HOW CAN GOVERNMENTS SUPPORT HEALTHY FOOD PREFERENCES?

The food system is an interconnected network of producers, industry, and institutions. But at its heart is the individual. Policy can affect all parts of the network, influencing a cultural shift towards healthier food preferences.

**GOVERNMENTS**
- Set food standards in schools
- Tax unhealthy foods
- Restrict marketing to children
- Invest in infrastructure for producing healthier foods
- Legislate for consumer-friendly nutrition labelling

**SCHOOLS**
- Provide healthy eating education
- Incentivise healthy food retailers to enter low income areas
- Regulate to prevent positioning unhealthy food outlets where children gather
- Influence each other as role models, caregivers and peers
- Redesign the choices available at point of sale and increase the availability of healthy options

**FOOD PRODUCERS**
- Subsidise healthy foods to increase availability/affordability
- Reformulation of products to reduce unhealthy ingredients
- Change in demand for healthier choices

**RETAILERS**
- Increased shelf-space for healthier foods
- Increased demand for healthier choices

**INDIVIDUALS**
- Provide healthy foods to children
- Incentivise healthy food retailers to enter low income areas

For further information on the obesity series or to read the full report, visit www.thelancet.com/series/obesity-2015


http://dx.doi.org/10.1016/S0140-6736(14)61745-1