

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

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India’s G20 presidency has highlighted the critical national and international priorities including food security, nutrition, health care and sustainable development for our children and future generations. The unanimously adopted New Delhi declaration has underlined these commitments. Childhood and adolescence are the crucial phases where nutritional choices hold the key to lifelong health and they demand immediate attention especially given the context that India is witnessing an unprecedented surge in overweight, obesity and non-communicable diseases among children and adolescents. Conversations around these issues have been now raised to the forefront and there is an urgency to fix our food and provide them with a conducive food environment to choose healthy, consume healthy and grow healthy.



Nutrition (Unsplash)

The food environment is shaped by 5As - Availability, Accessibility, Affordability, Acceptability and Accommodation of healthier options by the vendors (in what they sell) as well as the consumers (in what they choose). To accelerate efforts to tackle the personal and commercial determinants influencing poor food choices among adolescents, a group of academic and development partners formed a consortium and conceptualised the ‘Let’sFixOurFood’ campaign. The campaign includes a two-way dialogue process involving adolescents along with policymakers, survey on nudges of food choices and examining policy environment. Being an important partner of the initiative, engaged in

forming, functioning and nurturing a consortium to address obesogenic food environments, we got to examine programmatic and regulatory measures being employed globally. They range from giving teeth to the laws on restricting advertising and marketing of unhealthy foods; front-of-pack labelling (FoPL); taxing high fat, sugar and salt (HFSS) foods. However, the most immediate, long lasting and sustainable approach that is the cornerstone for success of any such measures is empowering adolescents with nutrition literacy, which in simple terms means the ability to comprehend and apply nutritional information.