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Use and impact of Front- of pack labelling on healthier diets

Dr. Semnen Lambert Osakue, MD

Africa representative

Choices International Foundation

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Outline



- ❑ Types of FOPL
- ❑ Use of FOPL
- ❑ Choices' program (logo) & multi- level criteria
- ❑ Impact of FOPL
- ❑ Addressing the double burden of malnutrition
Case study: Nigeria (stakeholder perspective)
- ❑ Why implement FOPL in Nigeria to address NCDs
- ❑ Conclusion

Types of FOPL

Endorsement logos (e.g. Keyhole, Choices)	<ul style="list-style-type: none"> • nutrient levels combined to give an overall assessment of absolute healthfulness; • positive evaluative judgement only (on better-for-you foods); • products are eligible to carry the endorsement symbol only if a nutrition standard is met • nutrient cut-off points binary (i.e. if a product meets the standard it can carry the label)
Summary indicator systems (e.g. Health Star Rating, Nutri-Score)	<ul style="list-style-type: none"> • nutrient levels combined to give an overall assessment of relative healthfulness; • both positive and negative evaluative judgements (graded directive assessment of food overall); • can appear on all eligible products; • nutrient cut-off points graded (e.g. high, medium, low)
Nutrient-specific warning labels (e.g. Chilean warning label)	<ul style="list-style-type: none"> • information on individual nutrients kept separate; • products that exceed a nutrition standard identified (negative judgements of worse-for-you foods); • nutrient cut-off points binary (i.e. if a product exceeds the threshold, it must carry the label)
Nutrient-specific interpretive label	<ul style="list-style-type: none"> • information on individual nutrients kept separate; • both positive and negative evaluative judgements (graded directive assessment of nutrients); • nutrient cut-off points graded (e.g. high, medium and low)



Source: Manual to develop and implement front-of-pack nutrition labelling: guidance for countries on the selection and testing of evidence-informed front-of-pack nutrition labelling systems in the WHO European Region

Types of FOPL

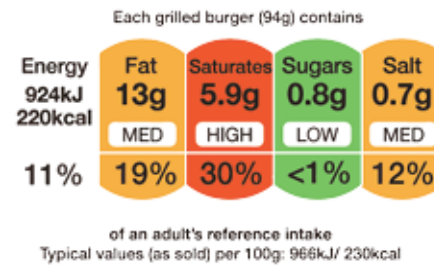


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informative

interpretative

nutrient-specific



summary

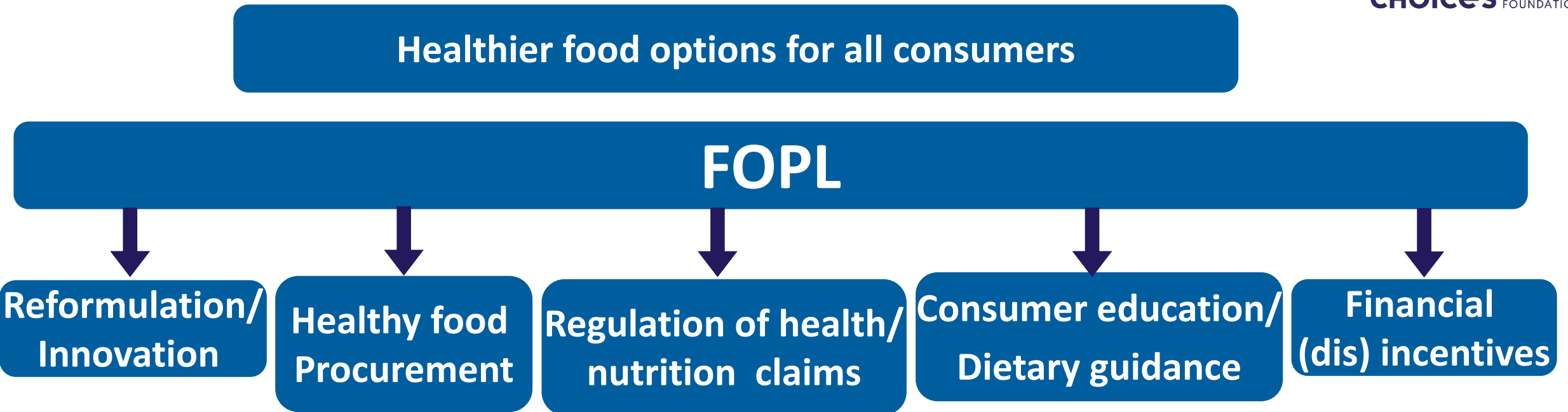


A Heart Foundation of Zimbabwe
Healthy Lifestyle Eating Plan
www.heartfoundation.co.zw

Source: Manual to develop and implement front-of-pack nutrition labelling: guidance for countries on the selection and testing of evidence-informed front-of-pack nutrition labelling systems in the WHO European Region



Use of FOPL



Choices programme (logo): overview



- Established in 2007 based on WHO call for NCD prevention
- Based on International Choices' criteria that identify "Best in class food products" in each food group
- Positive, interpretive and endorsement logo
- Nutrients of public health importance: Sugar, sodium, SAFA, iTFA, and energy content
- Developed and adapted by Choices' Independent Scientific committee
- National adaptation, e.g., addition of micronutrients
- Criteria is revised every 4 years to stimulate food product reformulation



From logo to multi- level criteria

- 5 levels of healthiness (1- most healthy to 5- least healthy)
- Benchmarks logo criteria and WHO' s marketing to children standard
- Basic food products: foods mentioned by official dietary guidelines
- Non- basic food products: foods not recommended by dietary guidelines (e.g. snacks and sauces)



Use of multi-level criteria

Basic food grade

Logo
criteria

WHO

Choices levels	1	2	3	4	5
Positive FOPL	Positive Logo				
Graded 5-level FOPL	A	B	C	D	E
Graded 3-level FOPL	Green		Amber	Red	
Negative FOPL				Negative Logo	
Reformulation	% Green / A	% Green / B	% Amber / C	% Red / D, E	
Marketing to children				Not allowed	
Subsidies	Possible	Possible			
Taxation				Possible	Possible
School meals			Not allowed	Not allowed	
School environments	Min % Green / A	Min % Green / B		Not allowed	
Fortification	Possible	Possible	Not allowed	Not allowed	
Health/nutrition claims	Possible	Possible	Not allowed	Not allowed	



Use of multi- level criteria

Non-basic food groups

Choices levels	1	2	3	4	5
Positive FOPL	Not allowed				
Graded 5-level FOPL	C	D	E		
Graded 3-level FOPL	Amber	Red			
Negative FOPL		Negative Logo			
Reformulation	% Amber / C	% Red / D, E			
Marketing to children	Not allowed				
Subsidies	Not allowed				
Taxation		Possible	Possible		
School meals	By exception	Not allowed			
School environments		Not allowed			
Fortification	By exception	Not allowed			
Health/nutrition claims	By exception	Not allowed			



Choices programme (logo): International Scientific Committee



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Committee members

Prof. Lauren Lissner, University of Göteborg, Sweden (chair)

Dr. Rokiah Don, International Medical University Malaysia (co-chair)

Dr Annet Roodenburg, HAS University Netherlands

Prof. Ngozi Nnam, University of Nigeria

Dr Madhavan Nair, Nutrition Society of India

Prof. Yang Yuexin, Chinese Nutrition Society

Prof. Bruce Hamaker, Purdue University, USA



Roles

- Responsible for the scientific quality of the Choices criteria and their national adaptations
- To supervise criteria innovation and four-year revision
- To foster scientific substantiation and impact studies





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Impact of positive logos

- **Validation** – criteria lead to 10-50% lower fat, sugar, salt intake in calculation studies (Finland, Choices in 10 countries)
- **Consumer awareness** – 80-95% logo recognition (Sweden, Norway, Denmark, Finland, Netherlands, Singapore)
- **Value** – Consumers value logo products more, and this increases over time (Netherlands, Denmark, Nigeria)
- **Buying behaviour** – Logo leads to healthier food purchases in all population groups (Netherlands).
- **Reformulation** – criteria drive product improvement (Netherlands)
- **Sales** – turn-over of logo products grows faster than non-logo products (Singapore).

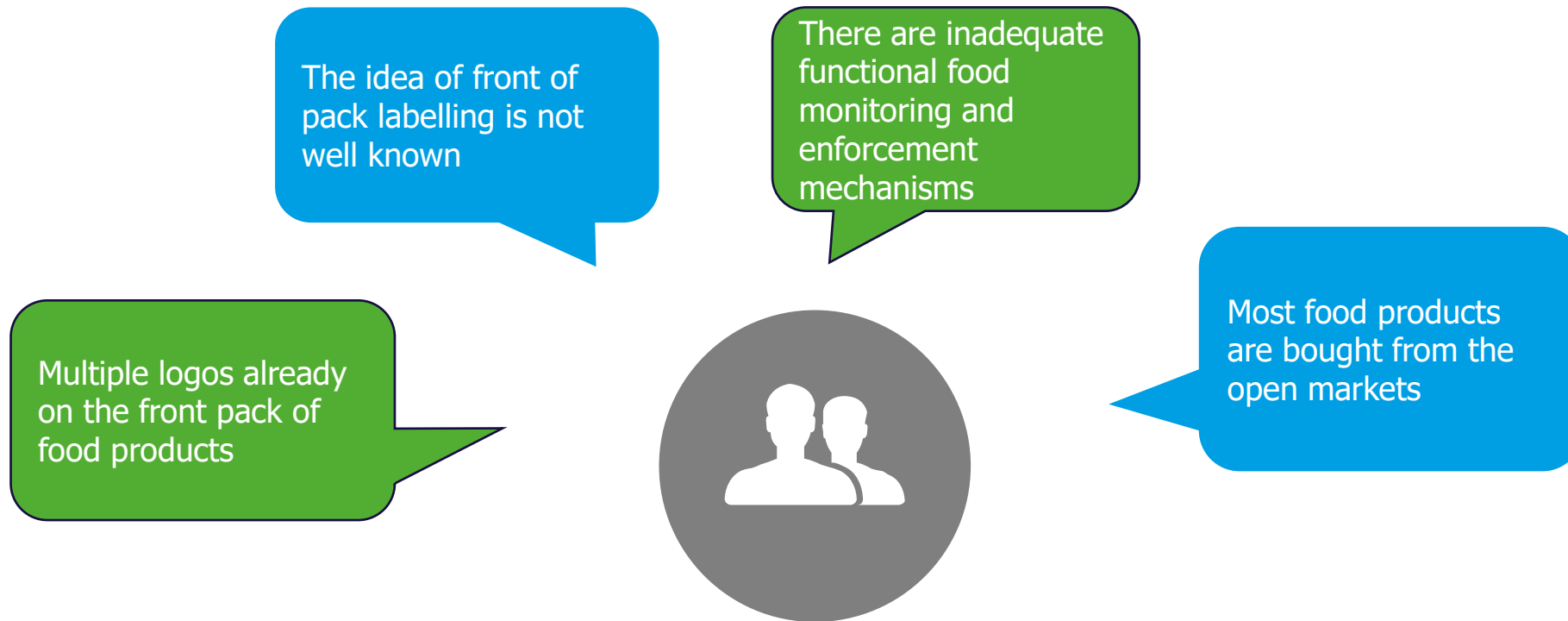


Addressing the double burden of malnutrition

Case study: Nigeria (stakeholder perspective)



Barriers to implementation of FOPL



Addressing the double burden of malnutrition

Case study: Nigeria (stakeholder perspective)

Recommendations for the implementation of FOPL

- Assessment of consumer behavior to know to what extent food labeling influence consumer choice
- Cost feasibility assessment
- Monitoring and enforcement systems

"In my experience, if you do not follow-up with enforcement and monitoring, then it doesn't get done"

- Education on the health benefits of nutritious foods

A common expression in Nigeria is, *"... my stomach is full, so my problem cannot be nutrition because I have eaten."*



Why implement FOPL in Nigeria



BOPL not sufficient



Increasing prevalence of diet- related NCDs



Reformulation

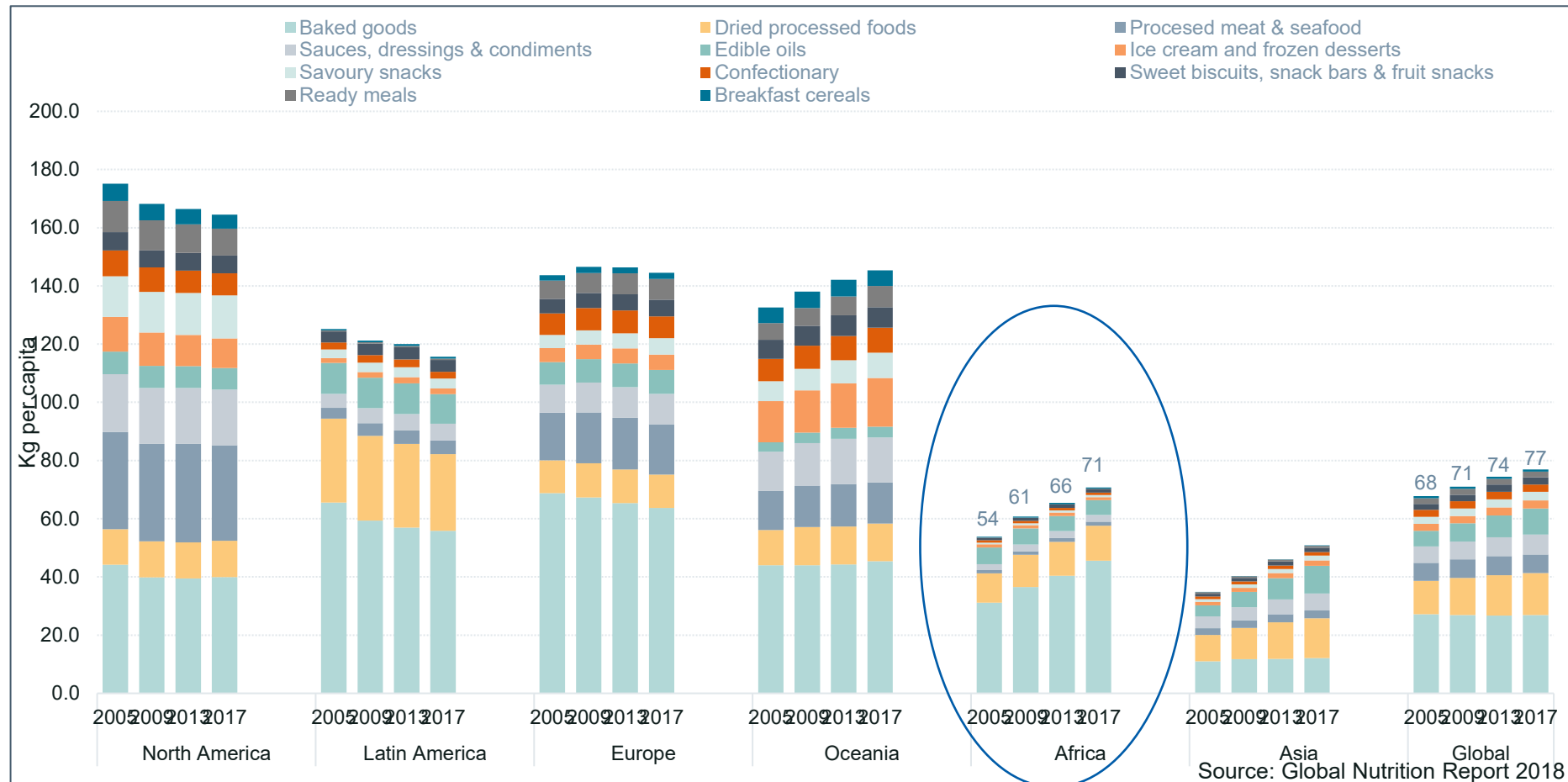


Evidence- based policy



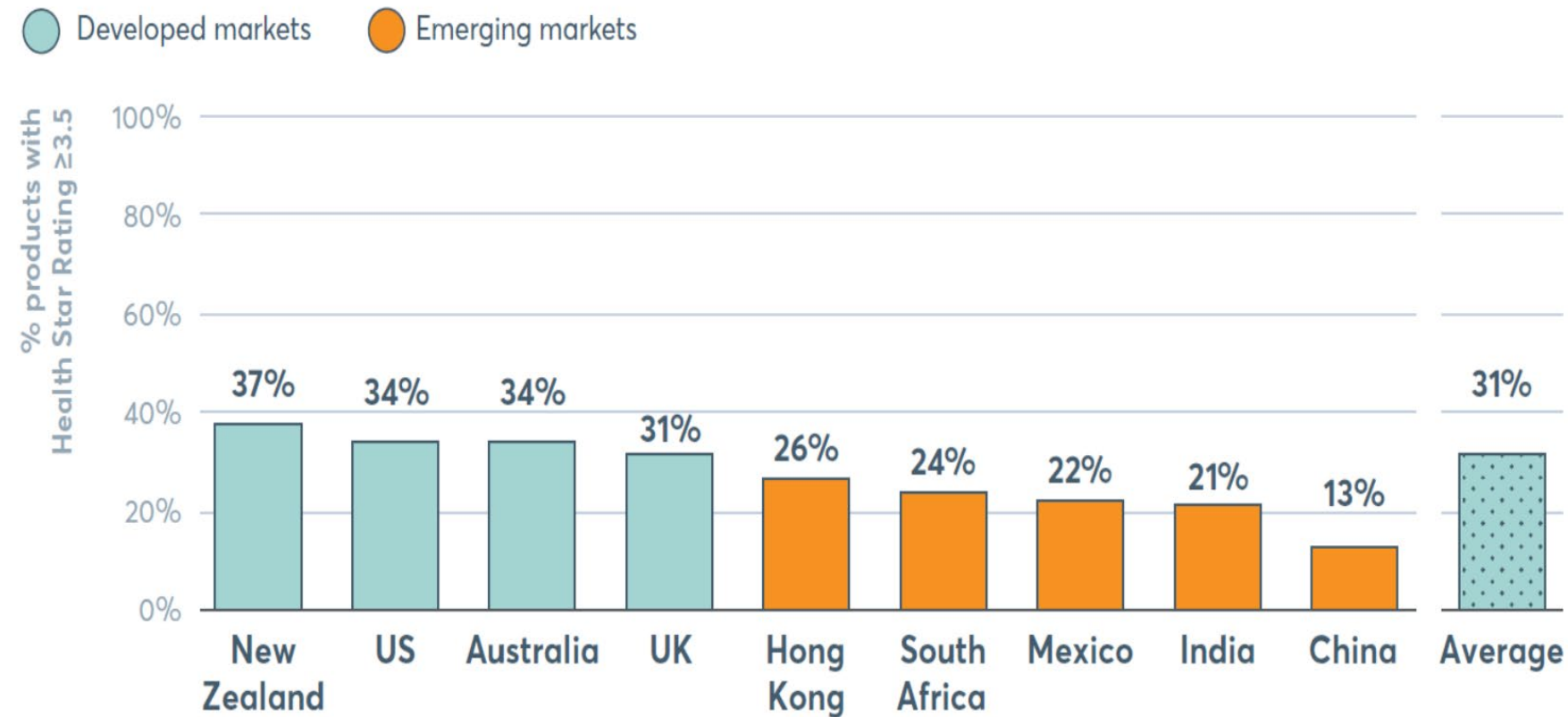
Why implement FOPL in Nigeria

Nutrition transition: Packaged food intake per capita



Why implement FOPL in Nigeria

Proportion of healthy packaged foods



Source: Access to Nutrition Index, Global Index 2018, Access to Nutrition Foundation, May 2018.



Conclusion



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- FOPL has emerged as one of the key strategies to address diet- related NCDs as well as overweight and obesity
- Policy makers need to incorporate evidence on emerging trends and evidence-based policy recommendations into policy making to continuously improve nutritional outcomes. However, malnutrition problems are context-specific thus contextual factors should be taken into consideration when making policy decisions



Photo by Harvard T.H Chan School of Public Health

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More details:
www.choicesprogramme.org

Nutrition criteria

To shape practical food & health policies, a differentiation is needed between healthy and unhealthy food products. Or better: between food products that do and those that do not contribute to a healthy diet. This difficult job is called nutrient profiling. Over the years, Choices has developed its own nutrient profiling methodology. This forms the basis of the Choices international criteria, as developed by the Choices International Scientific Committee.

Thank you!

