



# Focus on primary prevention: Target risk factors

## Unhealthy diet



- Adopt a clear, mandatory, transparent, and government-led **front-of-pack food labelling**.
- Implement **tax- or subsidy-related price changes** to scale down the cost of healthy food and promote fruit and vegetable consumption.
- Introduce **sugar-sweetened beverage taxes** to reduce sugar intake.
- Launch **mass media campaigns for healthy diets**, reducing fats, sugars, and salt while promoting fruits and vegetables.

## Harmful use of alcohol



- Adopt **mandatory labelling** of alcohol products with health information and calories.
- Implement **pricing policies** like Minimum Unit Pricing (MUP) to reduce alcohol affordability.
- Implement **screening and brief intervention programmes** in primary care.
- Ban **alcohol marketing** across all media forms and prohibit **alcohol sponsorship** of sports/events.
- Enforce a **licensing system** limiting alcohol sales through hours, outlet density, discounts, structural separation, and legal purchasing age.

## Tobacco and nicotine use



- Roll out impactful **public education campaigns** against smoking and second hand smoke.
- Enforce **plain, standardized packaging** and/or large **health warnings** on tobacco products.
- Raise **excise taxes and prices** for tobacco products and other nicotine containing products.
- Prohibit **indoor smoking** at workplaces, public areas, and on public transport.
- **Harmonise definitions** of tobacco and other nicotine containing products.

## Physical inactivity



- Ensure accessible, safe **public spaces and infrastructure** for walking and cycling.
- Launch community-wide **physical activity awareness campaigns**, combining mass media and community programmes for behaviour change.
- Incorporate **physical activity counselling and referrals** into routine primary healthcare services via brief interventions.

This paper has been produced by United European Gastroenterology (UEG). UEG is a professional non-profit organisation combining all the leading European medical specialists and national societies focusing on digestive health. For more information visit [www.ueg.eu](http://www.ueg.eu).

### Resources

1. European Association for the Study of the Liver (2023) Policy Statement Reducing Alcohol Harms ([accessible here](#)).
2. WHO (2022) European Regional Obesity Report ([accessible here](#)).
3. WHO (2022) European framework for action on alcohol 2022–2025 ([accessible here](#)).
4. WHO (2017) Best buys and other recommended interventions for the prevention and control of noncommunicable diseases ([accessible here](#)).