Ministerio de Salud

Gobierno de Chile

Experience in Chile: LAW No. 20.606 "ABOUT NUTRITIONAL COMPOSITION OF FOOD AND ITS PUBLICITY "

CONSTANZA ASTORGA MERCADO
ADVISOR OF UNDERSECRETARY OF PUBLIC HEALTH
COORDINATOR PLAN AGAINST CHILD OBESITY

FACTS

- Chile is ranked number 2 in obesity of OECD countries (>15 yrs)
- Poor consumption of fruit, water, fish and vegetables according to food guidance recommendations
- High consumption of ultra processed food
- High consumption of salt and sugared sweetened beverages (SSBs)
- Obesity in Chile costs 0.5% of GDP (2016) and in 2030 this cost will be trippled

FOCUS: FOOD ENVIRONMENTS

obesity reviews

doi: 10.1111/obr.12161

The effect of obesity prevention interventions according to socioeconomic position: a systematic review

A. Beauchamp[1,2,3], K. Backholer[1,2], D. Magliano[1,2] and A. Peeters[1,2]

obesity reviews (2014)

- Studies that were less effective were aimed to behavior changes at the individual level
- **Studies that were most effective consisted mainly of in community strategies or policies aimed at the environment**

Law 20.606

"ABOUT NUTRITIONAL COMPOSITION OF FOOD AND ITS PUBLICITY "

AIM

TO CONTRIBUTE TO THE LOWERING OF OBESITY RATE AND NCDs IN THE LONG TIME

OBJECTIVE

TO DECREASE THE CONSUMPTION OF CRITICAL NUTRIENTS IN THE POPULATION IN CHILE

Process Law N° 20.606

2007
PRESENTATION OF THE LEGISLATIVE INITIATIVE

2012
OFFICIAL PUBLICATION

2015
OFFICIAL PUBLICATION LAW 20869- prohibit any advertising for infant formulas

Jun-2016
STEP 1:

IT ESTABLISHES THE LIMITS OF NUTRIENTS, FRONTAL SEALS, AND DEFINITIONS FOR FOOD ADVERTISING.

Jun-2018
STEP 2:

SECOND STAGE OF THE LAW. ESTABLISH RESTRICTIVE THRESHOLDS OF CRITICAL NUTRIENTS

Jun-2019
STEP 3

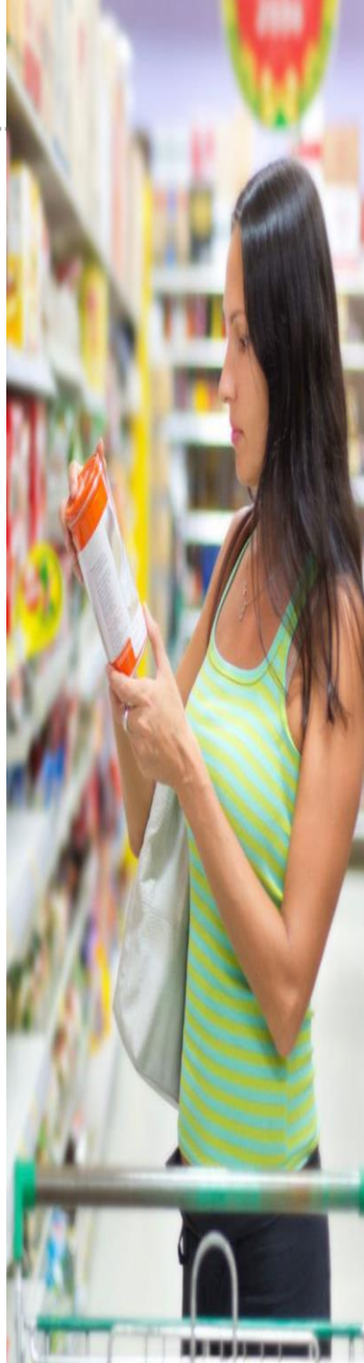
WILL BE COMES THE LAST STEP, ENTRY INTO FORCE OF THE THIRD STAGE OF THE LAW AND TOTAL IMPLEMENTATION.

MAIN PILARS OF ACTION

ACTION 1	REGULATION OF FRONT FOOD LABELING.
OBJETIVE	To give clear and comprehensive information to the consumer

ACTION 2	REGULATION ON THE PUBLICITY OF FOODS AIMED AT CHILDREN
OBJETIVE	Protect children under 14 years of exposure to advertising.

ACTION 3	BAN SALE OF FOOD AND ADVERTISING "HIGH IN" IN SCHOOLS.
OBJETIVE	Ensure an offer of healthy foods in school establishments.



STEPS GRADUALLY IMPLEMENTING SEALS

SOLID FOOD

27 de junio | Entrada en vigencia
3ª ETAPA LEY DE ALIMENTOS

Límites en alimentos sólidos

	1ª ETAPA	2ª ETAPA	3ª ETAPA	
Calorías	350 (kcal/100g)	300 (kcal/100g)	**275** (kcal/100g)	21,4%
Sodio	800 (mg/100g)	500 (mg/100g)	**400** (mg/100g)	50%
Azúcares	22,5 (g/100g)	15 (g/100g)	**10** (g/100g)	55,5%
Grasas Saturadas	6 (g/100g)	5 (g/100g)	**4** (g/100g)	33,3%

% corresponde a la variación entre la primera y tercera etapa

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Chile en marcha

STEPS GRADUALLY IMPLEMENTING SEALS

LIQUID FOOD

27 de junio | Entrada en vigencia
3ª ETAPA LEY DE ALIMENTOS

Límites en alimentos líquidos

	1ª ETAPA	2ª ETAPA	3ª ETAPA	
Calorías	100 (kcal/100ml)	80 (kcal/100ml)	70 (kcal/100ml)	30%
Sodio	100 (mg/100ml)	100 (mg/100ml)	100 (mg/100ml)	
Azúcares	6 (g/100ml)	5 (g/100ml)	5 (g/100ml)	16,7%
Grasas Saturadas	3 (g/100ml)	3 (g/100ml)	3 (g/100ml)	

% corresponde a la variación entre la primera y tercera etapa

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Gobierno de Chile

Chile en marcha

ALTO EN CALORÍAS
Ministerio de Salud

ALTO EN GRASAS SATURADAS
Ministerio de Salud

ALTO EN AZÚCARES
Ministerio de Salud

ALTO EN SODIO
Ministerio de Salud

CONCENTRATION IS BY PERCENTAGE CONCENTRATION (NOT IN PORTIONS)

Información Nutricional

Tamaño de la toma: 30g

Información por cada 100gr		Información por toma	
Proteínas	78gr	Proteínas	23,4gr
Carbohidratos	6,5gr	Carbohidratos	2gr
Grasas	<8gr	Grasas	<2gr
Energía	410Kcal/1692KJ	Energía	123Kcal/507,6KJ
Aminoácidos			
ALANINA	5,00%	LISINA	9,60%
ARGININA	2,10%	METIONINA	2,20%
ACIDO ASPARTICO	11,00%	FELILALANINA	3%
CISTINA	2,20%	PROLINA	5,50%
ACIDO GLUTAMICO	18,10%	SERINA	4,60%
GLICINA	1,40%	TREONINA	6,20%
HISTIDINA	1,70%	TRIPTOFANO	1,40%
ISOLEUCINA	6,40%	TIROSINA	2,60%
LEUCINA	10,60%	VALINA	5,90%

Modo de empleo: Hacer de una a tres tomas diarias de 30 gramos con agua o leche

Determined by CODEX Criteria.

The use of seals is determined by the regulator, not the regulated one.

Based on 2 tables – easy to implement and to fiscalize.

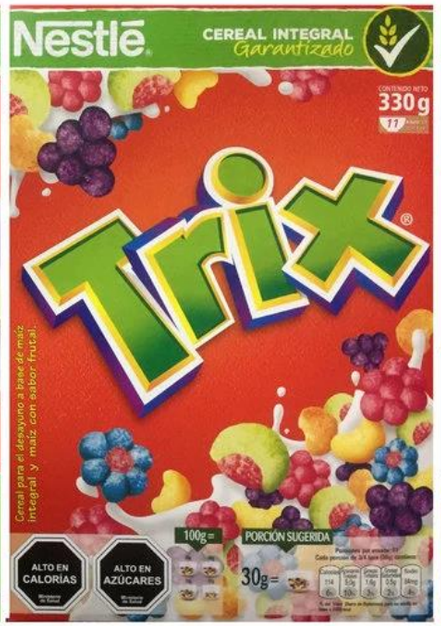
The information allows better understanding and comparison of foods for the consumer.

Law N° 20,606 on Nutritional Composition of Food Products and their advertisement, establishing limits to food advertising to children under the age of 14 and prohibiting any advertising for infant formulas.

Nestlé
CEREAL INTEGRAL
Garantizado
ZUCOSOS
¿CUÁNTO ES 100g ?
PORCIÓN SUGERIDA ES:
30g
ALTO EN CALORÍAS
ALTO EN AZÚCARES
VITAMINAS Y MINERALES

Nestlé
CEREAL INTEGRAL
Garantizado
350g
ZUCOSOS
Cereal para el desayuno a base de maíz integral y maíz.
100g =
PORCIÓN SUGERIDA
30g =
ALTO EN CALORÍAS
ALTO EN AZÚCARES

Nestlé
CEREAL INTEGRAL
Garantizado
330g
Trix
¿CUÁNTO ES 100g ?
PORCIÓN SUGERIDA ES:
30g
ALTO EN CALORÍAS
ALTO EN AZÚCARES
VITAMINAS Y MINERALES


Nestlé
CEREAL INTEGRAL
Garantizado
330g
Trix
Cereal para el desayuno a base de maíz integral y maíz con sabor frutal.
100g =
PORCIÓN SUGERIDA
30g =
ALTO EN CALORÍAS
ALTO EN AZÚCARES

Nestlé
HECHO CON
CEREAL INTEGRAL
ESTRELLITAS
NUEVAS LUNAS
CONTENIDO NETO
500g
17
CEREAL PARA EL DESAYUNO A BASE DE MAÍZ INTEGRAL, MAÍZ, TRIGO Y AVENA INTEGRAL CON MIEL DE ABEJA.

Nestlé
CEREAL INTEGRAL
Garantizado
500g
ESTRELLITAS
100g =
PORCIÓN SUGERIDA
30g =
ALTO EN CALORÍAS

SUPERVISION OF LAW COMPLIANCE

Responsible | SEREMI

Instrument | Based on the guidelines developed by MINSAL

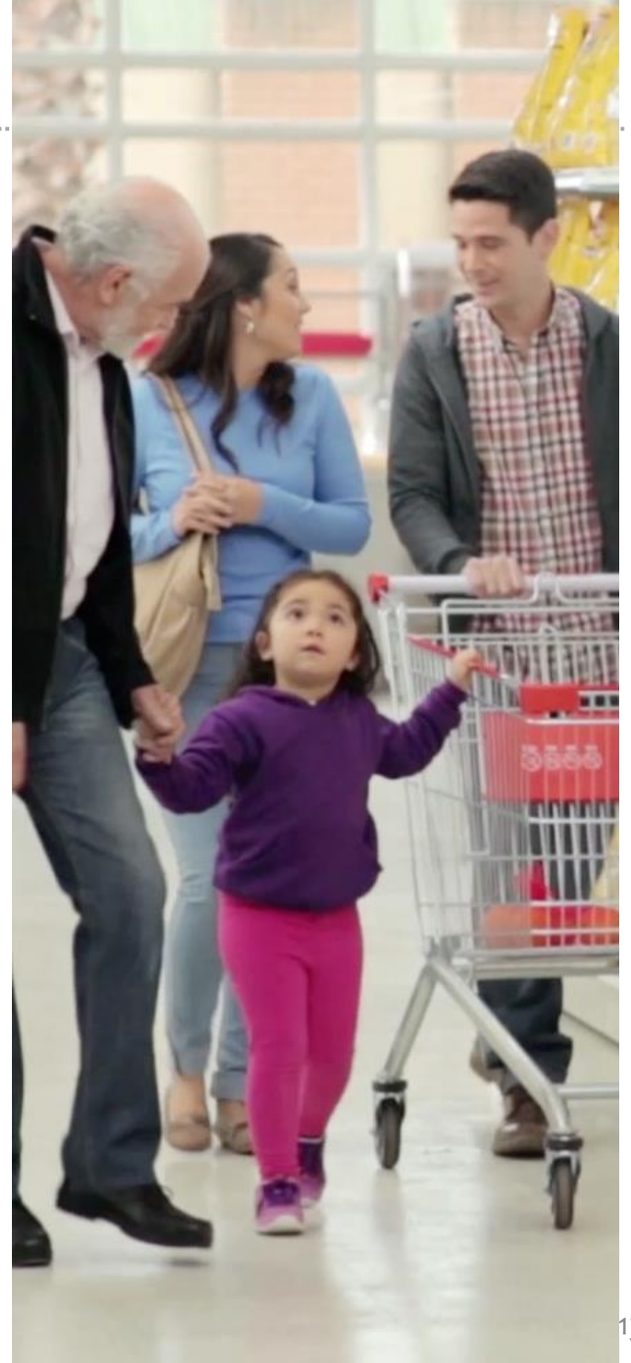
Priorization

- Foods highly consumed by the population
- Educational establishments.
- Advertising pieces and media campaigns.
- Recreation centers.
- Public places.
- Cinemas
- Public transport.
- Massive events (sports, recitals, others)

4,458 inspections

72% Complies with the established

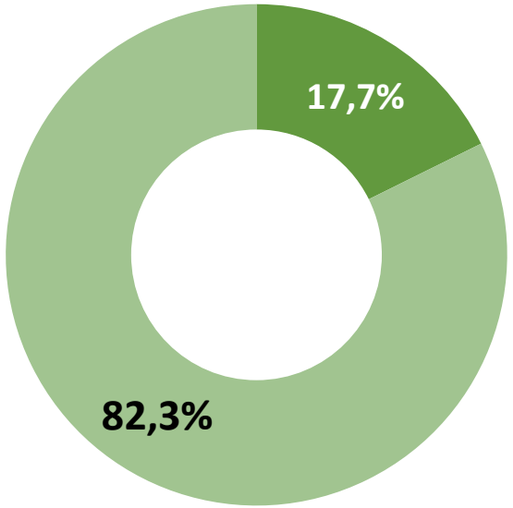
June, 2016 - June, 2017



POSITIVE EVALUATION OF THE LAW 20.606

THE COMPANIES ARE REFORMING THEIR PRODUCTS IN A GOOD WAY

Distribución porcentual de los alimentos reportados por SOFOFA, según modificaciones en su composición nutricional.
Período enero - junio 2016 (n= 5434)



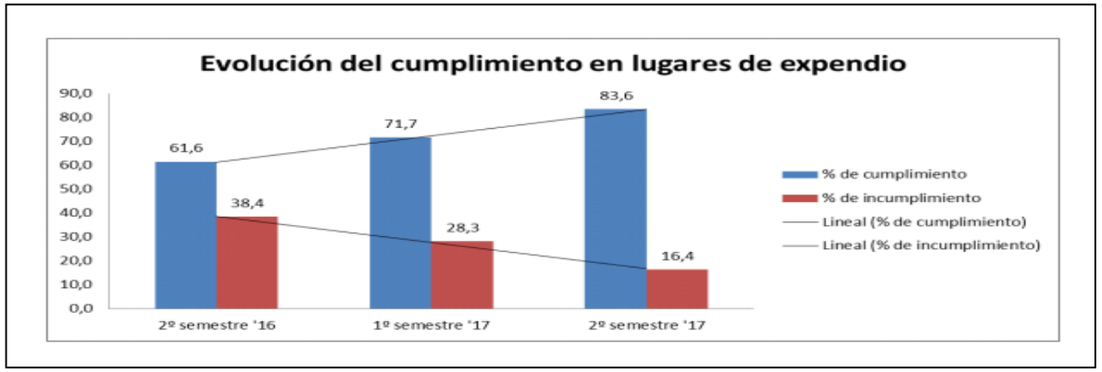
Fuente: SOFOFA, dic 2016

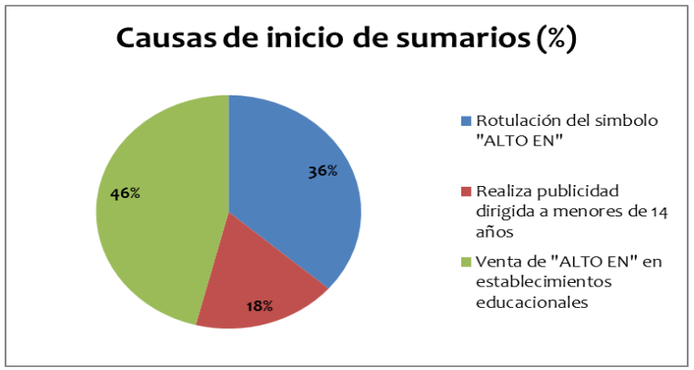
COMPANIES ARE COMPLYING IN HIGH PERCENTAGE

June 2016- december 2017

4.458 inspections

75,2% Complied the measures





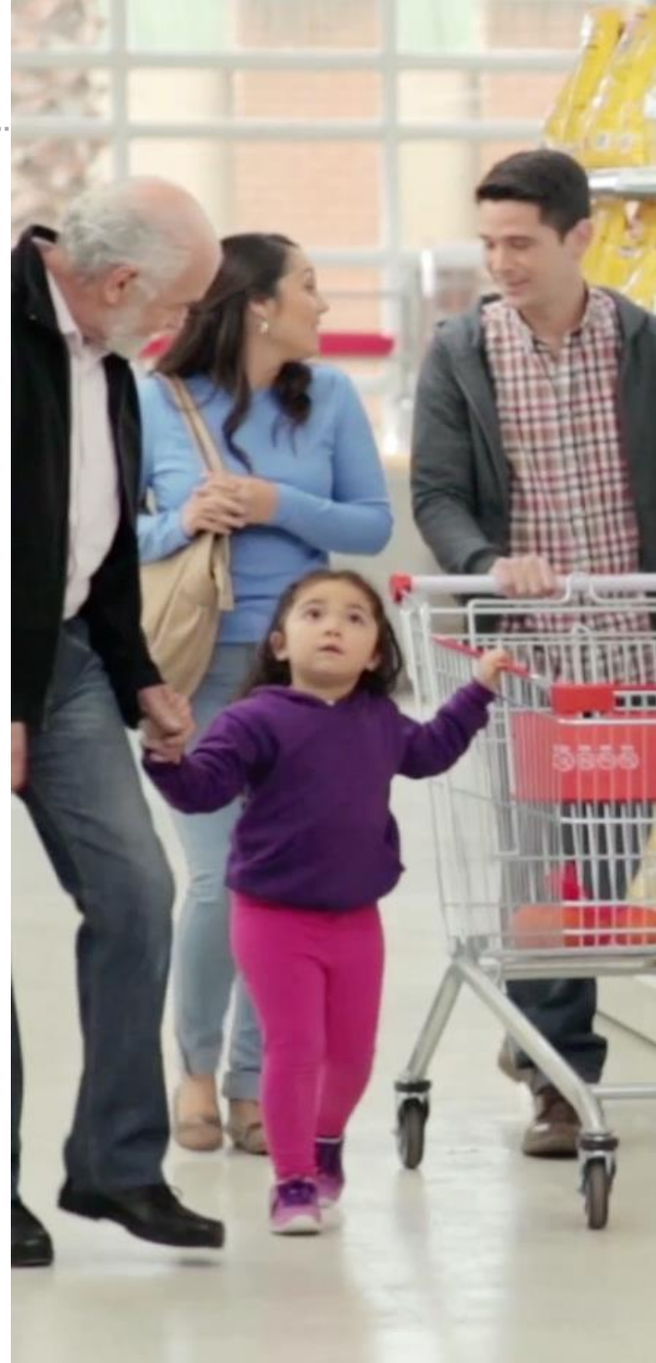
Fuente: Informe de evaluación de la implementación de la Ley sobre composición nutricional de los alimentos y su publicidad. Departamento de Nutrición y Alimentos. MINSAL. Febrero 2018

n= 1.236 sumarios iniciados

January-December 2018

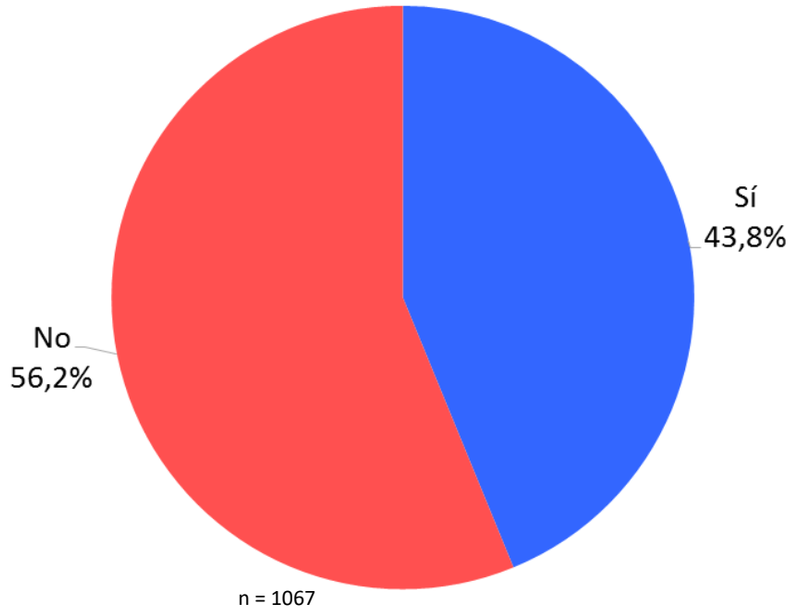
2,687 inspections

83,1 % Complied the measures

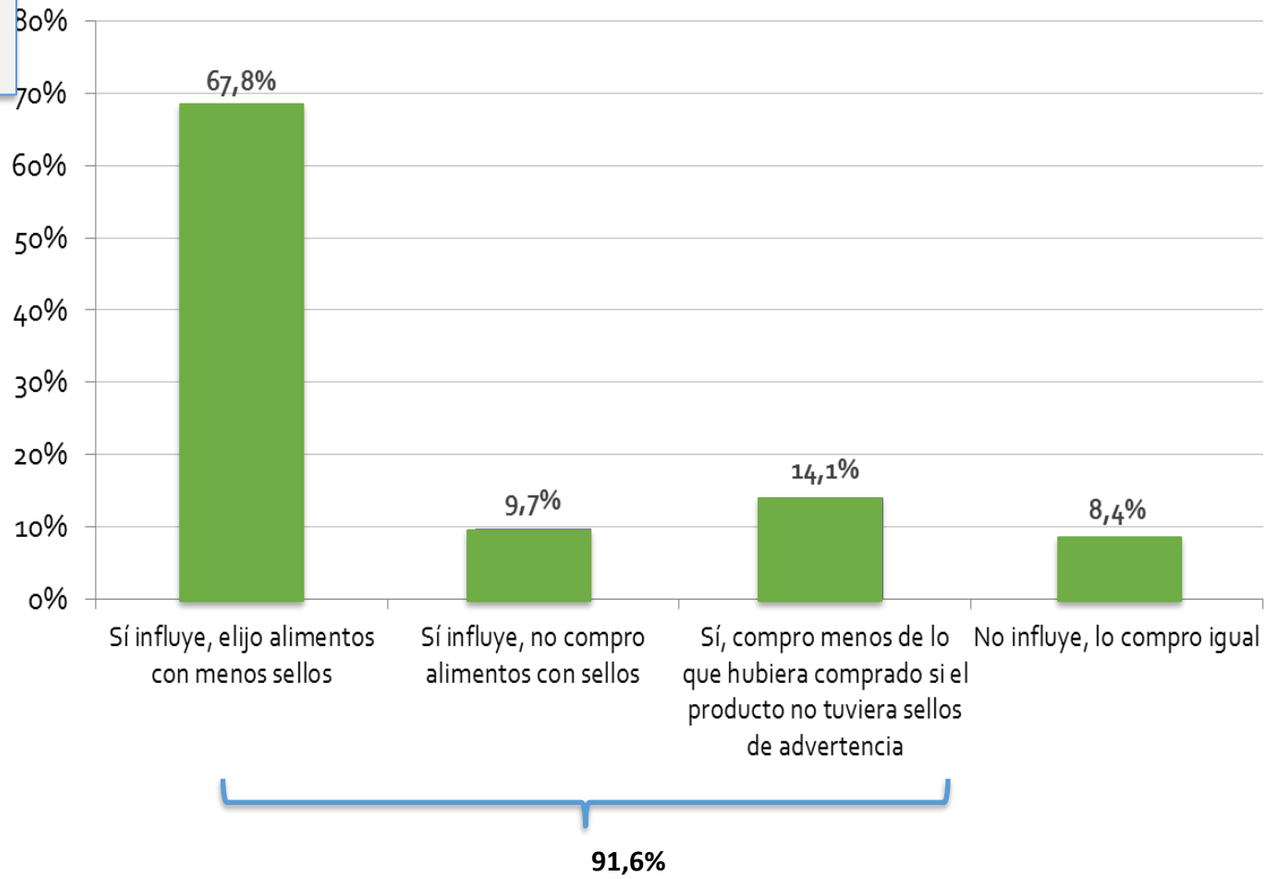


PEOPLE UNDERSTAND SEALS, THEY COMPARE AND BUY FOOD WITH LESS SEALS

Comparison of the number of stamps at the time of buying packaged foods.



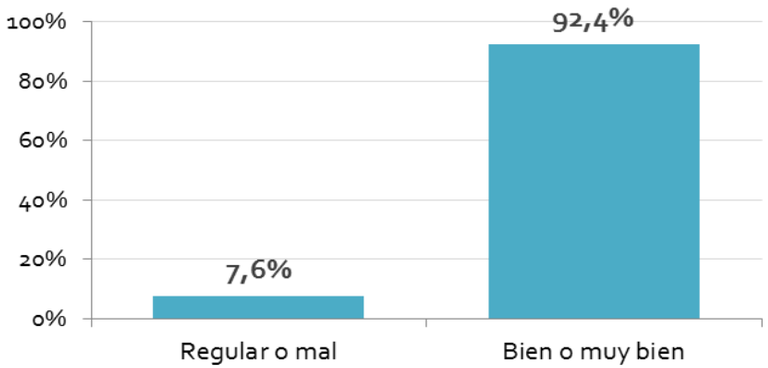
Does this information influence your purchase choice?



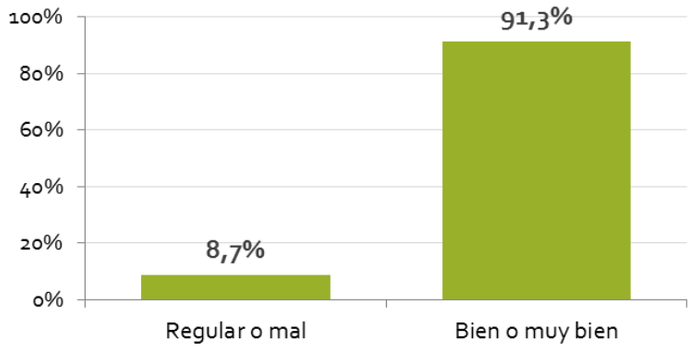
n = 467 personas que comparan la cantidad de sellos, 43,8% de la muestra total de 1067

PEOPLE UNDERSTAND SEALS, THEY COMPARE AND BUY FOOD WITH LESS SEALS

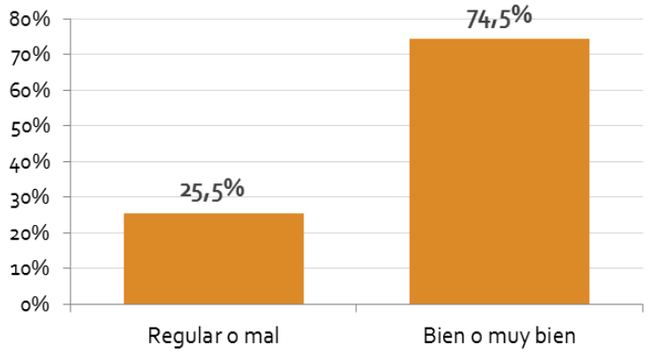
How would you evaluate the following public policy: Obligation to label foods that are "high in" sugars, saturated fats, sodium and calories?



How would you evaluate the following public policy: Prohibition on the sale of "high in" foods in educational establishments?



How would you evaluate the following public policy: Prohibition of advertising to children of "high" foods?



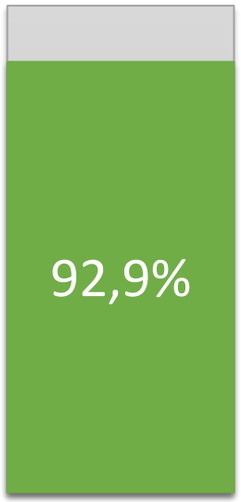
n = 1067 personas encuestadas

PEOPLE UNDERSTAND SEALS, THEY COMPARE AND BUY FOOD WITH LESS SEALS

High valuation of this public policy

Score 5.7 y 6.2
(Score from 1 to 7)

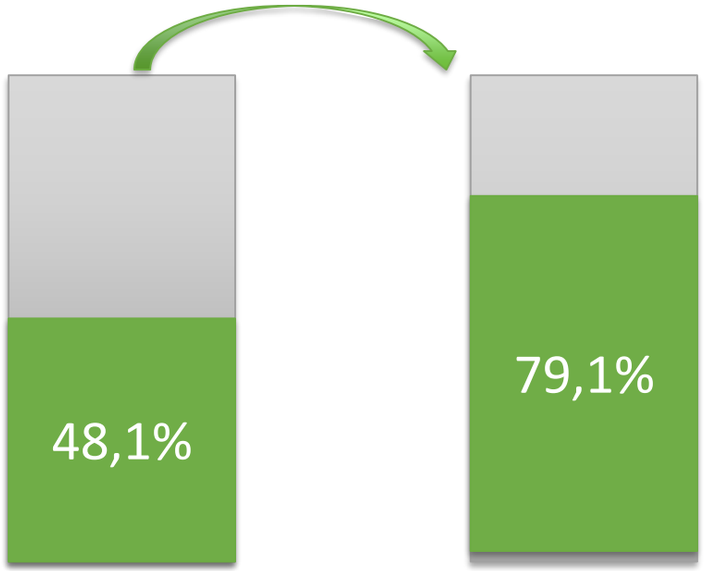
High understanding



92,9% they understand the information of the stamps

Compare the warning seals when buying

Influences their purchase



Stamps influence your purchase

MINSAL-CLIODINÁMICA, 2018

Independent academics

ACADEMICS

- Experts in epidemiology, nutrition, public health, economics and communication

1. Universidad de Chile (INTA),
2. Universidad Diego Portales (Facultad de Comunicación)
3. Universidad de Carolina del Norte (Programa de Investigación en Alimentos)

METHODOLOGY

1. Nutritional content of packaged foods: Comparison of nutritional information with that reported in the package
2. Marketing strategies in television: analsis of TV programming with children's audience.
3. Knowledge and perceptions of food: Cohort 1500 people. (acceptance of the law, use and understanding of labeling, intention to change purchases, feeding behaviors and IMC)
4. Food purchases: 2000 families - Kantar WorldPanel (pre-and post implementation of the law)

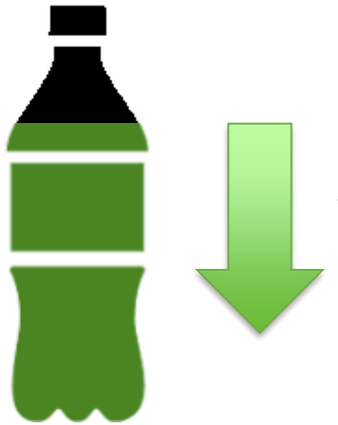
UNIVERSIDAD DE CHILE
Instituto de Nutrición y Tecnología de los Alimentos
Doctor Fernando Monckeberg Barros

UNC CAROLINA POPULATION CENTER

GLOBAL FOOD RESEARCH PROGRAM
University of North Carolina at Chapel Hill

EVALUATION: CURRENT STUDIES AND PROJECTIONS OF THE LABELING LAW

Institute of Nutrition and Food Technology, June 2017. Preliminary results



13%

Decrease purchase of sugar beverages

90%

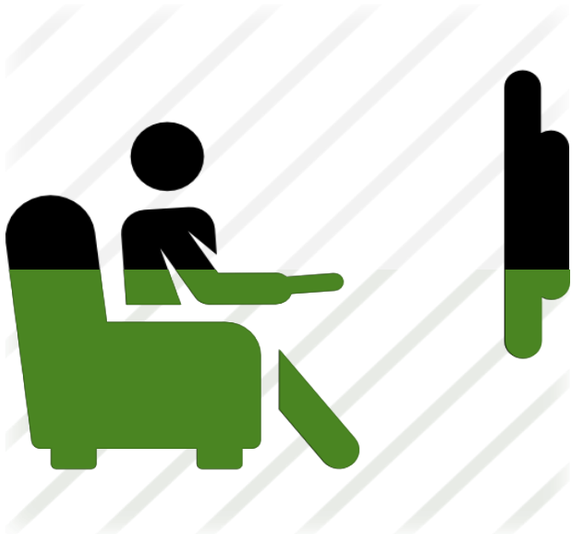
Mothers of preschoolers and adolescents value and understand warning signs

14%

DECREASED PURCHASE IN BREAKFAST CEREALS CATEGORY

EXPOSURE TO PUBLICITY OF ULTRAPROCESSED FOODS DECREASED BETWEEN 46-62%

Reduction of the advertising exposure



46-62%
Pre-school and Teenagers

COMPANIES REDUCED SUGAR AND SALT IN THEIR PRODUCTS

2016 → 2017

MILK DERIVATES, CEREALS AND SSB

REDUCTION OF CRITICAL NUTRIENTS

CHEESES AND SIMILAR PRODUCTS

MOTHERS OF CHILEAN CHILDREN PERCEIVE CHANGES TOWARDS HEALTHIER HEALTH PATTERNS

Main results: the mothers of the children, declared that…

- They were aware that products with more labels were less healthy than products with fewer labels.
- They changed their buying habits only when they buy new products.
- Young children accepted changes in the school environment, while teenagers / preteens were more resistant to them.
- They perceived that regulation was changing perceptions, attitudes and behaviors towards healthier eating patterns.

Correa, T., Fierro, C., Reyes, M., Dillman Carpentier, F. R., Smith Taillie, L., & Corvalan, C. (2019). Responses to the Chilean law of food labeling and advertising: exploring knowledge, perceptions and behaviors of mothers of young children. *International Journal of Behavioral Nutrition and Physical Activity*. https://doi.org/10.1186/s12966-019-0781-x

CONCLUSIONS OF THE STUDIES CARRIED OUT

There is evidence that shows that the "warning signal" in front of package has good results, influencing consumers eating behavior.

They not only understand its meaning, but also improve the identification and selection of healthier foods.

Ministerio de Salud

Gobierno de Chile

The New York Times ES

AMÉRICA LATINA | SALUD

Sellos para combatir la obesidad: cómo identifican en Chile la comida chatarra

El gobierno chileno, en respuesta a un aumento en las tasas de sobrepeso y obesidad, ha emitido restricciones que los expertos dicen son de las más ambiciosas en el mundo, enfocadas principalmente en el etiquetado de alimentos poco saludables. Pero ¿han funcionado?

Por ANDREW JACOBS 7 de febrero de 2018

BBC Menú

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"Es que tienen mucha grasa, guácala": cómo una ley en Chile hizo que la gente reduzca el consumo de comida chatarra

Daniel Pardo
Corresponsal de BBC News Mundo en el Cono Sur

29 junio 2018

Compartir

Luz Curin dice que no tiene otra opción a comprarle galletas a su hijo. "Me lo obliga el mercado", asegura. Presionar el mercado es el objetivo de la ley.

Organización Mundial de la Salud

Destaca como ejemplo de etiquetado frontal, la señal de advertencia del modelo chileno entre las estrategias para enfrentar la obesidad infantil

Front-of-pack labelling

To encourage greater understanding of the nutrition content of food products, several countries have encouraged or required nutrition information in front-of-pack labelling (FOPL) systems, in addition to the nutrient declaration.

Most FOPL systems are voluntary. A standardised approach across all packaged foods can provide easy-to-understand information. Such systems can also serve to encourage manufacturers to reformulate their products, benefiting all consumers.

Chile: Since June 2016, packaged food must bear a black-and-white warning label inside a stop sign if it exceeds defined limits of calories, saturated fat, sugar and sodium. There is early evidence that the warning labels have improved children's preferences for food.[31] In Chile, the new regulations were introduced at the same time as regulations to restrict advertising of foods high in salt, sugar and fat to children under 14 years on TV, radio, internet, print and in schools.[32]

UK: In 2013, the government published national guidance for a voluntary Front of Pack Nutrition Labelling Scheme for pre-packaged products. The guidelines are for colour-coded labels which use green, amber and red to identify whether products contain low, medium or high levels of energy, fat, saturated fat, salt and sugar.

CENTER FOR Science IN THE Public Interest

Nation of Chile's Front-of-Package Nutrition Labeling Praised

Statement of CSPI Executive Director Michael F. Jacobson

July 20, 2015

With a new food-labeling law, Chile has shown global leadership in efforts to discourage people from eating junk foods. The country has ordered that beginning in 2016, packaged foods that are "high" in calories, saturated fat, refined sugars, or sodium bear stop-sign-shaped warning notices. Such a measure is likely to have a far greater effect in influencing companies to market—and consumers to choose—healthier foods than labeling measures deployed elsewhere.

OCDE

2. El uso de advertencias de salud pública, comúnmente denominadas **"etiquetado frontal de advertencia nutricional"**. Éstas están diseñadas para mostrar de manera sencilla y gráfica a la ciudadanía el contenido alto en nutrientes críticos que se encuentren en los productos comestibles. Si bien ésta es una medida típica de salud pública impulsada por la legislación nacional de los países para salvaguardar la salud humana, puede ayudar también a interpretar las declaraciones de nutrientes que proporcionan información cuantitativa, usualmente en tamaño pequeño, en la parte posterior de los paquetes. Es claro que la utilización de leyendas de advertencia de salud pública son medidas obligatorias que pueden imponer legítimamente los países sin pretender sustituir la declaración de nutrientes.

Organización Mundial de la Salud

Organización Panamericana de la Salud

Estas leyendas pueden expresarse a través de representaciones gráficas o en colores y deben impulsarse acompañadas de programas educativos para asegurar su comprensión, y lograr que se haga mayor uso de la información. También, por regla general, vienen acompañadas de otras medidas regulatorias vinculadas con la restricción o prohibición de publicidad, promoción y patrocinio de ese tipo de productos comestibles de alto contenido calórico y bajo aporte nutritivo, particularmente, cuando va dirigido a menores y adolescentes, así como a otros grupos vulnerables. Asimismo, son frecuentes las políticas complementarias como la prohibición de venta en escuelas de los productos etiquetados como no saludables.

- Directrices del Codex sobre etiquetado nutricional. http://www.fao.org/docrep/005/Y2770S/y2770s06.htm

Casos Seleccionados

- **Chile:**
  - o Reglamento Sanitario de los Alimentos. https://www.leychile.cl/Navegar?idNorma=71271&idParte=0
  - o Ley 20606 Sobre Composición Nutricional de los Alimentos y su Publicidad. https://www.leychile.cl/Navegar?idNorma=1041570

Global Panel on Agriculture and Food Systems for Nutrition

Policy actions to support enhanced consumer behaviour for high-quality diets

This brief provides evidence-based recommendations directed at both public and private sector actors in the food system to enhance consumer behaviour for improved nutrition

POLICY BRIEF No. 8 | June 2017

symbol is making it easier for consumers to choose food items recommended by National Dietary Guidelines and driving food product development and more nutritious options by the food industry."

Special efforts are needed in low- and middle-income countries to reach consumers with low literacy. In Ecuador, which became the first country in Latin America to adopt a nutritional traffic light system as a public health measure, which has become understanding of food policy (Box 5), the awareness and be lower among indigenous women (due to the lack of formal education) than mestizas.[xx] Similarly, a study among Zimbabwean adults also showed that fewer than half of respondents understood food labels.[xx]

Often even literate consumers may find it difficult to interpret food labels. The alignment of food labelling and literacy campaigns is therefore essential for food labelling to be more effective in middle and lower-income countries. For example, in Malta, the government health promotion unit provides easy reference guides and booklets, which explain food labelling and colour coding to consumers.[xx,xx]

Another constraint faced by many low-income economies is the lack of capacity of small and medium enterprises (SMEs) to adhere to mandatory food labelling standards. Both governments and the private sector can play an important role in strengthening supporting and enabling smaller food producers to build capacity in managing legal requirements, food products analyses and label design.[xx]

information with skills training and parent involvement; mass media campaigns with actions to increase availability and affordability of nutritious foods; food labelling with nutrition education, as well as combining school food standards and nutrition education in the school curriculum. Some of these initiatives have already been highlighted in the Global Panel's previous policy briefs.[xx]

Recent evidence assessing the effect of policy actions to improve dietary patterns suggests that combining voluntary limits with mandatory labelling was associated with a 30% reduction in trans-fat intake.[xx] The same study showed that 1% interventions on fruits and vegetables that combined provision and promotion activities led to an increase in fruit and vegetable intake of 2.54 servings per day. Conversely, single interventions rarely increased intake by more than 0.5 servings. In another example, the Salt UK programme led to a 15 g per day reduction in consumption between 2001 and 2011. This outcome was achieved by progressive industry reformulation with close monitoring, political pressure to ensure compliance and reinforcement through media campaigns and traffic light food labelling.[xx]

These examples highlight the importance of using a multi-sector, multi-faceted approach when designing interventions based on nutrition education. They also emphasise the importance of rigorous evaluation of impact, and sustained efforts and investment to better inform policymakers about the most effective interventions.

Policymakers and other decision makers need to differentiate clearly between the objectives of raising awareness amongst consumers, which is often relatively easy to achieve, and actually

»National Plan against Childhood Obesity

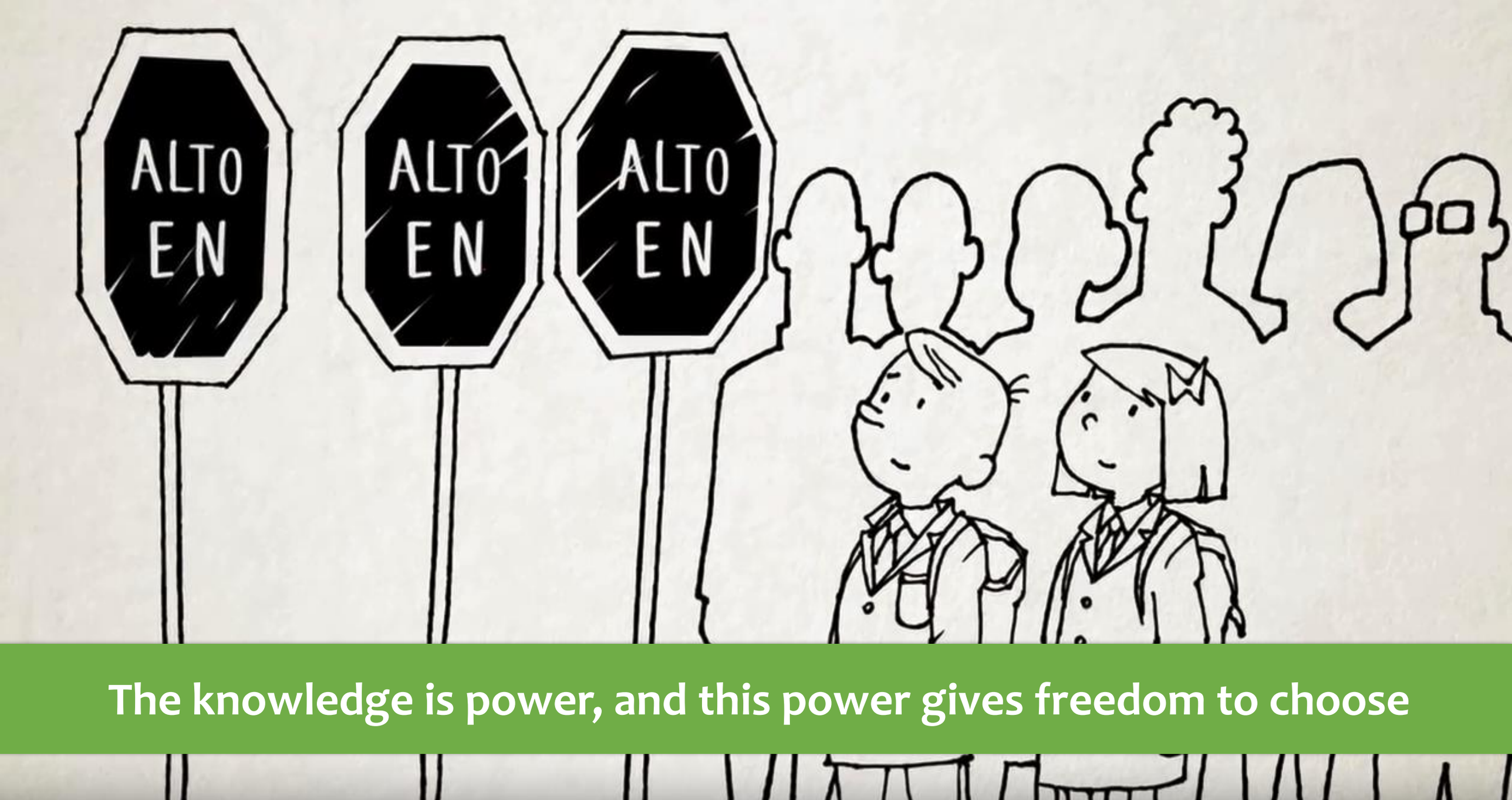
4 PILARS

Health promotion and control of malnutrition by excess in the pregestational period, gestational and early childhood

Improvement of the environment to favor a better nutritional intake and greater physical activity

Strengthening of fiscal and regulatory food policy

Population surveillance



The knowledge is power, and this power gives freedom to choose

Ministerio de Salud

Gobierno de Chile

Gracias