

# Obstacles and Facilitators for the Implementation of the Healthy Eating Promotion Law In Argentina

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## CASE PRESENTATION: ARGENTINIAN HEALTHY EATING PROMOTION LAW<sup>12</sup>

### COMPONENTS

- Front of package warnings labels (FOPWL)** for food products exceeding critical nutrient levels → PAHO Nutrient Profile System.
- Regulation of advertising, promotion and sponsorship** → banning all advertisements directed at children under 18 and regulating those targeting adults across all channels.
- School environments** → schools can not offer any food products with warning labels, and they should include Nutritional Food Education in their curriculum.
- State food procurement policies** → the State should prioritize food products without octagons when acquiring food products.

The Argentinian law could be considered as a benchmark for the region and the world, especially in terms of advertising regulations (as it prohibits all forms of advertising aimed at children and adolescents).



### TIMELINE

**2017–2020:** Several Draft Bills from different decision makers– One bill

**2020:** The Bill passed in the Senate Chamber

**2021:** It Passed in Deputies Chamber

**2022:** March: The regulatory decree is enacted– Implementation in phases + extensions of times concealed

**2023:** Nov: all the implementation phases are complete



### FACILITATORS



### OBSTACLES

- **Local scientific evidence** demonstrated that: i. warning labels enabled consumers to identify unhealthy products; ii. the alignment of the PAHO nutrient profile system with Argentina's food dietary guidelines<sup>3</sup>.
- **Regional research** highlighting the positive impact of similar policies in neighboring countries (i.e. Chile).
- **A coalition of local civil societies**, organizations with different profiles and strategies worked together. Concerted efforts played a pivotal role in raising awareness of the issue and strategically placing it on both political and public agendas.
- **Support from regional coalitions** of civil societies and academia, fostering collaborative and organized endeavors with a shared goal.
- **Champions** from different political parties.

- **Conflicting interests** between public health, government, and the food industry.
- **Food industry strategy** included: a. aggressive lobbying, b. strategic marketing, c. discrediting scientific findings, d. exaggerating the economic significance of the industry, e. providing financial support to professional health organizations, and f. compromising the integrity of decision-making processes.
- **Attempts to lengthen** the legislative process.
- **The lack of clear, public and traceable control and sanction mechanisms.** Competent authorities still face several challenges at the enforcement of the law.
- **Political context** and economic and social situation.

## Argentina enacted one of the best FOPL warning laws in Latin America and the world.

This experience was primarily characterized by the generation of scientific evidence and the development of a strong civil society movement working with different actors in intersectoral collaboration to counteract the lobbying efforts of the food industry. Regional support was also key to undermine industry efforts to weaken the law.

### References:

<sup>1</sup> Ley de Promoción de la Alimentación Saludable, N° 27642. 26/10/2021. Available [here](#).

<sup>2</sup> Promoción de la Alimentación Saludable. Decree N° 151/2022. 22/03/2023. Available [here](#).

<sup>3</sup> Dietary guidelines for the argentine population. Health Ministry. 2019. Available [here](#).

