

NATIONAL PROGRAMME FOR PREVENTION OF NON-COMMUNICABLE DISEASES

2014-2020

Duration	2014-2020
Objectives	To promote population's health and improve quality of life by reducing premature mortality, morbidity and health outcomes (disability) of major NCDs (cardiovascular diseases, malignant neoplasms, chronic lung diseases, diabetes) associated with risk factors - tobacco use, alcohol abuse, unhealthy diet and low physical activity.
Approach used	<ul style="list-style-type: none">• Development and implementation of educational programs for healthy nutrition for children and schoolchildren through the integration of information relevant for their age into suitable forms – educational modules for healthy nutrition.• Conducting health education events (radio and television programmes, publications, conferences, meetings, forums, competitions, festivals, exhibitions etc.) aimed at raising awareness on health risks for nutritional deficiencies, the benefits of healthy nutrition, diet for different population groups (women of childbearing age, pregnant and lactating women, parents, people with NCDs etc.).• Annually organizing and conducting public awareness campaigns to inform the population on healthy eating - (breastfeeding support to combat obesity in NCDs, etc.).• Development of information materials on healthy eating for the population risk population groups (pregnant women, infants and children under 3 years, persons over 65 years, etc.).• Printing, distribution and promotion of information materials on healthy diet of the population in different age groups.
Geographical Coverage	Bulgaria
Primary target population	All population from 1 to 75+ years
Description of the intervention	I. Increasing the level of awareness, education and involvement of people in activities of the programme II. Building of a capacity and skills of advising and supporting in medical and nonmedical professionals III. Inclusion of social structures and communities

- Implementation of school policies on healthy eating - the WHO Nutrition-Friendly Schools Initiative (NFSI); the national Programme "School fruit."
- Raising awareness of food manufacturers, food retailers and other professionals engaged in public catering – meetings, training workshops, discussion forums.
- Promoting the reformulation of foods to reduce the salt content, fat, saturated fatty acids, trans fatty acids, added sugar and to increase their availability in the market as well as adequate food labelling about the nutritional information, health claims etc. - meetings, discussion forums, participation of Bulgaria in the European Network for reducing salt consumption.
- Provision of appropriate practices for marketing and advertising of foods, implementing the WHO recommendations, maintaining participation in the WHO European Network on reducing marketing pressure on foods and drinks for children - meetings, discussion forums, etc.
- Targeted activities to support the nutrition of vulnerable groups and individuals with low socioeconomic status; participation in the activities of the WHO European Network "Obesity in vulnerable groups".

IV. Amendment, supplementation and compliance with the legislation

V. Monitoring and assessment

Behavioural components addressed	healthy eating/physical activity
Targeted risk behaviour	<ul style="list-style-type: none"> • Strengthening positive changes in the national dietary pattern and achieving new ones for reducing the risk from nutritional deficiencies and chronic diseases associated with nutrition. Improving food supplies, contributing to a healthy eating pattern as well as providing wide access for the whole population to them. • Building a successful model for increasing physical activity of the population to achieve better health, capacity and longevity. Creating conditions and opportunities for public access for the population to practice physical exercises, sports and tourism.
Main setting/place of delivery	kindergarten/school (primary, secondary)
Description of the evaluation	National monitoring of dietary intake and nutritional status
Legislative framework	National Health Strategy; Health Law
Total budget in Euro	-

Funding sources	Public
Impact (incl. differences among groups)	<p>Foreseen impacts by 2020:</p> <p>Physical activity</p> <ul style="list-style-type: none"> Increasing the relative proportion of persons practicing physical activity of moderate intensity at least 30 minutes 5 days a week by 25%. Increasing the proportion of children who practice daily physical activity with moderate to high intensity for at least 60 minutes a day by 30%. Reducing the proportion of persons aged over 18 years who practice physical exercise, sports and tourism once a week and rarely by 10%. <p>Nutrition</p> <ul style="list-style-type: none"> Stop the trend of increasing the incidence of obesity in adult populations; Maintaining but without increasing in the proportion of overweight children (overweight and obesity); Reducing the use of industrially produced trans-fatty acids (hydrogenised and partially hydrogenised plant oils) in food provision; Reducing salt consumption for achieving of a long-term goal up to 5 g per day per person;
Further information sources	<p>http://www.mh.government.bg/media/filer_public/2015/04/17/programa-preventsiya-hronichni-nezarazni-bolesti-2014-2020.pdf (in Bulgarian)</p> <p>http://www.mh.government.bg/media/filer_public/2015/04/17/rabotna-programa-preventsiya-hronichni-nezarazni-bolesti-2014-2020.pdf (in Bulgarian)</p>

Other remarks:

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