

# Nutrition policy status in Estonia

## NOURISHING policy index



This country snapshot presents detailed results of the **NOURISHING policy index** [1] for Estonia. It highlights strengths and weaknesses in the design of national government nutrition policies. This snapshot supplements the policy index results with an in-depth look at the quality of policy design in each country. Full policy index results are outlined in the NOURISHING policy brief, which compares Estonia to 29 other European countries.

### Main messages

- 1 Estonia implements nutrition and diet-related policy actions at national government level in seven out of the ten policy areas of the NOURISHING framework. A single policy area received a good assessment, which refers to increasing public awareness of healthy eating through communication campaigns and social marketing (I2). Estonia should focus on improving the other nine policy areas which either received a fair or moderate assessment, or where no policy actions were identified.
- 2 Despite the fair assessment, nutrition label standards and regulations (N1) refer only to EU regulations; more needs to be done at a national level. Gaps were identified in policy actions on nutrition standards in schools and the immediate vicinity (O) (including limits on the provision of sugar-sweetened beverages), which impacted otherwise well-designed standards for food served in schools. Further, policy actions to tackle marketing unhealthy foods to young people were only implemented for marketing in/around schools and through product placement. Broadcast advertising is only targeted by industry self-regulation (R).
- 3 Particular attention should be given to policy areas where no action has been taken at national government level, including limits or removal of specific nutrients in food products (I1), actions to ensure coherence between food systems and health, such as food procurement policies (H), and initiatives to improve the retail environment (S). Action should also be taken to strengthen nutrition education (G), nutrition counselling in healthcare (N2), and economic tools to address food affordability and purchase incentives (U).

### Overview of policy status

NO POLICIES IDENTIFIED POOR FAIR MODERATE GOOD EXCELLENT

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

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** [2], collected through a comprehensive scan in 30 European countries, including Estonia.

**FRAMEWORK:** Set of comprehensive policy actions across **3 domains**:

FOOD ENVIRONMENTS

FOOD SYSTEM

BEHAVIOUR CHANGE COMMUNICATION

**DATABASE:**

Library of nutrition and diet-related policies

**N O U R I S H I N G**

**POLICY INDEX:** Compares country and policy area results generated by the benchmarking tool







**BENCHMARKING TOOL:**



































Assesses the quality of policy design based on set criteria

Policy tools used to produce the policy index results

## Breakdown of policy index results

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

	No policy identified		Meets up to 75% of policy design
	Meets up to 25% of policy design		Meets up to 99% of policy design
	Meets up to 50% of policy design		Meets all aspirational standards

	Nutrients on back of pack			Planning restrictions regarding food service outlets around schools	
	Front of pack labels			Planning restrictions on food service outlets	
	Warning labels			Initiatives to increase the availability of healthier food in stores and food service outlets	
	Rules on nutrient claims			Measures to support food producers to increase healthy food and decrease unhealthy food in the supply chain	
	Rules on health claims				Measures to support food manufacturers to increase healthy food and decrease unhealthy food in the supply chain
	Food and drink available in schools, including restrictions on unhealthy foods		Measures to support food retailers to increase healthy food and decrease unhealthy food in the supply chain		
	Measures relating to sugar-sweetened beverage provision in schools				Governance structures for multi-sectoral/stakeholder engagement
	Fruit and vegetables initiatives in schools			Nutrition standards for public procurement	
	Food and drink available in immediate vicinity of schools			Supporting urban agriculture in health and planning policies	
	Unhealthy food in out-of-education locations		Community food production		
	Health-related food taxes or tariffs		Development and communication of food-based dietary guidelines		
	Income related subsidies or initiatives to increase affordability and accessibility of healthy food			Public awareness, mass media and informational campaigns and social marketing on healthy eating	
	Targeted subsidies or initiatives to increase affordability and accessibility of healthy food		Nutrition advice and counselling in primary care		
	Marketing to young people through advertising			Nutrition advice and counselling in school healthcare setting	
	Direct marketing to young people		Nutrition education in curricula		
	Marketing through sponsorship to young people			Training for educators	
	Marketing to young people through point of sale measures			Training for health professionals	
	Marketing to young people through product placement and branding			Cooking skills	
	Marketing to young people through product design and packaging			Training in schools in growing food	
	Marketing in/or around schools		Training for caterers		
	Limit or removal of specific nutrients in food products				

**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](https://wcrf.org/our-policy-work).

For feedback or suggested updates, please email [policy@wcrf.org](mailto:policy@wcrf.org). More info in the CO-CREATE project can be found at [co-create.eu](https://co-create.eu)

[1] Policy index: [wcrf.org/nutrition-policy-index](https://wcrf.org/nutrition-policy-index) [2] Policy database: [policydatabase.wcrf.org](https://policydatabase.wcrf.org)