

H.E. Jan Christian Vestre
Minister of Health and Care Services
Government of Norway

December 8th, 2025

Joint Letter in Support of Protecting Children: The Importance of Banning Unhealthy Food Marketing in Norway

We, the undersigned organisations, express our full support for Norway's principled and evidence-based efforts to introduce a ban on the marketing of unhealthy foods and beverages directed at children under the age of 18.

This initiative represents a bold and pioneering step in the global effort to safeguard children's health, in line with the UN Convention on the Rights of the Child. By establishing a clear age limit of 18 years and confronting powerful commercial interests that continue to shape children's diets, Norway is demonstrating true leadership in an area where many countries still hesitate to act.

We are following developments in Norway with great interest and high expectations. With this initiative, Norway becomes the first country to implement the WHO's 2010 recommendation to reduce children's exposure to marketing of unhealthy foods and beverages. Its success will not only protect the health and well-being of Norwegian children – it will also serve as a strong example and a source of inspiration and momentum for similar measures elsewhere. Crucially, Norway's leadership can advance long-stalled political processes on public health and nutrition.

At the same time, we are concerned about the strong opposition now mobilising against this measure in Norway and abroad. Industry lobbying and resulting political uncertainty threaten to derail a historic opportunity to put children's health first. This is not unique to Norway or this case; industries have long sought to protect profits and preserve the status quo at the expense of public health. Such dynamics risk once again undermining – and even infringing upon – children's fundamental rights to a safe and healthy childhood.

We, the undersigned, urge the Norwegian government to remain steadfast in prioritising the protection of children above commercial interests. In doing so, Norway can secure a lasting legacy as a true champion of children's rights and public health.

Yours sincerely,

The Norwegian NCD Alliance

on behalf of the undersigned organisations

diabetesforbundet



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Future in our hands



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