

NUTRIENT AND PROMOTION PROFILE MODEL **TOOLKIT**



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WHO Nutrient and Promotion Profile Model for Food products for Infants and Young Children

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BACKGROUND



▶ FOOD PRODUCTS FOR INFANTS & YOUNG CHILDREN (FIYC)

Commercial food products for infants (up to 12 months) and young children (12-36 months) are an **international public health priority**



Why?

1. Use and sale of FIYC is growing
 2. Although some regulations - such as European Commission Regulations - apply, these are out of date, and do not ensure foods are appropriate
- 



▶ WHAT IS **NUTRIENT PROFILING** AND WHY DOES IT MATTER?

What is it?

- Nutrient profiling is a method of **classifying or ranking foods** according to their nutritional composition for reasons relating to preventing disease and promoting health
- The Nutrient and Promotion Profile Model (NPPM) for FIYC has been developed as a way for WHO to support member states in **monitoring FIYC and driving changes to ensure products are appropriate**

Why does it matter?

- It is the first step in achieving **nutrition-related public health** goals for this vulnerable age group
- Applying the NPPM is essential in **developing new policies** to improve overall dietary quality for infants and young children up to 3 years
- The NPPM provides clear guidelines on which foods are inappropriate for this age group and should be **restricted in their marketing**

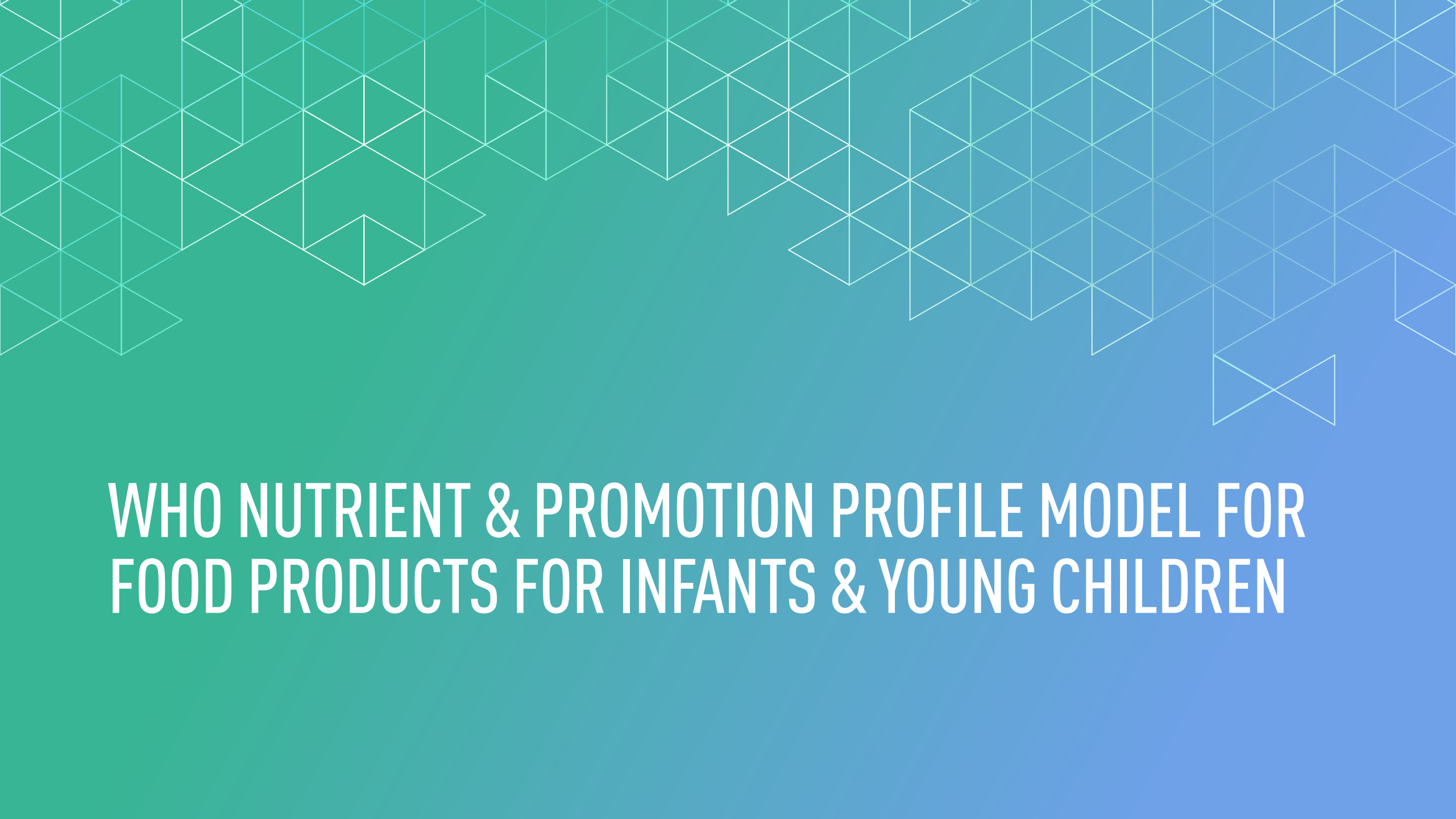




▶ WHY ARE FIYC CONCERNING?

There are a range of concerns around some FIYC including:

- High **total sugar content** and sweet taste profile
 - Use of **free sugars** (including fruit juice)
 - High **sodium and fat content** (mainly in snacks)
 - **Low nutritional quality** in products aimed at infants (low energy density, high sugar content, infrequent use of protein sources)
 - Marketed from 4+ months **contrary to WHO recommendations** for food introduction at 6 months
 - **Misleading product names** that don't reflect sweet taste or high fruit content
 - **Misleading claims** such as 'no added sugars' despite free sugar ingredients (including fruit juice) or having very high total sugar content (e.g. fruit puree is ~70% energy from sugar)
 - **Persuasive marketing claims** that might undermine confidence in home-prepared foods and the importance of breastfeeding
 - Industry exploitation of the '**health halo**' (consumer assumption that all FIYC are healthy)
- 



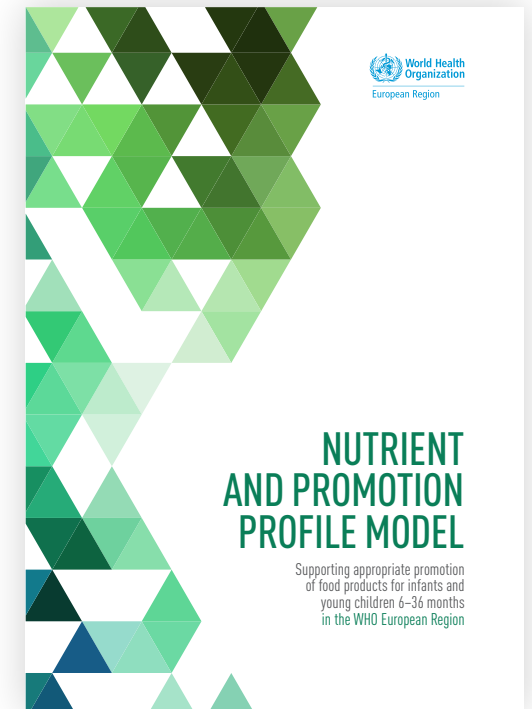
WHO NUTRIENT & PROMOTION PROFILE MODEL FOR FOOD PRODUCTS FOR INFANTS & YOUNG CHILDREN

▶ NPPM FOR FIYC

Full NPPM details are provided in the **new report.**

- It **categorises FIYC and sets permitted standards** (thresholds) for nutrient contents, ingredients, and promotions (marketing & labelling).
- The NPPM will allow you to **assess product suitability** and learn why some products don't meet all the standards

NPPM Report



↓ Click to open

▶ PUBLISHED REPORT: WHO NPPM FOR FIYC

Background

- Concerns with FIYC
- Outdated and insufficient legislation for FIYC
- Definitions used in model (e.g. free sugars, promotion etc.)

Summaries

- Content (nutrient & ingredient) requirements
- Promotion (labelling & marketing) requirements
- Recommendations for manufacturers - opportunity for action

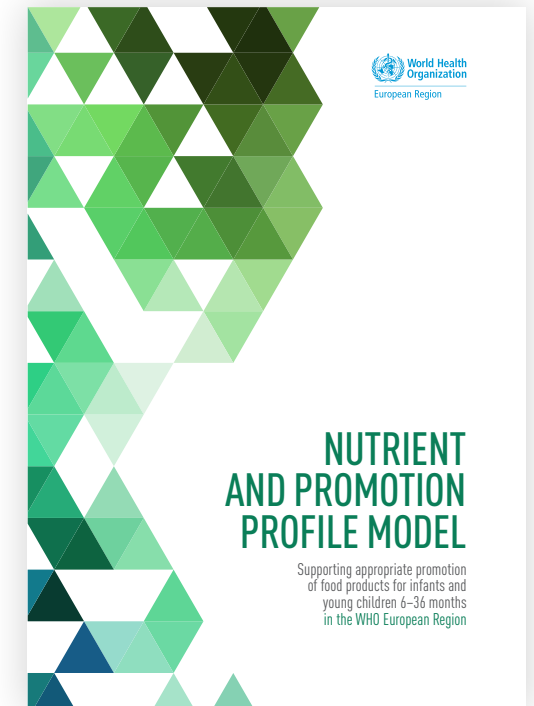
NPPM

- Product categories
- Nutrient and ingredient requirements
- Promotional requirements

NPPM: the context

- Explanations behind setting each of the NPPM requirements

NPPM Report



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▶ PRODUCT CATEGORIES

1. **Dry cereals & Starches**

- Dry starches to be prepared with water/milk or equivalent
- E.g. baby breakfast rice powder/dry pasta

2. **Dairy Foods**

- Dairy-based foods, desserts and cereals
- Less than 5% fruit content
- E.g. Yogurt/custard/ready-to-eat porridge

3. **Fruit & vegetable purees/smoothies and fruit desserts**

- Fruit products e.g. purees, yogurt/porridge with >5% fruit
- Vegetable-only products/purees

4. **Savoury meals/meal components**

- Foods with combinations of starches, vegetables, dairy and/or traditional protein
- E.g. Lasagne, vegetable rice, pasta sauce or meat puree

5. **Snacks & finger foods**

- Fresh & Dry fruit snacks (100% fruit)
- Savoury grain/starch/pulse/vegetable snack
- E.g. crackers/crisps/puffs/pastry/cake

6. **Ingredients**

- Cooking ingredient or single food products
- E.g. Salad oil or salt-free stock cubes

7. **Confectionery**

- Chocolates, sweets, liquorice, marzipan, pulped and dried fruit
- E.g. fruit chews

8. **Drinks**

- Fruit juice, flavoured or sweetened water
-





▶ NUTRIENT & INGREDIENT REQUIREMENTS: OUTLINE

Not permitted

- Free sugars/sweeteners
- Confectionery
- Flavoured drinks
- Industrially produced trans fatty acids

Limited

- Fruit content in meals, dry cereals & dairy


Maximum standards

- Energy per serving in snacks (50 kcal/serving)
- Energy from total sugar in savoury meals and snacks (15%)
- Sodium
- Total fat

Minimum standards

- Protein content in meals
- Energy density (to avoid watery purees)

Added free sugars and sweeteners include

- All mono- and disaccharides
 - All syrups, nectars and honey
 - Fruit juices or concentrated/powdered fruit juice (excluding lemon or lime juice)
 - Non-sugar sweeteners
- 

▶ PROMOTIONAL REQUIREMENTS: OUTLINE

<ul style="list-style-type: none">• Min. age for all products is 6 months	<ul style="list-style-type: none">• Max. age for pureed foods is 12 months	<ul style="list-style-type: none">• Front-of-pack labels required for high total sugar content<ul style="list-style-type: none">• >30% energy in fruit or vegetable purees, desserts and dry fruit• >40% energy in dairy foods	<ul style="list-style-type: none">• Product name clarity<ul style="list-style-type: none">• indicate contents in descending order• do not hide the sweet taste or high fruit content
<ul style="list-style-type: none">• Ingredient list must state proportion (%)<ul style="list-style-type: none">• added water/stock• fruit content• traditional protein source content (e.g. 12% chicken)	<ul style="list-style-type: none">• Packaging with a spout: recommend not to drink via spout	<ul style="list-style-type: none">• Ban compositional (nutritional), health and marketing claims	<ul style="list-style-type: none">• Inclusion of statements on the importance of continued breastfeeding


Maximum impact will only be achieved if products for older children (3+ years), that are likely to be given to younger infants (e.g. snacks/desserts), are clearly labelled as suitable only from 3 years.



STAKEHOLDER MAPPING



▶ WORKING WITH **STAKEHOLDERS**

- ▶ To drive impact towards public health goals using the NPPM you should **engage with a broad range of stakeholders** in your country
 - ▶ The stakeholders you identify will likely have **different roles to play** in influencing changes around FIYC
 - ▶ By starting to engage different audiences with this important work you can **create a groundswell of support** for driving policy change
- 

▶ WHICH STAKEHOLDERS TO ENGAGE?

Government	Policy	Industry	Academic	Health care professionals	Consumers
<p>Government departments – health and social affairs</p> <hr/> <p>Food Standards Agencies</p> <hr/> <p>National departments of Public Health</p> <hr/> <p>Regional public health authorities</p> <hr/> <p>Individual Ministers of health and officials interested in childhood obesity/food quality</p> <hr/>	<p>National representatives responsible for formulating/ implementing young child feeding directives</p> <hr/> <p>National representatives responsible for informing decisions around food environment in legislation</p> <hr/> <p>Enforcers of World Health Organization (WHO) Code of Breastmilk Substitutes</p> <hr/> <p>Public health pressure groups e.g infant and young child feeding, non-communicable diseases, First 1000 days</p> <hr/> <p>Other Non-Government Organizations (NGOs) with influence in this area</p> <hr/> <p>Organisations/individuals with influence in labelling and promotion regulations</p> <hr/>	<p>Manufacturers of FIYC – national and global manufacturers with products in your country</p> <hr/> <p>Representatives applying Nutrient Profile Models in product formulation/ reformulation e.g. Nutritionists and Dieticians in companies</p> <hr/> <p>Trade associations</p> <hr/> <p>Marketing agencies representing FIYC brands</p> <hr/> <p>Retailers with responsibility for upholding national legislation</p> <hr/>	<p>Nutrition researchers</p> <hr/> <p>Non-Communicable Disease (NCD) community</p> <hr/> <p>Young child feeding researchers (first 1000 days of life)</p> <hr/> <p>Behavioural scientists with a focus on marketing</p> <hr/>	<p>Healthcare professionals with responsibility for developing/ implementing nutrition guidelines for first 1,000 days of life</p> <hr/> <p>Community Health Workers and others responsible for disseminating health education to pregnant women and mothers of young children</p> <hr/> <p>Lactation consultants, breastfeeding peer supporters and those responsible for early infant feeding advice</p> <hr/>	<p>Pregnant women</p> <hr/> <p>New parents of babies age 0-6 months</p> <hr/> <p>Parents of children age 6 months+</p> <hr/> <p>Caregivers</p> <hr/> <p>Media responsible for influencing consumer opinion</p> <hr/>

▶ HOW TO ENGAGE YOUR STAKEHOLDERS?

	Government	Policy	Industry	Academic	Health care professionals	Consumers
What they need	Evidence based research and policy guidance	New research findings and impact statistics/ case studies	New research from experts and access to credible thought leaders who understand how nutrition and business goals align	Peer-reviewed papers and evidence-based tools	Easy to understand evidence in sharable format e.g. leaflets	Reliable information distributed via popular channels such as social media, health professionals, peers
Call to action	Key FIYC concerns (inc. product evaluation): % products failing nutritional/promotional standards	National policies compromised by FIYC concerns inc. product evaluation): % products failing nutritional/promotional standards	Product evaluation: demonstration of % products failing nutritional/promotional standards	Key FIYC concerns (inc. product evaluation): % failing nutritional/promotional standards	Key FIYC concerns and how to help patients make better informed choices	De-mystifying 'health' claims by presenting real data (inc. product evaluation)
What to provide	Published data and reports, strong spokespeople and case studies	Published reports, findings, case studies	Presentations, reports and easy to apply tools	Reports, data and statistics from your country	Short pieces content to use and share with clients/patients	Media engagement and shareable content



WORKING WITH GOVERNMENT AND POLICY AUDIENCES



▶ WHERE TO **START?**

- ▶ Scoping **existing policies** that apply to infant and young child nutrition in your region/country is a good way to identify **existing areas where the NPPM can drive change**
- ▶ By identifying existing policies, you can ask for cooperation and provide your stakeholders with evidence on why making **changes in FIYC is essential**





▶ EXAMPLES EXISTING SUB-REGIONAL

1.

EU: Food Safety

The Food Safety Policy is applied from farm to fork and aims to guarantee foods are safe and nutritious. Relevant to FIYC: it also aims to ensure foods have clear information on **content, labelling and use of food**

2.

EU: Foods for Infants and Young Children

This policy is designed to ensure products for infants and children are **safe and nutritious**. It also outlines the need for foods to provide appropriate consumer information

3.


EU: Food Quality Scheme

The quality scheme aims to provide **consumers with clear information**, allowing them to make a more informed choice and to explicitly outline the added value of any given product

4.

UN Food & Agriculture Organization: Sustainable Development Goal (SDG) Indicators

The SDGs provide a policy commitment towards the **sustainable development of all EU food systems**, including agriculture and agri-food systems. The FAO oversees agriculture-related SDG indicators, and nutrition is at the heart of all SDGs.





▶ EXAMPLES EXISTING COUNTRY LEVEL POLICIES

1.

Price, Place, Promotion guidelines

Identify whether your Government has a commitment to Price and Place Promotions, which may restrict the marketing of products which do not meet minimum standards for infants and children. If so, present national data on infant foods and ask for infant and young child foods and snacks to be included in national legislation

2.

Sugar Reduction Programmes

If your country has a sugar reduction programme, identify government targets to reduce sugar in foods that contribute to children's free sugar intake and use these to lobby for the inclusion of key categories set out in the NPPM (such as snacks and fruit purees)

3.

Childhood obesity targets

Identify policies relating to childhood obesity and showcase data relating to free sugars and energy density to make a case for the restriction of inappropriate FIYC within existing goals and targets

4.

Front of pack labels (FOPL)

Labels such as Nutriscore, Traffic Lights or High Sugar flags are often not used on FIYC but products often claim 'no added sugars' despite having high sugar content. The NPPM requires products with high total sugar to carry a FOPL. Present this information to government and policy stakeholders to ask how you can work together to ensure greater transparency about the nutritional quality (and high sugar content) of many FIYC



▶ TOOLS TO USE

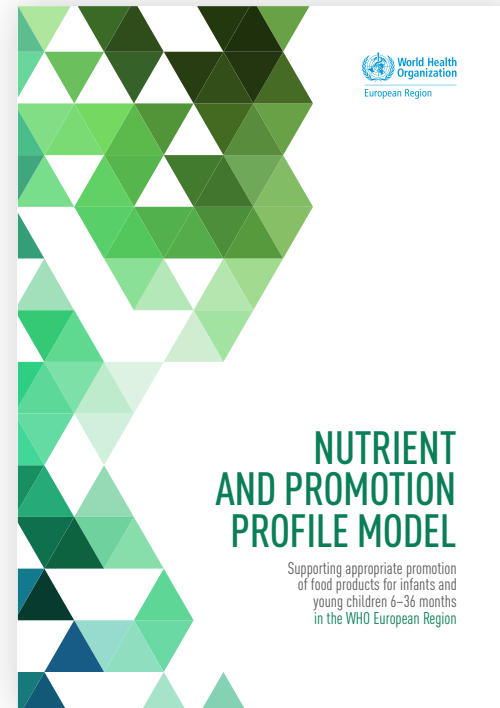
Useful tools to use in engaging with Government, Policy and Academic audiences

Database of stakeholders



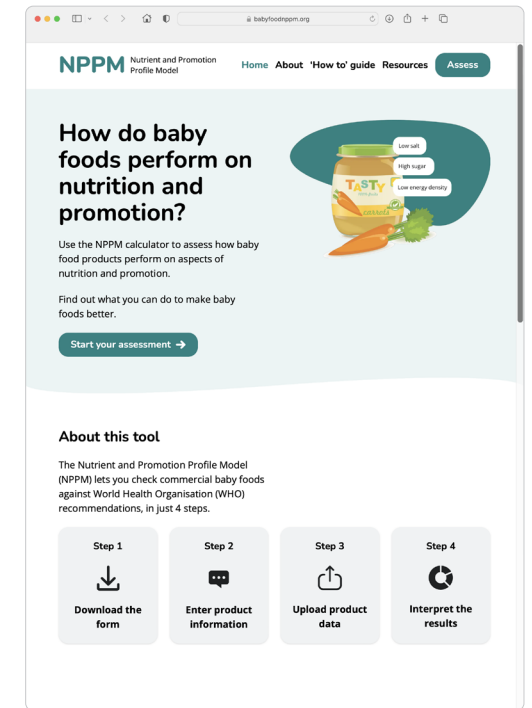
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NPPM Report



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NPPM Website




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THE ROLE OF INDUSTRY IN MAKING HEALTH IMPROVEMENTS




▶ **INDUSTRY - AN INTRODUCTION**

- ▶ Lobbying the **food industry to change** is one way to deliver impact with the NPPM
 - ▶ You have the **opportunity to advocate for** product reformulation, responsible marketing and key nutrients of concern, including sugar
 - ▶ This is also one of the **hardest advocacy plans to navigate**
- 



▶ **WHY INDUSTRY HAS A CRITICAL ROLE TO PLAY IN DELIVERING IMPROVEMENTS VIA THE NPPM**

- ▶ The food industry shares responsibility for contributing to better health outcomes for all who buy and consume its products - that makes the food industry a critical player in improving the nutritional quality of commercial FIYC
 - ▶ Without changes from industry, including reformulation and revised marketing and packaging claims, the wider impact on the way parents buy, prepare and feed their infants will be limited
- 



▶ WHY ADVOCATE INDUSTRY TO CHANGE

1.

Industry has **capabilities and ways of working** that make it possible to adapt products - this can be leveraged to secure better health

2.


Some companies are stepping up to **tackle health issues outlined in the SDGs** and the role for business in achieving better health has never been stronger

3.

Companies are the **'gatekeepers' of product formulation and marketing** - impact from the NPPM will come from changes companies make to their products


4.

Industry is focused on **reputation and loyalty**. Brands that understand and implement WHO policies are given an opportunity to increase their consumer loyalty when their products pass the WHO's NPPM for FIYC





▶ HOW DOES **THE FOOD INDUSTRY WORK**

- ▶ The food industry has capabilities and ways of working based on commercial goals. This does not mean that advocating to industry has to undermine your integrity or goals to improve public health. Rather, advocating for industry to change shows you are committed to generating impact from the NPPM and finding ways forward to improve child health
- 



▶ **FOUR PRINCIPLES** FOR ADVOCATING INDUSTRY SUCCESSFULLY

1.

Recognise Differences

Recognise the difference between your goals and the goals of industry, but understand that being motivated by profit does not necessarily mean industry has no reason to change - your expertise can show them why/how to adapt

2.

Highlight the benefit

Asking industry to change may feel difficult or unnerving but aligning around principles of the NPPM can help industry move towards a more responsible business model. At the same time WHO and collaborators gain from the public health improvements that are made every time industry makes a change aligned with the NPPM

3.

Think strategically

Look for examples of companies where there is a willingness to 'do the right thing'. For instance, companies that have made commitments to the Sustainable Development Goals (SDGs) or made pledges to reduce total sugars are a good place to start

4.

Integrate your work

Don't think of advocating for the role of industry as a 'bolt on' to other important policy goals. Engaging with industry can be a core part of your strategy to improve the quality of FIYC in your country. Integrate industry into your policy change agenda



▶ HOW TO ADVOCATE INDUSTRY

National FIYC Manufacturers

Identify country representatives; spark dialogue

Increase business awareness of the impact of FIYC via sharing of Report and national level data

Host meetings and events to present NPPM research - send industry copies of Webinars where appropriate

Strengthen business through knowledge share

Supply technical assistance around critical issues such as reformulation and product assessments via Online Tool

Foster an enabling environment by providing access to NPPM expertise and the Online Tool

Data-driven advocacy

Generate evidence on role of industry in changing child nutrition

Advocate for role of industry in meeting national nutrition goals and SDGs

Businesses better motivated to deliver products that pass NPPM

Improved FIYC becomes acknowledged by industry

Consideration given to NPPM in new product formulation

Awareness of unsuitable products (fail NPPM) generated

Improved enabling environment

Established role for business being part of the solution

Policies & relationships developed which increase willingness of business action

OUTCOMES

Better quality products and more responsible marketing of FIYC

Improved health (via decreased consumption of inappropriate FIYC/ improved FIYC nutritional quality)

► TOOLS TO USE

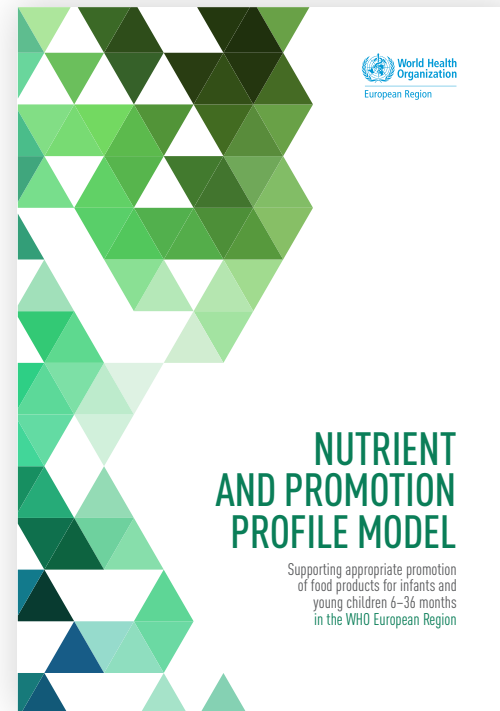
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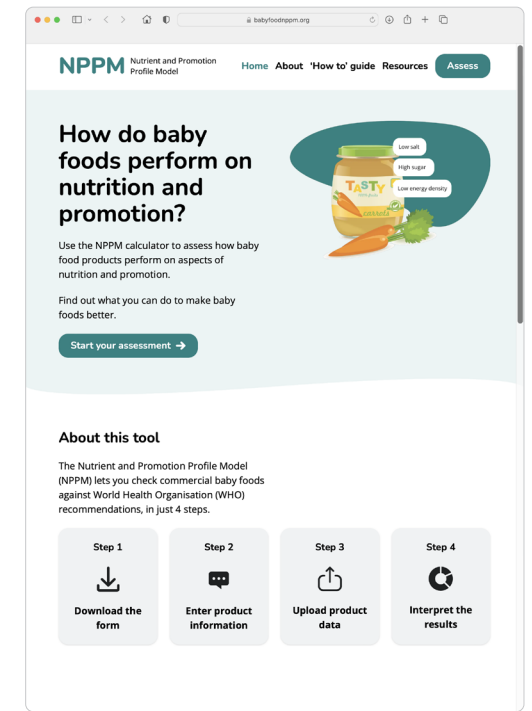
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NPPM Report



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NPPM Website




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HOW TO MAKE THE NPPM DELIVER IMPACT IN YOUR COUNTRY



▶ HOW TO MAKE THE NPPM DELIVER IMPACT IN YOUR COUNTRY

- ▶ To ensure the NPPM is relevant to **your national priorities and stakeholders** we suggest supplementing the WHO Report with a **short piece of national research**
 - ▶ This will give you **relevant data** to take to your audiences, and present a **compelling case for action** in your country
 - ▶ Instructions and tools to do this research are included in this toolkit. A short piece of research will take **just a few days**
- 



▶ HOW TO CONDUCT A **PRODUCT EVALUATION**

Conducting a product review is simple and does not have to require much budget. There are three steps to take:

1.


Select which study to undertake based on your capacity and priorities [next slide]

2.

Use Online Tool to assess products against nutritional and promotional criteria. Find the Tool [here](#)

3.

Prepare a stakeholder report to disseminate findings and demonstrate the need for change to all your stakeholders



▶ STEP 1: SELECT A PRODUCT EVALUATION

Option A

Evaluate one/several categories

Evaluate products from one or several categories (e.g. snacks, drinks, or fruit purees) to demonstrate depth/extent of challenges at the national level

Evaluate all products on sale within a single category or a selection (including those with large market share, e.g. up to 30)

- Include different retail location and product types

[Easy for one person to do in a 1-2 days]

Option B

Evaluate 5 products from each category

Evaluate 5 products from each category to give a broad understanding of how products meet/fail NPPM criteria

Select a range of product types and producers - focus on popular brands with larger market share

[Easy for one person to do in 1-3 days]

Option C

Comprehensive evaluation

Evaluate all products on sale in your country to produce comprehensive data through assessment of available product portfolios, manufacturers and retailers:

- Different retail locations (supermarkets, small retailers, health shops, pharmacies etc. and online retailers)
- Access sales/market data to identify all products
- Identify key food producers and examine product portfolios

[More time/resources required]




See Product Evaluation document for more details

↓ Click to open



▶ **STEP 2: USE ONLINE TOOL TO ASSESS PRODUCTS**

- ▶ The **Online Tool** allows you to assess your products simply.
 - ▶ Log on to the [website](#) and follow the simple steps which show how to get started. Whether you enter information on one product or hundreds, using the online tool is the easiest way to assess your products.
 - ▶ **Record pass/fail results** in a document or download results generated from the Online Tool to **create Report for stakeholders**
- 



▶ **STEP 3: PREPARE A STAKEHOLDER REPORT**

- ▶ Presenting your data in a Report will give you a tool that makes the NPPM **relevant and useful** to each of your stakeholder audiences
- ▶ Use content from the [WHO Report](#) to form the basis of your work and supplement with your national research
- ▶ **Tailor the report(s)** to suit objectives of different audiences/ stakeholders (if necessary)



See Product
Evaluation document
for more details

↓ Click to open





▶ DISSEMINATING YOUR REPORT

Your Report can be used as the basis for engaging ALL stakeholder groups.
Here are some starter ideas:

▶ Send a **direct email** to key stakeholders

▶ Write a **letter to key decision makers** outlining the findings and asking your key stakeholders to jointly sign this

▶ Turn the Report into short sound-bites to be **shared on Social Media**

▶ Hold a **launch event** with stakeholders from multiple audiences to talk about your report findings and what needs to be done to improve FIYC in your country

▶ Use national data to generate **speaking opportunities** about NPPM

▶ Turn national data into a **media pitch**

▶ Present Report content at **meetings and conferences**

▶ Use national data as introductory email content to **ask for meetings/collaboration** from stakeholders

▶ Turn your Report into a **slide presentation** for stakeholders





SUCCESS STORIES AND CASE STUDIES



▶ UK

Office for Health Improvement and Disparities (OHID)

The scope of work

OHID is applying a Nutrient Profile Model for FIYC in the UK context, shaping a new public health agenda and legislating around key product categories

Approach

OHID conducted a rapid scoping review of FIYC and used evidence to issue a Report: “Evidence and opportunities for Action”

Series of 1-1 meetings held with FIYC businesses (retail and manufacturers) Trade Bodies and NGOs to identify scope for action to improve products in the UK

Outcomes

Recognition from most stakeholders (including industry) on need to reduce added sugar and sweet finger foods

Mandatory high sugar warning label to be introduced on pack

Other mandatory pack/labelling requirements

Voluntary nutritional criteria for salt and sugar in FIYC



▶ UK WHO MEMBER STATE: ACTION ON SUGAR & USING THE MEDIA TO GENERATE AWARENESS



Parents must have the information to know what they're buying

Katharine Jenner
RNutr, Director of Action on Sugar

Action on Sugar (UK NGO) campaign details

Action on Sugar evaluated sugar content of 73 toddler snacks and found most products contained free sugars (including fruit juice) and would be classed as red (high) or amber (medium) according to UK ADULT Front Of Pack traffic lights

The findings were written up as a press release and Report to send to the media

Results

Industry pro-actively responded to Action on Sugar and asked them to help with guidance on their snack portfolio

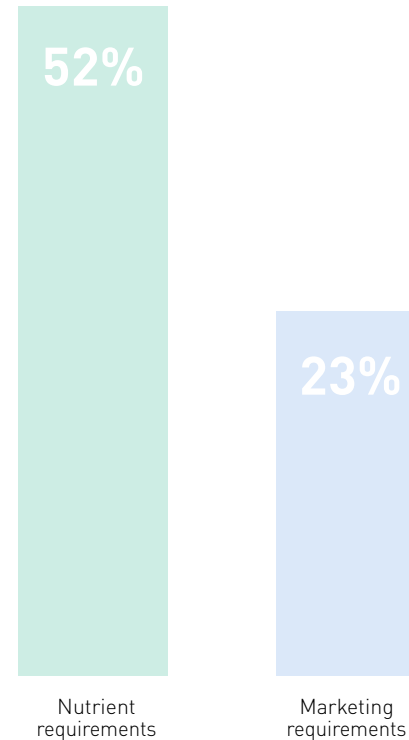


▶ MALAYSIA



National Data Collection across categories in the NPM to assess quality of commercial FIYC

Total % Food Product Category Meeting NPM Nutrient and Marketing Requirements



“Cereals, vegetable pure and meals with chunky pieces were high in sugar and sodium. Food product labels are misleading to parents and care givers. There is an urgent need to create awareness and regulate baby food industry in Malaysia

The scope of work

In Malaysia, colleagues examined the nutritional profile of 285 FIYC in Kuala Lumpur. They sampled products from Supermarkets, Hypermarkets, Pharmacies, Baby shops, Organic shops, and Retail stores.

Results

52% of products met nutritional requirements
Only 23% products met marketing criteria



Q&A: EQUIPPING YOU WITH KEY ANSWERS TO QUESTIONS FROM YOUR STAKEHOLDERS

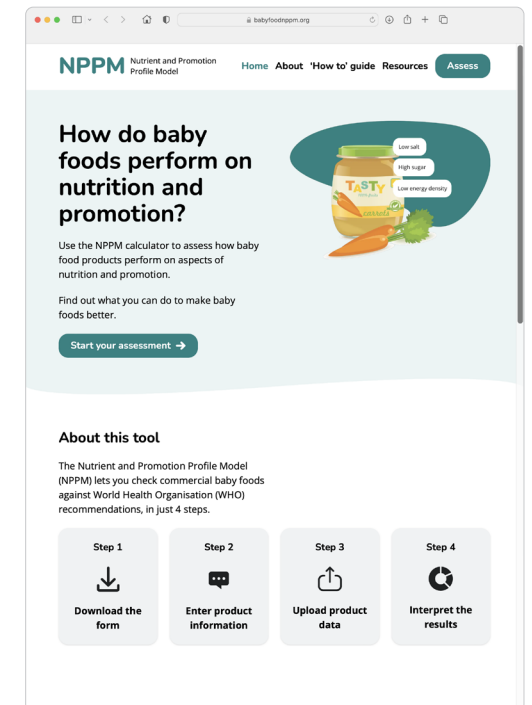
▶ DEALING WITH QUESTIONS FROM SUPPORTERS AND OPPONENTS

It is likely that as you start engaging with stakeholders, many questions will be raised about the NPPM and commercial foods for infants and young children.

We have put together a comprehensive document for you that includes responses to some of the most challenging questions you will receive.

Please go to <https://babyfoodnppm.org/> and look for the Q&A document.

NPPM Website



Click to open



RESOURCE LIBRARY

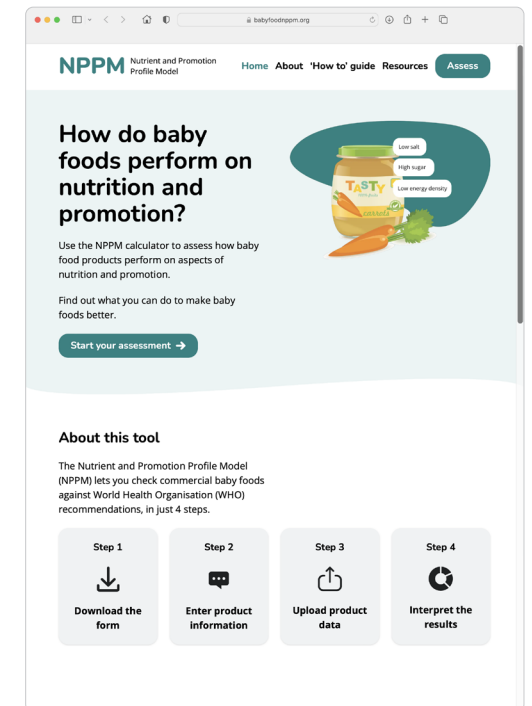
▶ LINKS TO KEY RESOURCES AND READING MATERIALS

The information provided in this Toolkit provides WHO Member States with a starting point for developing a national level strategy for the application of the NPPM.

A document full of additional resources, reading, evidence and inspiration is included here for you to use as you progress your work on the NPPM.

Please go to <https://babyfoodnppm.org/> and check out the Resource Library document.

NPPM Website



The screenshot shows the homepage of the NPPM website. At the top, there is a navigation bar with the NPPM logo (Nutrient and Promotion Profile Model) and links for Home, About, 'How to' guide, Resources, and an Assess button. The main content area features a large heading: "How do baby foods perform on nutrition and promotion?". Below this, there is a sub-heading: "Use the NPPM calculator to assess how baby food products perform on aspects of nutrition and promotion." and a call to action: "Find out what you can do to make baby foods better." with a "Start your assessment" button. To the right of the text is an image of a baby food jar labeled "TASTY" with callouts for "Low salt", "High sugar", and "Low energy density". Below the main content, there is a section titled "About this tool" which explains that the NPPM lets users check commercial baby foods against WHO recommendations in 4 steps. These steps are listed in a row of four boxes: Step 1: Download the form (with a download icon), Step 2: Enter product information (with a speech bubble icon), Step 3: Upload product data (with an upload icon), and Step 4: Interpret the results (with a refresh icon).

Click to open

THANK YOU

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