



WHO Nutrient Profile Model for the Western Pacific Region

A tool to protect children
from food marketing



World Health
Organization

Western Pacific Region

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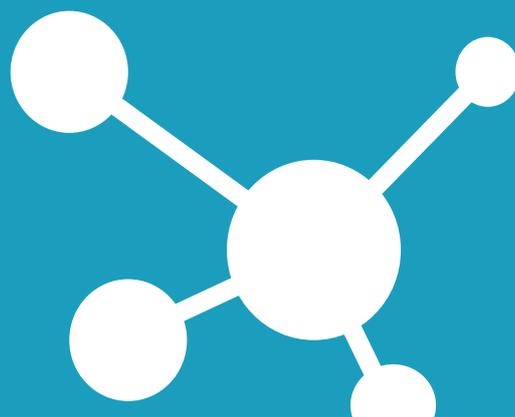
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INTRODUCTION

The Action Plan to Reduce the Double Burden of Malnutrition in the Western Pacific Region (2015–2020) was published in 2014 and brings together nutrition-related actions from global and regional guidance documents to address diet-related diseases and reduce nutritional risk factors. The action plan was developed in response to resolution WPR/RC63.R2, endorsed by the WHO Regional Committee for the Western Pacific in September 2012, on scaling up nutrition in the Western Pacific Region. The action plan creates a platform for Member States to accelerate action to address the double burden of malnutrition in partnership with civil society and relevant stakeholders. (1)

Objective 3 of the action plan aims to strengthen and enforce legal frameworks that protect, promote and support healthy diets. It recommends that WHO provide technical assistance to develop and implement effective national measures based on the *WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children*, which was endorsed in 2010 at the Sixty-third World Health Assembly. (1)

Implementation of the recommendations has progressed slowly both globally and in the Western Pacific Region. In 2016, no country globally had comprehensively implemented the recommendations. In the Western Pacific Region, only the Republic of Korea has legally enforceable measures to protect children from the harmful marketing of unhealthy foods and non-alcoholic beverages.

WHO has been working to help Member States develop nutrient profile models since 2009. The first nutrient profile model was published in the WHO European Region, followed by the WHO Region of the Americas, both in 2015. *Guiding Principles Framework and Manual for the Development or Adaptation of Nutrient Profile Models* was developed and field-tested in six different countries. (2) WHO has also developed a catalogue containing details of nutrient profile models that conform to certain standards. (3)

This regional nutrient profile model was developed by the WHO Regional Office for the Western Pacific in collaboration with Member States to support the efforts of countries in protecting children from marketing of unhealthy foods and non-alcoholic beverages and implementing the recommendations. Specifically, the model can help countries identify foods for which marketing to children should be prohibited.

The regional adaptation process consisted of three steps. In the first step, countries were identified to field-test the draft WHO Nutrient Profile Model from August to September 2015. The in-country pilot-testing involved eight countries (China, Brunei Darussalam, Fiji, Malaysia, Mongolia, the Philippines, Samoa and Viet Nam) applying the proposed model to a nationally generated list of 100–200 foods that are either frequently marketed to children, or commonly consumed by children

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(ideally a combination of both). Countries were asked to comment on the food categories, the nutrient thresholds, and the proposed exclusions and prohibitions, and confirm that foods categorized by the model are in line with national food-based dietary guidelines.

In the second step, the Technical Meeting on the Regional Adaptation of the WHO Nutrient Profile Model was held in Manila, Philippines, 19–21 October 2015, with experts from the eight Member States that had field-tested the model. The objectives of the technical meeting were to share and review the field-test results from the WHO Nutrient Profile Model and to discuss the model's adaptability to the Western Pacific Region. Discussions during the meeting focused on the exclusion criteria and exemptions, food categories relevant to the Region, nutrients and other components to be added, reference amounts (per 100 g, per 100 kilojoules or per serving), thresholds reflecting regional foods and beverages, and numbers for thresholds. Participants at the technical meeting concluded that the draft nutrient profile model was adaptable to the Region and revised the model as necessary. (4) Participants welcomed the adaptation of the model, particularly for those countries that do not have tools in place to support the development and implementation of policies that restrict marketing to children.

In a third step, all countries and areas of the WHO Western Pacific Region were invited to comment from 10 February to 18 March 2016 on the draft model, which was developed during the meeting. Australia, Brunei Darussalam, Hong Kong SAR (China), Macao SAR (China), the Philippines and Singapore responded to the invitation.



ABOUT THE WHO NUTRIENT PROFILE MODEL FOR THE WESTERN PACIFIC REGION

Nutrient profiling is “the science of classifying or ranking foods according to their nutritional composition for reasons related to preventing disease and promoting health”. (3) Nutrient profiling has been recognized by WHO as a useful tool for a variety of applications and is considered to be a critical tool for the implementation of restrictions on the marketing of foods to children. (5) Nutrient profiling provides

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