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

A. Beauchamp\textsuperscript{1,2,3}, K. Backholer\textsuperscript{1,2}, D. Magliano\textsuperscript{1,2} and A. Peeters\textsuperscript{1,2}

- Studies that were less effective were aimed to behavior changes at the individual level
- Studies that were most effective consisted mainly of community strategies or policies aimed at the environment
"ABOUT NUTRITIONAL COMPOSITION OF FOOD AND ITS PUBLICITY "

Law 20.606
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 Nº 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

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action 1</strong></td>
<td>Regulation of Front Food Labeling.</td>
<td>To give clear and comprehensive information to the consumer.</td>
</tr>
<tr>
<td><strong>Action 2</strong></td>
<td>Regulation on the Publicity of Foods Aimed at Children</td>
<td>Protect children under 14 years of exposure to advertising.</td>
</tr>
<tr>
<td><strong>Action 3</strong></td>
<td>Ban Sale of Food and Advertising “High In” in Schools.</td>
<td>Ensure an offer of healthy foods in school establishments.</td>
</tr>
</tbody>
</table>
27 de junio | Entrada en vigencia
3ª ETAPA LEY DE ALIMENTOS

Límites en alimentos sólidos

<table>
<thead>
<tr>
<th></th>
<th>1ª ETAPA</th>
<th>2ª ETAPA</th>
<th>3ª ETAPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calorías</td>
<td>350 (kcal/100g)</td>
<td>300 (kcal/100g)</td>
<td>275 (kcal/100g)</td>
</tr>
<tr>
<td>Sodio</td>
<td>800 (mg/100g)</td>
<td>500 (mg/100g)</td>
<td>400 (mg/100g)</td>
</tr>
<tr>
<td>Azúcares</td>
<td>22,5 (g/100g)</td>
<td>15 (g/100g)</td>
<td>10 (g/100g)</td>
</tr>
<tr>
<td>Grasas Saturadas</td>
<td>6 (g/100g)</td>
<td>5 (g/100g)</td>
<td>4 (g/100g)</td>
</tr>
</tbody>
</table>

% corresponde a la variación entre la primera y tercera etapa

STEPS GRADUALLY IMPLEMENTING SEALS
SOLID FOOD
27 de junio | Entrada en vigencia

**3ª ETAPA LEY DE ALIMENTOS**

**Límites en alimentos líquidos**

<table>
<thead>
<tr>
<th></th>
<th>1ª ETAPA</th>
<th>2ª ETAPA</th>
<th>3ª ETAPA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calorías</strong></td>
<td>100 (kcal/100ml)</td>
<td>80 (kcal/100ml)</td>
<td>70 (kcal/100ml)</td>
</tr>
<tr>
<td><strong>Sodio</strong></td>
<td>100 (mg/100ml)</td>
<td>100 (mg/100ml)</td>
<td>100 (mg/100ml)</td>
</tr>
<tr>
<td><strong>Azúcares</strong></td>
<td>6 (g/100ml)</td>
<td>5 (g/100ml)</td>
<td>5 (g/100ml)</td>
</tr>
<tr>
<td><strong>Grasas Saturadas</strong></td>
<td>3 (g/100ml)</td>
<td>3 (g/100ml)</td>
<td>3 (g/100ml)</td>
</tr>
</tbody>
</table>

- **30%** disminución en calorías
- **16,7%** disminución en azúcares

*% corresponde a la variación entre la primera y tercera etapa*

---

**STEPS GRADUALLY IMPLEMENTING SEALS**

**LIQUID FOOD**
CONCENTRATION IS BY PERCENTAGE CONCENTRATION (NOT IN PORTIONS)

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

- 17,7% Alimentos con alguna modificación
- 82,3% Alimentos sin modificar

Fuente: SOFOFA, dic 2016
COMPANIES ARE COMPLYING IN HIGH PERCENTAGE

**June 2016 - December 2017**

- 4,458 inspections
- 75.2% Complied the measures

---

**January-December 2018**

- 2,687 inspections
- 83.1% Complied the measures

---

**Evolución del cumplimiento en lugares de expendio**

- % de cumplimiento
- % de incumplimiento
- Lineal (% de cumplimiento)
- Lineal (% de incumplimiento)

<table>
<thead>
<tr>
<th>Semestre</th>
<th>% de cumplimiento</th>
<th>% de incumplimiento</th>
</tr>
</thead>
<tbody>
<tr>
<td>1º Semestre '16</td>
<td>63.6%</td>
<td>36.4%</td>
</tr>
<tr>
<td>2º Semestre '16</td>
<td>71.7%</td>
<td>28.3%</td>
</tr>
<tr>
<td>1º Semestre '17</td>
<td>83.4%</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

**Causas de inicio de sumarios (%)**

- Rotulación del símbolo "ALTO EN"
- Realiza publicidad dirigida a menores de 14 años
- Venta de "ALTO EN" en establecimientos educacionales

- 44%
- 36%
- 18%

n= 1,236 sumarios iniciados

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

Does this information influence your purchase choice?

- Sí influye, elijo alimentos con menos sellos: 67.8%
- Sí influye, no compro alimentos con sellos: 9.7%
- Sí, compro menos de lo que hubiera comprado si el producto no tuviera sellos de advertencia: 14.1%
- No influye, lo compro igual: 8.4%

91.6% of individuals compare the number of stamps when buying packaged foods, with 43.8% of the sample reporting this behavior.
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

High understanding

Compare the warning seals when buying

Influences their purchase

Score 5.7 y 6.2 (Score from 1 to 7)

92.9%

92.9% they understand the information of the stamps

48.1%

79.1%

Stamps influence your purchase
### Independent 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
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)
Decrease purchase of sugar beverages

Mothers of preschoolers and adolescents value and understand warning signs
DECREASED PURCHASE IN BREAKFAST CEREALS CATEGORY

14%
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

MILK DERIVATES, CEREALS AND SSB

Azúcar

20-35%

Sal

5-10%

2017

CHEESES AND SIMILAR PRODUCTS

REDUCTION OF CRITICAL NUTRIENTS
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.
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.
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.
Gracias