Overview of policy status

<table>
<thead>
<tr>
<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>FAIR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O</td>
<td>Offer healthy food and set standards in public institutions and other specific settings</td>
<td>MODERATE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U</td>
<td>Use economic tools to address food affordability and purchase incentives</td>
<td>MODERATE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>R</td>
<td>Restrict food advertising and other forms of commercial promotion</td>
<td>POOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Improve nutritional quality of the whole food supply</td>
<td>GOOD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>Set incentives and rules to create a healthy retail and food service environment</td>
<td>FAIR</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>POOR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Inform people about food and nutrition through public awareness</td>
<td>GOOD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>Nutrition advice and counselling in healthcare settings</td>
<td>FAIR</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></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Main messages

1. Portugal implements nutrition and diet-related policy actions in nine of the ten policy areas of the NOURISHING framework. Policy areas that received a good assessment referred to limits or removal of specific nutrients in food products (I1) and increasing public awareness of healthy eating through communication campaigns and social marketing (I2).

2. There is a lack of implementation on nutrition label standards and regulations (N1) beyond EU level policies. Food availability within the school vicinity was lacking, impacting otherwise well-designed standards on school food (O). Weaknesses were seen in regulations of the food environment surrounding schools (S) and in providing nutrition advice in school healthcare settings (N2).

3. Greater action is needed in increasing nutrition education and skills (G), where no policy was identified at national level. Even though Portugal implemented a sugar tax, greater action should be taken to improve financial incentives to increase affordability and accessibility of healthier food (U), marketing to young people especially in/around schools to reduce their exposure to food marketing and advertising (R), along with strengthening public food procurement policies by implementing further policy actions within this area (H).

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 Portugal.
## Breakdown of policy index results

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong> Nutrients on back of pack</td>
<td>Meets up to 75% of policy design criteria</td>
</tr>
<tr>
<td>Front of pack labels</td>
<td>Meets up to 50% of policy design criteria</td>
</tr>
<tr>
<td>Warning labels</td>
<td>Meets up to 99% of policy design criteria</td>
</tr>
<tr>
<td>Rules on nutrient claims</td>
<td>Meets up to 25% of policy design criteria</td>
</tr>
<tr>
<td>Rules on health claims</td>
<td></td>
</tr>
<tr>
<td>Food and drink available in schools, including restrictions on unhealthy foods</td>
<td>Meets up to 75% of policy design criteria</td>
</tr>
<tr>
<td>Measures relating to sugar-sweetened beverage provision in schools</td>
<td>Meets up to 25% of policy design criteria</td>
</tr>
<tr>
<td>Fruit and vegetables initiatives in schools</td>
<td></td>
</tr>
<tr>
<td>Food and drink available in immediate vicinity of schools</td>
<td></td>
</tr>
<tr>
<td>Unhealthy food in out-of-education locations</td>
<td>Meets all aspirational standards</td>
</tr>
<tr>
<td>Health-related food taxes or tariffs</td>
<td></td>
</tr>
<tr>
<td>Income related subsidies or initiatives to increase affordability and accessibility of healthy food</td>
<td>Meets up to 75% of policy design criteria</td>
</tr>
<tr>
<td>Targeted subsidies or initiatives to increase affordability and accessibility of healthy food</td>
<td></td>
</tr>
<tr>
<td>Marketing to young people through advertising</td>
<td></td>
</tr>
<tr>
<td>Direct marketing to young people</td>
<td></td>
</tr>
<tr>
<td>Marketing through sponsorship to young people</td>
<td></td>
</tr>
<tr>
<td>Marketing to young people through point of sale measures</td>
<td></td>
</tr>
<tr>
<td>Marketing to young people through product placement and branding</td>
<td>Meets up to 75% of policy design criteria</td>
</tr>
<tr>
<td>Marketing to young people through product design and packaging</td>
<td></td>
</tr>
<tr>
<td>Marketing in/or around schools</td>
<td></td>
</tr>
<tr>
<td>Limit or removal of specific nutrients in food products</td>
<td>Meets up to 50% of policy design criteria</td>
</tr>
</tbody>
</table>

**S** Planning restrictions regarding food service outlets around schools

| Planning restrictions on food service outlets | Meets up to 75% of policy design criteria |
| Initiatives to increase the availability of healthier food in stores and food service outlets | Meets up to 25% of policy design criteria |
| Measures to support food producers to increase healthy food and decrease unhealthy food in the supply chain | Meets up to 50% of policy design criteria |
| Measures to support food manufacturers to increase healthy food and decrease unhealthy food in the supply chain | Meets all aspirational standards |

**O** Food and drink available in schools, including restrictions on unhealthy foods

| Measures relating to sugar-sweetened beverage provision in schools | Meets up to 75% of policy design criteria |
| Fruit and vegetables initiatives in schools | Meets up to 25% of policy design criteria |
| Food and drink available in immediate vicinity of schools | Meets up to 99% of policy design criteria |
| Unhealthy food in out-of-education locations | Meets up to 50% of policy design criteria |

**H** Health-related food taxes or tariffs

| Income related subsidies or initiatives to increase affordability and accessibility of healthy food | Meets up to 75% of policy design criteria |
| Targeted subsidies or initiatives to increase affordability and accessibility of healthy food | Meets up to 25% of policy design criteria |
| Marketing to young people through advertising | Meets up to 99% of policy design criteria |
| Direct marketing to young people | Meets up to 50% of policy design criteria |
| Marketing through sponsorship to young people | Meets all aspirational standards |
| Marketing to young people through point of sale measures | Meets up to 25% of policy design criteria |
| Marketing to young people through product placement and branding | Meets up to 99% of policy design criteria |
| Marketing to young people through product design and packaging | Meets up to 50% of policy design criteria |
| Marketing in/or around schools | Meets all aspirational standards |
| Limit or removal of specific nutrients in food products | Meets up to 75% of policy design criteria |

**I** Food and drink available in schools

| Meets up to 25% of policy design criteria | Meets up to 50% of policy design criteria |
| Meets up to 75% of policy design criteria | Meets all aspirational standards |

**U** Income related subsidies or initiatives to increase affordability and accessibility of healthy food

| Marketing to young people through advertising | Meets up to 75% of policy design criteria |
| Direct marketing to young people | Meets up to 25% of policy design criteria |
| Marketing through sponsorship to young people | Meets up to 99% of policy design criteria |
| Marketing to young people through point of sale measures | Meets up to 50% of policy design criteria |
| Marketing to young people through product placement and branding | Meets up to 25% of policy design criteria |
| Marketing to young people through product design and packaging | Meets up to 99% of policy design criteria |
| Marketing in/or around schools | Meets up to 50% of policy design criteria |

**R** Marketing to young people through advertising

| Marketing to young people through advertising | Meets up to 75% of policy design criteria |
| Direct marketing to young people | Meets up to 25% of policy design criteria |
| Marketing through sponsorship to young people | Meets up to 99% of policy design criteria |
| Marketing to young people through point of sale measures | Meets up to 50% of policy design criteria |
| Marketing to young people through product placement and branding | Meets up to 25% of policy design criteria |
| Marketing to young people through product design and packaging | Meets up to 99% of policy design criteria |
| Marketing in/or around schools | Meets up to 50% of policy design criteria |

**G** Marketing to young people through advertising

| Marketing to young people through advertising | Meets up to 75% of policy design criteria |
| Direct marketing to young people | Meets up to 25% of policy design criteria |
| Marketing through sponsorship to young people | Meets up to 99% of policy design criteria |
| Marketing to young people through point of sale measures | Meets up to 50% of policy design criteria |
| Marketing to young people through product placement and branding | Meets up to 25% of policy design criteria |
| Marketing to young people through product design and packaging | Meets up to 99% of policy design criteria |
| Marketing in/or around schools | Meets up to 50% of policy design criteria |

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](http://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](http://co-create.eu).