Strategies to influence food policy

Dr Gabrielle Jenkin
Deputy Director
Health Promotion & Policy Research Unit (HePPRU)
University of Otago, Wellington

Big Food Symposium
University of Otago, Wellington
February 2014
Strategies

- Forming industry groups
- Lobbying politicians
- Sponsorship of nutrition organisations
- Working with policymakers
- Commissioning research
- Sponsoring nutrition research & funding academics
- Framing the debate
Forming industry groups

**Food Industry**

- Food & Grocery Council
- Beer, Wine & Spirits Council
- Confectionery Manufacturers of Australasia
- NZ Retailers Association
- Food Industry Group (FIG)

**Marketing Industry**

- Association of NZ Advertisers
- Communications Agencies Association of NZ
- Radio Broadcasters Association
- NZ Television Broadcasters Council
Lobbying politicians

How food giants sweet talk ministers: Sugar campaigners' fears over 'secret stitch-up' meetings

fast food companies, supermarkets, restaurant chains and chocolate and fizzy drink firms given “unprecedented access to the heart of government”
Lobbying politicians

How ministers met the food lobby

**JULY 2011** – Anne Milton, then Public Health Minister, met McDonald’s and Starbucks

**SEPTEMBER 2011** – Andrew Lansley, then Health Secretary, met Tesco and International Food and Beverage Alliance

**DECEMBER 2011** – Anne Milton met Westbury Street Holdings (a contract catering company)

**JANUARY 2012** – Andrew Lansley met Unilever, Mars, Co-op, Morrisons, Marks & Spencer, Sainsbury’s, Waitrose, Tesco

**FEBRUARY 2012** – Andrew Lansley met Asda and Aldi

**APRIL 2012** – Andrew Lansley attended a dinner courtesy of the Food and Drink Federation

**JULY 2012** – Andrew Lansley met Tesco and Subway

**OCTOBER 2012** – Anna Soubry, then Public Health Minister, met Food and Drink Federation

**MARCH 2013** – Anna Soubry met Potato Council, Federation of Potato Suppliers Association and McDonald’s

**MAY 2013** – Jeremy Hunt met Asda

**MAY 2013** – Anna Soubry met British Frying Federation

**JUNE 2013** – Anna Soubry met Dairy Crest and Ellas Kitchen

**JULY 2013** – Anna Soubry met Tragus Group (restaurants include Cafe Rouge)

**JULY 2013** – Anna Soubry met Nando’s

SOURCE: DEPARTMENT OF HEALTH
Sponsorship of nutrition organisations

Dietitians NZ Subscribers

Dietitians NZ enables organisations wishing to understand more about the dietetic sector to have access to important sector information. By subscribing to our key publications and receiving timely updates through a member weekly email, subscriber organisations are able to easily keep abreast of sector issues.

Subscriber relationships are a great precursor to forging a more formal Partnership as it gives both parties an opportunity to assess whether there is alignment in philosophy and mutual benefit to be gained by potential opportunities.

Subscribers are also able to benefit through reduced advertising rates and [following Partners] preferential status in the sponsorship support of association activities and the selling of trade exhibition space.

Dietitians NZ Subscribers are:

Heinz Watties NZ
Contact: Sara collie, Nutrition Manager [09] 308 3040

NZ King Salmon
Sponsorship nutrition organisations

Corporate sponsors
- Unilever
- Nestle
- Nutricia
- Advanced Medical Nutrition

Subscribers
- Watties
- McDonalds
- Coca-Cola
- Sugar Research Advisory Service
- NZ King Salmon
- Meadow mushrooms
- NZ Pork
- Vegetables.co.nz
Complete our survey to win great prizes!
The NZNF website team is wanting your feedback and thoughts on our website. Complete this quick survey that takes no more than 5 minutes and be in to win! More info >

**what’s on**

- **Monday 17th February 2014:** Big Food: Food Policy, Politics and Population Health.
- **Wednesday 19th February 2014:** ‘Sugary Drink Free Pacific by 2030?’
- **Sunday 23rd March 2014:** Science Communicators Association of New Zealand 2014 Conference.

**BACK TO SCHOOL**

It’s almost time for school to start and lunch boxes to be filled.

Click here for healthy lunchbox ideas.

**hot topics**

- Diabetes NZ are putting the spotlight on Diabetes.... more
- New findings on health loss and where gains might be made.... more

**news**

- December NZNF Newsletter.... more
- Nutrition for Healthy Ageing: e-Bulletin, December 2013.... more
Funding nutrition organisations

Corporate members

- Fonterra
- Cadburys
- Watties
- Kelloggs
- Nestle
- McDonalds
- NZ Sugar
- Sanitariuim
Food Industry Accord

“To do all that is possible to encourage all sectors of the food industry to create commercially successful products and services that will make a positive contribution to the health of New Zealanders.”

Industry framed the Accord as a collaborative partnership between government (MOH) and industry.
Advertising’s Role in Diet and Exercise in New Zealand and Australia: Developing a Research Agenda

Prepared by: Associate Professor Debra Harker
Associate Professor Michael Harker

Research Assistance: Dr Robert Burns
Stacey Jones
Peter Rundle-Curry

Of The Social Marketing and Advertising Research Team, University of the Sunshine Coast, Australia

For The Foundation for Advertising Research
April 2006
NZ Sugar

“Exploring the relationship between sugars and obesity”

Conclusion

• “Current sugars or sucrose intake is not associated with body weight status in the New Zealand population”

Acknowledgements

• “Secondary analyses of the data were commissioned by NZ Sugar Ltd.”
BMJ exposes the links between 'sports drinks' health claims and poor science: Marketing the science of hydration

“in 1992, the American College of Sports Medicine - the ‘premier organization in sports medicine and exercise science’ … accepted a $250,000 donation from Gatorade . . four years later. . . the College produced guidelines that adopted a ‘zero % dehydration doctrine, advising athletes to ‘drink as much as tolerable’. This guidance grew out of a roundtable meeting in 1993 ‘supported’ by Gatorade.”
The Scientific Advisory on Nutrition – Advisory committee of independent experts that provides advice to UK health and government agencies.

5 of the 7 members of the Scientific Advisory Committee on Nutrition carbohydrates panel had received funds from chocolate, ice-cream and fizzy drink companies like Mars, Unilever, Coca-Cola and the lobby group Sugar Nutrition.
Framing the debate
Individual frame: Obesity as a lifestyle choice

- lifestyle choice
- cultural preferences
- character deficits
- lack of motivation
- knowledge deficits
Public health framing

Obesity as a normal response to an obesogenic environment

Physical
Economic
Socio-cultural
Political – rules
More on framing …

Public Health

Framing obesity: the framing contest between industry and public health at the New Zealand inquiry into obesity

G. L. Jenkin, L. Signal and G. Thomson

Summary

Drawing on submissions to the 2006–2007 New Zealand Inquiry into Obesity and Type 2 Diabetes, this article outlines how the food and marketing industries (industry) and the public health sector framed the issue of obesity. The analysis revealed that industry framed obesity as a consequence of poor lifestyle choices attributed largely to knowledge, cultural or other character deficits. Industry argued that lack of physical activity rather than increased food consumption was the dominant cause of obesity. In contrast, public health groups positioned obesity as a normal response to an obesogenic environment, characterized by the ubiquitous marketing and availability of low-cost, energy-dense/nutrient-poor foods. For public health groups, increased consumption of energy-dense/nutrient-poor foods was positioned as the dominant cause of obesity. Many public health submitters also suggested that social inequalities contributed to obesity. Industry emphasized education as the key solution to obesity, while public health groups argued for regulation of the activities of the food and marketing industries, and policies to address wider determinants of health and social inequalities. Identifying and documenting these frames, by making transparent the interests of the frame’s sponsors, contributes to greater understanding of the wider policy context.
Consequences: Food policy favours industry

<table>
<thead>
<tr>
<th>Alignment of Government with industry position</th>
<th>Industry</th>
<th>Mixed</th>
<th>Public Health</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NZ Obesity Strategy: Healthy-Eating/Healthy-Action (HEHA)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the ‘full range of public policy measures’</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish a cross-sector ministerial committee</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustained social marketing campaign</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Widen the HEHA stakeholder advisory group</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Establish an independent commissioner</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Regulation of the food industry</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduce ‘Front of Pack’ food labelling</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Develop food composition standards</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Set targets for product reformulation</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Encourage informal fast food sector to promote healthier food</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Regulation of the marketing &amp; advertising industries</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrict broadcast television advertising</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Broaden the Advertising Standards Authority mandate</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Monitor promotion of fast food/ energy-dense products</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Encourage promotion of healthier alternatives</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Monitoring &amp; target setting</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Increase consumer representation on ASA</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>