

Thailand



Policies, Interventions and Actions

Controls on the marketing of food and non-alcoholic beverages to children in Thailand: legislative options and regulatory design

The purpose of this report is to provide background evidence to the Government of Thailand as it considers the introduction of stronger controls on the marketing of food and non-alcoholic beverages to children. The report sets out i) the rationale for strengthening legislation ii) the required scope of legislation and iii) the mechanisms for legislation monitoring, evaluation and enforcement.

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2020 (ongoing)
Target age group:	Children
Organisation:	UNICEF
Linked document:	Download linked document

Thai Society for Metabolic and Bariatric Surgery Consensus Guideline on Bariatric Surgery for the Treatment of Obese Patient in Thailand

Currently unable to access document

Categories:	Evidence of Management/treatment guidelines
Year(s):	2020 (ongoing)
Target age group:	Adults and children
Organisation:	Thai Society for Metabolic and Bariatric Surgery
Find out more:	www.jmatonline.com
References:	Techagumpuch A, Pantanakul S, Chansaenroj P, Boonyagard N, Wittayapairoch J, Poonthananiwatkul T, Chanswangphuvana P, et al. Thai Society for Metabolic and Bariatric Surgery Consensus Guideline on Bariatric Surgery for the Treatment of Obese Patient in Thailand. J Med Assoc Thai 2020;103:300-7.

Obesity Management Guidelines

Only available in Thai Language

Categories:	Evidence of Management/treatment guidelines
Year(s):	2019 (ongoing)
Target age group:	Adults
Organisation:	Health Systems Research Institute & Faculty of Medicine Ramathibodi Hospital Mahidol University
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

Trans-fat policy

In January 2019, Thailand put in place a ban on PHO,

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2019 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	extranet.who.int
Linked document:	Download linked document
References:	Countdown to 2023: WHO report on global trans-fat elimination 2020. Geneva: World Health Organization; 2020. Licence: CC BY-NC-SA 3.0 IGO

Law on Food Labelling (No. 3) 2018

Update on New Food Labelling law - In Thai Language

Categories:	Labelling Regulation/Guidelines
Year(s):	2018 (ongoing)
Target age group:	Adults and children
Organisation:	Food Law, Ministry of Public Health
Find out more:	food.fda.moph.go.th

National Plan to Promote Physical Activity (2018-2030)

The Ministry of Public Health Thailand, the Ministry of Interior, Ministry of Education, the Ministry of Labour and the Thai Health Promotion Foundation, launched the National Plan to Promote Physical Activity (2018-2030) and its Action Plan (2018-2020) in 2018. These first-ever policy documents reiterate the high-level political commitment of the Royal Thai Government in promoting a healthy lifestyle.

Categories:	Evidence of Physical Activity Guidelines/Policy
Year(s):	2018-2030
Target age group:	Adults and children
Organisation:	Government
Linked document:	Download linked document

(Draft) Strategic Framework Food Management of Thailand Second Edition 2017-2036

Report in Thai language

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2017-2036
Target age group:	Adults and children
Organisation:	National Food Board
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

Control of Marketing Promotion of Infant and Young Child Food Act

The Act is enacted to strengthen the control of marketing promotion of infant and young child food. The act bans all advertising of food for infants (eg breastmilk substitutes) and complementary food for infants. It also prohibits the use infants or young children in advertisements.

Categories:	Evidence of Marketing Guidelines/Policy
Categories (partial):	Evidence of Breastfeeding promotion or related activity
Year(s):	2017 (ongoing)
Target age group:	Children
Linked document:	Download linked document
References:	https://www.hiso.or.th/hiso/picture/reportHealth/ThaiHealth2018/eng2018_16.pdf

National NCDs Prevention and Control Strategic and Action Plan (2017-2021)

Categories:	Evidence of NCD strategy
Year(s):	2017-2021
Target age group:	Adults and children
Organisation:	Ministry of Public Health
Linked document:	Download linked document

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:	Adults and children
Organisation:	World Health Organisation
References:	Noncommunicable diseases country profiles 2018. Geneva: World Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO.

Sugar tax on beverages

Excise sugar tax on certain beverages to reduce consumption of sugar and to increase health consciousness. Beverages with >6g sugar per 100ml targeted.

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2017 (ongoing)
Target age group:	Adults and children
Organisation:	Thai Excise Department
Find out more:	gain.fas.usda.gov
Linked document:	Download linked document
References:	USDA Foreign Agricultural service (2017). Global agricultural information network. Available from: https://gain.fas.usda.gov/Recent%20GAIN%20Publications/Thai%20Excise%20Department%20Implements%20New%20Sugar%20Tax%20on%20Beverages_Bangkok_Thailand_10-17-2017.pdf . [Accessed 14 December 2018].

Healthier Choices logo

In August 2016, the voluntary Healthier Choices logo was launched in Thailand, a front-of-pack labelling scheme to help consumers identify healthier food choices (Notification of the Ministry of Public Health No. 373, B.E.2559 2016, Re: The Display of Nutrition Symbol on Food Label, 12 February 2016). The logo was developed in collaboration between the National Food Commission, the Ministry of Health's Food and Drug Administration, the Health Promotion Foundation and Mahidol University. The Healthier Choices logo is owned by the Thai Food and Drug Administration, and its use is managed by the Nutrition Promotion Foundation of Mahidol University. The point system contains minimum and maximum levels of total fat, saturated fat, total sugar, protein, sodium, calcium fibre and iron in six categories, ranging from 0 (worst) to 5 (best).

Categories:	Labelling Regulation/Guidelines
Year(s):	2016 (ongoing)
Target age group:	Adults and children
Organisation:	Thai Food and Drug Administration
Find out more:	policydatabase.wcrf.org
Linked document:	Download linked document
References:	https://policydatabase.wcrf.org/level_one?page=nourishing-level-one#step2=0#step3=309

The Guideline Daily Amounts (GDA) Label

The Ministry of Public Health Notification (No. 374) BE. 2559 (2016) issued by the Thai Food and Drug Administration requires five categories of food (snack, chocolate, bakery, semi-processed food and chilled or frozen meal) to carry a Guideline Daily Amounts (GDAs) label.

Categories:	Labelling Regulation/Guidelines
Year(s):	2016 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Linked document:	Download linked document
References:	https://extranet.who.int/nutrition/gina/en/node/25401

Labeling of Prepackaged Foods

Labeling of prepackaged food manufactured for sale or imported for sale is mandated to have percentage by weight of main ingredients in descending orders in the Thai language.

Categories:	Labelling Regulation/Guidelines
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Public Health
Linked document:	Download linked document
References:	https://extranet.who.int/nutrition/gina/en/node/41883

Smart Kids Camp

An intervention to improve physical activity and promote healthy behaviour among school-aged children

Categories (partial):	Evidence of Community Interventions/Campaign
Year(s):	2010 (ongoing)
Target age group:	Children
Organisation:	Bureau of Nutrition
Find out more:	nutrition.anamai.moph.go.th

National food committee

The National Food Committee is the main mechanism for the development and the promotion of national strategies and policies on key aspects of food and food chain - namely food quality, food safety, food security and food education.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2008 (ongoing)
Target age group:	Adults and children
Organisation:	Government
Find out more:	www.fao.org

Thailand Children's Food and Beverage Advertising Initiative - Thai Pledge

The Thailand Children's Food and Beverage Advertising Initiative (Thai Pledge) is a common commitment to responsible food and beverage advertising on TV, radio, print media and third party internet that includes a shared commitment not to advertise food and beverage products to children under the age of 12 in Thailand unless the products meet specified nutritional criteria. These voluntary measures are made by food and beverage companies in support of the efforts of governments, parents, industry and others to promote healthy lifestyles amongst children in Thailand.

Categories:	Industry/Government regulations - voluntary /pledges
Categories (partial):	Evidence of Marketing Guidelines/Policy
Year(s):	2008 (ongoing)
Target age group:	Children
Organisation:	The International Food & Beverage Alliance
Find out more:	ifballiance.org
Linked document:	Download linked document
References:	https://ifballiance.org/wp-content/uploads/2020/10/Thai_Pledge_Fact_sheet_Eng_21_05_08.pdf

The Pak Poon Model

It comprises early childhood development programs, support units for disabled children, alternative learning programs for drop-out students, programs oriented to reducing obesity among children and ageing people, and programs to encourage people to live self-sufficiently by having their own gardens.

Categories:	Evidence of Community Interventions/Campaign
Year(s):	2008 (ongoing)
Target age group:	Children
Organisation:	Thai Health / Pak Poon
Linked document:	Download linked document

Food-based dietary guidelines for Thailand

The Thai food guide is a hanging flag, known as "the nutrition flag". The four layers in the nutrition flag denote the type and amount of the food groups that are recommended for consumption. To achieve a healthy food intake and control the obesity prevalence.

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	1998 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health with the assistance of the Ministry of Education, Ministry of Agriculture, the Nutrition Institute, nutrition associations and universities.
Find out more:	www.fao.org
Linked document:	Download linked document

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

Obesity and complication management guideline

Document in Thai. Guidelines endorsed by Health System Research Institute

Categories:	Evidence of Management/treatment guidelines
Target age group:	Adults and children
Linked document:	Download linked document

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