



How can IOM assist current efforts on front of pack labeling?

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Introduction

- Chronic diseases are the largest causes of mortality in the U.S.
- Overweight and obesity, affecting 2/3 of U.S. adults, increase the risk of chronic disease
- Obesity/chronic disease both linked to diet
- Reducing obesity/chronic disease requires multi-pronged approach
- Labeling of food products is one tool to assist consumers in making healthy dietary choices consistent with federal nutrition guidelines
- Nutrition Facts Panel provides information that is trusted and fairly widely used but
 - Not everyone uses it or understands it
 - It is not convenient for hurried shoppers



Purpose of Front of Pack (FOP)

- Provide consumers with easily accessible nutritional information
- To encourage product reformulation



Criteria for FOP

- The FOP should provide a tool for consumers that:
 - Is easily understood
 - Is consistent in format
 - Is consistent with dietary guidelines
 - Can be used for quick information
 - Is based on evidence



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FDA Questions

1. Consider the purpose and overall merits of FOP nutrition icons

- Provide articulation of communication goals of FOP to address needs of diverse populations.
- Provide input on relative importance of nutrients that should be considered for FOP related to chronic disease and obesity
 - Calories and Serving Size
 - Saturated Fat
 - Sugars (total vs added)
 - Total Fat
 - *trans* fat
 - Sodium



1. Consider the purpose and overall merits of FOP nutrition icons

- Identify target audience for FOP symbols
- Provide input on formats that can reach populations not currently using Nutrition Facts Panel



2. Consider advantages/disadvantages of various FOP approaches

- What are the strengths and weaknesses of the different systems in communicating to diverse populations (age, education, culture, gender)
- Provide assessments (strengths and weaknesses) of the various FOP systems* for communicating on obesity and chronic disease

*Review and include both

- Summary symbols (e.g. NuVal and Hannaford)
- Nutrient symbols (e.g., calories/serving size, sodium, total fat, saturated fat, trans fat, added sugars)

3. Identify criteria underlying FOP systems, evaluate their scientific basis

- Review and comment on FDA proposals for:
 - Draft high/medium/low criteria for FOP nutrients
 - Draft guidance for FOP calorie/serving size information
 - Use of an added sugars versus total sugars on FOP
 - Inclusion of only nutrients to limit on FOP (i.e., total fat, saturated fat, sodium and added sugars)
 - Recommend, as appropriate, other factors FDA should include, and the scientific basis for recommendation



3. Identify criteria underlying FOP systems and evaluate their scientific basis

- Review algorithms that power existing FOP summary symbols
- Develop criteria for algorithm to power a government-sponsored symbol providing information on nutrients related to chronic disease and obesity
- Review and comment on algorithms to power a symbol related to chronic disease and obesity
- Provide recommendations for which products should have FOP labeling



4. Provide guidance on which systems are most effective in promoting health

- Most effective symbols
- Need to balance need for sufficient information for decision making versus consumer confusion from too much information
- Percent of products that need FOP labels to ensure well recognized system
- Design issues (size, shape, color, clutter issues)
- Formats that can reach populations not currently using Nutrition Facts Panel

5. Provide input on criteria for evaluating the implementation of FOP system

Criteria should include evaluation of:

- Market penetration
- Use by consumers to make healthful dietary choices consistent with dietary guidelines
- Influence on behavior change
- Impact on reformulation

Identify further research questions



Questions?