

# Nutrition policy status in Wales

NOURISHING policy index  
May 2023



This country snapshot presents detailed results of the **NOURISHING policy index** [1] for Wales. 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 Wales to 29 other European countries.

## Main messages

- 1 Wales implements nutrition and diet-related policy actions at national government level in nine out of the ten policy areas of the NOURISHING framework. Two policy areas receive a good assessment: setting limits or removal of specific nutrients in food products (I1), and increasing public awareness on food and nutrition through communication campaigns (I2).
- 2 Fruit and vegetable initiatives in schools and rules on food and drink available in immediate vicinity of schools are lacking, impacting otherwise well-designed standards on food in schools and other out-of-education locations (O). Gaps were identified with regards to food marketing and advertising to young people particularly in/around schools, through product design and packaging and at the point-of-sale (R).
- 3 No action was taken at national government level on increasing the healthiness of the retail and food service environment (S); therefore, action in this area should be prioritised. Greater action needs to be taken on financial incentives which increase the availability and affordability of healthy food, to accompany the existing UK-wide tax on sugary drinks (U), nutrition education in schools (G), and food procurement policies to strengthen coherence between food system and health (H).

## 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	MODERATE
<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	MODERATE
<b>R</b>	Restrict food advertising and other forms of commercial promotion	FAIR
<b>I</b>	Improve nutritional quality of the whole food supply	GOOD
<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	POOR
<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	POOR

This snapshot is based on national level policies only, which include UK-wide and Wales-only policies issued by the UK government. Policies issued by provincial, regional or local governments are outside the scope of this project. Page 2 highlights which policy areas assess UK-wide or home nation policies.

## 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 Wales.

**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 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

	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	
	Marketing in/or around schools				
	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](http://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](http://co-create.eu)

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