

Mexico



Policies, Interventions and Actions

Ban on sale of junk food/drinks to children in schools

Since March 2025, schools are banned from selling junk food and soft drinks to children. Schools must offer natural or minimally processed foods including seasonal fruits and vegetables and free drinking water. Foods should also be prepared using minimal sugar and oil. Guidelines for the nutritional composition of prepared foods in school have been published and training is to be provided for catering staff at schools. These measures are intended to counteract high levels of overweight and obesity and promote healthier eating habits in children.

Categories:	Evidence of School Food Regulations Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Categories (partial):	Training Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2025 (ongoing)
Target age group:	Children
Organisation:	Government
Find out more:	www.gob.mx
Linked document:	Download linked document

Vive Saludable, Vive Feliz

In March 2025, the Mexican Government launched the national strategy 'Vive Saludable, Vive Feliz' or 'Living Healthy, Living Happy', an initiative to improve the health and wellbeing of children in schools. Along with a ban on the sale of junk food at school, guidelines and educational materials on physical activity and healthy eating have been published. Healthy eating and daily physical activity is to be promoted in schools, and regular health clinics measuring height and weight are to be conducted.

Categories:	Evidence of Physical Activity Guidelines/Policy Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Categories (partial):	Evidence of School Food Regulations Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2025 (ongoing)
Target age group:	Children
Organisation:	Government
Find out more:	www.vidasaludable.gob.mx
Linked document:	Download linked document

Mexican Clinical Practice Guidelines for Adult Overweight and Obesity Management

Mexico's first methodologically rigorous clinical practice guideline for the management of adult overweight and obesity. The target audiences are interdisciplinary healthcare professionals across healthcare systems who are the first point of contact for patients with obesity in Mexico, patients, and health system decision makers.

Categories:	Evidence of Management/treatment guidelines
Year(s):	2024 (ongoing)
Target age group:	Adults
Linked document:	Download linked document
References:	Chávez-Manzanera, E.A., Vera-Zertuche, J.M., Kaufer-Horwitz, M. et al. Mexican Clinical Practice Guidelines for Adult Overweight and Obesity Management. <i>Curr Obes Rep</i> (2024). https://doi.org/10.1007/s13679-024-00585-w

Ban and mandatory limits on trans fatty acids

Mandatory national ban on PHO for edible oils and fats and non-alcoholic foods and beverages. There is also a mandatory national limit (iTFA <2 g/100 g total fat) in all foods. The law also calls for reformulation to reduce/eliminate TFA and a front-of-pack labelling system that includes TFA.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2023 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Find out more:	dof.gob.mx
Linked document:	Download linked document

Ban on sale of junk food/drinks to children

The Mexican state of Oaxaca has banned the sale of junk food and sugary drinks to children in an attempt to reduce high obesity and diabetes levels.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2020 (ongoing)
Target age group:	Children
Organisation:	Oaxaca State
Find out more:	foodtank.com
References:	Currently a web link to this bill is unavailable. If you are aware of the location of this document/intervention, please contact us at obesity@worldobesity.org . Media link is provided for further information

Mandatory national labelling guidelines for pre-packaged foods and non-alcoholic beverages

In 2020, the Mexican Health Commission approved an amendment to regulation NOM-051, which mandates clearer mandatory nutritional information, new front of pack labelling specifications and advertising restrictions on pre-packaged foods and non-alcoholic beverages. The new front-of-pack labelling requirements must be implemented from October 1, 2020. The labelling comprises of a warning stamp on products in 'Excess' of energy, sugars, saturated fat, trans fat and sodium.

Categories:	Labelling Regulation/Guidelines
Year(s):	2020 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Linked document:	Download linked document

Diagnóstico y tratamiento del sobrepeso y obesidad exógena

Clinical practice guidelines for the diagnosis and treatment of overweight and exogenous obesity. Guidelines covers adults and children

Categories:	Evidence of Management/treatment guidelines
Year(s):	2018 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Linked document:	Download linked document
References:	Diagnóstico y tratamiento del sobrepeso y obesidad exógena. Guía de Evidencias y Recomendaciones: Guía de Práctica Clínica. México, CENETEC; 2018 [fecha de consulta]. Disponible en: http://www.cenetec-difusion.com/CMGPC/GPC-IMSS-046-18/ER.pdf

Dietary and physical activity guidelines in the context of overweight and obesity in the Mexican population

Dietary and physical activity guidelines in the context of overweight and obesity in the Mexican population

Categories:	Evidence of Physical Activity Guidelines/Policy Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Management/treatment guidelines
Year(s):	2015 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Linked document:	Download linked document

Guidelines for the sale and distribution of food and beverages in the schools of the National Educational System

Guidelines for the sale and distribution of food and beverages in the schools of the National Educational System. These guidelines reportedly have poor compliance (Walls, 2019).

Categories:	Evidence of School Food Regulations
Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2014 (ongoing)
Target age group:	Children
Organisation:	Government
Find out more:	www.dof.gob.mx
Linked document:	Download linked document

Ministerial Order on the advertising of food and sweetened beverages

Restriction on the advertising of food and sweetened beverages, defined according to a nutrient profiling model. Restrictions apply to TV programmes classified as “A” within the times of 2.30am–7.30pm on weekdays and 7:00am–7.30pm on weekends. Advertising for this food is also restricted in films classified as “A”.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2014 (ongoing)
Target age group:	Children
Organisation:	Government
Linked document:	Download linked document

Tax on sugary drinks, energy drinks and food with high caloric density

Since January 2014, all drinks with added sugar, (excluding milks or yoghurts) are subject to a tax of 1 peso per litre. This equates to a price rise of approximately 10%. Additionally, non-essential food items are subject to an 8% sales tax.

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Linked document:	Download linked document

Estrategia Nacional para la Prevención y el Control del Sobrepeso, la Obesidad y la Diabetes

National strategy for the prevention and control of overweight, obesity and diabetes

Categories:	Evidence of National Obesity Strategy/Policy or Action plan Evidence of NCD strategy
Year(s):	2013 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Linked document:	Download linked document

Practice clinical guideline. Prevention, diagnosis and treatment of overweight and obesity

Practice clinical guideline. Prevention, diagnosis and treatment of overweight and obesity

Categories:	Evidence of Management/treatment guidelines
Year(s):	2013 (ongoing)
Target age group:	Adults and children
Linked document:	Download linked document
References:	Barrera-Cruz A, Ávila-Jiménez L, Cano-Pérez E, et al. Practice clinical guideline. Prevention, diagnosis and treatment of overweight and obesity. Rev Med Inst Mex Seguro Soc. 2013;51(3):344-357.

Prevención y Control de la Obesidad y Riesgo Cardiovascular 2013-2018

Specific action programme - Prevention and control of Obesity and Cardiovascular disease risk factors 2013-2018.

Categories (partial):	Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2013-2018
Target age group:	Adults and children
Organisation:	Government
Find out more:	www.gob.mx
Linked document:	Download linked document

Specific Action Program Food and Physical Activity 2013-2018

Specific Action Program Food and Physical Activity 2013-2018

Categories:	Evidence of Physical Activity Guidelines/ Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action
Year(s):	2013-
Target age group:	Adults and ch
Organisation:	Ministry of H
Linked document:	Download linked docu
References:	https://extranet.who.int/ncdccs/Data/MEX_B13_Programa_de_Accion%20Especifico_Alimentacion_y_Actividad_Fisica_2013_2018

5 Steps for Your Health

5 Easy Steps is a program that promotes behaviour change, adopting healthy habits and promoting individuals to care for their health with only 5 actions: 1. Be active 2. Drink water 3. Eat vegetables and fruits 4. Measure yourself 5. Share

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2010 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	5pasos.mx

Mexican Marketing to Children Pledge

Voluntary marketing pledge to improve the food and beverage products marketed to children.

Categories:	Industry/Government regulations - voluntary /pledges
Year(s):	2010 (ongoing)
Target age group:	Children
Linked document:	Download linked document
References:	https://ifballiance.org/wp-content/uploads/2020/10/Mexican_Marketing_to_Children_Pledge.pdf

National Council for the Prevention and Control of Chronic Noncommunicable Diseases

Permanent coordination body for the prevention and control of chronic non-communicable diseases with the highest prevalence in the Mexican population and their risk factors.

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2010 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	www.gob.mx

Workplace Wellness Council (WWC)

The Workplace Wellness Council (WWC) works with companies to reduce the amount of absenteeism caused by chronic illnesses linked to obesity.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2006 (ongoing)
Target age group:	Adults
Organisation:	Mexico Business Council for Health and Welfare
Find out more:	www.wwpcmex.com

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/

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