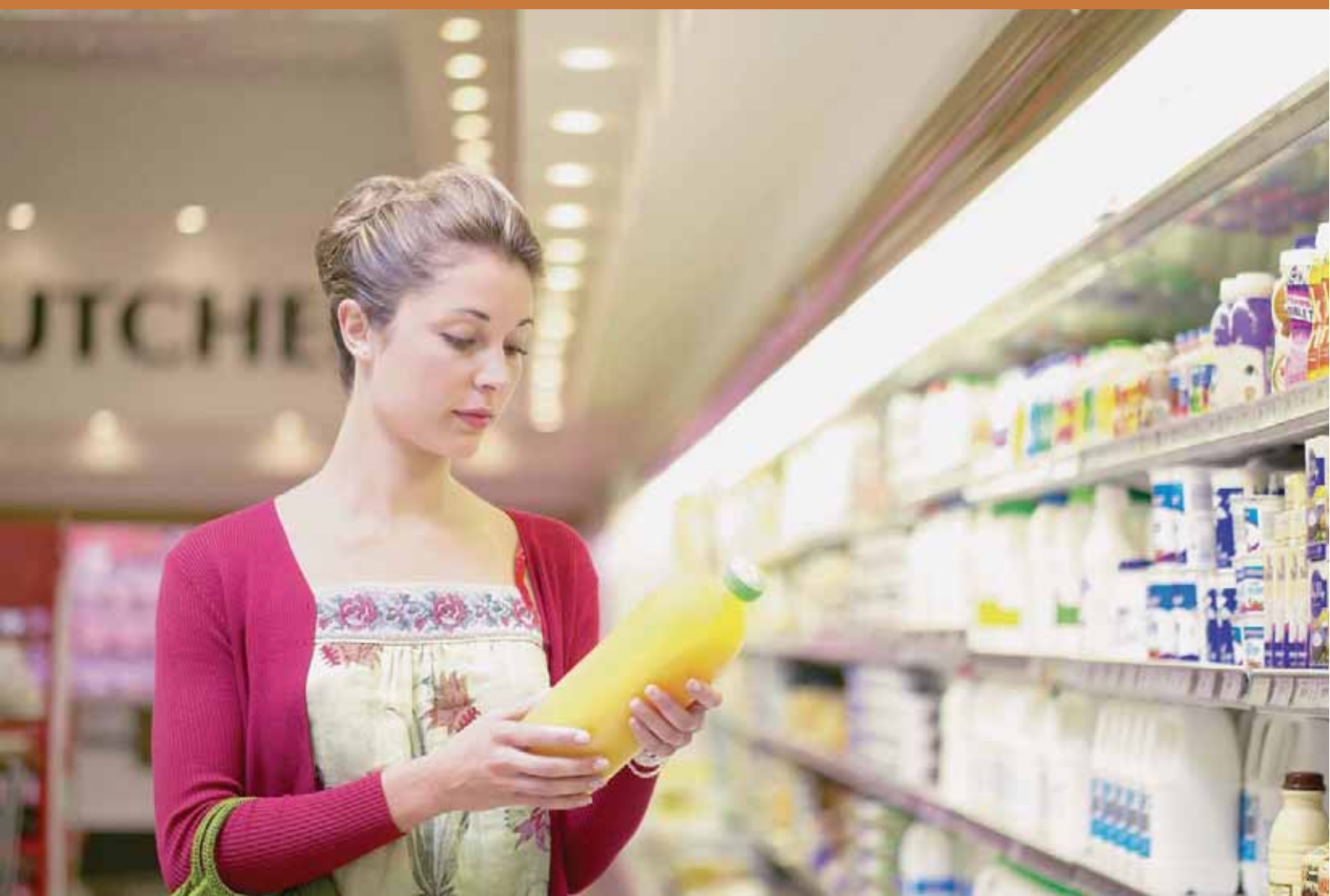


FOOD LABELLING — FOR — HEALTHY LIVING

**GIVING CONSUMERS THE TOOLS TO
HELP THEMSELVES TO A BETTER DIET -
GDA PHARMACISTS' PRESENTER**

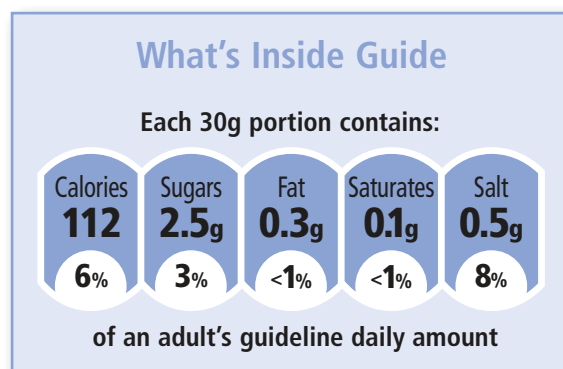


Introduction

Poor dietary habits and the rise in nutrition-related health problems, such as obesity and cardiovascular disease (CVD), have been key concerns for healthcare professionals and government alike for a number of years. A healthy diet plays a vital role in preventing and managing these conditions. Up to 30% of CVD mortality is estimated to be due to poor diet.¹

Introduction to food labelling

Improved food labelling is one of the important initiatives that has been introduced recently to help consumers make more informed choices. The *What's Inside Guide* – also known as the GDA (Guideline Daily Amounts) label is found on the front of many food and drink packs and gives information about how much energy, sugar, fat, saturates and salt is in a stated portion of food and importantly, puts this information in context by showing what percentage of an adult's GDA this is. By helping you to explain to consumers how to use GDA labels you can help improve nutritional literacy which may in turn help consumers improve their diets; this presenter supports the government pharmacy contract aims of enabling people to more effectively take care of their own health.



With whom should I use the presenter?

The presenter is not intended for use with individuals who are obese and seeking to lose weight. It is suitable for consumers who are already within the normal weight range or approaching the upper limits and perhaps want to maintain their weight or reduce it a little further down the healthy range.

As well as being useful for consumers who are looking to control their weight, the presenter is designed for use with adult consumers who may want to use diet management to prevent the occurrence of conditions that can be associated with poor diet. For example, a person with a family history of heart problems may benefit from understanding how to monitor their intake of saturates.



Why offer this service in your pharmacy?

Provision of information to help consumers improve their diet is a fundamental starting point to improved health. A diet low in saturates, salt and sugars, and high in fruit, vegetables and fibre can all help to reduce the risk of CVD.

This service, aligned with other services you may provide already, such as cardiovascular risk assessment, smoking cessation and weight management can help to:

- Enhance the professional reputation of your pharmacy and forge links with other members of the primary healthcare team
- Relieve pressure on local GP practices and help them meet their Quality and Outcomes Framework (QOF) targets
- Improve both NHS and OTC business
- Pave the way for future enhanced services
- Enhance the job satisfaction of all pharmacy staff

What's it all about?

GDAs were first developed in 1998 as a means of putting some consumer friendly figures to the government's nutrition guidelines. In 2003, the Institute of Grocery Distribution (IGD)² set up the GDA Technical Working Group made up of nutrition experts from industry as well as independent organisations.³ Their role was to check that original GDA values were still valid and to propose further values for nutrients such as fibre. Since 1998, the concept of GDAs has become widely accepted and many food and drink manufacturers include GDA values on the back of their food packs. However, in early 2006 a group of manufacturers and retailers also started showing percentage of GDA information for calories, sugar, fat, saturates and salt on the front of their packs along with the amount of these nutrients and calories in a stated portion. These front of pack GDA labels are now widespread and they have become known as the *What's Inside Guide*. All companies that use the *What's Inside Guide* are using a visually consistent format, so that consumers find it easier to recognise and understand.

What do they mean?

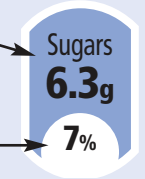
GDAs are based on dietary recommendations for an adult of healthy weight and average activity level, with no special dietary needs.

GDA values for sugars, fat, saturates and salt are upper limits for consumption. The calories value is a guide to aim for.

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5-10	1800	85g	70g	20g	4g

This figure tells you how many grams/ calories there are in one portion of your food

This is the percentage of your overall Guideline Daily Amount that you are about to eat



Using GDAs to balance the diet

Many experts suggest that it is good to spread food intake evenly throughout the day as it may help weight management and ensure that a more balanced diet, containing the right amount of nutrients, is eaten.

For adults – Energy GDA = 2000 calories/day so it's useful to advise consumers that they should try to split their calories roughly as below:

- Breakfast – 400 calories
- Lunch – 600 calories
- Evening meal – 600 calories
- Snacks (including drinks) – 400 calories

The *What's Inside Guide* can help consumers to plan their meals by checking whether the amount of calories in a meal is similar to the benchmark figures above.

You may also wish to suggest focussing on one nutrient in particular, for example:

- Calories for weight maintenance
- Salt for hypertension
- Saturates for heart disease

How do I use the presenter?

The presenter is a double-sided laminated document; one side is consumer facing and the reverse has notes for you to easily refer to as you go through the presenter. The format should allow you and your consumer to sit across a table together to go through the programme.

The document has 6 sections:

1. Introduction to healthy eating – this gives eight top tips
2. The *What's Inside Guide* and GDAs explained
3. How to use the *What's Inside Guide* to **check, compare** and **choose** between foods to achieve a balanced diet
4. How the *What's Inside Guide* can be used to benchmark nutrient levels and help consumers keep tabs on their nutrient of concern
5. Explanation of back of pack labelling
6. Guiding the consumer to personalised action

The presenter contains a poster to display in-store advertising the service.

There is also a pocket-sized card with a reminder of the GDA values for consumers to take away and keep in their wallets. If you would like to order more of these, please call the GDA Press Office on 020 7820 9764.

Key take-home messages


- There is no such thing as a good or bad food – only a good or bad diet
- Try to spread calories evenly throughout the day
- Use the *What's Inside Guide* to **check, compare** and **choose** between foods
- Encourage consumers to focus on the nutrients that are important for them

Consumer Information

FOOD LABELLING FOR HEALTHY EATING UNDERSTANDING WHAT'S INSIDE

1. WHAT MAKES A HEALTHY DIET?

- Base your meals on starchy foods e.g. potatoes and rice
- Eat plenty of fruit and veg throughout the day, at least five portions
- Eat at least two portions of fish per week, one of which should be oily
- Limit intake of saturates and sugars
- Try to eat less salt
- Get active and try to be a healthy weight
- Drink plenty of water
- Don't skip breakfast



2. KNOW WHAT'S INSIDE – GUIDELINE DAILY AMOUNTS EXPLAINED

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5-10	1800	85g	70g	20g	4g

What it all means

Each 100g serving contains: **112** Calories, **2.5g** Sugars, **0.3g** Fat, **0.1g** Saturates, **0.6g** Salt.


This figure tells you how many calories (grams) there are in one portion of your food. This is the Percentage of your overall Guideline Daily Amount that you are about to eat.

3. CHECK, COMPARE, CHOOSE

The *What's Inside Guide* allows you to:

- **Check** your food to find out what it contains
- **Compare** foods you buy with other similar foods
- **Choose** the foods that best suit their needs


Steak and Kidney pie



Each 200g serving contains:

560	4.0	34.4	18.2	1.1
28%	4%	38%	92%	18%

Beef Casserole



Each 300g serving contains:


420	3.3	18.6	8.4	2.2
21%	3%	27%	42%	36%

4. KEEPING A BALANCE


A healthy way of spreading your meals and snacks throughout the day is to roughly divide your daily calories like this:

For adults – Energy GDA = 2000 calories/day

- Breakfast – 400 calories
- Lunch and dinner – 600 calories for each
- Snacks – 400 calories




Calories 453
23%



Calories 121
6%

=




Calories 574
29%

5. NUTRITION LABELLING AND OTHER INFORMATION ON PACK

Although the *What's Inside Guide* is often on the front of packs, if you don't see it then look at the nutrient information on back of pack. This often shows:

- A full ingredients list
- Nutrition information per portion and per 100g
- GDAs – sometimes values for men and women will be displayed




6. USING THE WHAT'S INSIDE GUIDE PERSONALISED ACTION PLAN

The *What's Inside Guide* helps you to:

- Check, compare, choose
- Keep an eye on portion sizes
- Focus on the nutrients that are important to you

Visit www.whatsinsideguide.com for more information.



Pharmacist Information

FOOD LABELLING FOR HEALTHY EATING UNDERSTANDING WHAT'S INSIDE

1. WHAT MAKES A HEALTHY DIET?

Key points for the consumer:

- There is no such thing as a good or bad food – only a good or bad diet
- Healthy eating can improve the way your consumer looks and feels.

Top tips – explain the importance of these:

- Base meals on starchy foods (give examples)
- Eat plenty of fruit and veg throughout the day, at least five portions
- Eat at least two portions of fish per week, one of which should be oily
- Cut down on saturates and sugars
- Try to eat less salt
- Get active and try to be a healthy weight
- Drink plenty of water
- Don't skip breakfast

2. KNOW WHAT'S INSIDE – GUIDELINE DAILY AMOUNTS EXPLAINED

Guideline daily amounts (GDAs) are a guide to how much energy and certain key nutrients are required for a healthy diet. Emphasise that these are **upper** limits.

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5-10	1800	85g	70g	20g	4g

The *What's Inside Guide* is a labelling scheme based on guideline daily amounts (GDAs).

GDAs are based on dietary recommendations for an average adult of healthy weight and average activity level with no special dietary needs. Consumers should not be too concerned with what their precise personal GDA is but rather use them as a guide.


3. CHECK, COMPARE, CHOOSE

The *What's Inside Guide* allows consumers to:

- **Check** their food to find out what it contains
- **Compare** foods they buy with other similar foods
- **Choose** the foods that best suit their needs

Suggest comparing foods and encourage the consumer to stay within their GDA limits. Use the saturates content in these meals as an example.


Steak and Kidney pie



Each 200g serving contains:

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4. KEEPING A BALANCE

Many experts suggest a healthy way of spreading meals and snacks throughout the day is to roughly divide daily calories like this:

For adults – Energy GDA = 2000 calories/day

- Breakfast – 400 calories
- Lunch and dinner – 600 calories for each
- Snacks – 400 calories


The *What's Inside Guide* can help consumers keep an eye on all nutrients – i.e. if lunch was salty, compensate by eating a less salty dinner.

Also, your consumer may wish to focus on a particular nutrient, i.e. salt for high blood pressure, calories for weight maintenance, etc.

5. NUTRITION LABELLING AND OTHER INFORMATION ON PACK

Although the *What's Inside Guide* is often on the front of packs, if it is not, then look at the nutrient information on back of pack. This often shows:

- A full ingredients list
- Nutrition information per portion and per 100g
- GDAs – sometimes values for men and women will be displayed



6. USING THE WHAT'S INSIDE GUIDE PERSONALISED ACTION PLAN

The *What's Inside Guide* helps consumers to:

- Check, compare, choose and roughly count what is in their meals
- Keep an eye on portion sizes
- Focus on the nutrients that are important to them
- See how individual foods fit into a balanced diet

Key messages/next steps:

- Try to spread calories evenly throughout the day
- What changes do they need to make?
- Which nutrients do they need to focus on?

Visit www.whatsinsideguide.com for more information.

Getting started

Setting up the service

Once you have received extra pocket-sized cards, you can begin offering this service in your pharmacy.

It should only take around 10 minutes to go through the presenter with a consumer. You may wish to offer the service to consumers who have concerns about the following conditions and suggest they focus on specific nutrients:

- Hypertension – important to keep a check on salt intake
- Heart disease – calories for weight control and saturates intake
- Cholesterol – saturates intake
- Any consumer looking to improve their general diet and well being



Here's how the What's Inside Guide can help you keep tabs on what you're eating:

Salt
0.2g
3%

This figure tells you how many grams/calories there are in one serving or portion of your food.

This is the percentage of your overall Guideline Daily Amount that you are about to eat.

www.whatsinsideguide.com

Institute of Grocery Distribution

Best Practice Guidance on the Presentation of Guideline Daily Amounts (2006)

Website: www.IGD.com

What's Inside Guide (Food & Drink Federation)

Website: www.whatsinsideguide.com

Food and Drink Federation

Website: www.foodfitness.org.uk

Food Standards Agency

Website: www.eatwell.gov.uk

British Nutrition Foundation

Website: www.nutrition.org.uk

British Dietetic Association

Website: www.bda.uk.com

Department of Health

Website: www.dh.gov.uk

References:

- 1 European Heart Network Food Nutrition and CVD in the European Union 1998. European Heart Network Brussels.
- 2 IGD is the key research organisation for the Food and Grocery Sector and provides a forum for discussion, learning and specifically opportunities for improvement and the development and sharing of best practice.
- 3 The technical body was made up of representatives from British Nutrition Foundation, Institute of Child Health, British Heart Foundation – Health Promotion Research Group, Medical Research Council, Heinz, Unilever UK Foods, Food and Drink Federation, Compass Purchasing Ltd, Masterfoods, Kellogg Europe, the Co-Operative Group, Tesco Stores Ltd, British Retail Consortium, IGD and individual expertise was sought where appropriate.

