

UNHEALTHY FOOD ENVIRONMENTS UNDERMINE CHILDREN'S RIGHTS TO ADEQUATE NUTRITION

Millions of children worldwide are CONSUMING too many ultra-processed foods and drinks.



Unhealthy diets like these contribute to HEALTH ISSUES such as OBESITY, HEART DISEASE, TOOTH DECAY and TYPE-2 DIABETES, as well as the PSYCHOLOGICAL EFFECTS of SOCIAL STIGMA and UNHAPPINESS.



The FOOD ENVIRONMENT

-including how food is PRICED and MARKETED- plays a leading role in influencing children's diets.



In an UNHEALTHY FOOD ENVIRONMENT, children face PHYSICAL and FINANCIAL BARRIERS to ACCESSING NUTRITIOUS FOODS...

...and are CONTINUOUSLY exposed to CHEAP, UNHEALTHY & HEAVILY-PROMOTED foods.



In addition to the negative health effects of poor diets, they also result in a significant FINANCIAL BURDEN on SOCIETY!

GLOBAL COST of UNHEALTHY FOOD - ENVIRONMENTS - ESTIMATED AT: 990 BILLION US DOLLARS!



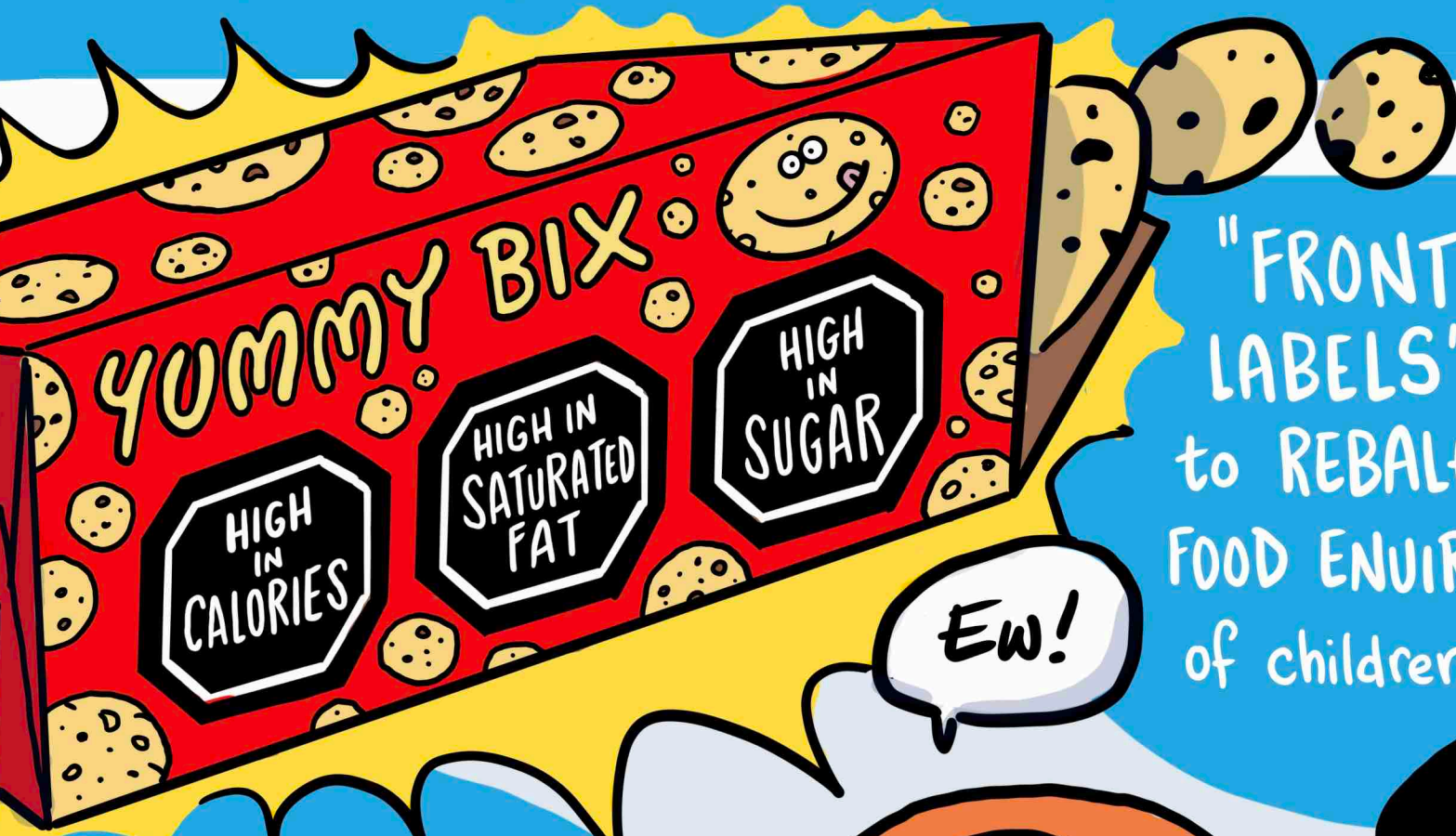
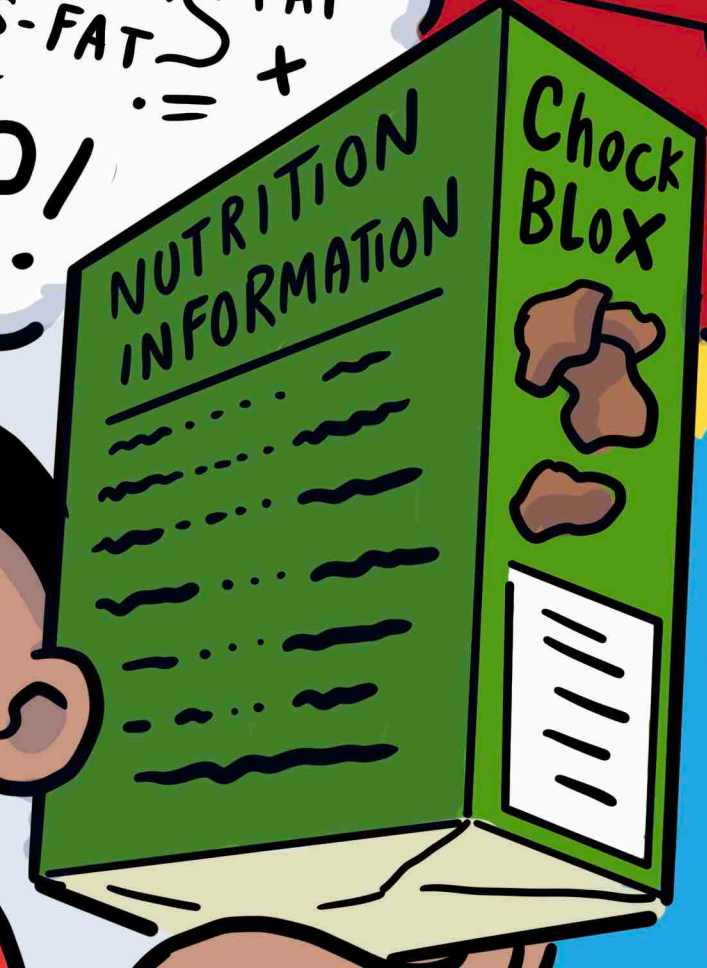
Governments can protect children from the effects of unhealthy food environments with SUGARY DRINK TAXES, RESTRICTIONS on MARKETING UNHEALTHY FOOD AND BEVERAGES, and FRONT OF PACK NUTRITION LABELS.



THE CASE FOR IMPLEMENTING FRONT OF PACK NUTRITION LABELS

Nutrition information can be SUPER MISLEADING and difficult to understand.

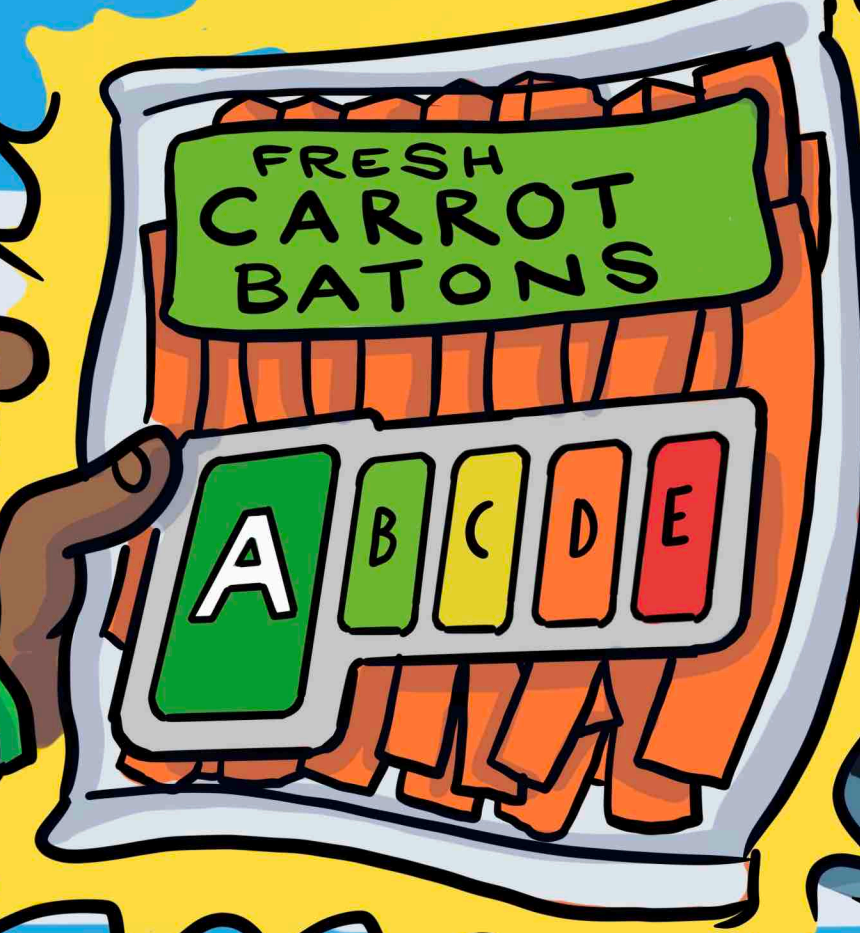
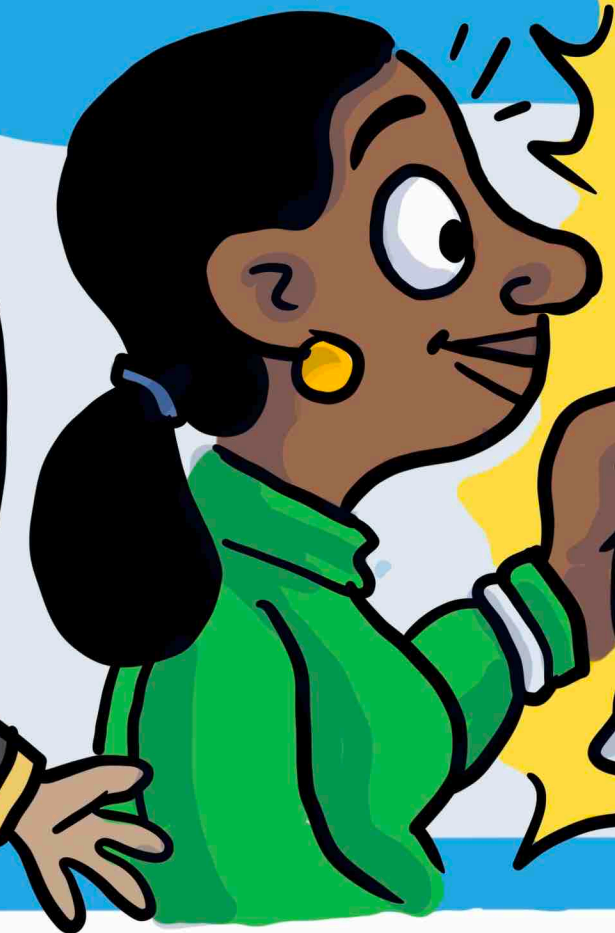
CARBOHYDRATE
+ PROTEIN
- SATURATED FAT
- TRANS-FAT
= ?????!



"FRONT OF PACK NUTRITION LABELS" (FOPNL) are a way to REBALANCE unhealthy FOOD ENVIRONMENTS in favour of children and families.

FOPNL on pre-packaged foods and beverages can help people easily distinguish between healthy and unhealthy options QUICKLY.

People need a clear and easy way to find the HEALTHIEST OPTION with the right information.



Effective FOPNL are a POWERFUL TOOL to INFORM and WARN CONSUMERS.



FOPNL can:



- Signpost products that contain excess harmful and unhealthy ingredients.

- Increase the likelihood of consumers selecting more HEALTHY PRODUCTS.



- Contribute to BETTER DIETS and PREVENTION of CHILDHOOD OVERWEIGHT and OBESITY, and non-communicable diseases.

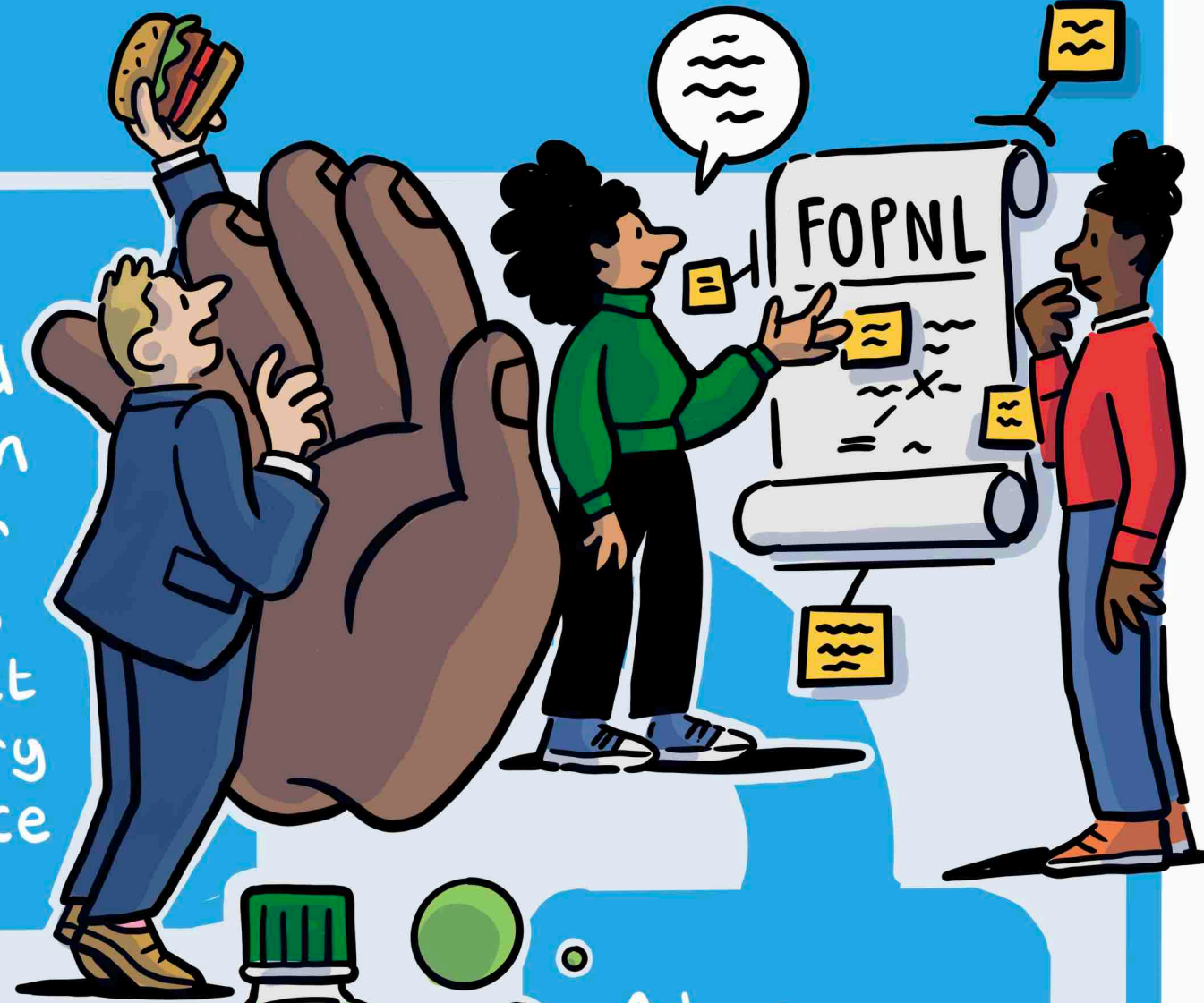
DESIGNING, IMPLEMENTING AND DEFENDING FRONT OF PACK NUTRITION LABELLING

DESIGNING & IMPLEMENTING FOPNL

Determine country-specific regulatory objectives.



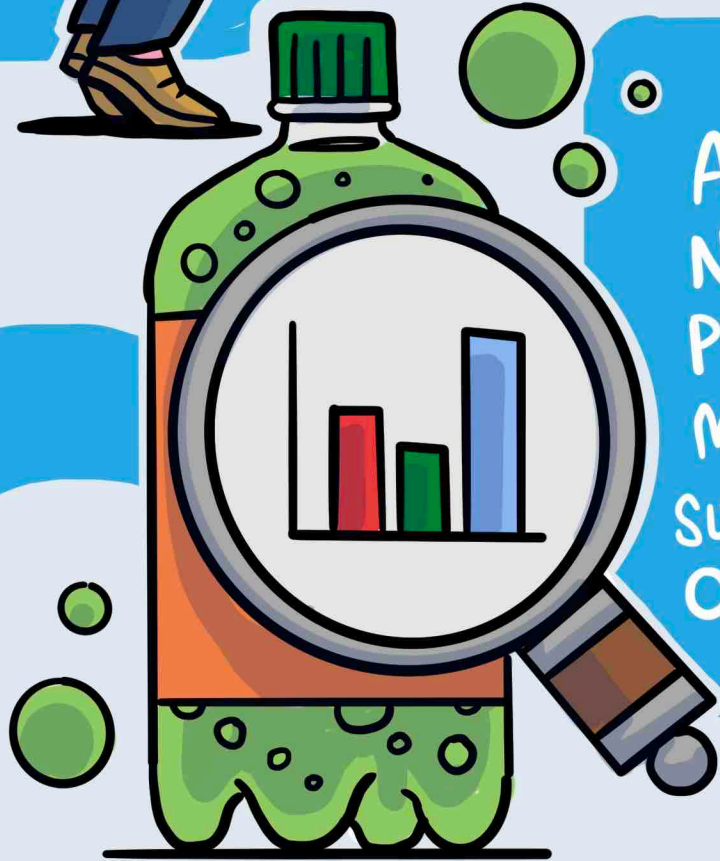
Establish a government-led process with stakeholder consultations but protect from industry influence



Select type of FOPNL to achieve the desired effect, with strong display rules to ensure they are visible.



Adopt a NUTRIENT PROFILING MODEL suited to the OBJECTIVES.



Designate an appropriate institute to administer the FOPNL, with powers to sanction for non-compliance.



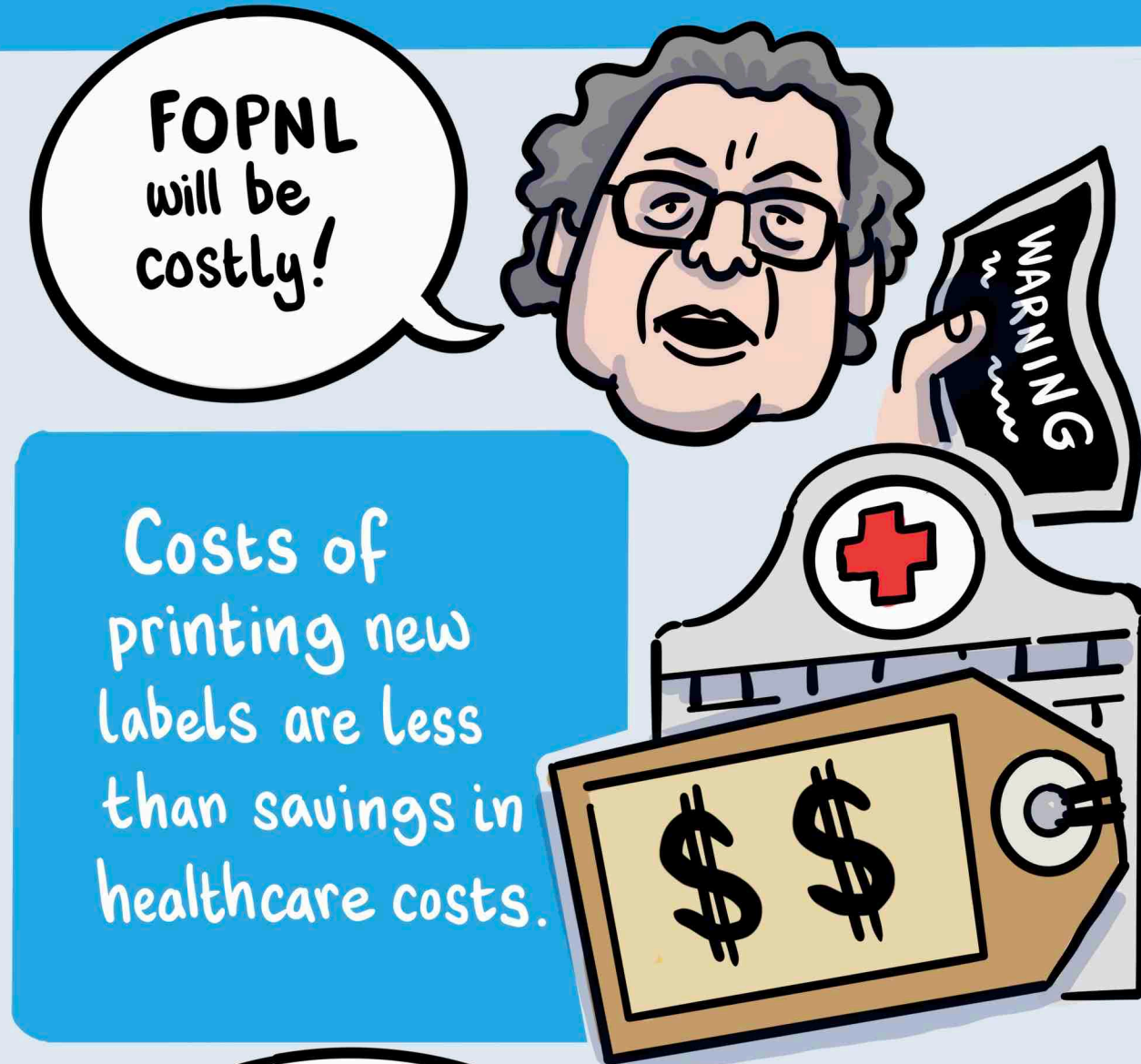
Link FOPNL with other FOOD ENVIRONMENT POLICIES.



DEFENDING FOPNL FROM INDUSTRY

FOPNL will be costly!

Costs of printing new labels are less than savings in healthcare costs.



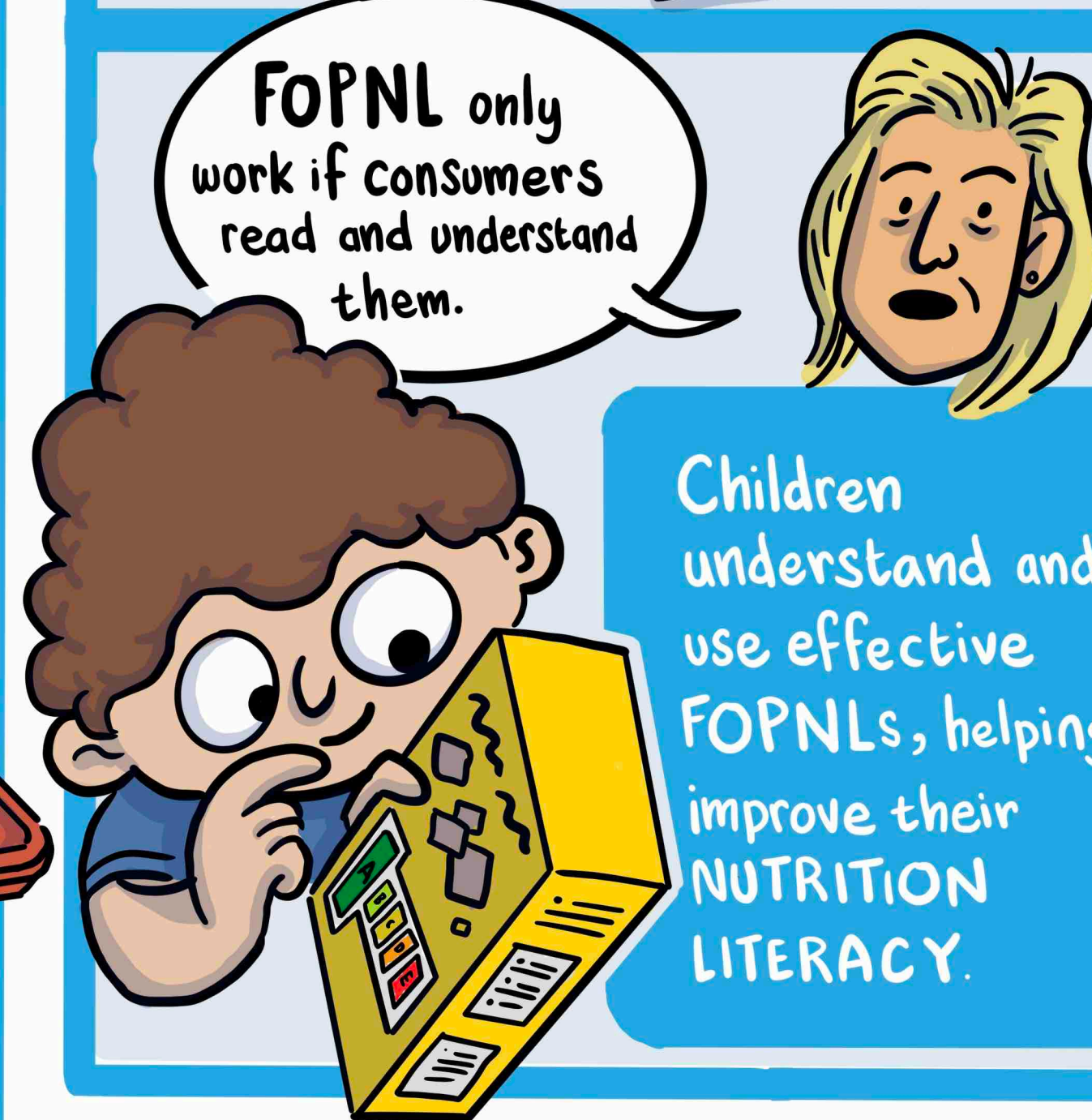
FOPNL won't be effective at improving diets.

- FOPNL can discourage unhealthy food purchases.
- They can even encourage companies to increase the healthiness of their products.



FOPNL only work if consumers read and understand them.

Children understand and use effective FOPNLs, helping improve their NUTRITION LITERACY.



Existing FOPNL schemes developed by industry are working well!

No, they DON'T work well, evidence shows they are CONFUSING and MISLEAD consumers.

