

# Iceland



## 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:	Adults and children
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://preventncd.eu">preventncd.eu</a>

## 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.

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:	<a href="https://pub.norden.org">pub.norden.org</a>
Linked document:	<a href="#">Download linked document</a>

## CLINICAL MANAGEMENT FOR ADULTS LIVING WITH OBESITY: GUIDELINES

Clinical Guidelines for Management of Obesity in Icelandic Adults (in Icelandic)

Categories:	Evidence of Management/treatment guidelines
Year(s):	2020 (ongoing)
Target age group:	Adults
Find out more:	<a href="https://www.landlaeknir.is">www.landlaeknir.is</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:	Adults and children
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>

## Dietary and nutrient guidelines

The main objective of the work is to contribute to the desired development of the diet of the population in accordance with the recommendations of diet and nutrients.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Categories (partial):	Evidence of Physical Activity Guidelines/Policy
Year(s):	2015 (ongoing)
Target age group:	Adults and children
Organisation:	The Directorate of Health
Find out more:	<a href="http://www.landlaeknir.is">www.landlaeknir.is</a>
Linked document:	<a href="#">Download linked document</a>

## Action plan to reduce the prevalence of obesity

The government's priority is to call for cooperation between all ministries to coordinate efforts to reduce unhealthy lifestyles and the nation's growing weight. - Tax on unhealthy eating – concessions on loyalty - Research on lifestyles – regular monitoring – assessment of the effectiveness of actions - Strengthening health care services - Check for movement - Nutritional counselling within the health care sector - Nordic Loyalty Badge - Obesity clinical guidelines for children (reviewed) and for adults - Mat á heilsufarsáhrifum (health impact assessment) - Map fat bias and counteract them (Available only in Icelandic language)

Categories:	Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2013 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Welfare
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/36100">https://extranet.who.int/nutrition/gina/en/node/36100</a> (last accessed 21.07.22) 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>

## 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 13 December 2016.

Categories:	Labelling Regulation/Guidelines
Year(s):	2011 (ongoing)
Target age group:	Adults and children
Organisation:	European Parliament and the Council of the European Union
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/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>

## Leiðbeinandi reglur um neytendavernd barna

Voluntary marketing restriction: 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 March 2009. (Available only in Icelandic language)

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2009 (ongoing)
Target age group:	Children
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/41605">https://extranet.who.int/nutrition/gina/en/node/41605</a> (last accessed 20.07.22) 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>

## Life Run

Web based physical activity diary to promote physical activity in everyday life through information, competitions and mass media campaigns.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2008 (ongoing)
Target age group:	Adults and children
Organisation:	National Olympic and Sports Association of Iceland
Find out more:	<a href="http://lifshlaupid.is">lifshlaupid.is</a>

## A better life through diet and physical activity: Nordic plan of action on better health and quality of life through diet and physical activity

This document provides solutions to the problems of an unhealthy diet, physical inactivity, and overweight primarily found in action at the national or local level.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy Evidence of Community Interventions/Campaign
Year(s):	2006 (ongoing)
Target age group:	Adults and children
Organisation:	Nordic Council of Ministers
Linked document:	<a href="#">Download linked document</a>

## Consumer spokesmans and children ombudsma's guidelines for increased consumer protection regarding marketing directed at children

The guidelines have been developed by the independent, but government-appointed Consumer Spokesman and Children's Ombudsman, who have developed a voluntary agreement. This can be defined as approved self-regulation (subject to verification)

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2005 (ongoing)
Target age group:	Children
Organisation:	Consumers spokesman and children ombudsman

## Cycle to work

National, annual project to promote physical activity through cycling among employees with a web based registration and competition.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2003 (ongoing)
Target age group:	Adults
Organisation:	National Olympic and Sports Association of Iceland, department Sport for All
Find out more:	<a href="http://hjoladivinnuna.is">hjoladivinnuna.is</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:	Adults
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>

## Group of specialist for food based dietary guidelines

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)
Target age group:	Adults and children
Organisation:	Ministry of Health
Linked document:	<a href="#">Download linked document</a>

PDF created on June 3, 2025