WEBINAR
Front of Pack Labelling

Hashtags: #InformeDiet #FoPL #FoodLabelling #WFPHA #Webinar #GlobalCharter

Disclaimer –
The speakers for the Front of Pack Labelling (FoPL) Webinar, with the exception of the industry representative, have “not received funding from nor been employed/contracted by any food company.

To achieve public health goals and to have the strongest possible impact at times require appropriate engagement with a wide range of actors. With this in mind the FoPL Webinar convenors selected a person from one company that has been engaged in implementing a voluntary FoPL system and also accepted financial support from that company.

However, this ought not to be construed as support by the World Federation of Public Health Associations or any of the other speakers for that company or of any specific product.
Objectives

• Facilitate knowledge sharing and collaboration
• Engage professionals from different fields
• Provide new, innovative & applicable ideas
• Enhance relationship building
• Develop community health systems
• Create guidelines to combat unhealthy diets and NCDs
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The Health Star Rating

A joint Australian, state and territory governments initiative in partnership with industry, public health and consumer groups.
The Sustainable Development Goals

A Global Charter for the Public’s Health

To be read in conjunction

Governance
Protection
Promotion
Information
Capacity
Advocacy
A Global Charter for the Public’s Health

A “CALL FOR ACTION ON FRONT-OF-PACK NUTRITION LABELS”

• Protection
• Prevention
• Promotion

• Enablers/Functions
  • Governance
  • Information
  • Advocacy
  • Capacity
Overview - FoPL

Broad Public Health Concepts

• No definitive agreement
• Clear
• Simple
• Interpretive
  • Symbols
  • Colour
• Make healthier choice the easier choice
• Consistent with Dietary Guidelines
• Mandatory
Issues for Webinar

- **International Coordination**
  - 20 Countries have systems
- **Not full agreement on principles**
  - Codex
  - Food and Agriculture Organization of the United Nations
  - Governments currently rely on different principles
- **Role of Codex**
  - Committee Chaired by Costa Rica and New Zealand
  - CODEX – DUAL ROLE .... to promote consumer health AND to promote fair trade practices
  - Concern about disproportionate representation by food industry
- **Mandatory proposals by five countries raised trade concerns at WTO**
- **The role of Industry**
- **Priority of public health in all decision making on improving diet**
AN INVITATION …

ROME

World Congress
October 2020

Start planning

16th WORLD CONGRESS ON PUBLIC HEALTH
12-17 October 2020

Roma Convention Center La Nuvola

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