

Irlandia



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:	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

Obesity in Adults: A 2022 Adapted Clinical Practice Guideline for Ireland

Developed by the Association for the Study of Obesity on the Island of Ireland, the Irish Coalition for People Living with Obesity and the HSE Obesity National Clinical Programme alongside 70 specialists from all over Ireland adapted the Canadian Clinical Practice Guidelines for use in Ireland, using the ADAPTE framework.

Categories:	Evidence of Management/treatment guidelines
Year(s):	2022 (ongoing)
Target age group:	Dorośli
Organisation:	Association for the Study of Obesity on the Island of Ireland
Find out more:	aso.i.info
Linked document:	Download linked document

Action for Life (V3)

"Action for Life is a health-related, physical activity resource designed to support teachers with the rollout of their P.E. programmes. Launching in 2021, the new Action for Life v3 resource will take a holistic approach to health through the lens of physical literacy. While the primary focus of the programme is PE it has strong clear links outlined for SPHE. To support teachers each lesson includes opportunities for assessment for/of learning."

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2021 (ongoing)
Target age group:	Dzieci
Organisation:	Irish Heart Foundation
References:	https://irishheart.ie/schools/primary-schools/action-for-life/

Childhood Obesity Education

Children and adolescents with obesity are at higher risk of health complications in childhood and into adulthood but currently in Ireland children can only access multidisciplinary treatment in Children's Health Ireland at Temple Street. The Sláintecare funded project: Facilitating Integration of Childhood Obesity Services in Primary Care Through Education, was developed to address known gaps in health professional training and is led by Dr. Grace O'Malley, Clinical Specialist Physiotherapist and lead of the Obesity Research and Care Group in RCSI. They provide training in childhood obesity for healthcare professionals that care for children and adolescent across the disciplines. The training opportunities offered include online training courses and clinical skills training.

Categories:	Training
Year(s):	2021 (ongoing)
Target age group:	Dzieci
Organisation:	RCSI & Sláintecare
Find out more:	childhoodobesity.ie
Linked document:	Download linked document

Healthy Ireland Strategic Action Plan 2021-2025

The Healthy Ireland Strategic Action Plan 2021-2025 provides a clear roadmap of how we can continue to work together to bring about good health, access to services, healthy environments, and the promotion of resilience and to ensure that everyone can enjoy physical and mental, health and wellbeing, to their full potential. This action plan will build on the work and progress made to date and focus on the remaining years of the Healthy Ireland Framework.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2021 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Healthy Ireland, Department of Health
Find out more:	www.gov.ie
Linked document:	Download linked document

Mandatory restrictions of the advertising of High Fat, Salt and Sugar (HFSS) products

The new rules will restrict marketing communications for HFSS foods and beverages from being directed or targeted at children under the age of 15 through the selection of media or the context in which they appear. The rules are in response to changing media habits among young people, as well as wider concerns in society about public health challenges for this age group.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2021 (ongoing)
Target age group:	Dzieci
Organisation:	Advertising Standards Authority for Ireland
Find out more:	www.asai.ie

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:	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

Sugar Sweetened Drinks Tax

Sugar sweetened drinks tax which applies to water and juice based drinks which have added sugar and a total sugar content of five grams or more per 100 millilitres. Products liable to the tax may be in ready to consume or in concentrated form. In 2019, the base extended beyond water and juice based drinks to include certain plant protein drinks and drinks containing milk fats.

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2018 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Irish tax and customs
Find out more:	www.revenue.ie
Linked document:	Download linked document

Voluntary Codes of Practice for advertising of food and non-alcoholic beverages

In February 2018, Ireland launched Voluntary Codes of Practice for non-broadcast media advertising and marketing of food and non-alcoholic beverages, sponsorships by the food industry and food and beverage product placement in the retail sector. Non-broadcast media is defined as all forms of digital media, out of home media, print media and cinema. The overarching objective of the codes is to reduce exposure of the Irish population to marketing initiatives relating to foods that are high in fat, sugar and/or salt (HFSS foods) identified using the Nutrient Profile model used by the Broadcast Authority of Ireland. The codes were developed by a multi-sector group and sit alongside and complement other measures in place in Ireland, including the Advertising Standards Authority For Ireland (ASAI) Code of Standards for Advertising and Marketing Communications

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2018 (ongoing)
Target age group:	Dorośli i dzieci
References:	https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=3#step3=354

Get Ireland Walking

Get Ireland Walking is a national initiative that aims to maximise the number of people participating in walking - for health, wellbeing and fitness - throughout Ireland

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2017 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Sport Ireland
Find out more:	www.getirelandwalking.ie

Nutrition Standards for School Meals

"These Nutrition Standards for School Meals are being published under the auspices of Healthy Ireland, the national Framework which aims to improve the health and wellbeing of the population of Ireland."

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of School Food Regulations
Year(s):	2017 (ongoing)
Target age group:	Dzieci
Organisation:	Department of Health
Linked document:	Download linked document
References:	https://www.gov.ie/en/publication/484f17-nutrition-standards-for-school-meals/

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

A Healthy Weight for Ireland - Obesity Policy and Action Plan

The Obesity Policy and Action Plan overall aim is to increase the number of people with a healthy weight. by setting targets to be achieved and actions that will produce measurable outcomes. The Action Plan involves all sectors in Ireland and includes implementation pathways and indicators to measure progress. It is informed by the Healthy Ireland guiding principles, which include better governance and leadership, resources, partnerships, systems for healthcare, evidence, measurement and evaluation, and programme management.

Categories:	Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2016-2025
Target age group:	Dorośli i dzieci
Organisation:	Department of Health
Find out more:	www.healthyireland.ie
Linked document:	Download linked document

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):	2016 (ongoing)
Target age group:	Dorośli i dzieci
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/

Front of pack (FoP) nutrition label for pre-packed products sold through retail outlets

Front of pack nutrition labels which are colour coded in a 'traffic light' system. Adopted by Ireland on a voluntary basis after introduction in UK.

Categories (partial):	Labelling Regulation/Guidelines
Year(s):	
Target age group:	
Organisation:	The guidance was developed by the Department of Health, the Food Standards Agency, and devolved administrations in Scotland and Wales in collaboration with the British Nutrition Foundation
Find out more:	
Linked document:	Download
References:	Guide to creating a front of pack (FoP) nutrition label for pre-packed products sold through retail outlets. Updated 2016. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/566251/FoP_Nutrition_Labelling_Guide.pdf (last accessed 28.06.22)

Get Ireland Active - The National Physical Activity Plan

This Plan focuses on different types of actions, some immediate and some more long-term and sustainable solutions, which recognise that behaviour change is complex, challenging and takes time. This does not merely focus on overcoming deficits but concentrates on solutions and strengths and reshaping the environment for physical activity.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2016 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Healthy Ireland, Department of Health
Find out more:	health.gov.ie
Linked document:	Download linked document
References:	Healthy Ireland, Department of Health. http://health.gov.ie/healthy-ireland (last accessed 8 Feb 2016)

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:	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/

Healthy Food for Life – the Healthy Eating Guidelines

The guidelines have been developed and updated by the Department of Health. The new Healthy Food for Life – the Healthy Eating Guidelines and Food Pyramid have been developed by the Department working in partnership with other experts in nutrition in Ireland. The guidelines were published in 2012. The food pyramid and messages were revised in 2015-2016.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2016 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Department of Health
References:	http://www.fao.org/nutrition/education/food-dietary-guidelines/regions/countries/ireland/en/

National Exercise referral framework

The pathway offers professional support over 12 weeks to encourage health behaviour modification and retention of an active lifestyle.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2016 (ongoing)
Target age group:	Dorośli
Organisation:	ICPG, HSE, ILAM
Find out more:	www.hse.ie
Linked document:	Download linked document
References:	Woods C., McCaffrey N., Furlong B., Fitzsimons-D'Arcy L., Murphy M., Harrison M., Glynn L., O'Riordan J., O'Neill B., Jennings S. and Peppard C. (2016) The National Exercise Referral Framework. Health and Wellbeing Division, Health Services Executive. Dublin. Ireland.

General and Children's Commercial Communications Code (revised version)

These Codes deal with advertising, sponsorship, product placement and other forms of commercial promotion. The Codes have been updated to include new rules on the promotion to children of food that is high in fat, salt or sugar (HFSS food). The revised Codes came into effect from 2nd September 2013.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2013 (ongoing)
Target age group:	Dzieci
Organisation:	Broadcasting Authority of Ireland
Find out more:	www.bai.ie
Linked document:	Download linked document

Healthy Ireland: A Framework for Improving Health and Wellbeing 2013-2025

Healthy Ireland is a national framework for action to improve the health and wellbeing of Ireland. Based on international evidence, it outlines a new commitment to public health with an emphasis on prevention, while at the same time advocating for stronger health systems. It sets out four central goals and outlines actions under 6 thematic areas, in which all people and all parts of society can participate to achieve these goals.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2013-2025
Target age group:	Dorośli i dzieci
Organisation:	Healthy Ireland, Department of Health.
Find out more:	health.gov.ie
Linked document:	Download linked document
References:	Healthy Ireland, Department of Health. http://health.gov.ie/healthy-ireland/ (last accessed 8 Feb 2016)

Be Active After-School Activity Programme (ASAP)

The Be Active After-School Programme (ASAP) is aimed at 7-8 yr olds to improve the physical activity patterns of school children by introducing them to a wide variety of activities in a fun, supportive, positive environment where everyone is involved. It expanded from Meath to throughout Ireland in 2019

Categories:	Evidence of Physical Activity Guidelines/Policy
Categories (partial):	Evidence of Community Interventions/Campaign
Year(s):	2011 (ongoing)
Target age group:	Dzieci
Organisation:	Health Promotion Unit, HSE Dublin North East, Ireland.
Find out more:	www.beactiveasap.ie

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:	Download linked document
References:	Information provided with kind permission of World Cancer Research Fund International from their NOURISHING framework www.wcrf.org/NOURISHING

Scientific Recommendations for Healthy Eating Guidelines in Ireland

Healthy eating guidelines

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2011 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	Food Safety Authority of Ireland
Find out more:	www.fsai.ie
Linked document:	Download linked document

Changing cardiovascular health

Includes targets for healthy eating and reduction in salt consumption.

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2010-2019
Target age group:	Dorośli i dzieci
Organisation:	Minister for health and children
Find out more:	www.gov.ie
Linked document:	Download linked document
References:	Changing Cardiovascular Health: National Cardiovascular Health Policy 2010 – 2019, Department of Health, Ireland

The National Guidelines on Physical Activity for Ireland

These guidelines aim to emphasise the importance of physical activity to the health of all Irish people and outline the recommendations for physical activity for people of all ages and abilities.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2009 (ongoing)
Target age group:	Dorośli i dzieci
Organisation:	The Health Service Executive (HSE) and Department of Health and Children
Linked document:	Download linked document

Healthy Stadia Network

"At Healthy Stadia, we encourage professional and amateur sports clubs, league operators, national and international governing bodies of sport to develop their stadia and sports facilities as health-promoting environments. We do this by supporting them to adopt a range of policies and practices in support of the health of their fans, their staff and the surrounding community. The definition we give to Healthy Stadia is: Healthy Stadia are... those who promote the health of visitors, fans, players, employees and the surrounding community... places where people can go to have a positive, healthy experience playing or watching sport."

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2008 (ongoing)
Target age group:	Dorośli i dzieci
References:	https://healthystadia.eu/healthy-stadia-concept/

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:	Dorośli i dzieci
Organisation:	European Commission
Linked document:	Download linked document
References:	https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX%3A32006R1924

Healthy food made easy

Basic nutrition and cookery course that helps people to change to a healthy diet, plan meals on a budget and make easy to cook meals.

Categories:	Evidence of Community Interventions/Campaign
Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2006 (ongoing)
Target age group:	Dorośli
Organisation:	The Northside Partnership
Find out more:	northsidepartnership.ie

The National Health Promotion Strategy 2000-2005

This document identifies strategic aims and objectives, which will contribute to the overall health improvement of the Irish population.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2000-2005
Target age group:	Dorośli i dzieci
Organisation:	Irish Department of Health and Children
Find out more:	health.gov.ie
Linked document:	Download linked document
References:	Information provided with kind permission of HEPA Europe (European network for the promotion of health-enhancing physical activity): http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity/activities/hepa-europe

Community Based Programmes to tackle Obesity

Weekly physical activity sessions in local communities for adults and children, to promote physical activity and friendliness between community groups.

Categories:	Evidence of Physical Activity Guidelines/Policy Evidence of Community Interventions/Campaign
Target age group:	Dorośli i dzieci
Organisation:	County Limerick Sports Partnership
Find out more:	limericksports.ie

Fit For Farming

The leaflet is provided to raise awareness and provide practical solutions for farmers who often overlook their own health. The leaflet looks at many aspects of health including healthy weight, alcohol, stress and smoking

Categories:	Evidence of Community Interventions/Campaign
Target age group:	Dorośli
Find out more:	www.mhfi.org

Food and beverage advertising during children's television programming.

Scully P et al. (2015) Food and beverage advertising during children's television programming. Irish Journal of Medical Science, 184(1), 207-212.

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

Food Dudes

In Ireland, the EU School Fruit and Vegetable Scheme is delivered through the Food Dudes Healthy Eating Programme. Food Dudes is carried out in Irish schools to encourage healthy eating. "Food Dudes is an award winning curriculum-linked evidence-based healthy eating programme, developed to encourage children to eat more fresh fruit and vegetables. It is based on repeated tastings of fresh fruit and vegetables, rewards and positive role models."

Categories:	Evidence of Community Interventions/Campaign
Target age group:	Dzieci
Organisation:	EU School Fruit and Vegetable Scheme
References:	https://www.fooddudes.ie/about-food-dudes/

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:	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/

Healthy communities initiative

The Healthy Communities Initiative brings together private, statutory and community stakeholders to develop a local Healthy Community Plan. The approach is based on positive examples of local initiatives from the World Health Organisation's Healthy Cities Network and good practice identified in Dublin and further afield.

Categories:	Evidence of Community Interventions/Campaign
Target age group:	Dorośli i dzieci
Organisation:	Northside Partnership
Find out more:	www.northsidepartnership.ie

Its not your fault

itsnotyourfault.ie is a new information portal setup by a collaboration between the University College Dublin Diabetes Complications Research Centre, The St Vincent's Healthcare Group Obesity Complications Clinic and Medfit group to promote healthier attitudes towards obesity and provide factual information backed up by peer reviewed international research

Categories:	Evidence of Community Interventions/Campaign
Target age group:	Dorośli
Organisation:	University College Dublin Diabetes Complications Research Centre, The St Vincent's Healthcare Group Obesity Complications Clinic and Medfit group
Find out more:	www.itsnotyourfault.ie

NCD targets for Ireland

Ireland's NCD targets include • Increase by 5% the number of adults with a healthy weight by 2019 • Increase by 6% the number of children with a healthy weight by 2019

Categories:	Evidence of NCD strategy
Target age group:	Dorośli i dzieci
References:	https://extranet.who.int/ncdccs/Data/IRL_Ireland_NCD_targets_2019.pdf

Stop targeting Kids

Campaigned aimed at preventing hard marketing practices being used on children. They ask you to sign a petition to stop Junk food and drink brands using various methods to target children from clever advertising to social media

Categories:	Evidence of Marketing Guidelines/Policy
Categories (partial):	Labelling Regulation/Guidelines
Target age group:	Dorośli i dzieci
Organisation:	Irish Heart Foundation
Find out more:	irishheart.ie

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