



Persuading the Population to Eat a Healthier Diet

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Deadline for manuscript
submissions:

closed (31 July 2020)

Message from the Guest Editor

Dear Colleagues,

It is now firmly established that chronic diseases of lifestyle (CDL) are closely related to the Western lifestyle and are therefore potentially preventable. There has been an enormous effort to discover effective interventions that would persuade the population to adopt a healthier lifestyle so as to enhance health and prevent disease. This collection of papers critically examines some of the strategies that have been used, including improved designs of food guides and food labels, policies that restrict advertising of unhealthy foods, setting limits on the food content of unhealthy components (such as *trans* fatty acids and salt), and government policies to make a healthier diet more affordable.

Topics covered can include:

1. Improved designs of food guides;
2. Improved designs of food labels;
3. Restricting the advertising of unhealthy foods, especially when the target audience is young people;
4. Setting limits on the food content of unhealthy components (such as *trans* fatty acids and salt);
5. The use of taxes and subsidies on food (taxes to reduce intake of unhealthy food, subsidies to make healthy food cheaper).





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Journal Rank: JCR - Q1 (Nutrition and Dietetics) / CiteScore - Q1 (Nutrition and Dietetics)

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