



**TACKLING THE WEIGHT OF TWO NATIONS -
CURRENT POLICY HERE AND IN THE UK**

ANNE-MARIE MACKINTOSH

March 2022



PREVALENCE OBESITY HAS RISEN SHARPLY OVER PAST 40 YRS



No simple
solution



Tension between individual responsibility and external factors



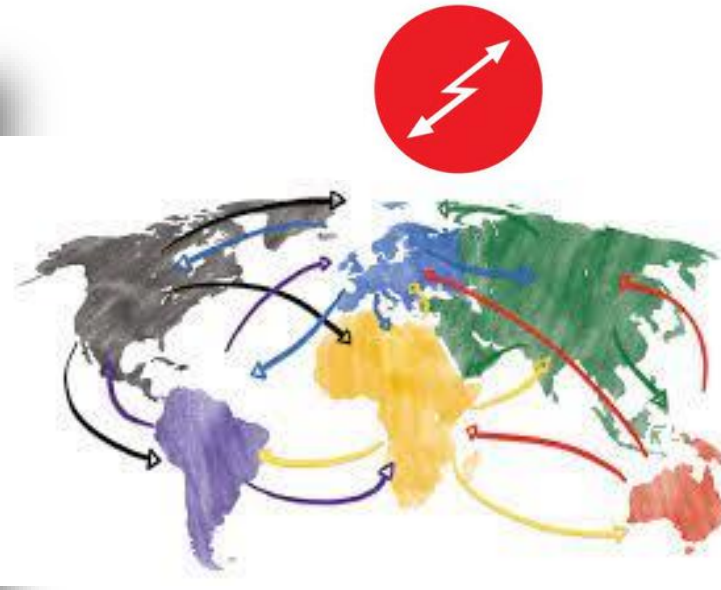
Public health policy-making is changing with a focus on corporate and business practices



Individual responsibility



Sustainability Australia **Social inequality**



Globalisation & trade liberalisation



Influence of Food & Beverage industry

 **AUSTRALIAN FOOD & GROCERY COUNCIL**



GOVT HAS A COMMITMENT TO HALT OBESITY



Australia has committed to the WHO global target to halt the rise in overweight and obesity.

\$11.8b

Cost of obesity
in Australia in 2018

\$5.4b



Direct health costs
(from disability and hospitalisation)

\$6.4b



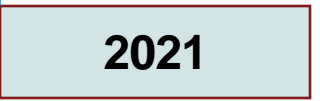
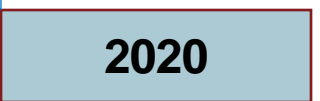
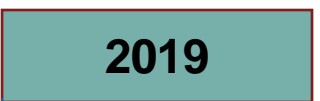
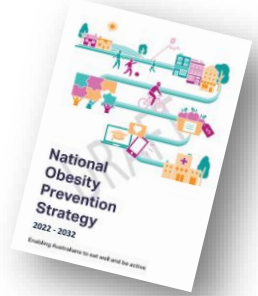
Indirect community costs
(lost quality of life and wellbeing, premature death and productivity losses)



Every \$1 we invest in obesity prevention has a return of up to \$6

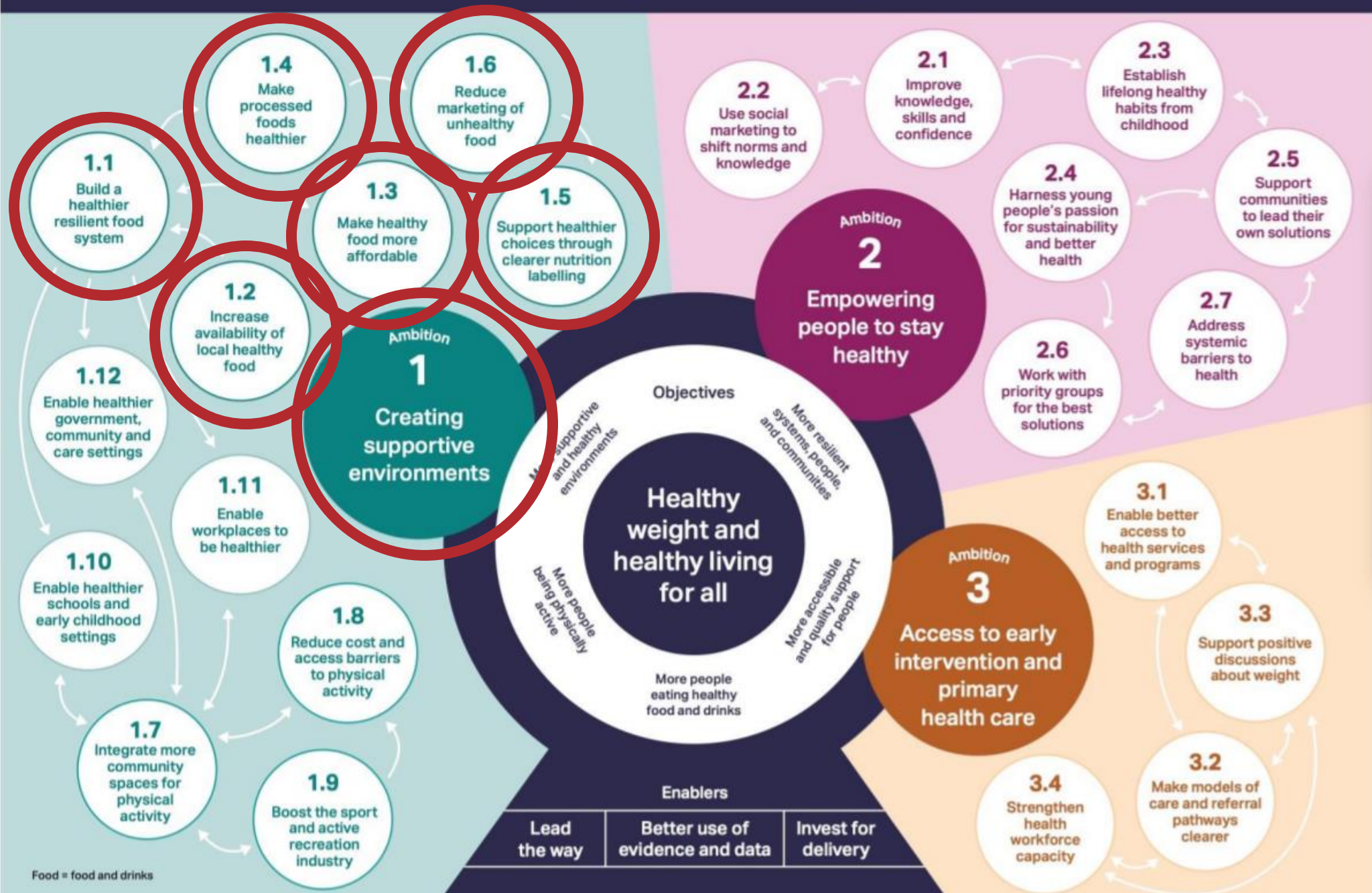


LAST 10 YRS NUMEROUS POLICIES IN PREVENTIVE AREA



Sustaining Australia

National Obesity Prevention Strategy map



Food = food and drinks

National Obesity Prevention Strategy
2022 - 2032
Enabling Australians to eat well and be active





UK OBESITY STRATEGY FOCUS ON FOOD ENVIRONMENT

July 2020

Together, they introduce innovative,
first-of-their kind policy ideas
Aim to make food environments healthier

GOV.UK Topics

→ Coronavirus (COVID-19) | Latest updates and guidance

Home > Health and social care > Public health > Health improvement > Healthy eating

Press release

New obesity strategy unveiled as country urged to lose weight to beat coronavirus (COVID-19) and protect the NHS

National Food Strategy

Independent Review

<https://www.nationalfoodstrategy.org/>



Whole system approach

Sustained changes to individual behaviours across the whole population will require:

Multiple actions across all parts
of the **system**

Changes to the food, physical
activity and social environments





POTENTIAL REGULATORY LEVELS





LEVER 1 - MANDATED NUTRITION LABELLING

QSR Menu
labelling



Pregnancy
warning labels



Alcohol
labelling



Added sugar
labelling



FOPL



Australia

Legislation
NSW (2011)
Vic (2018)
Qld (2017)
SA (2012)
ACT (2013)

Legislated
3 years from July
2020 to implement

FSANZ
exploring options
2022

FSANZ proposal
public consultation
2022

Voluntary HSR with
possible legislation
if uptake targets not
met
50% by '23 yr end
60% by '24 yr end
70% by '25 yr end

UK

Legislation large out-
of-home businesses
including restaurants,
cafes, takeaways
>250 employees
provide calorie labels
April 2022

Consultation to
legislate cal labelling
on all pre-packaged
alcohol,
out-of-home sector,
eg bought on draught
or by the glass.



Australia
Policy Guideline on
food labelling to
support consumers to
make informed healthy
food choices.

Consultation on
current **voluntary**
'traffic light' label
and on new
international
examples.



NUMEROUS FOOD STANDARDS ALREADY APPLY TO FOODS

Australia New Zealand Food Standards Code

Standard 1.2.3 – Information requirements – warning statements, advisory statements and declarations

Standard 1.2.4 – Information requirements – statement of ingredients

Standard 1.2.7 - Nutrition, health and related claims

Standard 1.2.8 – Nutrition information requirements

Standard 1.2.10 – Characterising Ingredients and Components of Food



FOOD STANDARDS
Australia New Zealand
Te Mana Kounga Kai – ahitōwhiri me Aotearoa



LEVER 2 - REGULATING THE COMPOSITION OF FOODS



FSANZ Chapter 2 - Food standards

includes compositional requirements for specific foods

e.g. jam, meat (sausage, processed meat), milk, cream, fermented milk products, butter, ice cream, dried, evaporated and condensed milk, fruit and vegetable juice, and non-alcoholic beverages, formulated caffeinated beverages, iodised salt, special purpose foods.



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Policy Paper: Exploring options for improving the composition of the food supply (2021)

*“The Forum recognised the importance of **voluntary** initiatives in the first instance, unless there is a demonstrated need to consider regulatory measures.”*

*“The Forum agreed that **reformulation targets** should be established in these categories (sodium, sugar and saturated fat as appropriate for the quick service/fast food sector and sodium for meat alternatives).”*



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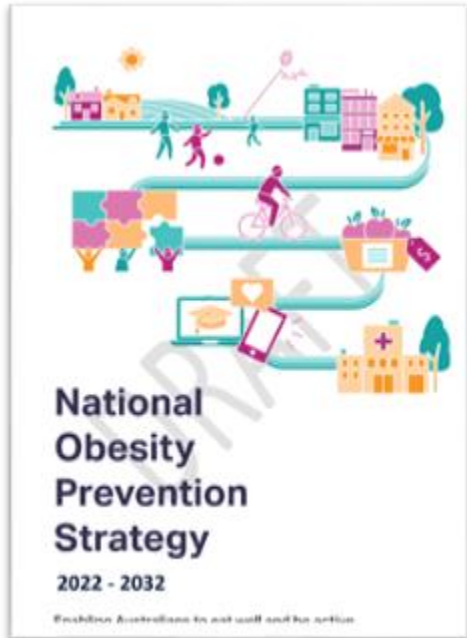


Preventive Health Strategy

Reduced sugar, saturated fat and sodium content of relevant packaged and processed foods through **reformulation** and **serving size reduction**, including **consideration of tax reform**

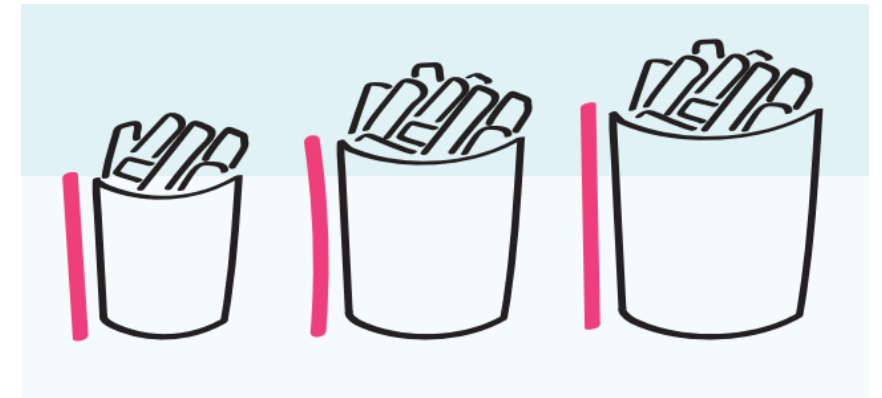


OBESITY STRATEGY SUPPORTS REFORMULATION & PORTIONS



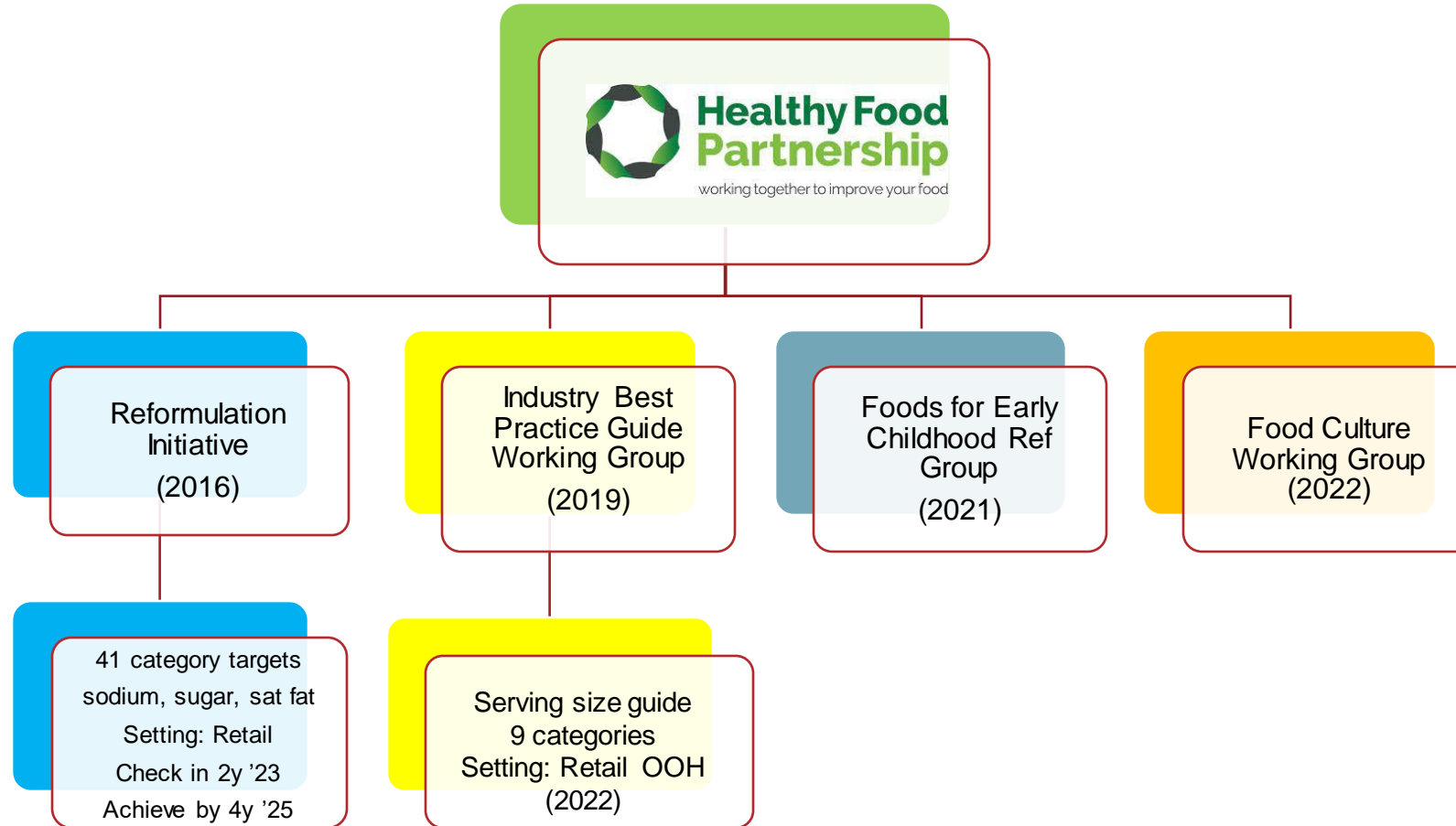
Strategy 1.4

Make processed food and drinks healthier by supporting **reformulation** efforts that limit energy and nutrients of concern (such as added sugar, salt, and/or saturated and trans fat) & reduce **serving sizes**.





A VOLUNTARY PARTNERSHIP ESTABLISHED IN 2015





YET PUBLIC HEALTH ADVOCATES LOBBY FOR MORE


BMC Public Health

BMC Public Health, 2016; 16: 651. PMCID: PMC4964002
 Published online 2016 Jul 27. doi: [10.1186/s12889-016-3302-8](https://doi.org/10.1186/s12889-016-3302-8) PMID: [27465746](https://pubmed.ncbi.nlm.nih.gov/27465746/)

Designing a Healthy Food Partnership: lessons from the Australian Food and Health Dialogue

[Alexandra Jones](#)^{1,2}, [Roger Magnusson](#)³, [Boyd Swinburn](#)^{4,5}, [Jacqui Webster](#)^{1,6}, [Amanda Wood](#)⁴, [Gary Sacks](#)⁵ and [Bruce Neal](#)^{1,2}

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Have we compromised too much? A critical analysis of nutrition policy in Australia 2007–2018

Published online by Cambridge University Press: 28 September 2020

[Brandon I.](#), [Phillip Baker](#) and [Mark Lawrence](#)

[Show author details](#)

Article | [Supplementary materials](#) | [Metrics](#)

Rethinking the Healthy Food Partnership

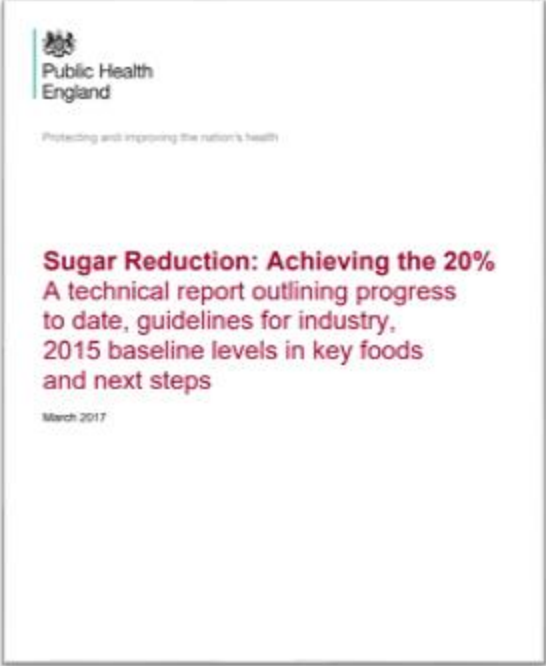
In the last of a three-part series on the Australian Government's Healthy Food Partnership Reformulation Program, Daisy Coyle and Emalie Rosewarne move beyond reformulation targets to explore what is needed for Australia's reformulation program to be successful.

Reformulation Program needs major overhaul to be effective

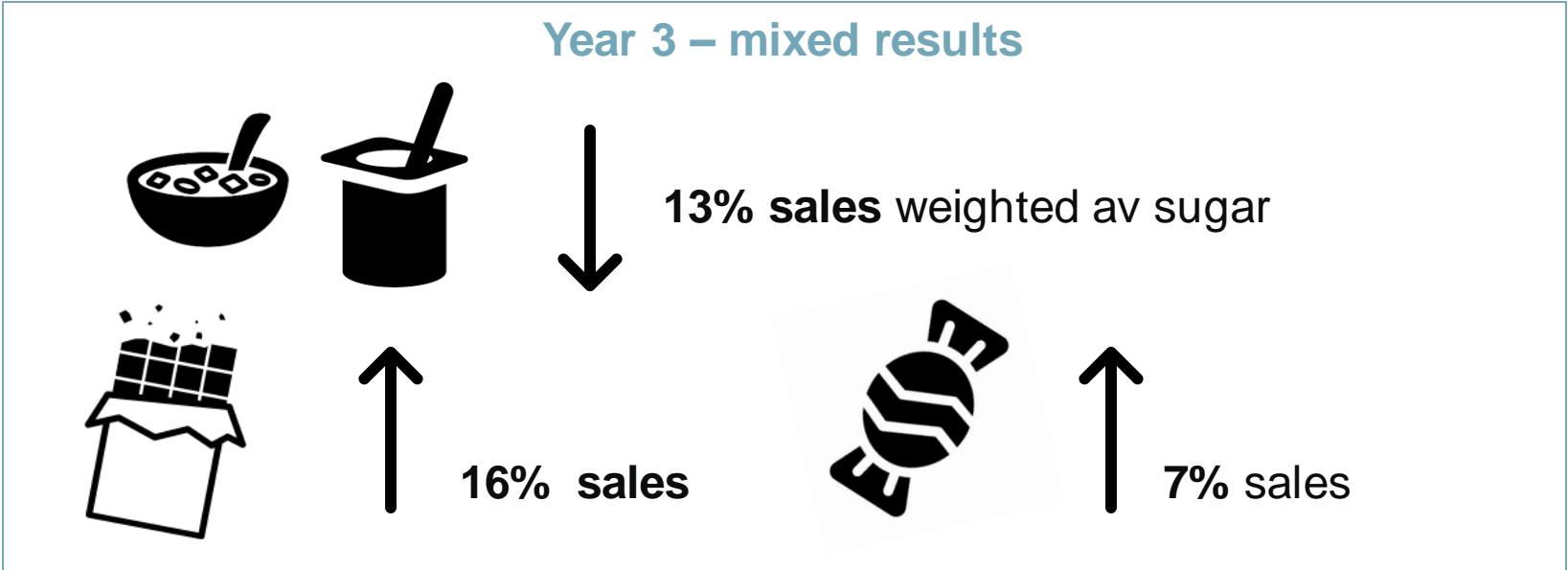
In the second of a three-part series on the Australian Government's Healthy Food Partnership Reformulation Program, Emalie Rosewarne explores how the latest reformulation targets can be improved.



UK EXPERIENCE - SUGAR PROGRAM SHOW MIXED RESULTS



Aim:
20% by 2020 sugar reduction, including a 5% reduction in first year of products that contribute most to children’s sugar intake



Overall
↓ 3% av. Sugar



LEVER 3 - RESTRICTING SALE OF FOODS

UK

From
Oct
2022

legislating to end the promotion of foods high in fat, sugar or salt (HFSS) by restricting volume promotions such as buy one get one free, and the placement of these foods in prominent locations intended to encourage purchasing, both online and in physical stores in England

Australia



- Restricted promotion of unhealthy food and drinks at point of sale and at the end-of-aisle in prominent food retail environments, and increased promotion of healthy food options





LEVER 4 - RESTRICTING ADVERTISING, ESP TO CHILDREN

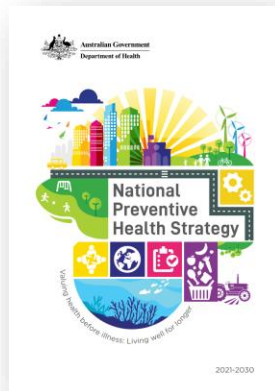
UK

End of
2022

Ban HFSS products on TV & online 9pm to 5.30am

- **TV& online ban** for paid advertising of food and drink that are HFSS.
- Aim of reducing energy intake for children 6 and 15y

Australia

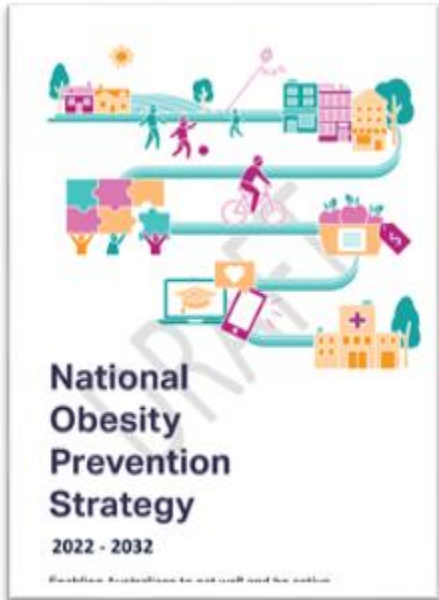


Policy
achievements
by 2030

Children's exposure to unhealthy food and drink marketing, branding and sponsorships is **further restricted across** all forms of media, including through digital media.



FURTHER RESTRICTIONS ARE ON THE CARDS



Strategy 1.6

Reduce exposure to unhealthy food and drink marketing, promotion and sponsorship especially for children and where large numbers of people gather and transit through.

This could include publicly-owned or managed settings, sports and major community events, and television and digital platforms.





ADVERTISING IS MANAGED BY CO-REGULATION

Regulation

australian consumer law 





ADVERTISING IS MANAGED BY CO-REGULATION

Regulation



Code



Self-Regulation



Children's Advertising Code

This Code has been adopted by the Australian Association of National Advertisers (AANA) as part of advertising and marketing self regulation. The object of this Code is to ensure that advertisers and marketers develop and maintain a high sense of social responsibility in advertising and marketing to children in Australia.

This Code is accompanied by a Practice note which has been developed by the AANA. The Practice note provides guidance to advertisers and complainants, and must be applied by the Ad Standards Community Panel in making its determinations. In the event of any ambiguity the provisions of the Code prevail.



New from 1 Nov 2021.

Applies **NPSC** to assess Occasional foods which are not permitted to be advertised on any medium to children <15years.



LEVER 5 - APPLYING TAXES TO DISCRETIONARY FOODS

Australia



Tax reform

Reduced sugar, saturated fat and sodium content of relevant packaged and processed foods through reformulation and serving size reduction, including **consideration of tax reform**

UK

Soft Drinks Sugar levy 2018

A levy on drinks

1. lower tier - tax is **18 pence per L** on drinks with 5g-8g sugar per 100ml
2. higher tier - tax is **24 pence per L** on drinks >8g sugar per 100ml

Drinks containing more than 8g of sugar per 100ml will face a tax rate equivalent to 24p per litre

Drinks containing 5-8g of sugar per 100ml will face a tax rate equivalent to 18p per litre

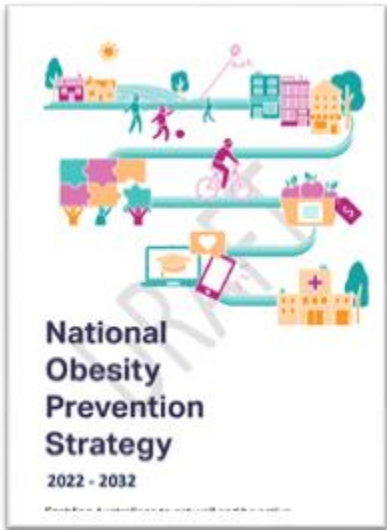
Exempt:

- 🍏 Pure fruit juice (no added sugar)
- 🥛 Drinks with high milk (calcium) content

LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE



FISCAL POLICY IS FEATURED IN THE STRATEGY



Strategy 1.3

Explore use of **economic tools** to **shift consumer purchases** towards healthier food and drink options and make them more affordable.

Establish actions across the food supply chain from farming to retail.




JANUARY 27 2020 - 9:40 AM

Health minister rejects call for sugar tax

Latest News



 Australian of the Year Dr James Muecke wants a tax on sugary drinks.

Health Minister Greg Hunt has rebuffed calls from the Australian of the Year to impose a tax on sugary drinks.

UK

THE  **TIMES**



COMMENT

The sugar tax has predictably fallen flat and obesity continues to rise

Mark Littlewood | Monday January 10 2022, 12:01am GMT, The Times

Equality

U.K.'s Johnson Rejects Idea of Extra Taxes on Unhealthy Food

- Billions in tax may help reduce diet inequality, report says
- Review says 'junk food cycle' takes toll on health and economy



National Food Strategy

Independent Review



PRESSURE BUILDING FOR AN AUSTRALIAN SUGAR TAX



THE CONVERSATION
Academic rigour, journalistic flair

Arts + Culture Business + Economy Education Environment + Energy Health + Medicine Politics + Society Science + Technology

How much longer do we need to wait for Australia to implement a sugary drinks tax?

June 10, 2021 11:06am AEST

ublished 9 June 2021

AMA launches new report: A tax on sugar-sweetened beverages.

A tax on sugar-sweetened beverages

Obesity Evidence Hub

PREVENTION: TAX AND PRICING

Case for a tax on sugar-sweetened beverages (SSBs) in Australia

LAST UPDATED 09-11-2021

The obesity-related price policy that has received the most attention in Australia to date is a tax on sugar-sweetened beverages (SSBs). Such taxes have been shown to reduce consumption of SSBs. Taxes can also encourage manufacturers to reformulate SSBs to reduce sugar content and the funds from taxes can be used to take further steps to reduce overweight and obesity.



TIPPING THE SCALES

8 critical actions Australia must take to tackle obesity

- 1** **Toughen restrictions on TV junk food advertising to kids**
- 2** **Set food reformulation targets**
- 3** **Make Health Star Ratings mandatory**
- 4** **Develop an active transport strategy**
- 5** **Fund public health education campaigns**
- 6** **Add a 20% health levy to sugary drinks**
- 7** **Establish a national obesity taskforce**
- 8** **Monitor diet, physical activity, weight guidelines**

opc.org.au/tippingthescales #TippingTheScales

Health

'A ticking timebomb': Australian doctors use social media to call for sugar tax on soft drinks

Staggering amount of sugary drinks consumed each year puts Australians at risk of developing major health problems, AMA warns

- Follow our Australia news live blog for the latest updates
- Download the free Guardian app; get our morning email briefing

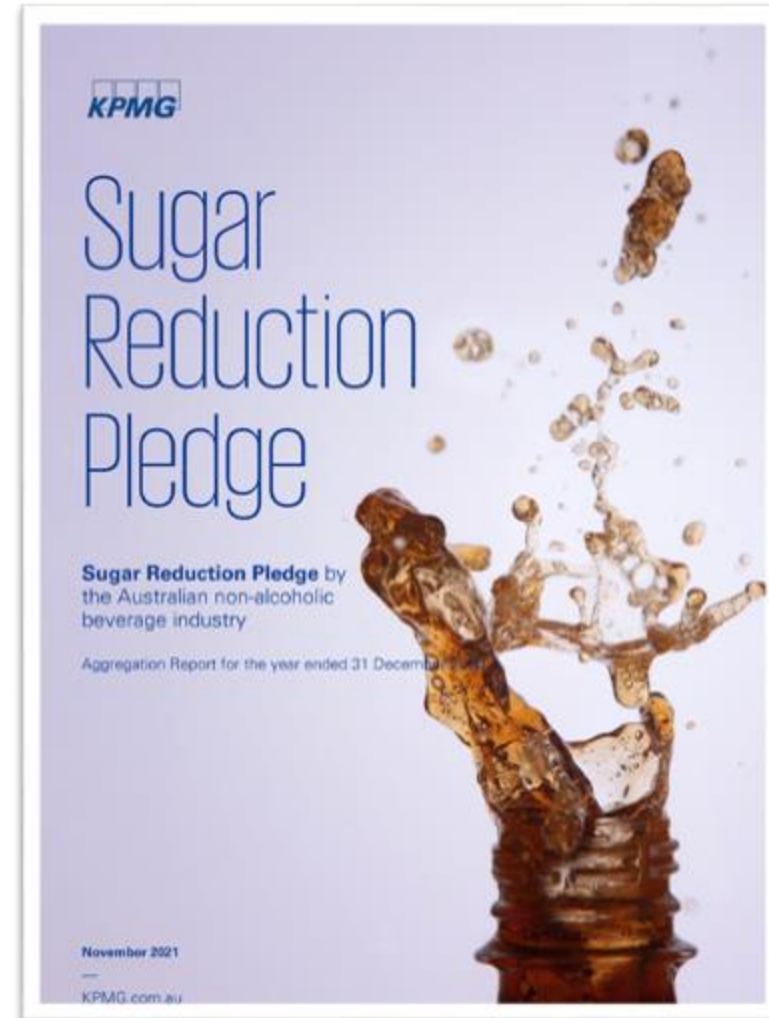




SELF REGULATION OF SUGAR IN AUSTRALIAN DRINKS WORKS

**Non-alcoholic drinks industry's
Sugar Reduction Pledge of
20% by 2025.**

**12% reduction in sugar
Jan 2015 – June 2020**





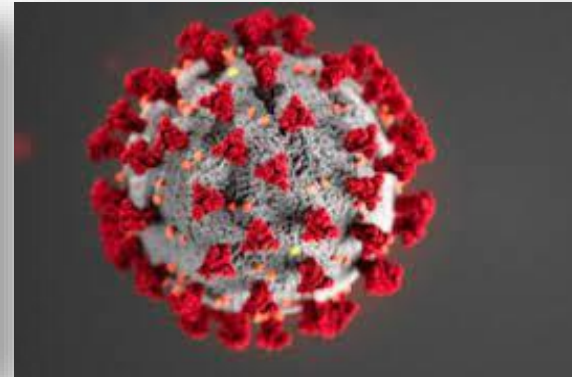
HEAD WINDS FACED BY INDUSTRY



HSR algorithm change



Label changes



CORONA



Supply chain shortages



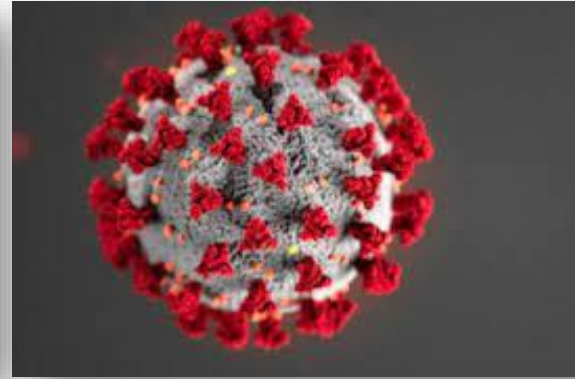
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CORONA



Supply chain shortages



Reformulation fatigue



Food packaging - Recycling and Sustainability



Digitisation – product traceability



Retail retreat – economic downturn



THREAT OF REGULATION STICK MAY MOTIVATE





SUMMARY

- Preventive health strategies are adopting a **systems approach**
- The current **Govt supports voluntary initiatives**
- But, recent policies refer to **potential regulatory measures**
- Food manufacturing sector is coming under more **pressure**
- It faces **many challenges** — impacting ability to address proposed public health actions
- Oversea experiences – UK - indicate **mixed success** with initiatives
- Current initiatives in Australia are an **opportunity** for the industry to participate voluntarily
- **Public health and NGOS** have an opportunity to work collaboratively with the industry





THANK YOU