Nutrient Profiling

• Nutrient profiling can provide information on:
  – the nutrient levels in food
  – the effects of consuming the food on a person's health

• Nutrient profiling is a tool that can be used to assist with:
  – Public health interventions aimed at improving diets:
    • Marketing of food to children
    • Product labelling (i.e. ‘front-of-package’ labelling)
    • Procurement of foods for public institutions (e.g. schools)
    • Health claims
  – Influencing the wider environmental determinants of diets (e.g. the ways in which foods are marketed)

• Nutrient profiling:
  – is compatible with food-based dietary guidelines (FBDGs)
  – can be used by national authorities in achieving dietary recommendations by complementing and supporting FBDGs in the regions and countries in which they are applied
Nutrient Profile models

• Nutrient profile models:
  – Algorithms for classifying / ranking foods

• Ad hoc development of models and their applications resulted in:
  – Inconsistencies
  – Confusion for target audience and consumers

• Need for systematic evaluation and comparison of different models
  – WHO to formulate coordinated approach for developing (or adapting) nutrient profile models for use in applications (interventions) that may be integrated in a coherent public health strategy (2008 - 2009)
Impetus for WHO initiating nutrient profiling work

• Ad hoc development of models resulted in:
  – Inconsistencies
  – Confusion for target audience and consumers

• Aim
  – Develop coordinated approach for developing (or adapting) nutrient profile models for use in applications (interventions) that may be integrated in a coherent public health strategy
Based on a similar manual developed by WHO which provide step by step process for developing Food-Based Dietary Guidelines (FBDGs)

WHO Guiding Principles and Framework Manual

- Part 1: Background and guiding principles
- Part 2: Framework manual for the development and adaptation of a nutrient profile model
  - Module 1: Planning the development or adaptation of a nutrient profile model
  - Module 2: Step by step procedures for developing or adapting a nutrient profile model
  - Module 3: Validating a nutrient profile model
  - Module 4: Implementation, monitoring and evaluation of applications involving nutrient profile models
Definitions used in the WHO Guiding Principles Manual

• Nutrient profiling is:
  – The science of classifying or ranking foods according to their nutritional composition for reasons related to preventing disease and promoting health

• Nutrient profile models are:
  – Algorithms for classifying / ranking foods

• Applications (i.e. public health interventions) which use nutrient profile models are:
  – Food marketing to children
  – Labelling (esp. ‘front-of-pack’)
  – Public procurement of foods (i.e. in schools)
  – Health claims
Country field-testing of WHO nutrient profiling manual
WHO Guiding Principles and Framework Manual

- Part 1: Background and guiding principles
- Part 2: Framework manual for the development and adaptation of a nutrient profile model
  - Module 1: Planning the development or adaptation of a nutrient profile model
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  - Module 4: Implementation, monitoring and evaluation of applications involving nutrient profile models
WHO Catalogue of Nutrient Profile Models

- Draft of 4\textsuperscript{th} March 2013
- 119 models identified - 54 met the inclusion criteria
- 12: food labelling
  11: school food provision
  9: marketing restrictions
- Only 19 of the included models have been validated in any way
<table>
<thead>
<tr>
<th>Identifier (Model No.)</th>
<th>Model Name</th>
<th>Model Type A or B</th>
<th>Organization Name</th>
<th>Country</th>
<th>Introduction Year</th>
<th>Intended Application 1</th>
<th>Intended Application 2</th>
<th>Target Population</th>
<th>Does the model identify A, B or both?</th>
<th>No. of Food Categories</th>
<th>List of Food Categories</th>
<th>Further explanation of e.g. food focused models that also have nutrient or food component criteria.</th>
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<td>Fruits &amp; Vegetables Matterz</td>
<td>A</td>
<td>NCI</td>
<td>USA</td>
<td>1991-1993</td>
<td>Food Consumption, Dietary Sodium</td>
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<td>2</td>
<td>American Heart Association's Heart Check</td>
<td>A</td>
<td>NCI</td>
<td>USA</td>
<td>1987-1989</td>
<td>Food Consumption, Dietary Sodium</td>
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<td>3</td>
<td>Global model for regulating food for children's meals (VSTyfu)</td>
<td>A</td>
<td>NCI</td>
<td>USA</td>
<td>2005</td>
<td>Prevention of food allergies</td>
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<td>4</td>
<td>Oil Symbol</td>
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<td>NCI</td>
<td>USA</td>
<td>2005</td>
<td>Food Consumption, Dietary Sodium</td>
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<td>1. Saturated fats and cholesterol.</td>
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Next steps

Continued country support
• Follow-up with countries which have participated in field-testing
• Other countries which may be interested in working on nutrient profiling
• Regional training

Revising and updating WHO Guiding Principle Manual after country field-testing
• Preparation of Second Edition
• Technical review meeting (pending)
• Finalization and publication of Second Edition

Tools
• Finalization and publication of Catalogue of nutrient profile models
• Other tools?

Development of unified model(s)
Next steps

Development of unified model(s)

1. Common nutrient profile model for regulating the marketing of foods and non-alcoholic beverages to children
   - In the European Region (Oct/Nov 2013)
   Perhaps also:
   - In the Eastern Mediterranean Region ?!?

1. Common nutrient profile model for different applications:
   - Marketing of food to children
   - Product labelling (i.e. front-of-pack labelling)
   - Procurement of foods for public institutions (e.g. schools)
   - Health claims