Health (information provided by the GINA program)
Find out more:	extranet.who.int
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en 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: https://gifna.who.int/

Sundhetscafé i et socialt boligområde

'Sundhetscafé i et socialt boligområde' was a Community Health Café in which inhabitants of Roskilde (Denmark) could get free health check-ups, join group exercise sessions, and also receive counselling from professionals about smoking cessation, healthy nutrition and physical activity.

Categories:	Evidence of Community Interventions/Campaign
Target age group:	Adults and children
References:	https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-015-1563-2

PDF created on July 4, 2025