

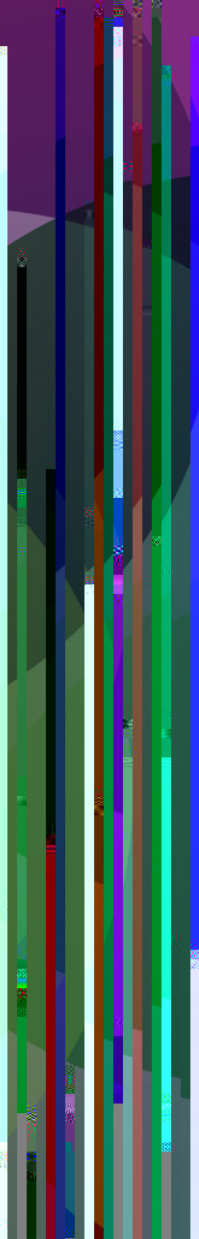


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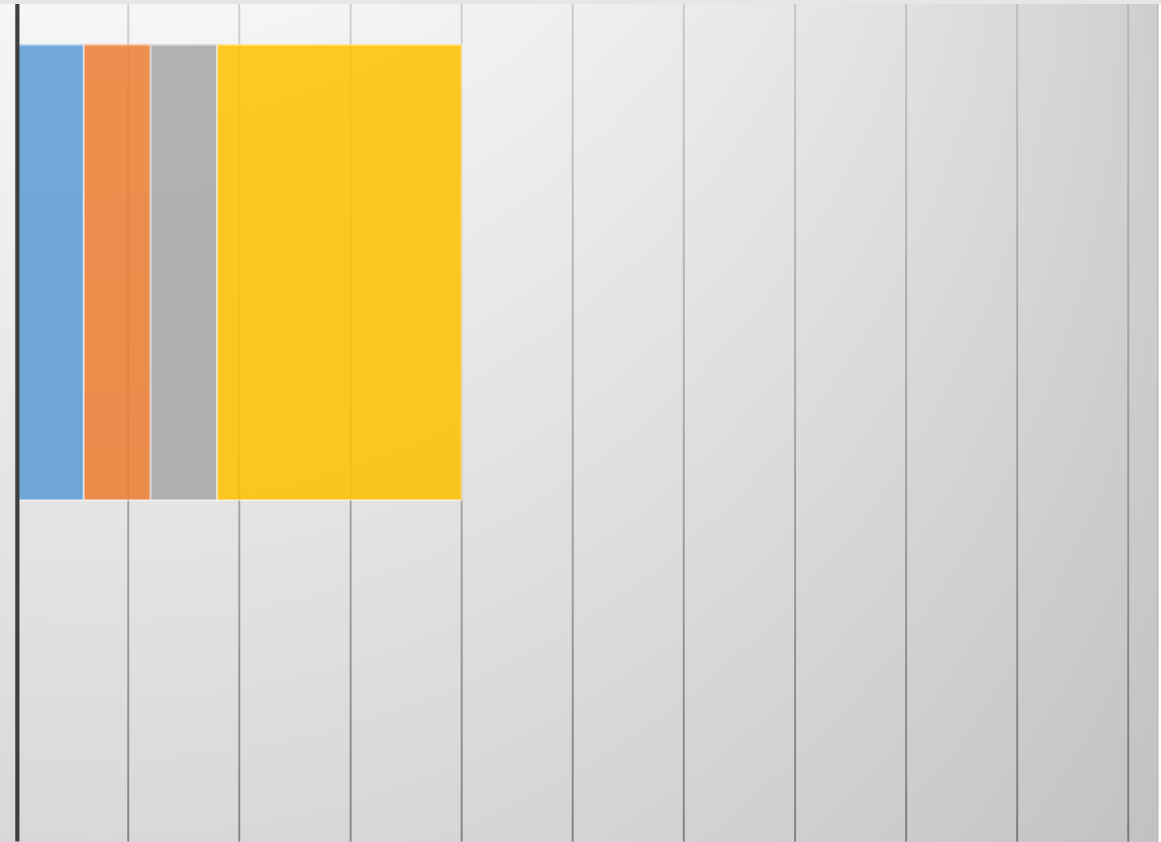
Director, Centre for Food Policy, City, University of London
Distinguished Fellow, The George Institute for Global Health
Vice Chair, London Child Obesity Taskforce

1. National policies on unhealthy food environments
2. Multi-level “systems” approaches
3. Double duty actions



Most countries have regulations on nutrient lists but emerging recognition that

NUMBER OF GOVERNMENTS WITH FRONT-OF-PACK LABELLING SCHEMES

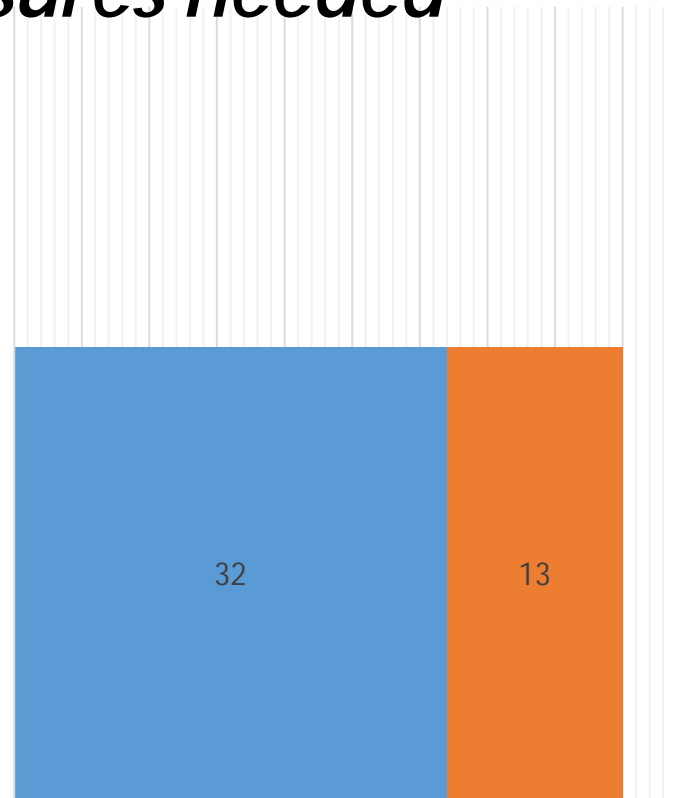


■ Scores ■ Traffic lights ■ Warnings ■ "Good for you"



*Widely
recognised space for action, but emerging recognition that
complementary measures needed*

Number of
governments with
school food policies



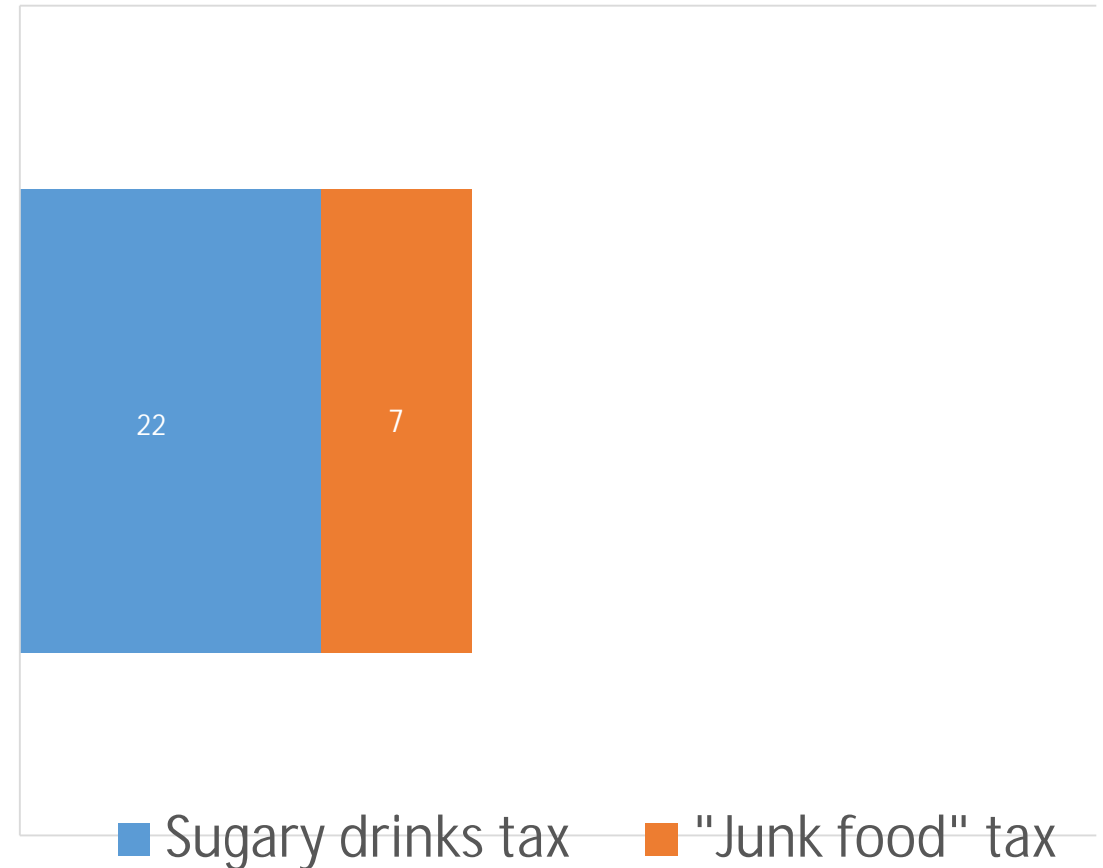
- Mandatory standards
- Voluntary guidelines

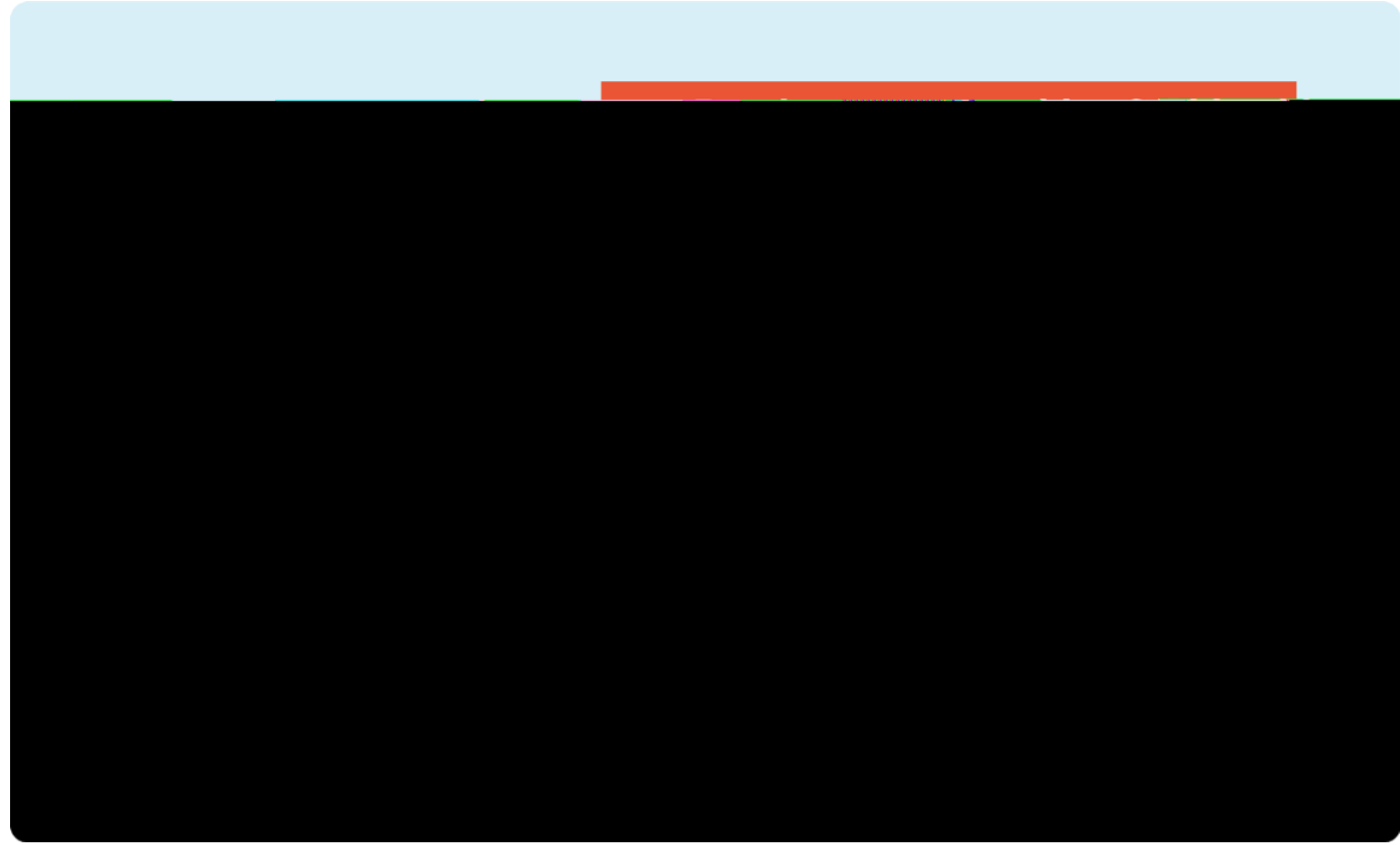


draft Food Safety and Standards (Safe and Wholesome Food for 15 months School Children) Regulations, 2018,

In take off mode, with evidence of positive impact from Mexico

NUMBER OF GOVERNMENTS WITH TAXES





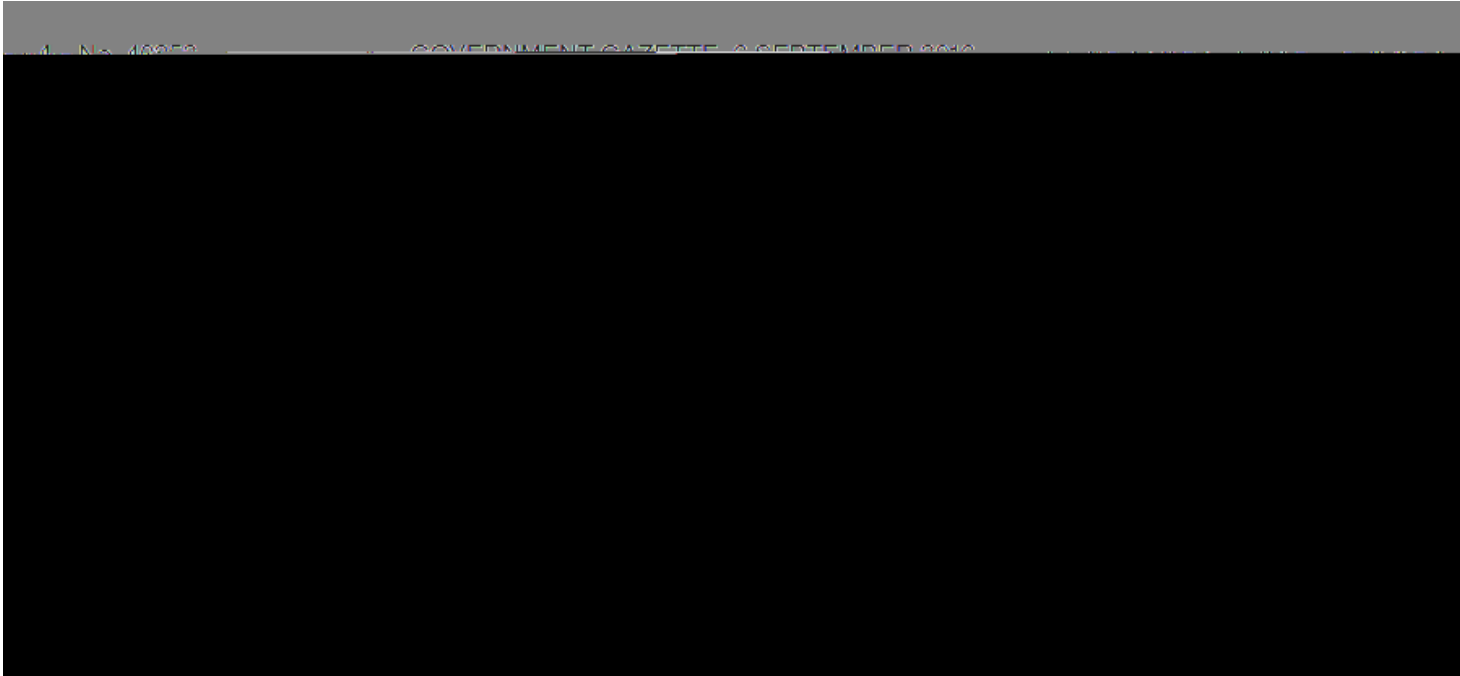
Source: <http://www.dof.gov.ph/taxreform/index.php/beverages/>

Some

policy action but slow progress. Examples include:

Ireland	Advertising, sponsorship, teleshopping, product placement during kids TV and radio where over 50% are u8s
Mexico	Advertising during TV and in cinema (u13)
South Korea	On TV 5-7pm (u18), plus “gratuitous” incentives to purchase
Taiwan, China	On 13 kids TV channels 5-9pm (u12s)
UK	TV and radio for ads principally targeting U16; new code for digital





- Maximum total sodium set for 13 food categories
- e.g. 400mg NA for bread

The Singapore Health Promotion Board (HPB) has today announced that it will be launching a new initiative to encourage the sugar industry to reduce the amount of sugar in its products. The initiative is part of the government's efforts to reduce the risk of obesity and other health problems associated with high sugar intake.

The HPB has identified seven of the largest sugar producers in Singapore as the focus of its campaign. These are: Coca-Cola, F&N Foods, Malaysia Dairy Industries, Nestlé, PepsiCo, Red Bull and Unilever. The HPB has asked these companies to reduce the amount of sugar in their products by 10% over the next five years.

The HPB has also asked the companies to provide information on the amount of sugar in their products. This information will be made available to the public through the HPB's website. The HPB has also asked the companies to provide information on the health benefits of their products.

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Source:

https://www.moh.gov.sg/content/moh_web/home/pressRoom/pressRoomItemRelease/2017/diabetes--the-war-continues.html

- Impacts vary with consumer characteristics, context & type of label but consistent effect is on “reformulation”
- Improve food offer but may be undermined by food environment outside of schools and at home
- Evidence from Mexico suggests 6.3% reduction in the observed purchases of SSBs in 2014
- Effective in reducing exposure on restricted channels but not more broadly; evidence from Chile will be critical
- Clear impacts on salt levels in food if stringent enough targets



Allender S, Owen B, Kuhlberg J, Lowe J, Nagorcka-Smith P, Whelan J, et al. (2015) A Community Based Systems Diagram of Obesity Causes. PLoS ONE 10(7): e0129683. doi:10.1371/journal.pone.0129683

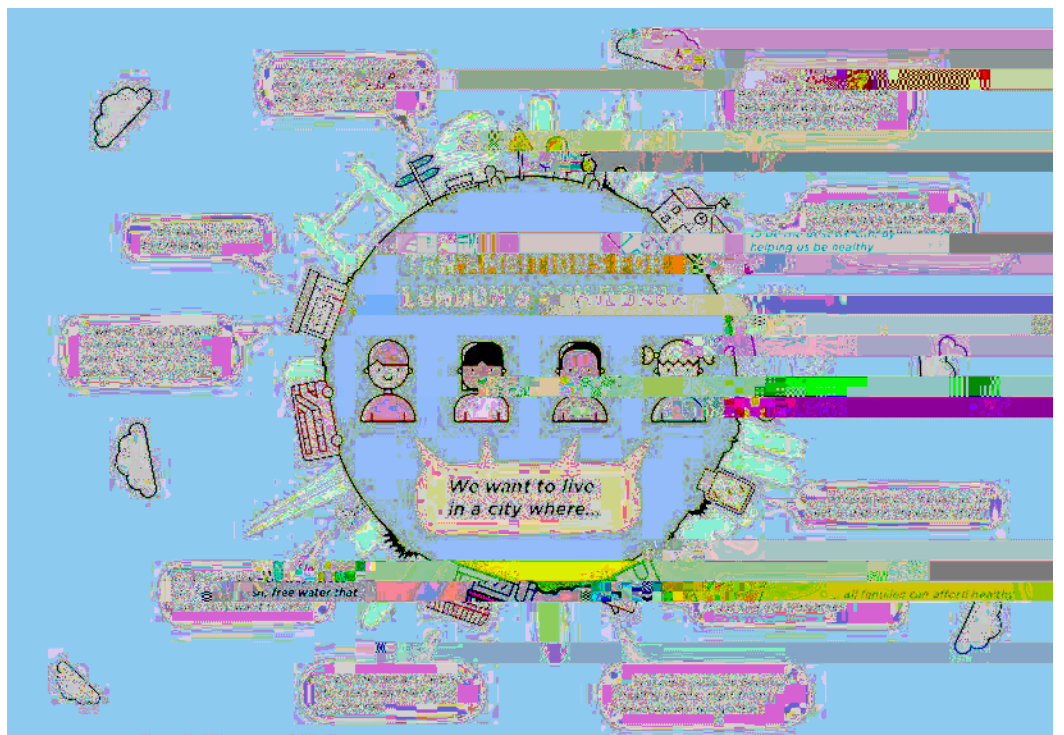

 City of Amsterdam
 The Healthiest Children!
 become the City for Children!



City of Amsterdam
Fewer children overweight in Amsterdam.
 Total number of overweight or obese children down by 10%


 Among primary school children with a very low SES, the percentage with obesity has fallen by 10%.
18%
 Amsterdam.nl/antwoordopovergewicht





Interventions, programmes, and policies that simultaneously prevent or reduce the risk of both nutritional deficiencies leading to underweight, wasting, stunting and/or micronutrient deficiencies, and problems of obesity/DR-NCDs

“

platforms

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-
-

Redesign cash and food transfers, subsidies and vouchers to prevent risks caused by unhealthy food environments

Redesign school feeding programmes and devise nutritional guidelines for food in & around schools etc

: Scale up programmes that protect and promote breastfeeding

Prevent undue harm from energy-dense micronutrient fortified foods and ready-to-use products

Design new agricultural policies to support healthy diets



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