Maisha Hutton, HCC

Front-Of-Package Labelling: The Way Forward For The HCC
CIVIL SOCIETY ADVOCACY FOR FRONT OF PACKAGE NUTRITIONAL WARNING LABELS
Heads of Government commended the contribution of civil society organisations to regional efforts to counter NCDs and endorsed implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling;...
FRONT OF PACKAGE NUTRITION WARNING LABELS

• Member of PAHO CCHD Team (PAHO-Chilean-CARICOM joint-project).
• Building regional FOPL CSO/stakeholder advocacy network.
• Providing intelligence and support for effective participation in national consultations.
  – Monitoring transparency and accountability of the consultation process.
• Public and policymaker education
  – FOPL resource for CSO advocates
  – Graphics, PSAs etc
SNAPSHOT OF PUBLIC EDUCATION GRAPHICS

1. **No Marketing to Children**
   - Text: Wouldn't it be great to know what you and your family are eating?
   - Image: Front of package labelling can help you make a better choice.

2. **What Is in Your Snack?**
   - Text: High in sugar.
   - Image: Front of package labelling can help you make a better choice.

3. **What Is in Your Snack?**
   - Text: High in sugar.
   - Image: Front of package labelling can help you make a better choice.

4. **No Marketing to Children**
   - Text: High in fat.
   - Image: Front of package labelling can help you make a better choice.

5. **What Is in Your Snack?**
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   - Image: Front of package labelling can help you make a better choice.

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