



Eating Healthy

Eating healthy encompasses three key messages that focus on what to eat and what to avoid.

Eating a balanced diet

A balanced diet is essential for good health and implies consuming all nutrients in the right quantities every single day. This includes

- Plenty of colourful and varied seasonal fruits and vegetables
- Adequate whole grains and pulses
- Moderate amounts of milk and milk products and other nutrient-rich foods
- Drinking plenty of water

Reducing foods high in fat sugar and salt

Foods high in fat, sugar and salt increase the risk of non-communicable diseases such as obesity, diabetes and heart diseases. This includes messaging on strategies to reduce fat, salt and sugar.

Eliminating trans-fats

Trans-fats are also formed as a result of repeated frying and are hazardous for health. Eliminating trans-fats in the diet by good cooking and frying practices both by consumers and food businesses can help eliminate trans-fats entirely. The objective is to ensure Trans-fat Free India by 2022, which is more ambitious than the WHO's call for trans-fat free nations by 2023. India is well on its way to achieving this goal through collaboration between the concerned Industry stakeholders, scientific community and requisite regulatory support.

Other messages include

- Getting at least 30 minutes of exercise daily
- Avoiding tobacco and alcohol
- Adequate sleep, rest and relaxation
- Following healthy habits



Convergence with



To fulfil the vision of ‘Health for All’ and ‘Universal Health Coverage’ with focus on preventive and promotive healthcare enshrined in the National Health Policy 2017, ‘Ayushman Bharat’ has been launched by the government recently. It is a comprehensive need-based health care service with path breaking interventions to holistically address health (covering prevention, promotion and ambulatory care), at primary, secondary and tertiary level. An important component of this programme is the creation of 1,50,000 Health and Wellness Centres which will bring health care closer to the homes of the people, providing Comprehensive Primary Health Care (CPHC), covering both maternal and child health services and non-communicable diseases, including free essential drugs and diagnostic services. The Eat Right Toolkit is aimed at frontline health workers who are an integral part of these Health and Wellness directly or indirectly.

National Health Mission (NHM) has strong focus on prevention and reduction of under-nutrition, particularly in children aged 0-3 years and anaemia among children, adolescents and women. Further, there is focus on prevention and reduction of mortality and morbidity from non-communicable and emerging diseases, monitoring of food adulteration and promotion of breastfeeding with effective implementation of Infant Milk substitutes Act. Rising burden of NCDs calls for concerted public health action. A key preventive strategy under the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) includes reducing consumption of salt, sugar, saturated fats and elimination trans- fats from diets.

Large army of ASHA workers and ANMs, structure of facilitators and coordinators and the Village Health Sanitation and Nutrition Committees (VHSNC) under NHM could be effectively deployed for various community processes for behaviour change communication and social mobilization around focus areas of NHM. There is funding available under NHM for these activities. Additionally, flexi-funds could be utilized for the purpose.

