

Policies & actions to address obesity

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Overview

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

1. National policies on unhealthy food environments



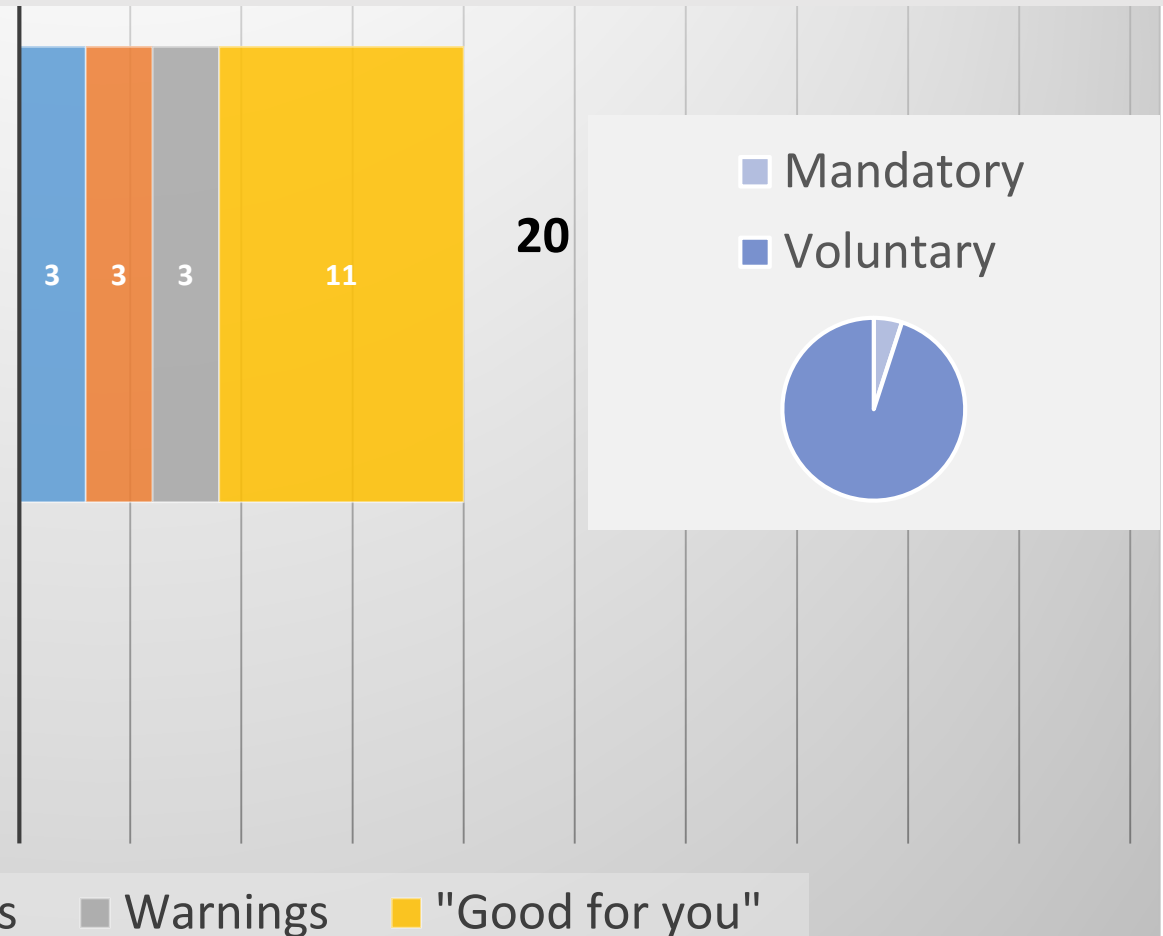
- Policies to vegetables, fruits, whole grains, nut more **Available, Affordable, Acceptable** and **Appealing** for All people to eat and make excessive consumption of energy, saturated fats, trans fats, sugar and salt less so

The “Big 5” Food Environment Policies

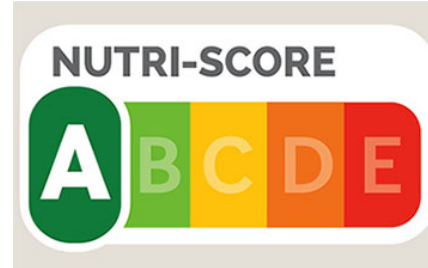
1. Nutrition labels
2. Food in public institutions
3. Sugary drinks taxes
4. Restrictions on marketing
5. Targets for reformulation

Policy Instrument 1. Nutrition labelling: *Most countries have regulations on nutrient lists but emerging recognition that “interpretive” labelling is needed*

NUMBER OF GOVERNMENTS WITH FRONT-OF-PACK LABELLING SCHEMES



i. Scores (e.g. Aus/NZ & France)



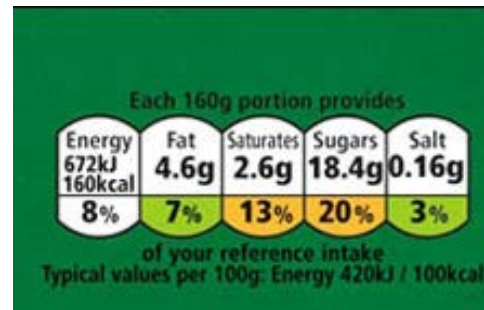
v. Calorie labelling in restaurants e.g. Australia, US



ii. Warnings (e.g. Chile)



iii. "Traffic lights" e.g. Ecuador, South Korea, UK

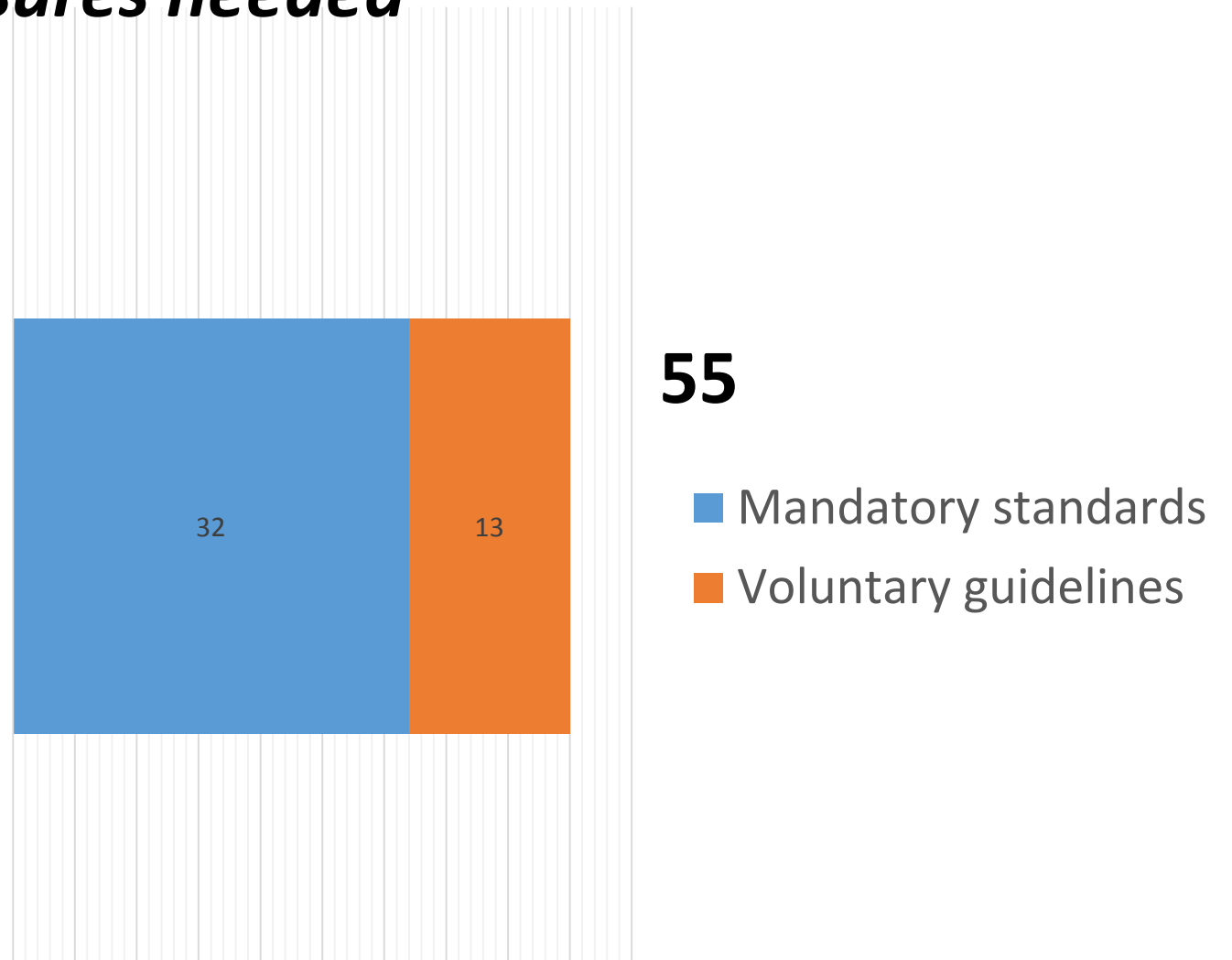


iv. "Good for you" e.g. Netherlands, Singapore, Thailand; Nordics; Finland, Nigeria, Slovenia



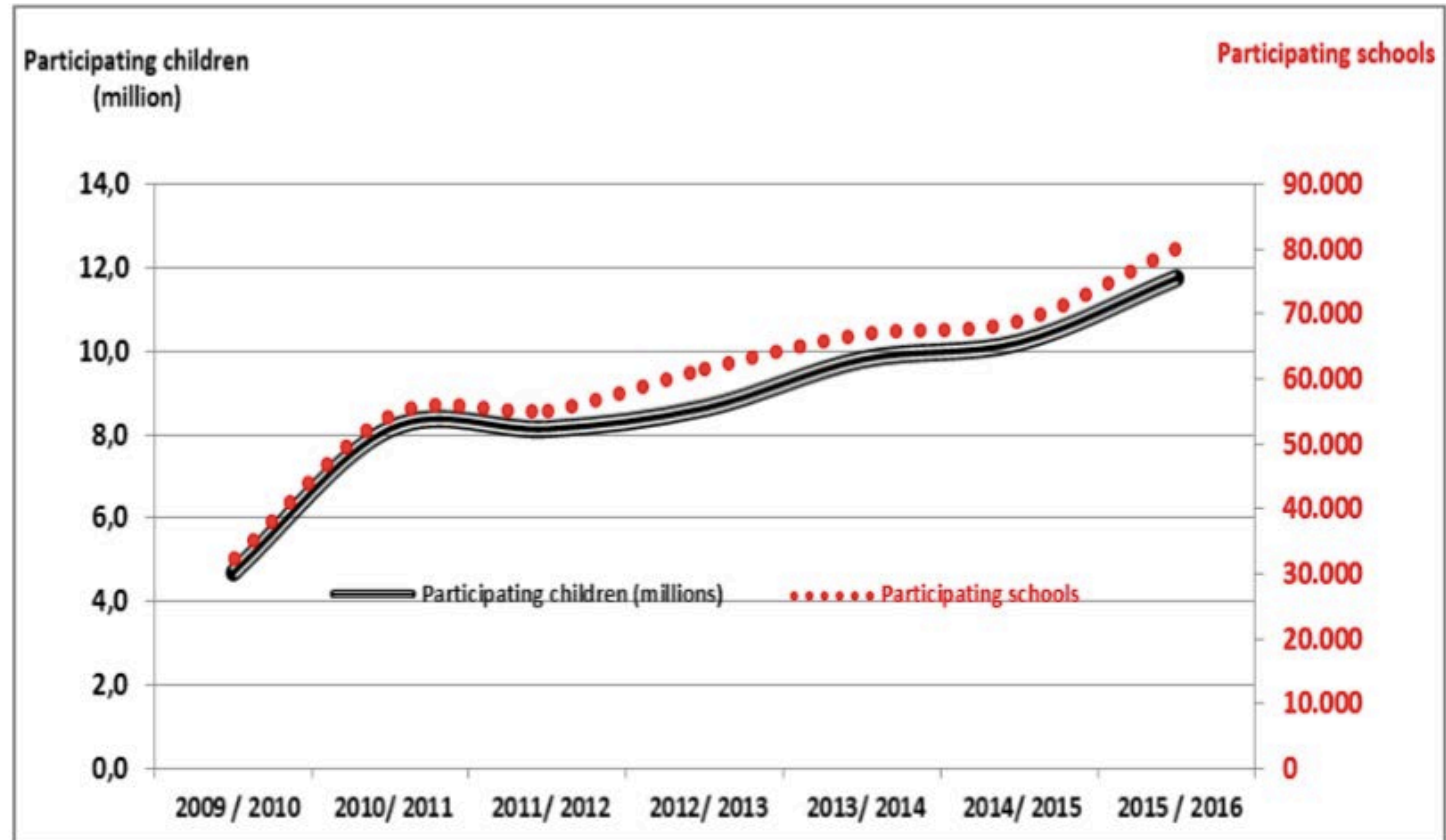
Policy Instrument 2. Foods in public institutions. *Widely recognised space for action, but emerging recognition that complementary measures needed*

Number of governments with school food policies



Example: fruit and vegetable initiatives in Europe

Participating children & schools in 24 countries in EU School Fruit Scheme



Source: https://ec.europa.eu/agriculture/sites/agriculture/files/sfs/documents/sfs-facts-figures-2015-2016_en.pdf

Example: proposal in India - traffic light labels

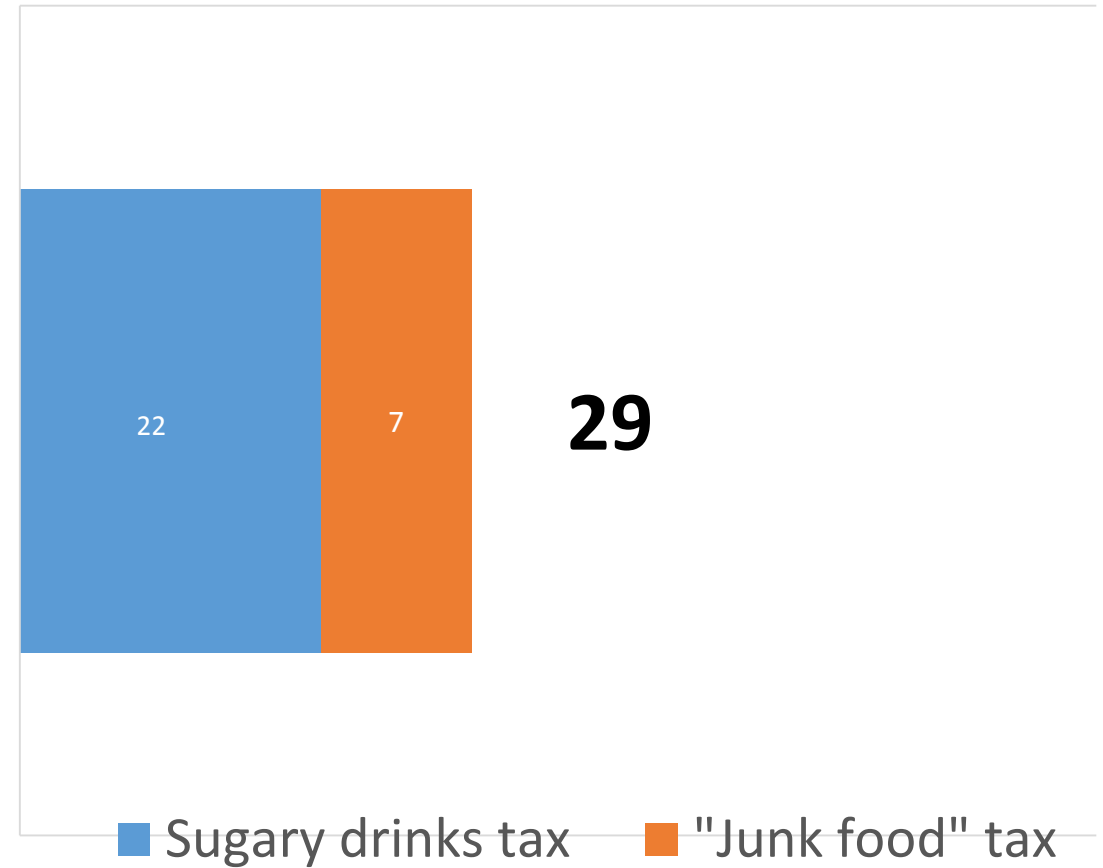


Notice calling for suggestions, views, comments etc from stakeholders on the draft Food Safety and Standards (Safe and Wholesome Food for School Children) Regulations, 2018.

F. No. 15 (1) 2016/School Children Regulation/Enf/FSSAI.-

Policy area 3. Sugary drinks taxes. *In take off mode, with evidence of positive impact from Mexico*

NUMBER OF
GOVERNMENTS WITH
TAXES



Recent example: the Philippines



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

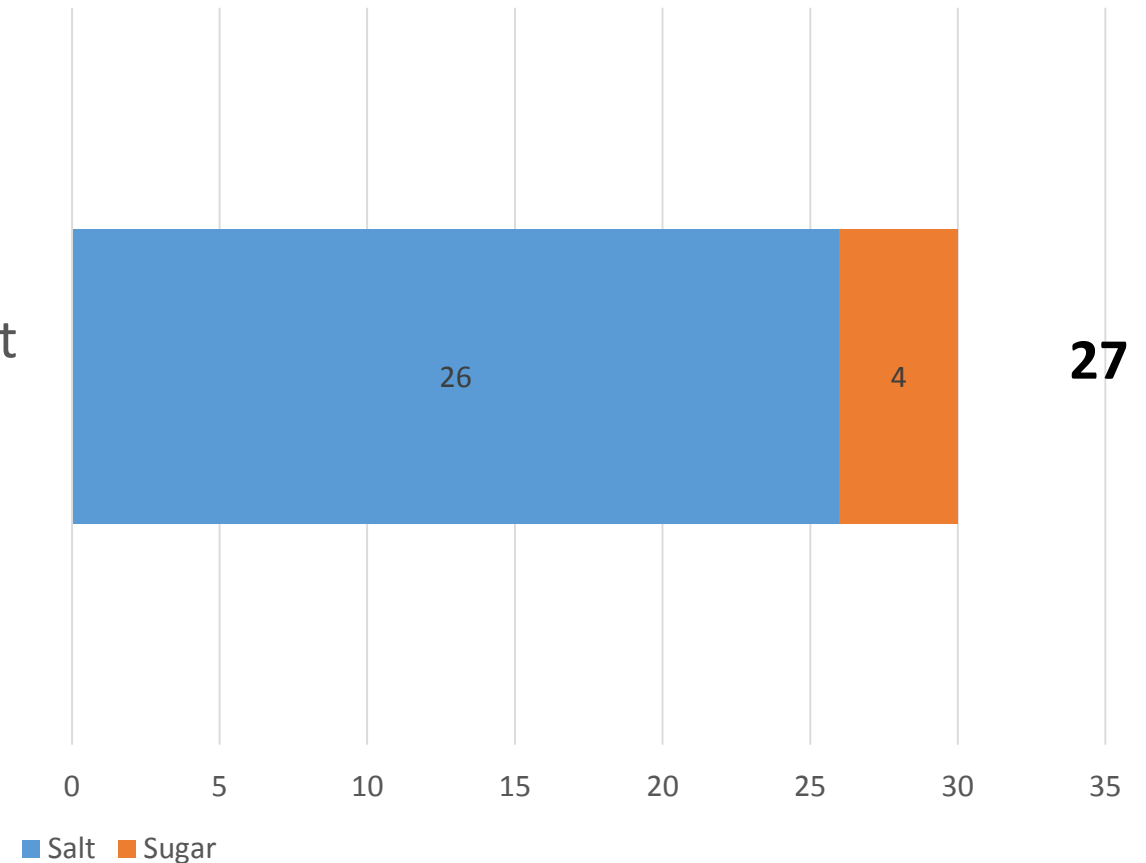
Policy area 4. Restricting unhealthy food marketing. *Some policy action but slow progress. Examples include:*

Chile	Most comprehensive – extends beyond advertising; phase in of a ban on marketing on all television and cinema to 6am-10pm (under 14s)
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

Policy Instrument 5. Improving the nutrient quality of food.

Salt focus now augmented with sugar

Voluntary & mandatory targets for salt and sugar in manufactured foods



Example: legislation in South Africa

4 No. 40252

GOVERNMENT GAZETTE, 6 SEPTEMBER 2016

GOVERNMENT NOTICES • GOEWERMENTSKENNISGEWINGS

DEPARTMENT OF HEALTH

NO. 989

06 SEPTEMBER 2016

FOODSTUFFS, COSMETICS AND DISINFECTANTS ACT, 1972

(ACT 54 OF 1972)

REGULATIONS RELATING TO THE REDUCTION OF SODIUM IN CERTAIN FOODSTUFFS
AND RELATED MATTERS: AMENDMENT

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

Example: sugar reduction in Singapore

4 To give further impetus to the War on Diabetes, the Diabetes Prevention and Care Taskforce has worked with beverage manufacturers ^[3] who have agreed to reduce the amount of sugar in packaged sugar sweetened beverages (SSBs). We are heartened to receive the strong support from industry players on sugar reduction efforts. The seven industry leaders - Coca-Cola, F&N Foods, Malaysia Dairy Industries, Nestle, PepsiCo, Pokka, and Yeo Hiap Seng - have committed to a maximum sugar content of 12% for all of their drinks sold in Singapore by 2020. These players make up 70% of the total pre-packaged SSB market in Singapore. This move could potentially reduce sugar consumption from SSBs by about 300,000kg per year.

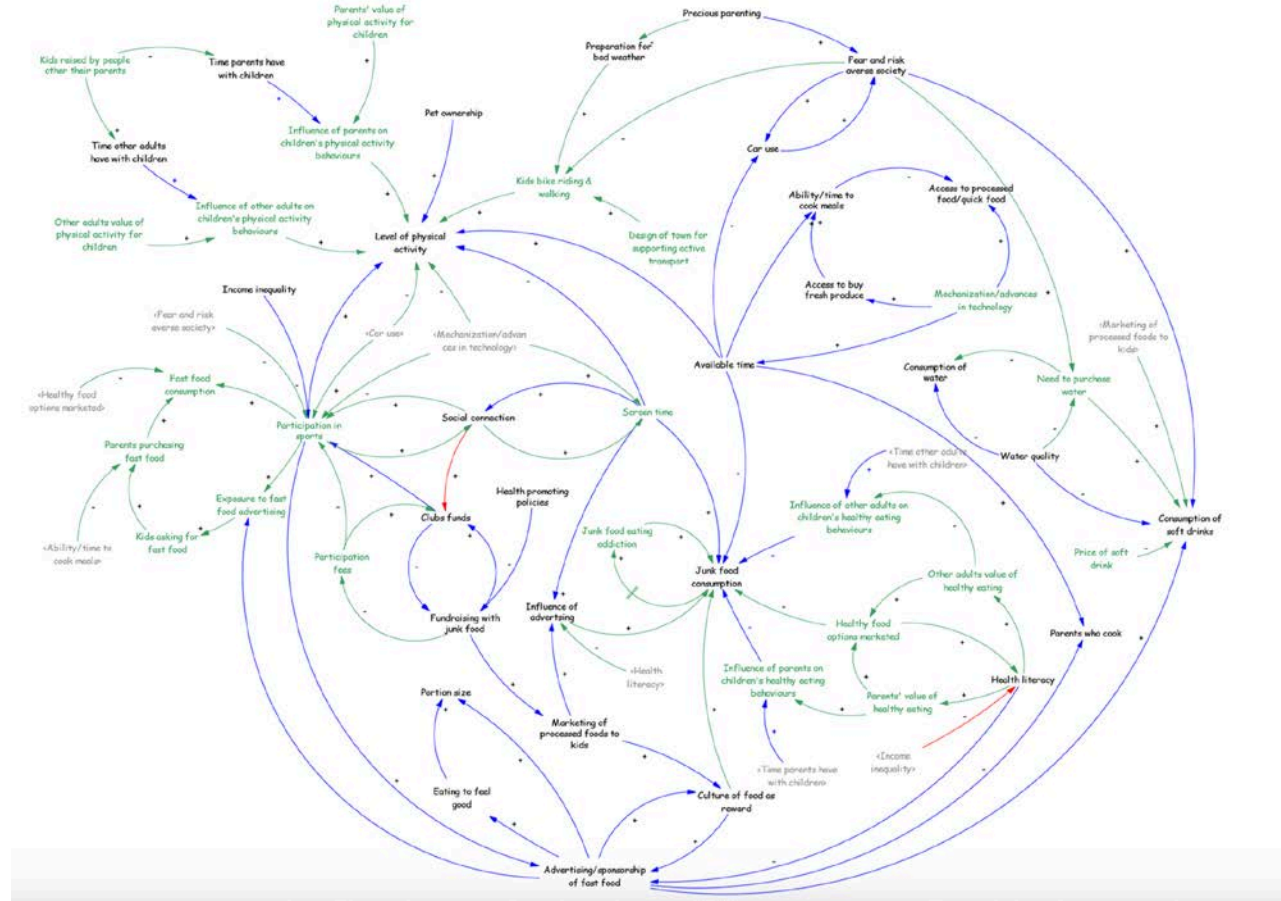
Source:

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

What do we know about impact in practice?

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

2. Multi-level “systems” approaches



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

Application at the municipal level: Amsterdam



City of
Amsterdam

Amsterdam will
become the Healthiest
City for Children!

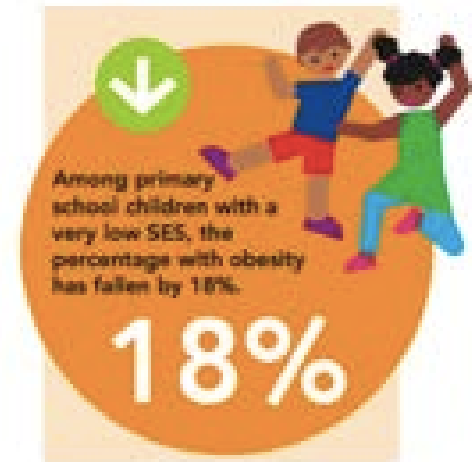


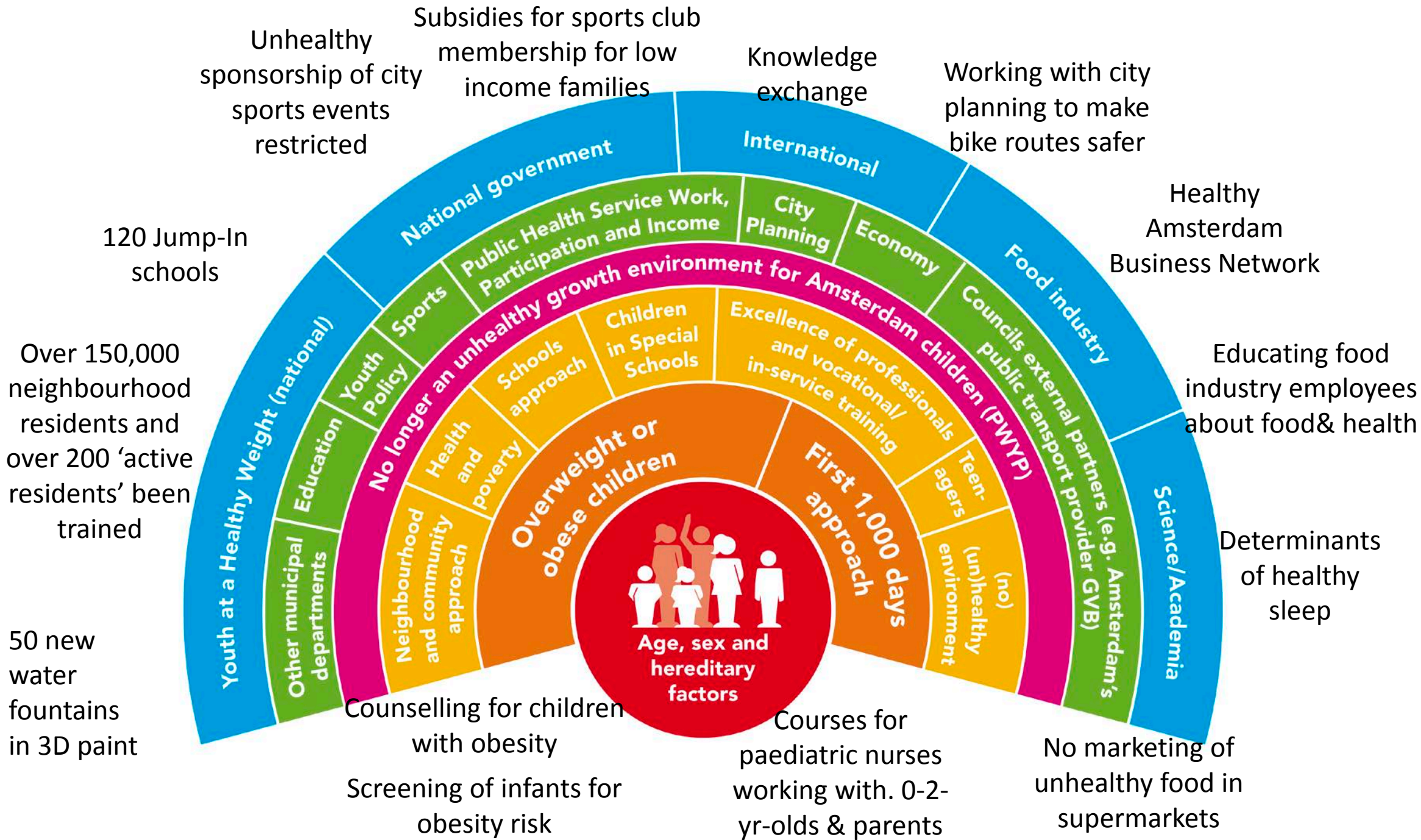
Review 2012-2017

City of
Amsterdam

Fewer children
overweight in
Amsterdam.

Total number of overweight or obese
children down by 10%





Application at the municipal level: London

**EVERY CHILD
A HEALTHY WEIGHT**
TEN AMBITIONS FOR LONDON



**LONDON'S
CHILD
OBESITY
TASKFORCE**

SUPPORTED BY
MAYOR OF LONDON

GUYS & ST THOMAS'S
Charity

Public Health
England

ALDCS
All London Children's
Development Centre



3. Double duty actions

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

*“Programs which in the past were successful in decreasing nutritional deficiencies may unintentionally contribute to the increasing obesity rates if they are not adequately adapted”
(Corvalan, 2005)*

Delivered through *platforms* where actions to address undernutrition or food insecurity already being taken

- Social safety nets
- Educational institutions
- Health services
- Agricultural development programmes

Five examples of double duty actions

- 1. Social safety nets:** Redesign cash and food transfers, subsidies and vouchers to prevent risks caused by unhealthy food environments
- 2. Educational institutions:** Redesign school feeding programmes and devise nutritional guidelines for food in & around schools etc
- 3. Health services:** Scale up programmes that protect and promote breastfeeding
- 4. Health services:** Prevent undue harm from energy-dense micronutrient fortified foods and ready-to-use products
- 5. Agricultural development programmes:** Design new agricultural policies to support healthy diets

Thank you

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