

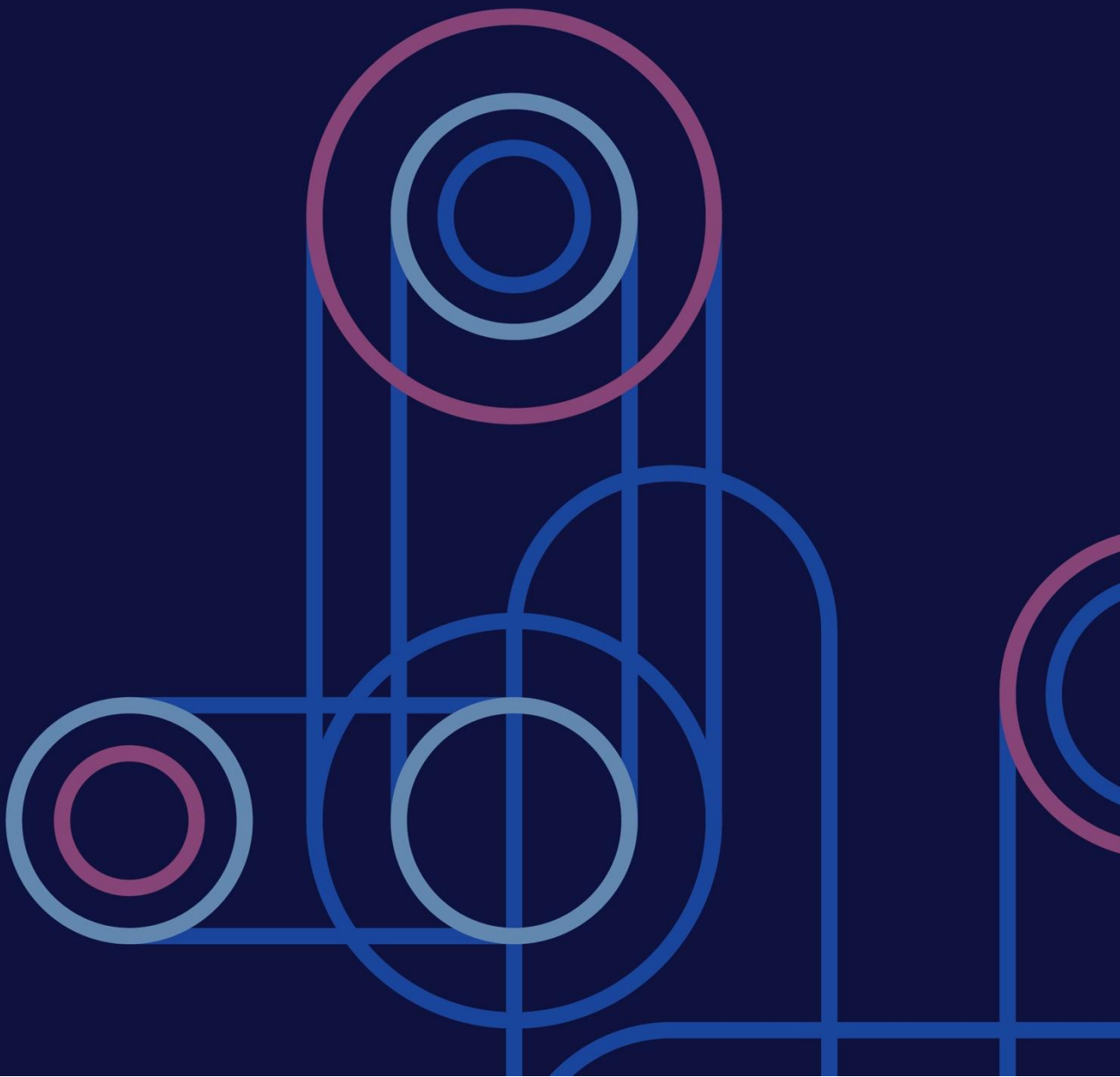


World Health  
Organization

CASE STUDY

*Let's Fix Our Food (LFOF): A multi-stakeholder initiative to create an enabling food environment through an integrated approach*

2026



Basic information	
<b>WHO Region</b>	SEARO
<b>City or Country</b>	India
<b>Timeline</b>	2021-2025
<b>Type of intervention</b>	Policy; advocacy
<b>Primary level of implementation</b>	Country
<b>Primary sectors involved</b>	Health; education; food & agriculture; youth affairs; women and child development; media
<b>Primary health outcomes or challenges</b>	Malnutrition in all its forms; unhealthy food environments

## Case description

India faces a persistent double burden of malnutrition, with undernutrition and overweight increasingly coexisting across age groups. Indeed, successive rounds of the National Family Health Survey (NFHS) have documented a rise in overweight and obesity among adolescents and adults. Recognizing the urgency of these trends, the National Institution for Transforming India (NITI Aayog) convened a high-level inter-ministerial dialogue in 2021 on the “triple burden” of malnutrition (i.e., comprising undernutrition, micronutrient deficiencies and overweight/obesity). The consultation concluded that fragmented sectoral approaches were inadequate and that a multisectoral framework was needed to reshape India’s food environment, particularly for young people.

This dialogue catalysed the establishment of the “Let’s Fix Our Food” (LFOF) initiative, formally launched on World Obesity Day 2022. LFOF was led by the Public Health Foundation of India (PHFI) with the Indian Council of Medical Research – National Institute of Nutrition (ICMR-NIN) and UNICEF, in collaboration with consortium partners including the Institute of Economic Growth (IEG), WHO, the World Food Programme, Deakin University, Lady Irwin College and IFPRI. The consortium engaged ministries, research institutions, civil-society organizations, and youth networks – such as YuWaah (Generation Unlimited India) and HRIDAY – adopting a co-creation model in which adolescents acted not only as beneficiaries but also as partners and leaders.

The consortium’s early work combined national policy advocacy with participatory evidence generation. A Pan-India U-Report survey gathered responses from more than 140 000 adolescents across 36 states and union territories, exploring how marketing,



*When adolescents are empowered to take ownership of their food choices, it promotes more than just healthy habits—it cultivates responsibility, agency, and leadership in them. It is encouraging to see that we as adolescents are not just considered as passive consumers but active leaders to shape food environments in India.*

**JYOTIRMAY ROURAY**

*LFOF Adolescent Ambassador*

**#LetsFixOurFood**

Let's Fix Our Food Adolescent Ambassador highlighting the crucial role of young leaders in shaping healthier food environments in India. New Delhi, India: 2025.

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affordability, and peer norms shape food choices. Findings were synthesized into policy briefs and adolescent-led knowledge products calling for stronger regulation of foods high in fat, sugar, and salt (HFSS), front-of-pack labelling, health taxes on sugary and ultra-processed products, and meaningful youth participation in decision-making. Fifty urban adolescent champions were trained to advocate for healthier food environments

through social media, community events, and peer networks. LFOF outcomes were released during a Multi-Stakeholder Dissemination and Consultation meeting at the Indian Council of Medical Research (ICMR) in March 2025.

Government commitment proved a major enabler. Six ministries – including Health and Family Welfare, Women and Child Development, Education, Youth Affairs, Information and Broadcasting, and AYUSH – endorsed coordinated action and linked LFOF recommendations to ongoing national frameworks. Institutional partnerships facilitated credibility, while UN support connected the effort to global nutrition and NCD agendas. Key barriers included entrenched dietary preferences, pervasive marketing by the food industry, and resource constraints for long-term scaling. Addressing these required continuous engagement, funding, and evidence generation to sustain momentum.

By 2024, the initiative had evolved into an ongoing second phase (2024–2025) that continues to inform policy dialogue under NITI Aayog. Lessons from LFOF underpin the development of a “Strategy for Improving Nutrition in India”, emphasizing a life-course and whole-of-government approach to nutrition that explicitly recognizes obesity and urban food environments alongside undernutrition. Through its integrated design – linking national coordination to local youth engagement – LFOF demonstrates how a policy initiative at the country level can drive healthier choices and behaviours in schools, families, and communities across India’s rapidly urbanizing landscape.

## Strategic Highlight

The LFOF initiative illustrates how coordinated national leadership can establish frameworks that support healthier food environments across communities. Conceived as a whole-of-government and whole-of-society effort, it brought together ministries, research institutions, and youth networks to address a growing concern – adolescent overweight and obesity – while sustaining progress on undernutrition.

A key strength of the initiative lies in its systemic approach. By linking food, health, education, communication, and youth engagement, it treated the food environment as a complex ecosystem shaped by policy, markets, and social norms. Anchoring the effort within a high-level inter-ministerial dialogue helped build alignment across sectors and elevate nutrition on the national policy agenda. Meanwhile, youth participation and evidence generation translated national ambitions into tangible actions such as adolescent-led advocacy, school and community outreach, and peer-to-peer education.

This interplay between national coordination and local empowerment can foster a reinforcing relationship where national policy reform is informed by youth voices and local data, while those same policies support on-the-ground change. The LFOF experience suggests that inclusive, evidence-based frameworks at the national level can strengthen local capacity, shape everyday food environments, and enable healthier

choices. Sustained progress will rely on continued collaboration linking national decision-making with community-level engagement.

## Further Information

- [Let's fix our food: Promoting healthy food environment for Indian adolescents and youth](#)
- [Let's Fix Our Food Policy Brief](#)
- [India: Overweight and obesity rising across all ages – from youngest children to adults](#)
- [Press Release: National Consultation on Adolescent Nutrition: Let's Fix Our Food \(LFOF\) Consortium convened at Indian Council of Medical Research \(ICMR\)](#)
- [Public Health Foundation of India Annual Report 2021-22](#)
- [U-Report: Let's Fix Our Food survey](#)
- [Front-of-Pack, Front of Mind: Empowering Youth for a Healthier Tomorrow](#)
- [Let's Fix Our Food Facebook page](#)