**Eliminating artificial trans fat in [PLACE– COUNTRY OR REGION] could save [NUMBER] lives over the next 25 years**

Artificial trans fat, often found in snack foods, baked goods and some cooking oils, clogs arteries and leads to heart attacks and death. Every year, coronary heart disease caused by trans fat consumption kills an estimated [NUMBER] people in [PLACE] prematurely.

But these lives can be saved. Artificial trans fats can be replaced with healthier alternatives, without changing the taste of food or costs to consumers.

In 2018, the World Health Organization (WHO) called for the global elimination of trans fat, and countries took action. Today, best practice policies cover [3.7 billion people– as of 10/2023; confirm], or close to half of the world’s population—a vast improvement from just five years ago, when only 7% of people worldwide were protected from this toxic additive. The trans fat elimination policies already in effect will save millions of lives.

In addition to saving lives, eliminating trans fat strengthens economies. Studies in [Kenya](https://gh.bmj.com/content/8/10/e012692), the [United States](https://www.who.int/docs/default-source/documents/replace-transfats/l-elements-of-economic-analysis.pdf?sfvrsn=be3a5f02_2), the [United Kingdom](https://pubmed.ncbi.nlm.nih.gov/27613767/), [Argentina](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4581646/), and the [European Union](https://pubmed.ncbi.nlm.nih.gov/27680991/) have shown that trans fat regulations save lives and are cost-saving to governments.

Now is the time for [PLACE] to join the [56 – as of 10/2023; confirm] countries with best practice trans fat elimination policies in place. By taking decisive action to protect their people from trans fat today, [PLACE] could save [NUMBER] lives over the next 25 years.

The path to trans fat elimination is clear. WHO recommends two best practice policy models:

1. Mandatory national restrictions that limit industrially produced trans fatty acids (iTFA) to 2% of total fat content in all foods
2. Mandatory national ban on the production and use of partially hydrogenated oils (PHO) in all foods

WHO’s [REPLACE action package](https://www.who.int/teams/nutrition-and-food-safety/replace-trans-fat) provides a step-by-step, strategic approach to eliminating artificial trans fat from national food supplies. [Include information about available technical support for trans fat elimination relevant to the authors– e.g., from the authors organization]

Implementing a best-practice trans fat elimination policies will allow [PLACE] to save lives and money, creating a more resilient population and economy. The time to act is now.