

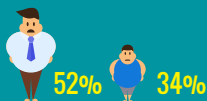
# CHILEAN POLICIES EFFECTIVELY TACKLING OBESITY

## LESSONS FOR THE CARIBBEAN



### OBESITY ISSUES IN CHILE

2014



52% of Chilean adults and 34% of Chilean children under the age of 6 were overweight or obese

2016



Chile had the highest per capita consumption of sugary drinks in the world



As part of efforts to combat skyrocketing rates of obesity, the Chilean government enacted the Food Advertising and Labeling Law



### POLICY ACTIONS IN CHILE



Increased taxes on sugary drinks from 13% to 18% (2014)



Implemented the first-ever mandatory national system of front-of-package labels on foods containing added sugars, sodium or saturated fats exceeding set thresholds (2016)



Prohibited the sales of unhealthy products in or near schools



Restricted unhealthy food marketing and advertising to children

## IMPACT OF CHILE'S POLICIES

Three studies<sup>1</sup> recently published in peer-reviewed journals found that Chilean households purchased fewer sugary drinks (a 24% reduction) while Chilean children saw less advertising and marketing of unhealthy food and drinks, thanks to the suite of policies contained in the Food Advertising and Labeling Law.



### KEY FINDINGS



#### REDUCED PURCHASES OF SUGARY DRINKS

After the implementation of the policy package there was a decrease of: **24%** ↓ (-22.8 mL per person per day) in the household volume of high sweetened beverages purchased.

The largest decrease in household purchases was among these beverages: high sweetened fruit **42%** ↓, dairy **20%** ↓

The volume of non-high sweetened beverages purchased increased by: **4.8%** ↑



#### IMPACT OF RESTRICTION OF ADS TO CHILEAN CHILDREN

After implementation of the television advertisement restriction, exposure to unhealthy food decreased by:

**44%** ↓ for preschoolers  
**58%** ↓ for adolescents

Exposure to advertising of unhealthy foods featuring child-focused tactics such as cartoon characters decreased by:

**52%** ↓ for adolescents  
**35%** ↓ for preschoolers

Children who viewed more television saw higher decreases in exposure to advertising for unhealthy foods.



#### CHILD-DIRECTED MARKETING ON CEREAL PACKAGES

The percentage of food and beverage products that targeted children decreased:

from **36%** before implementation of the law to **21%** ↓ after implementation

The percentage of "high-in" packages that used at least one child-directed marketing strategy decreased:

from **43%** before implementation of the law to **15%** ↓ after implementation

The percentage of "high-in" packages that used characters (e.g. image of human youth, superhuman characters) decreased significantly:

from **36%** before implementation of the law to **15%** ↓ after implementation

The percentage of "high-in" packages that used non-character child appeals (e.g. child-oriented gifts in the package, games on the box, school references) decreased:

from **23%** before implementation of the law to **0%** ↓ after implementation

<sup>1</sup>Smith-Taitell L, et al. (2019) An evaluation of Chile's Law of Food Labeling and Advertising on sugar-sweetened beverage purchases: a before and after study. *PLoS Medicine*. Preprint. <https://doi.org/10.1371/journal.pmed.1003015>  
Medina-Delgado P, et al. (2019) Prevalence of Child-Directed Marketing on Breakfast Cereal Packages before and after Chile's Food Marketing Law: A Pre-and Post-Quantitative Content Analysis. *International journal of environmental research and public health*. <https://www.mdpi.com/1660-4601/16/16/4924/501>  
Dillman-Carpenter FR, Correa T, Reyes M, Taitell L. (2019) Evaluating the impact of Chile's marketing regulation of unhealthy foods and beverages: preschool and adolescent children's changes in exposure to food advertising on television. *Public Health Nutrition*. <https://www.cambridge.org/core>

# COMPREHENSIVE OBESITY PREVENTION POLICIES WORK!

## WHAT IS THE CARIBBEAN DOING?



### OBESITY IN THE CARIBBEAN



Non-communicable diseases (NCDs) are responsible for

**8** out of every **10** deaths and

**40%** of premature adult deaths



**1 in 3**

Caribbean Children is overweight or obese



Unhealthy diets are a major risk factor for NCDs and contribute to overweight and obesity



Levels of adult obesity in the Caribbean are among the highest in the world



### POLICY ACTIONS IN THE CARIBBEAN

The HCC is calling for urgent implementation of priority nutrition policies supported by WHO, PAHO and CARPHA, called for by CARICOM Heads of Government and in support of the Convention of the Rights of the Child signed by Caribbean countries.

1

**MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELLING** to empower consumers to make healthier food choices.



2

**BANNING THE SALE AND MARKETING OF SWEET BEVERAGES IN SCHOOL SETTINGS** and ensuring the availability of free drinking water to reduce the consumption of these beverages among children.



3

**TAXATION OF SWEET BEVERAGES** of at least 20% to reduce the consumption of these beverages among children.



## HOW IS THE REGION DOING?

### MANDATORY 'HIGH IN' FRONT OF PACKAGE NUTRITION WARNING LABELS



Through CARICOM's Regional Organisation for Standards and Quality (CROSO), the region is currently in the process of revising food labelling standards to include front of package 'high in' warning labels in order to help consumers make healthier food choices as it relates to key nutrients linked to non-communicable diseases (NCDs). While FOPL has been a point of discussion in the Caribbean, it has also been a point of contention with push back from some private sector interests.



### BANNING THE SALE AND MARKETING OF SWEET BEVERAGES IN SCHOOL SETTINGS



Only a handful of countries in the region (Bermuda, Trinidad and Tobago, Jamaica, Bahamas, Grenada) have national guidelines or policies restricting or banning sweet beverages in schools. None of these policies/guidelines ban marketing of these products in school settings resulting in significant levels of in-school marketing in various forms. The HCC is tracking the marketing of unhealthy foods and beverages in schools to provide the evidence for policy action.



### TAXATION OF SWEET BEVERAGES



Barbados was the tenth country globally and the first country in the Caribbean to implement a tax on sugar sweetened beverages. In 2019 Bermuda implemented one of the highest SSB taxes globally at 75%, Dominica has also implemented SSB taxes.



### RESTRICTIONS ON MARKETING AND ADVERTISING TARGETING CHILDREN



There are no regulations on marketing to children in the region. As a result, there are numerous instances of commercial marketing practices which specifically target children by the food and beverage industry in the region. Industry engages in both direct marketing to children, as well as promotion of brands and products through Corporate Social Responsibility activities. The HCC is tracking the marketing of unhealthy foods to children in out-of-school settings in order to provide the evidence for policy action.



The Childhood Obesity Prevention Scorecard (COPS) was developed to help CSO advocates and policymakers track the implementation of related policies and legislation.



April 2020

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