

भारतीय
जन स्वास्थ्य
प्रतिष्ठान



PUBLIC
HEALTH
FOUNDATION
OF INDIA



icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH

NIN
NATIONAL INSTITUTE
OF NUTRITION

unicef
for every child



Let's Fix Our Food

Transforming Food Environments to Combat Rising Obesity
Among Indian Adolescents and Youth

LFOF Impact Snapshot: Media Engagement and Opinion Pieces

Collaborators



LetsFixOurFood



letsfixourfood



LetsFixOurFood



letsfixourfood

Let's Fix Our Food a multi-stakeholder, youth-led initiative to foster healthier food environments.

SOCIAL MEDIA REACH

- 361,830 + accounts were reached
- 630 + new followers were added (+19.5% growth)
- Facebook recorded 541.2K views and 192.4K reach
- Instagram generated 188.4K views and 28K interactions
- LinkedIn recorded 39,739 impressions, reflecting a 9.1% + increase

YOUTH ENGAGEMENT

- Reached 1,43,906 adolescents from all Indian states & UTs through U-Report under
- Let's Fix Our Food initiative
- Created reels and posts for national and international health days in English and Hindi
- Represented LFOF at World Health Summit and ICMR E-Dialogue Series
- Participated in Global Youth Consultation on Nutrition
- Podcast - #ChangeStartsWithYOUth with Dr. Rajesh Mehta and Dr. Shifalika Goenka

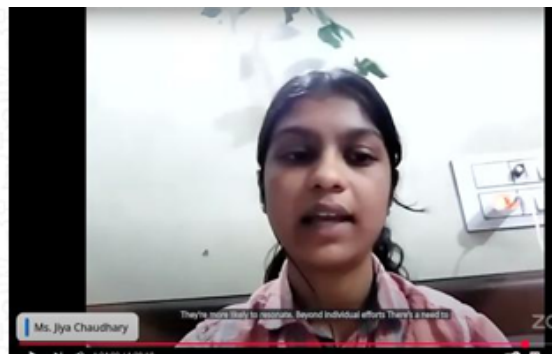
SOCIAL MEDIA CAMPAIGNS

- #CARE4Health - Poster and Reel Making Competitions
- #ChangeStartsWithYOUth - 12-day social media campaign
- Poshan Maah 2025 - Sugar, Salt and Oil awareness campaign

Testimonial Video – Collated responses from adolescent network members



E-Dialogue Series under the “LFOF–NULIFE” initiative ahead of World Hypertension Day, featuring youth engagement led by PHFI and LFOF Youth Ambassador Jiya Choudhary.



ICMR E-Dialogue (Panel Discussion) on “Creating Healthy School Food Environments: What Works and Why?”, featuring LFOF Youth Ambassador Ms. Rishita.



Podcast featuring Ms. Naaya Mehta in conversation with K. Srinath Reddy on food environments, adolescent nutrition literacy, and tackling obesity in India.

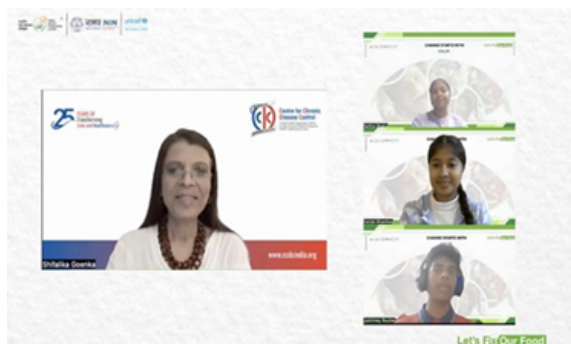
Let's Fix Our Food



International Youth Day podcast featuring Master Jyotirmay in conversation with Dr. Rajesh Mehta on youth leadership in shaping healthier food environments.



#ChangeStartswithYOUth podcast featuring Dr. Shifalika Goenka in conversation with LFOF Youth Ambassadors, amplifying youth voices and real-life challenges.



PHFI webinar on “Ad-Busters! Media Literacy to Decode Advertising Tricks,” focused on empowering youth to make smart food choice

Let's Fix Our Food

HRIDAY-HIA-ECHO India Monthly Webinars on Non-Communicable Diseases

A monthly webinar series empowering civil society organizations (CSOs) to enhance efforts in NCD prevention, control, and management

**Webinar 10: Ad-Busters! Media Literacy to Decode Advertising Tricks:
Empowering Youth to Make Smart Food Choices**

Date: 29th September 2025 | Time: 12.30 to 1.30 PM (IST)

Register Now

Link: <https://iecho.org/public/program/PRGM1733293837677EY7KWYRASD>

Dr. Subbarao M. Gavaravarapu
Scientist F & Head, Nutrition Information, Communication & Health Education (NICHED) Division, ICNIR National Institute of Nutrition

Dr. Tina Rawal
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Communications Specialist, UNICEF

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Mr. Vikas Dandekar
Editor, The Economic Times (TTC)

Dr. Alka Rao
Advisor (Science and Standards and Regulations) National Codex – SPS Contact Point, PSSAI

Mr. Imran Khan
Associate, UNICEF

Ms. Neelam Shuttia
Teacher, St. Thomas School, Ghazalbad

Mrs. Jyotsna Rani Routray
Parent Representative, Tagore International School

Ms. Rishita Rastogi
LFOF Youth Ambassador

Collaborators

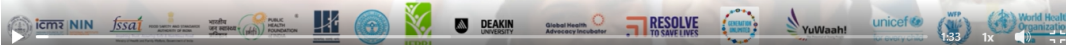
[2025 built strong momentum for healthier food environments.](#)

Through campaigns, content, and youth-led voices, Let's Fix Our Food amplified dialogue and action—this recap captures key moments shaping the road ahead.



LET'S FIX OUR FOOD | THE YEAR 2025 IN ACTION

Collaborators



List of Published Op-Eds in collaboration with LFOF consortium partners

[Countering the Challenge of Childhood Obesity –](#)
The New Indian Express – Prof K Srinath Reddy

Opinion

Countering the challenge of childhood obesity

From unethical marketing of breast milk substitutes to aggressive promotion of high calorie foods, sections of the food industry have propelled the global obesity pandemic.

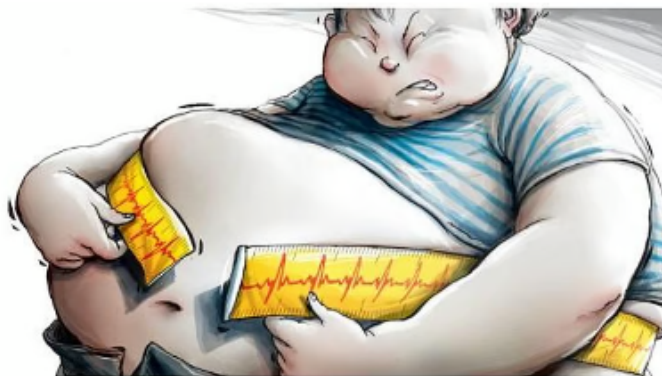


Illustration: Soumyadip Sinha

Dr K Srinath Reddy

[Does Childhood Obesity Threaten India's Greatest](#)
ETV Bharat - Prof Monika Arora

World Obesity Day 2025: Does Childhood Obesity Threaten India's Greatest Demographic Advantage?

Asks Prof Monika Arora, Vice-President (Research and Health Promotion), Public Health Foundation of India, on the eve of World Obesity Day.



India's childhood obesity crisis is unfolding at an alarming rate (Getty Images)

[Why Diabetes is Affecting More Youth-](#) Hindustan Times - Prof Monika Arora and Dr V Mohan.

Why diabetes is affecting more youth

This article is authored by Monika Arora and Dr V Mohan.

Published on: Nov 28, 2025 1:34 PM IST

By [Monika Arora](#), [Dr V Mohan](#)



[Let's Fix Our Food for Adolescents: Skill-Based Nutrition -](#) [Literacy is the Key](#) - Hindustan Times - Dr. SubbaRao M Gavaravarapu

Tue, Apr 28, 2026 | New Delhi 38 °C

Hindustan Times 100

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'Let's Fix Our Food' for adolescents: Skill-based nutrition literacy is the key

By -SubbaRao M Gavaravarapu, head, Nutrition Information, Communication and Health Education (NICHE) Division, ICMR- National Institute of Nutrition, Hyderabad.

Published on: Oct 19, 2023 11:22 AM IST

By Hindustan Times



[Expert Suggests How to Improve Diet of Children and](#) [Adolescents – Healthy, Creative Tiffin Ideas](#) - NDTV Food - Prof Neena Bhatia

Expert Suggests How To Improve Diet Of Children And Adolescents - Healthy, Creative Tiffin Ideas

Changes in the diet of early adolescents can begin with small steps, such as creating quality and attractive lunch boxes for children.

Neena Bhatia Updated: January 26, 2023 16:11 IST

Read Time: 5 min



[Nourishing Futures: Why Breastfeeding is the Bedrock of](#) [Healthier Food Environments](#) - Down To Earth - Prof Monika Arora, Prof Neena Bhatia, Dr Tina Rawal

Nourishing futures: Why breastfeeding is the bedrock of healthier food environments

Breastfeeding is not just a maternal decision but a public health imperative, a food systems solution and a cornerstone of sustainable development



Breastfeeding could prevent over 820,000 child deaths and 20,000 maternal deaths due to breast cancer each year globally. iStock



Monika Arora, Tina Rawal, Neena Bhatia

Combating obesity among adolescents 💡

Updated - May 20, 2025 07:48 am IST

SUBBARAO M. GAVARAVARAPU, BHARATI KULKARNI

 2 READ LATER

India has, for a while, been facing a nutrition paradox where under nutrition and obesity coexist. Image by icomp on Freepress

Front-of-Pack, Front of Mind: Empowering Youth for a Healthier Tomorrow

By Prof. Monika Arora, Vice-President (Research and Health Promotion), PHFI
Updated at: September 23, 2025 9:47 PM



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Title	Publication
<u>Tax HFSS Foods: View it as a Public Health Imperative</u>	The Hindu
<u>Regulatory Push, Multi-Stakeholder Engagement Required to Address Growing Obesity Rates</u>	Pharmabiz
<u>Taxation on HFSS Products Mandatory to Contain NCDs</u>	Economic Times Health
<u>Healthy, Fit India is Must for Wellbeing</u>	The Pioneer
<u>Two-thirds of Indian Adolescents Swayed by Food Ads; Higher Taxes May Help Curb Rising Obesity</u>	Mint
<u>From Shared Meals to Shared Futures: Fixing Our Food for India's Youth</u>	Ideas for India