



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.

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](#)).