

# From Policy to Practice: Understanding Industry Influence on Healthier Food Environments in Sri Lanka

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# Industry Influence on Healthier Food Environments in Sri Lanka



## Objective

- Identify industry strategies in policy influence and propose countermeasures.



## Methodology

- Study Type: Qualitative synthesis of three studies.
- Data Source: Key Informants including different stakeholder categories.
- Data Collection and Analysis: Deductive framework.



## Findings

- Policy Formulation: Lobbying is the main influence.
- Policy Implementation: Aggressive marketing, pricing tactics, delayed enforcement.
- Industry Responses: Reformulation and introduction of new products (SSB taxes); indirect marketing disguised as CSR for tobacco/alcohol



## Policy Implications

- Expose Unethical Practices: Drive transparency and accountability.
- Align Industry with Health: Ensure industry actions support public health goals.