

# Nutrition policy status in Bulgaria

NOURISHING policy index  
May 2023



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

## 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

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	POOR
<b>R</b>	Restrict food advertising and other forms of commercial promotion	POOR
<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	NO POLICIES IDENTIFIED
<b>I</b>	Inform people about food and nutrition through public awareness	FAIR
<b>N</b>	Nutrition advice and counselling in healthcare settings	NO POLICIES IDENTIFIED
<b>G</b>	Give nutrition education and skills	NO POLICIES IDENTIFIED

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 Bulgaria.

**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		
	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)