

Concept Note

Let's Fix Our Food (LFOF) Initiative

Dissemination and Consultation Workshop

22 July 2026 | Magnolia Hall, India Habitat Center, New Delhi, India

Organized by the Indian Council of Medical Research – National Institute of Nutrition (ICMR-NIN)

Supported by Resolve to Save Lives, UNICEF India and the LFOF Consortium

1. Background & Rationale

India is facing a growing triple burden of malnutrition, with undernutrition and micronutrient deficiencies coexisting alongside rapidly rising overweight, obesity, and diet-related non-communicable diseases (NCDs). The proportion of deaths attributable to NCDs increased from 37.9% in 1990 to 61.8% in 2016, while the recent Indian Council of Medical Research–INDIAB-17¹ report highlights rising cardiometabolic risks nationwide. Poor diets are now among the leading contributors to disease burden globally, and the Dietary Guidelines for Indians by National Institute of Nutrition estimate that 56.4% of India's disease burden is linked to unhealthy diets. Nearly 41 million Indian children aged 5-19 years have high BMI, including 14 million with obesity, and India is projected to contribute 11% of the global childhood obesity burden by 2030². Obesity-related costs could rise from USD 29 billion (1% GDP) in 2019 to USD 839 billion (2.5% GDP) by 2060 without urgent policy action³.

2. Let's Fix Our Food Initiative

The Let's Fix Our Food (LFOF) initiative was established in late 2021 with guidance from NITI Aayog to transform adolescent attitudes and behaviours towards healthier diets and lifestyles through meaningful youth engagement and multi-sectoral partnerships. Its vision is to ensure that adolescents and young people adopt healthy food habits, increase physical activity, and reduce screen time. LFOF works to foster equitable partnerships between adolescents and key stakeholders — including parents, policymakers, educational institutions, teachers, and civil society organizations — to create supportive and sustainable healthy food environments.

The initiative aims to reduce consumption of foods high in fat, sugar and salt (HFSS), promote physical activity, and encourage healthier lifestyle choices. Its approach combines policy briefs, advocacy, adolescent engagement, media campaigns and webinars to drive evidence-informed action and behaviour change. Under the leadership of ICMR-NIN, it includes organizations like Food Safety Standard Authority of India (FSSAI), Resolve to Save Lives (RTSL), UNICEF, Public Health Foundation of India (PHFI), Lady Irwin College, University of Delhi, Institute Economic Growth (IEG), Deakin University, Global Health Advocacy Incubator (GHAi), World Health Organization (WHO), World Food Programme (WFP), International Food Policy Research Institute (IFPRI) and Yuwaah Generation Unlimited.

¹ Anjana, R. M., Unnikrishnan, R., Deepa, M., Pradeepa, R., Tandon, N., Das, A. K., et al. Metabolic non-communicable disease health report of India: the ICMR-INDIAB national cross-sectional study (ICMR-INDIAB-17). *The Lancet. Diabetes & endocrinology*, 11(7), 474–489. [https://doi.org/10.1016/S2213-8587\(23\)00119-5](https://doi.org/10.1016/S2213-8587(23)00119-5)

² World Obesity Federation. *World Obesity Atlas 2026*. London: World Obesity Federation; 2026. Available at: <https://www.worldobesity.org/resources/resource-library/world-obesity-atlas-2026>

³ UNICEF India. *India: Overweight and obesity rising across all ages: youngest children to adults*. UNICEF India Press Release. September 11, 2025. Available at: <https://www.unicef.org/india/press-releases/india-overweight-and-obesity-rising-across-all-ages-youngest-children-adults>

3. In 2026, the Let's Fix Our Food (LFOF) was featured by the [World Health Organization](#) as a global case study under its Strategic Action for Urban Health initiative. This recognition highlights the importance of collaborative efforts in creating healthier and more equitable food environments. Additionally, LFOF was highlighted in the annual report of NITI Aayog 2025-26 as a key strategy for improving nutrition outcomes in India, reflecting its growing relevance in advancing national nutrition and public health goals.

4. Progress to Date

A key milestone in this journey was the [national dissemination event, Let's Fix Our Food, convened at Indian Council of Medical Research, New Delhi on 28 March 2025](#), where [five policy briefs](#) and nutrition literacy resources were formally released by the Director General of ICMR, Member NITI Aayog, and Director National Institute of Nutrition. The meeting brought together senior representatives from MoHFW, MWCD, FSSAI, Ministry of Education, CBSE, ICMR, development partners, consortium members, school students, and teachers, and included a multi-sectoral panel discussion on advancing collaborative action for healthier food environments.

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Following the successful launch of policy briefs and research material in March 2025, over the past year, the consortium organized e-consultations on various topics related to healthier food environments with participation from global, regional, and Indian experts and adolescents, undertook joint research initiatives, generated evidence, and built a network of adolescent nutrition champions. We take this opportunity to acknowledge and appreciate the contributions of all partner organizations in advancing this work.

The workshop will mark the official launch of *"Priority Policy Actions for Promoting Healthier Diets in India"*, a compilation of the outputs from these e-consultations over the past two years. The event will also see the release of resources developed to strengthen food and nutrition literacy among adolescents, the NEAT-S report, educational videos, as well as the launch of the LFOF website and presentation of relevant research published in the past year by consortium members.

Key Policy Areas

1. Creating Healthy School Food Environments for a Healthy India
2. Advancing Food Literacy, Media Awareness, and Healthy School Food Environments for Adolescents
3. Salt Reduction for Prevention and Reduction of Non-Communicable Diseases (NCDs) - A Key Public Health Strategy to Reduce Non-Communicable Diseases (NCDs)
4. Healthier Oils for a Healthier India: Re-shaping Dietary Fats to Prevent NCDs
5. Front-of-Pack Nutrition Labelling (FOPNL)
6. Advancing India's Young People's Right to Healthy Foods and Healthy Food Environment (Youth Voices through U-report)
7. Regulating food advertisements to protect children and adolescents from exposure to Foods High in Fat, Salt and Sugar (HFSS)
8. Social Behaviour Change Communication: A Strategy for Addressing Under and Over-nutrition among Indian Children and Adolescents

9. Health Taxes in India Why, What, and How?
10. Low Sodium Salt Substitutes in India: Evidence, Health Impact, and Policy Implications