

# Associate Parliamentary Food and Health Forum Meeting: Nutrient Profiling

Tuesday 24th February 2009

5pm

House of Lords

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**Food Standards Agency**



## Advertising and Promotion of Food to Children

- Children are eating too much salt, fat and sugar and not enough fruit and vegetables (*NDNS*)
- *Hastings Review of Research on the Effects of Food Promotion to Children* - unbalanced promotional environment has an effect on children's eating habits
- Government commitment to take action to restrict all forms of advertising and promotion to children of foods and drinks high in fat, salt or sugar (*DH Choosing Health 2004*)
- Government commitment to ensure measures to protect children's health are rigorously implemented, and soundly based on evidence of impact (*DH Choosing Health 2004*)
- Government reiterates commitment to rebalance marketing, promotion, advertising and point of sale placement to reduce the exposure of 'less healthy' foods to children, and increase the exposure of healthier options (*Healthy Weight, Healthy Lives 2008*)



## FSA Nutrient Profiling Model

- Nov 2004 - *Choosing Health* commitment to protect children from being encouraged to eat foods high in fat, salt or sugar by strengthening advertising, sponsorship and promotion rules during children's TV
- Oct 2005 – NP model endorsed by the FSA Board as a tool to enable Ofcom to restrict TV advertising of 'less healthy' foods to children and commitment made by FSA to evaluate, one year from its first date of use
- Dec 2005 – Model formally handed over to Ofcom for use in developing controls
- March 2006 – Ofcom consults on proposals for restrictions to significantly reduce the exposure of children to the advertising of food and drink products high in fat, salt or sugar which includes the use of the FSA NP model



## Implementation of Ofcom's New Television Controls

- April 2007 – restrictions came into effect for advertisements in or around television programmes for or of particular appeal to children aged 4-9 years old;
- Jan 2008 - restrictions came into effect for advertisements in or around television programmes for, or of particular appeal to children aged 4-15 years old;
- Jan 2009 – children's channels, which had been allowed a gradual phase-in period, were required to have fully implemented the restrictions.



## Monitoring and Evaluation Activities

- **FSA** – To review the effectiveness of the NP model at differentiating foods on the basis of their nutritional composition, in the context of Ofcom's television broadcasting controls;
- **Ofcom** – To review the impact of new TV controls on advertisements for 'less healthy' foods;
- **Dept of Health** – To assess the wider changes in food advertising and promotion to children.



## FSA Independent Review (2007-2008)

- Objective:
  - To assess the effectiveness of the NP model in differentiating foods on the basis of their nutritional composition in the context of Ofcom's UK broadcasting controls which seek to improve the balance of foods being advertised to children
- Independent Expert Panel:
  - Chaired by Professor Mike Kelly (Public Health Excellence Centre Director, National Institute of Health and Clinical Excellence)
  - Other members; Professor Judy Buttriss (BNF), Dr Susan Jebb and Dr Siân Robinson (MRC), Professor Janet Cade (University of Leeds), Alison Nelson (BDA), Professor Annie Anderson (SACN).



## 6 Stages of Stakeholder Input

1. Stakeholder meeting to agree Review process
2. Independent NP Review Panel members agreed with stakeholders
3. 6 week submission period for stakeholders to identify any practical or technical issues arising from use of NP model
4. Stakeholder meeting with Review Panel
5. Academic workshop on nutrient profiling
6. 12 week public consultation on Review Panel's draft recommendations



## 10 Issues Raised

- The Review Panel considered:
  - Base of the model (portion size versus 100g)
  - Foods consumed in small & large portions
  - Food categories (breakfast cereals, cheese, dried fruit, dry products)
  - Appropriateness of balancing positive and negative nutrients
  - Brand advertising
  - Total sugars vs non-milk extrinsic sugars
  - Recipe and menu advertising
  - Protein cap
  - Dried fruit multiplier
  - Foods for particular nutritional uses



## Academic workshop

- 4 issues identified by the Review Panel as needing further consideration:
  - Base of the NP model (100g)
  - Inclusion of specific food categories
  - Adverts featuring recipes unfairly dealt with
  - Protein cap



## Base of the model

- Workshop participants considered the base of the model (100g) and alternatives (per portion/100kJ)\* and concluded:
  - The model appropriately classified foods (including foods eaten in small amounts) and so the base should not be changed;
  - There were practical disadvantages to a 'per portion' base: variability in on-pack declared portion sizes and in amounts consumed by children of different ages.

**The Review Panel agreed with these views and did not recommend a change to the base of the model**

\* [www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf](http://www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf)



## Inclusion of specific categories

- Workshop participants considered the addition of food categories\* and concluded:
  - Across-the-board<sup>1</sup> was appropriate for the NP model's intended use;
  - There were no justifiable nutritional arguments for any additional categories to be added (e.g. for breakfast cereals, dairy, snack foods, dried fruit).

**The Review Panel agreed with these views and did not recommend any additional categories be added to the NP model**

*[www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf](http://www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf)*



## Advertisements featuring recipes

- Workshop participants considered whether advertisements featuring recipes are appropriately assessed\* and concluded:

**The Review Panel requested the matter be considered further by FSA, Broadcast Committee of Advertising Practice (BCAP) and Ofcom**

- The Agency wrote to BCAP and asked them to consider the issue;
- The Agency's Board will consider BCAP's advice at its meeting in March 2009.

*[www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf](http://www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf)*



## Protein Cap

- Workshop participants considered application of the protein cap\* and concluded:
  - Removal of protein cap would have minimal impact on the classification of foods but it would permit more sugary breakfast cereals to be advertised to children on TV;
  - Removal of protein cap would simplify use of the model;
  - It warranted further consideration, including looking at any wider impact on classification of foods.

**The Review Panel agreed with these views and commissioned further testing on a wider range of foods**

\* [www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf](http://www.food.gov.uk/multimedia/pdfs/npworkshop080228.pdf)



## Protein Cap Summary of Testing

- 894 foods tested in total;
- <3% were reclassified from 'less healthy' to 'healthy' if the protein cap was removed:
  - 18 breakfast cereals (mostly sugary breakfast cereals)
  - 5 crisps
  - 2 savoury snacks (rice cakes and breadsticks)
- The Review Panel also considered expert advice on the likelihood that manufacturers would add protein to foods to improve scores and were advised this was unlikely.



## **Review Panel's Draft Recommendations**

The Review Panels draft recommendations:

1. The NP model is a scientifically robust tool which effectively categorises foods on the basis of their nutritional composition, in the context of Ofcom's broadcast advertising controls;
2. Having considered the rationale underpinning the protein cap and the limited impact that removing it from the NP model would have on the classification of foods, the Review Panel is proposing that the protein cap of the NP model be removed. The Panel recognises that removing the protein cap would simplify use of the model;
3. The Review Panel does not recommend that any other amendments to the NP model be pursued.



## **Consultation on Review Panel's Draft Recommendations**

- July 2008 - Review Panel's draft recommendations put out to formal consultation
- October 2008 - Consultation responses considered by Review Panel and further work commissioned to update data and test the effect of removing the protein cap
- November 2008 - SACN's views sought on the draft recommendations
- December 2008 - Review Panel finalises it's recommendations



## Next Steps

- The Review Panel's final recommendations will be discussed by the FSA Board on 25<sup>th</sup> March 2009;
- Board discussions will inform basis of advice to Ministers and Ofcom

