## Main messages

1. Bulgaria implements policy actions in six of the ten policy areas of the NOURISHING framework. The only policy area which received a good assessment refers to limits or removal of specific nutrients in food products (I1).

2. Gaps in regulations on food availability within the school vicinity, and on sugar-sweetened beverages in schools had an impact on otherwise well-designed standards on school food and food in out-of-education locations (O). Nutrition label standards and regulations (N1) only included existing EU level regulations, which need strengthening. Much more needs to be done in food marketing and advertising to young people, particularly in/around schools and at targeting different types of marketing (R).

3. No action was taken in just under half of the policy areas, and these should be prioritised. The national government should implement policies on nutrition advice and counselling in healthcare settings (N2) and nutrition education on curricula (G). Increased attention should be given to policies that target food environments and systems, specifically: using financial incentive which increase the availability and affordability of healthy food (U), creating a healthy retail and food service environment (S) along with food systems policies, such as on food procurement (H).

### Overview of policy status

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>NO POLICIES IDENTIFIED</th>
<th>POOR</th>
<th>FAIR</th>
<th>MODERATE</th>
<th>GOOD</th>
<th>EXCELLENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Nutrition label standards and regulations on the use of claims and implied claims on food</td>
<td></td>
<td></td>
<td></td>
<td>FAIR</td>
<td></td>
</tr>
<tr>
<td>O</td>
<td>Offer healthy food and set standards in public institutions and other specific settings</td>
<td></td>
<td></td>
<td></td>
<td>MODERATE</td>
<td></td>
</tr>
<tr>
<td>U</td>
<td>Use economic tools to address food affordability and purchase incentives</td>
<td></td>
<td></td>
<td></td>
<td>POOR</td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>Restrict food advertising and other forms of commercial promotion</td>
<td></td>
<td></td>
<td></td>
<td>POOR</td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Improve nutritional quality of the whole food supply</td>
<td></td>
<td></td>
<td></td>
<td>GOOD</td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Set incentives and rules to create a healthy retail and food service environment</td>
<td>NO POLICIES IDENTIFIED</td>
<td>NO POLICIES IDENTIFIED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Harness supply chain and actions across sectors to ensure coherence with health</td>
<td>NO POLICIES IDENTIFIED</td>
<td>NO POLICIES IDENTIFIED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Inform people about food and nutrition through public awareness</td>
<td></td>
<td></td>
<td></td>
<td>FAIR</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>Nutrition advice and counselling in healthcare settings</td>
<td>NO POLICIES IDENTIFIED</td>
<td>NO POLICIES IDENTIFIED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Give nutrition education and skills</td>
<td>NO POLICIES IDENTIFIED</td>
<td>NO POLICIES IDENTIFIED</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This snapshot is based on national level policies only. Policies issued by provincial, regional or local governments are outside the scope of this project.

### Methods

The NOURISHING policy index methods are fully explained in the associated [policy brief](#). In short, the policy index combines values for a) policy presence, and b) policy design for 41 benchmarks.

The benchmarks are applied to policies in the [NOURISHING database](#), collected through a comprehensive scan in 30 European countries, including Bulgaria.
## Breakdown of policy index results

(For full details on the policy design criteria, consult the policy brief)

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No policy identified</strong></td>
</tr>
<tr>
<td><strong>Meets up to 25% of policy design</strong></td>
</tr>
<tr>
<td><strong>Meets up to 50% of policy design</strong></td>
</tr>
<tr>
<td><strong>Meets up to 75% of policy design</strong></td>
</tr>
<tr>
<td><strong>Meets up to 99% of policy design</strong></td>
</tr>
<tr>
<td><strong>Meets all aspirational standards</strong></td>
</tr>
</tbody>
</table>

### N: Nutrients on back of pack
- Meets up to 75% of policy design

### S: Planning restrictions regarding food service outlets around schools
- Meets up to 25% of policy design

### O: Food and drink available in schools, including restrictions on unhealthy foods
- Meets up to 75% of policy design
- Meets up to 25% of policy design

### H: Health-related food taxes or tariffs
- Meets up to 75% of policy design

### U: Income related subsidies or initiatives to increase affordability and accessibility of healthy food
- Meets up to 75% of policy design

### I: Targeted subsidies or initiatives to increase affordability and accessibility of healthy food
- Meets up to 75% of policy design

### R: Marketing to young people through advertising
- Meets up to 75% of policy design

### G: Direct marketing to young people
- Meets up to 75% of policy design

### R: Marketing through sponsorship to young people
- Meets up to 75% of policy design

### G: Marketing through sponsorship to young people
- Meets up to 75% of policy design

### R: Marketing to young people through point of sale measures
- Meets up to 75% of policy design

### G: Marketing to young people through point of sale measures
- Meets up to 75% of policy design

### R: Marketing to young people through product placement and branding
- Meets up to 75% of policy design

### G: Marketing to young people through product placement and branding
- Meets up to 75% of policy design

### R: Marketing to young people through product design and packaging
- Meets up to 75% of policy design

### G: Marketing to young people through product design and packaging
- Meets up to 75% of policy design

### I: Marketing in/or around schools
- Meets up to 75% of policy design

### I: Limit or removal of specific nutrients in food products
- Meets up to 75% of policy design

### S: Planning restrictions on food service outlets
- Meets up to 25% of policy design

### S: Initiatives to increase the availability of healthier food in stores and food service outlets
- Meets up to 25% of policy design

### S: Measures to support food manufacturers to increase healthy food and decrease unhealthy food in the supply chain
- Meets up to 25% of policy design

### S: Measures to support food retailers to increase healthy food and decrease unhealthy food in the supply chain
- Meets up to 25% of policy design

### S: Governance structures for multi-sectoral/stakeholder engagement
- Meets up to 25% of policy design

### I: Development and communication of food-based dietary guidelines
- Meets up to 75% of policy design

### I: Public awareness, mass media and informational campaigns and social marketing on healthy eating
- Meets up to 75% of policy design

### I: Nutrition advice and counselling in primary care
- Meets up to 75% of policy design

### I: Nutrition advice and counselling in school healthcare setting
- Meets up to 75% of policy design

### I: Nutrition education in curricula
- Meets up to 75% of policy design

### I: Training for educators
- Meets up to 75% of policy design

### I: Training for health professionals
- Meets up to 75% of policy design

### I: Cooking skills
- Meets up to 75% of policy design

### I: Training in schools in growing food
- Meets up to 75% of policy design

### I: Training for caterers
- Meets up to 75% of policy design

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**Note:** The policy landscape in any country evolves over time. These findings reflect our knowledge as of May 2023. To see latest results and for further technical information on the policy indexes, please consult our website: wcrf.org/our-policy-work. For feedback or suggested updates, please email policy@wcrf.org. More info in the CO-CREATE project can be found at co-create.eu

[1] Policy index: wcrf.org/nutrition-policy-index  