

# Norwegen



## Policies, Interventions and Actions

### Ban on marketing of unhealthy food and drinks to children

A regulation that prohibits the marketing of unhealthy food and drinks that is particularly aimed at children. The regulations build on the industry's own self-regulation scheme, Matbransjens Faglige Utvalg (MFU). The ban protects all children up to the age of 18 and is actively monitored, with violations sanctioned by the Directorate of Health. Under the regulation, some food products are outright banned such as sweets, soft drinks and energy drinks while others are banned based on set limits for different nutrients (such as cereals, yoghurts and fast food).

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2025 (ongoing)
Target age group:	Kinder
Organisation:	Government
Find out more:	<a href="http://www.regjeringen.no">www.regjeringen.no</a>
Linked document:	<a href="#">Download linked document</a>

## 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:	Erwachsene und Kinder
Organisation:	World Health Organisation (WHO)
Linked document:	<a href="#">Download linked document</a>
References:	World Health Organization. Regional Office for Europe. (2024) Commercial Determinants of Noncommunicable Diseases in the WHO European Region. World Health Organization. Regional Office for Europe. <a href="https://iris.who.int/handle/10665/376957">https://iris.who.int/handle/10665/376957</a> . License: CC BY-NC-SA 3.0 IGO

## JA PreventNCD

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

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

## 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:	Erwachsene und Kinder
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>

## Tax on sugar and chocolate

Norway taxes non-alcoholic beverages containing added sugar or sweeteners, chocolate, sugar and sugar products. Rate for 2020 Chocolate and sugar products NOK 21.22 per kg

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2020 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	Government
Find out more:	<a href="http://www.skatteetaten.no">www.skatteetaten.no</a>
References:	The Norwegian Tax Administration

## 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 Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2019 (ongoing)
Target age group:	Erwachsene und Kinder
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>

## Nasjonal handlingsplan for bedre kosthold (2017-2021). Sunt kosthold, m ltidsglede og god helse for alle! [National Action Plan for Better Diet (2017-2021). Healthy diet, meal pleasure and good health for everyone!]

Aiming for a healthy and varied diet throughout the population regardless of gender, age, geography, socioeconomic status, cultural background, functional ability, religion and philosophy of life.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/A
Year(s):	20
Target age group:	Erwachsene u
Organisation:	Depart
Find out more:	<a href="http://www.regje">www.regje</a>
Linked document:	<a href="#">Download linked</a>
References:	Information provided with kind permission of GINA (Global database on the Implementation of Nutrition <a href="https://extranet.who.int/nutrition/gina/sites/default/files/NOR%202017%20Nasjonal%20handlingsplan%20for%20bedre%20kos">https://extranet.who.int/nutrition/gina/sites/default/files/NOR%202017%20Nasjonal%20handlingsplan%20for%20bedre%20kos</a> Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find the document by searching this new database: <a href="https://gifn">https://gifn</a>

## NCD Country Profiles 2018 (Obesity Targets)

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

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

## Food-based dietary guidelines - Norway

The Nordic nutrition recommendations were developed by a Nordic working group established by the Nordic Council of Ministers; the process was transparent and involved approximately 100 experts. The 'Food-based dietary guidelines for public health promotion and prevention of chronic diseases - Methodology and scientific evidence' was drafted by Norwegian experts on nutrition and health; the process leading to the final document included open hearings. The merging of these two documents was done by the Norwegian Directorate of Health, the resulting product being the 'Norwegian guidelines on diet, nutrition and physical activity, published in 2014'. (Available only in English)

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2014 (ongoing)
Target age group:	Erwachsene und Kinder
Linked document:	<a href="#">Download linked document</a>
References:	<a href="https://www.fao.org/nutrition/education/food-dietary-guidelines/regions/countries/norway/en/">https://www.fao.org/nutrition/education/food-dietary-guidelines/regions/countries/norway/en/</a> (last accessed 21.07.22)

## Norwegian guidelines on diet, nutrition and physical activity

These recommendations aim to reduce the risk of diseases associated with diet and physical inactivity.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy
Year(s):	2014 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	Norwegian Directorate of Health
Find out more:	<a href="https://helsedirektoratet.no">helsedirektoratet.no</a>
Linked document:	<a href="#">Download linked document</a>

## Activity alliance

7 health promotion actors have made an alliance to promote physical activity and an active lifestyle through the campaign 'Cheering you'Â

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2012 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	Den Norske Turistforening, Skiforeningen, Syklistenes Landsforening, Grete Roede, Sportsbransjen, Virke Trening and Gjensidigestiftelsen
Find out more:	<a href="https://aktivitetsalliansen.no">aktivitetsalliansen.no</a>

## Nordic Nutrition Recommendation 2012: Integrating nutrition and physical activity

Guidelines for dietary composition and recommended intakes of nutrients.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2012 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	Nordic Council of Ministers, Nordic Council of Ministers Secretariat.
Find out more:	<a href="https://www.norden.org">www.norden.org</a>
Linked document:	<a href="#">Download linked document</a>

## Small steps - big difference (Sma grep, stor forskjell)

This is a national dietary advice campaign encouraging people to make changes to their diet to improve their health over time.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2012 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	The Norwegian Health Directorate
Find out more:	<a href="http://www.iccp-portal.org">www.iccp-portal.org</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:	Erwachsene und Kinder
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>

## Guidelines for marketing food and beverages to children

Self-regulatory guidelines to supplement and elaborate existing national legislation to promote responsible marketing practice and raise awareness

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2010 (ongoing)
Target age group:	Kinder
Organisation:	Norwegian Ministry of Healthcare services
Linked document:	<a href="#">Download linked document</a>



## The Key Hole Label

Food label that identifies products containing less fat, sugars and salt and more dietary fibre than other products within the same category

Categories:	Labelling Regulation/Guidelines
Year(s):	2009 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	The Norwegian Directorate of Health (Helsedirektoratet) and Norwegian Food Safety Authority (Mattilsynet).
Find out more:	<a href="http://www.nokkelhullsmerket.no">www.nokkelhullsmerket.no</a>

## Prescriptions for a Healthier Norway. A broad policy for public health - short version

This White Paper draws up strategies for a healthier Norway

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2003 (ongoing)
Target age group:	Erwachsene und Kinder
Organisation:	Ministry of Social Affairs
Find out more:	<a href="http://thepep.unece.org">thepep.unece.org</a>
Linked document:	<a href="#">Download linked document</a>
References:	Information provided with kind permission of HEPA Europe (European network for the promotion of health-enhancing physical activity): <a href="http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity/activities/hepa-europe">http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity/activities/hepa-europe</a>

## The Broadcasting Act (1992)

The Broadcasting Act of 1992 prohibits any marketing directed at children under 18 and advertising in connection with children's programmes on TV, radio and teletext. The ban includes food and beverages, but only applies to broadcast media originating in Norway. The Broadcasting Regulation of 1997 provides guidance on how to determine whether advertising is directed to children under 18.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	1992 (ongoing)
Target age group:	Kinder
References:	Information provided with kind permission of WCRF NOURISHING Framework <a href="https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=3#step3=328">https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=3#step3=328</a> (last accessed 03.07.22)

## Get Out!

This intervention aims to increase the level of physical activity in the whole population by promoting hiking (friluftsliv).

Categories:	Evidence of Physical Activity Guidelines/Policy
Target age group:	Erwachsene und Kinder
Organisation:	The Nordmøre and Romsdal Outdoor council
Find out more:	<a href="http://www.stikkut.no">www.stikkut.no</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:	Erwachsene
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>