## **Nutrition policy status in Estonia**

NOURISHING policy index

May 2023



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).

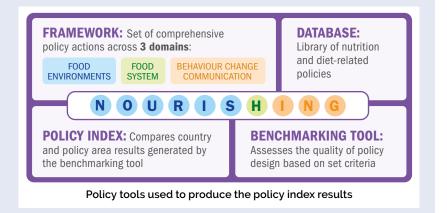
Overview of policy status	NO POLICIES IDENTIFIED	POOR	FAIR	MODERATE	GOOD	EXCELLENT
Nutrition label standards and regulations on the use of claims and implied claims on food					FAIR	
Offer healthy food and set standards in public institutions and other specific settings					MODERATE	
Use economic tools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



## 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 criteria Meets up to 25% of policy design criteria Meets up to 99% of policy design criteria Meets up to 50% of policy design criteria Meets all aspirational standards

N	Nutrients on back of pack	
	Front of pack labels	X
	Warning labels	×
	Rules on nutrient claims	
	Rules on health claims	
	Food and drink available in schools, including restrictions on unhealthy foods	
	Measures relating to sugar-sweetened beverage provision in schools	×
0	Fruit and vegetables initiatives in schools	
	Food and drink available in immediate vicinity of schools	×
	Unhealthy food in out-of-education locations	
U	Health-related food taxes or tariffs	X
	Income related subsidies or initiatives to increase affordability and accessibility of healthy food	×
	Targeted subsidies or initiatives to increase affordability and accessibility of healthy food	
R	Marketing to young people through advertising	×
	Direct marketing to young people	X
	Marketing through sponsorship to young people	×
	Marketing to young people through point of sale measures	×
	Marketing to young people through product placement and branding	
	Marketing to young people through product design and packaging	×
	Marketing in/or around schools	
	Limit or removal of specific nutrients in food products	×

S	Planning restrictions regarding food service outlets around schools	X
	Planning restrictions on food service outlets	×
	Initiatives to increase the availability of healthier food in stores and food service outlets	×
H	Measures to support food producers to increase healthy food and decrease unhealthy food in the supply chain	×
	Measures to support food manufacturers to increase healthy food and decrease unhealthy food in the supply chain	×
	Measures to support food retailers to increase healthy food and decrease unhealthy food in the supply chain	×
	Governance structures for multi- sectoral/stakeholder engagement	×
	Nutrition standards for public procurement	
	Supporting urban agriculture in health and planning policies	×
	Community food production	X
	Development and communication of food-based dietary guidelines	
	Public awareness, mass media and informational campaigns and social marketing on healthy eating	
N	Nutrition advice and counselling in primary care	
	Nutrition advice and counselling in school healthcare setting	×
G	Nutrition education in curricula	
	Training for educators	
	Training for health professionals	
	Cooking skills	×
	Training in schools in growing food	X
	Training for caterers	X

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

[2] Policy database: policydatabase.wcrf.org





This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 774210.

This document reflects only the authors' views and the European Commission is not responsible for any use that may be made of the information it contains.

