

MOLDOVA – COMMUNICATON CAMPAIGN TO REDUCE SALT AND TRANS FAT CONSUMPTION

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Unhealthy food is an important risk factor for noncommunicable diseases (NCDs). Every fourth person in our country dies prematurely due to consequences of chronic NCDs.

According to the national report of the Health behavior in school aged children (HBSC¹) study, it is attested that less than half (46%) of preadolescents and adolescents consume fruits and vegetables daily. Every third teenager is overweight and only 14% of them exercise at least 60 minutes a day, being lower among girls.

The Moldovan-Swiss project "Healthy Life: Reducing the burden of noncommunicable diseases", funded by the Swiss Cooperation Office and implemented by the Swiss Institute of Tropical and Public Health is working closely with the National Agency for Public Health (NAPH) on capacity building to prepare national and local communication campaigns based on evidence and social marketing principles (i.e. partnering with a creative agency, using formative research insights for message development, and testing messages with consumer panels). There were launched two national campaigns on reducing salt intake and trans fatty acids.

In this context, Health Promotion Schools program will implement educational activities to promote healthy food, during the local level awareness campaigns on reducing consumption of salt and trans fats *Reduce salt in food! and Choose what you eat!*

Healthy eating behavior for preadolescents and adolescents will be promoted during the educational workshops to be organized in schools of Chisinau and in 20 pilot districts of the "Healthy Life" project.

<https://prosanatate.md/>



¹<http://www.euro.who.int/en/health-topics/Life-stages/child-and-adolescent-health/health-behaviour-in-school-aged-children-hbhc/hbhc-2020>