

Grid 6: Methods used for categorising foods (including nutrient profiling models) in relation to food promotion to children

Key

Mono = Monounsaturated fat

N/A = Not applicable

N/K = Not known

Poly fat = Polyunsaturated fat

Sat fat = Saturated fat

Unsat fat = Unsaturated fat

Name of model	Organisation type	Country/region of application	Organisation	Scope	Category-specific or across the board?	Number of categories	Base (e.g. per serving/ per 100g)	Type of model (e.g. scoring or threshold)	Nutrients or food components included	Externally validated?	Source
<i>WXYfm</i>	Government	UK	UK Food Standards Agency	TV advertising	Across the board	2	Per 100g	Scoring and threshold	Energy, protein, total sugars, sat fat, sodium, fibre, fruit/veg/ nuts (+/-)	Y	Rayner et al, 2005
		New Zealand	New Zealand Television Broadcasters' Council	TV advertising	Category-specific	3	Per 100g or per serving	Scoring and threshold	Energy, sat fat, total sugars, sodium, protein, fibre, fruits, veg, nuts (+/-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Brazil	National Health Surveillance Agency (Anvisa)	All advertising	Across the board	1	Per 100g	Threshold	Sat fat, trans fat, sugar, sodium (-)	N/K	Anvisa (Resolução RDC n. 24/2010)
		Malaysia	Ministry of Health	TV advertising	Category-specific	1	N/A	N/A	N/A	N/K	Hawkes C. Health Canada 2009 (unpublished)
		South Korea	Ministry of Health	TV advertising	Category-specific	2	N/K	Threshold	Energy, sat fat, sugar, sodium, protein, nuts (+/-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		South Africa	Department of Health (<i>Under development</i>)	TV advertising and health claims regulation	Category-specific	N/K	Per 100g	Threshold	Fat, sugar (-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
<i>School food</i>		England	British government*	All food in English schools	Category-specific	12	N/A for definition	N/A for definition	N/A for definition	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Scotland	Scottish Executive*	All food in Scottish schools	Category-specific	8	Per 100ml/g and portion size in some cases	Threshold	Sat fat, poly and mono unsat fat, total fat, total sugars, (drinks) (+/-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Greece	Greek government	Food in schools	Category-specific	Up to 18	Per 100g	Threshold	Trans fat, total fat, sat fat, sodium (-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Brazil	State/ city governments	Food in schools	Category-specific	3-11	Per kcal	Threshold	Fat, sodium (-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Portugal	Ministry of Health/ Education	Food in schools	Category-specific	c. 25	Not clear	Threshold	Energy, sugars, fats, sat fat, sodium (-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Lithuania	Lithuanian Government	Food in schools	Category-specific	14	Per 100g	Threshold	Fat, sat fat, sugars, salt (-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Australia	State governments (3)	Food in schools	Category-specific	7+	Per serving or per 100g	Threshold	Energy, sat fat, sodium, fibre (+/-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		New Zealand	New Zealand Ministry of Health	Food in schools	Category-specific	35	Per serving or per 100g	Threshold	Energy, sat fat, total fat, sodium, fibre (+/-)	N/K	Hawkes C. Health Canada 2009 (unpublished)
		Singapore	Singaporean Health Promotion Board	Food in schools	Category-specific	8	Per 100ml	Threshold	As for the point of purchase symbol and/or sugar	N/K	Hawkes C. Health Canada 2009 (unpublished)
		USA	US Department of Agriculture	Food in schools	Across the board for specified foods	1?	Per serving	Threshold	Vitamin A, vitamin C, calcium, iron, protein, niacin, riboflavin, thaimin (+)	N/K	Hawkes C. Health Canada 2009 (unpublished)
<i>Healthway Risk Assessment Matrix</i>	Government-funded agency	State of Western Australia	Healthway, Western Australia	Co-sponsorship policy	Category-specific	7+	Per serving	Threshold		N/K	Based on Healthy Options WA. Food and Nutrition Policy for WA Health Services and Facilities. April 2009 www.waschoolcanteens.org.au
<i>Guidelines for Responsible Food Marketing to Children</i>	NGO	US and Canada	Centre for Science in the Public Interest	Any marketing to children	Category-specific	6	Per 100g and per 100kcal	Threshold	Added sugars, total fat, sat fat and trans fat, sodium (-)	N/K	CSPI. January 2005. Washington DC. Available at: www.cspinet.org/marketingguidelines.pdf
<i>Healthy Schools Program Framework (2009)</i>	NGO	US	American Heart Association	All aspects of food and drink provision in schools including marketing	Across the board	1	Per serving	Threshold	Total fat, sat fat, trans fat, cholesterol, sodium (-)	N/K	www.healthiergeneration.org

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<i>Cereal f.a.c.t.s. Nutrition and Marketing Rating of Children's Cereals</i>	Academia/ NGO	US	Rudd Center for Food Policy and Obesity, Yale University	Rating nutrition and marketing of children's cereals	Category-specific	1	Per 100g	Scoring and threshold	Energy, protein, total sugars, sat fat, sodium, fibre, fruit/ veg/ nuts (+/-)	N/K	www.cerealfacts.org
<i>Kellogg's Global Nutrient Criteria</i>	Commercial	Global	Kellogg's	Any marketing to children	Across the board	1	Per serving	Threshold	Energy, total sugars, sat fat, trans fat, sodium (-)	N/K	http://www.kelloggsnutrition.com/files/Marketing_Practices.pdf
<i>Nickelodeon marketing criteria</i>	Commercial	Global	Nickelodeon	Character licensing	N/K	N/K	N/K	N/K	N/K	N/K	http://www.foodnavigator-usa.com/Financial-Industry/New-Nickelodeon-deal-promotes-healthy-kids-diet
<i>BBC Worldwide nutrition policy</i>	Commercial	Global	BBC Worldwide	Character licensing	Across the board (with exemptions for 'celebration foods')	2	Per 100g	Scoring and threshold	Energy, protein, total sugars, sat fat, sodium, fibre, fruit/ veg/ nuts (+/-) Specified additives (-)	N/K	BBC Worldwide 2007. BBC Worldwide's Food Policy.
<i>Disney food guidelines</i>	Commercial	Global (but nutritional criteria are region-specific)	Disney Corporation	Character licensing and promotions, children's media, food in theme parks	Category-specific	8	Per portion	Threshold	Calories, fat, sat fat, added trans fat, sugar, sodium (-)	N/K	The Walt Disney Company. <i>Corporate Responsibility Fiscal Year 2009 Interim Update</i> . Also personal communication from WDC.
<i>Warner Bros marketing criteria</i>	Commercial	UK	Warner Bros UK	Character licensing	Across the board Exemptions for 'treat' products	2	Per 100g	Scoring and threshold	Energy, protein, total sugars, sat fat, sodium, fibre, fruit/ veg/ nuts (+/-)	N/K	Which? 2007. <i>Cartoon Heroes and Villains</i> . London: Association for Consumer Research.
<i>McDonald's marketing criteria</i>	Commercial	UK	McDonald's	Character licensing	Across the board	2	Per 100g	Scoring and threshold	Energy, protein, total sugars, sat fat, sodium, fibre, fruit/ veg/ nuts (+/-)	N/K	Which? 2007 <i>Cartoon Heroes and Villains</i> . London: Association for Consumer Research.
<i>The Sensible Solution</i>	Commercial	Global	Kraft	Promotion of foods to children and food certification	Category-specific	16	Per serving	Threshold	Energy, protein, added sugars, total sugars, total fat, sat fat, trans fat, fibre, sodium, calcium, magnesium, potassium, iron, fruit and veg, whole grain, vitamins A,C,E (includes FDA 10% DV criteria for foods to be fortified/ carry a health claim) (+/-)	N/K	Kraft. http://www.kraftfoods.com/kf/HealthyLiving/sensiblesolutions/SensibleSolution_Nutrition.html
<i>Smart Spot</i>	Commercial	US	PepsiCo	TV, radio, print, internet, ads on company-owned website, third-party licensed characters, products in interactive games. Also for food certification	Category-specific	3	Per serving and per 100kcal	Threshold	Total fat, sat fat, trans fat, added sugar, sodium, cholesterol, (includes FDA 10% DV criteria for foods to be fortified/ carry a health claim) (+/-)	N/K	PepsiCo & Children's Food and Beverage Advertising Initiative

* The prevailing standards in England and Scotland are nutrient-based standards for meals, and these do not attempt to define what is 'healthy' or 'unhealthy' food. The food-based standards augment them to support nutrient-based standards.

Acknowledgements

Stockley L, Rayner M, Kaur A. 2007. *Nutrient Profiles for Use in Relation to Food Promotion and Children's Diet: Update of 2004 Literature Review*. Oxford: British Heart Foundation Health Promotion Research Group
Hawkes C. 2009. Unpublished work for Health Canada.