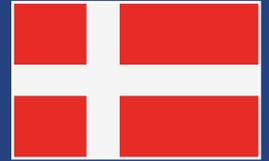


Nutrition policy status in Denmark

NOURISHING policy index
May 2023



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

Main messages

- 1 Denmark implements policy actions in eight out of the ten policy areas of the NOURISHING framework. One policy area received the highest assessment which was excellent in increasing public awareness of healthy eating through communication campaigns (I2). One policy area received a good assessment which was limits or removal of specific nutrients in food products (I1) with two policy areas nutrition label standards and regulations (N1) and food standards in public institutions (O) rated moderate.
- 2 Despite achieving a moderate assessment, weaknesses and gaps were identified throughout these policy areas such as a lack of nutrition label standards and regulations implemented beyond EU level regulations (N1), an absence of regulations surrounding sugar-sweetened beverage provision in schools, and food availability within the school vicinity (O). Much more needs to be done to improve food marketing and advertising regulations to young people to reduce their exposure to unhealthy food (R), to improve public food procurement policies at national level (H), alongside nutrition education and skills (G).
- 3 No action was taken in two policy areas which included creating a healthy retail and food service environment (S), and nutrition advice and counselling in healthcare settings (N2). Using economic tools to address food affordability and purchase incentives (U) should be strengthened beyond health related food taxes.

Overview of policy status

	NO POLICIES IDENTIFIED	POOR	FAIR	MODERATE	GOOD	EXCELLENT
N Nutrition label standards and regulations on the use of claims and implied claims on food				MODERATE		
O Offer healthy food and set standards in public institutions and other specific settings				MODERATE		
U Use economic tools to address food affordability and purchase incentives			FAIR			
R Restrict food advertising and other forms of commercial promotion		POOR				
I Improve nutritional quality of the whole food supply				GOOD		
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		POOR				
I Inform people about food and nutrition through public awareness					EXCELLENT	
N Nutrition advice and counselling in healthcare settings	NO POLICIES IDENTIFIED					
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 Denmark.

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.

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