

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



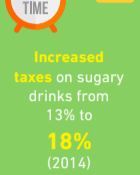
Chile had the highest per capita consumption of sugary drinks in the world



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 studies¹ 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

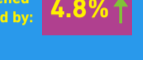
REDUCED PURCHASES OF SUGARY DRINKS

After the implementation of the policy package there was a decrease of:



(-22.8 mL per person per day)

The largest decrease in household purchases was among these beverages:



The volume of non-high sweetened beverages purchased increased by:



IMPACT OF RESTRICTION OF ADS TO CHILEAN CHILDREN

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



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



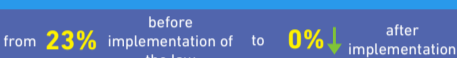
Children who viewed more television saw higher decreases in exposure to advertising for unhealthy foods.

CHILD-DIRECTED MARKETING ON CEREAL PACKAGES

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



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



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



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:



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 (CROSQ), 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.



NUTRITION POLICIES TIMELINE

2007

THE DECLARATION OF PORT-OF-SPAIN
"UNITING TO STOP THE EPIDEMIC OF CHRONIC NONCOMMUNICABLE DISEASES"
- CARICOM HEADS OF GOVERNMENT

2012

Chile
FOP Labelling and Marketing law published.

2014

Chile
SSB Tax law published.
October SSB Tax implemented.

2017

Trinidad and Tobago - September School Policy Banning SSBs in effect.
Chile
Advertising ban on child-directed marketing for products that exceed certain thresholds for added values of sugars, saturated fats, sodium and/or calories.

2016

37TH REGULAR MEETING OF CARICOM HEADS OF GOVERNMENT AND STATE ADDRESS ISSUES SUCH AS "BANNING ADVERTISEMENT OF POTENTIALLY HARMFUL FOODS WHICH SPECIFICALLY TARGET CHILDREN AND ELEVATING TAXES ON FOODS HIGH IN SUGAR, SALT AND TRANS FATS"
Chile
June FOP Labelling & Marketing Restrictions implemented.

2015

Barbados - June 10% Excise SSB Tax in effect.
Dominica - September 10% Excise SSB Tax in effect *also includes alcoholic beverages, sugar confectionaries (candy and chocolate bars), soft drinks, sweetened drinks including energy drinks.
Chile
Advertising Ban law published.

2018

39TH SUMMIT, CARICOM HEADS OF GOVERNMENT AND STATE ENDORSED A NUMBER OF NCD PRIORITIES INCLUDING "IMPLEMENTING POLICIES GEARED TO PREVENTING CHILDHOOD OBESITY, INCLUDING HEALTH-PROMOTING SCHOOL ENVIRONMENTS AND FOP LABELLING"
Bermuda - October 50% SSB Tax in effect *also includes candies, sugary drinks (sodas), pure sugar and dilutables (syrops, etc.).

2019

Grenada - January School Policy Banning Carbonated beverages and sweet snacks in effect.

2020

Jamaica - January School Policy Restricting SSBs in effect.
Bermuda - April 75% SSB Tax in effect.
Bahamas - December School Policy in effect.

Healthy Schools: Vending Machines and Cafeteria Policy in Schools implemented in Bermuda, 2006.

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

¹ Smith Taillie 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://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1003015>
Mediano Stoltze, F, 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/1660-4601/16/22/4501>
Dillman Carpenter FR, Correa T, Reyes M, Taillie 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.ncbi.nlm.nih.gov/pubmed/31822317>