

# Health Star Ratings

Healthier is easy when you look for the stars

# Today I am going to:

- Explain what the Health Star Ratings are
- Provide some information about how they were developed
- Let you know how they work
- Talk about the consumer campaign and what to look for
- Let you know what you can do

## Nutrition information: bread

Servings per package: 8.5 (15 slices & 2 crusts)

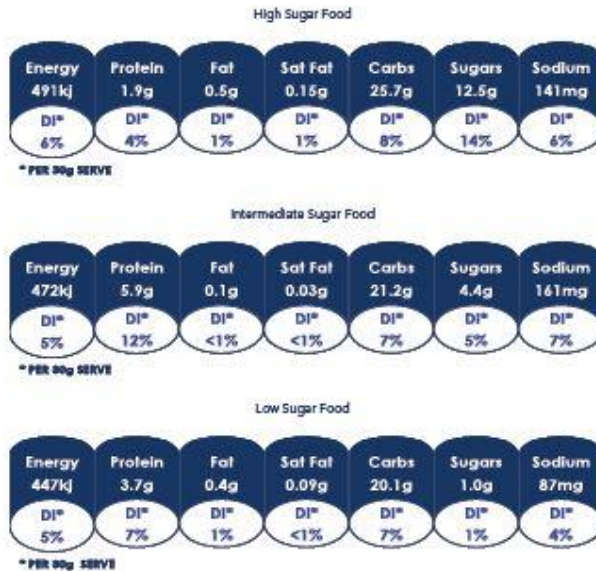
Average serving size: 88 g (2 slices)

Content	Avg qty per serving	% DI* per serve	Avg qty per 100 g
Energy	800 kJ	9%	910 kJ
Protein	7.9 g	16%	9.0 g
Fat, total	0.9 g	1%	1.0 g
– Saturated	0.2 g	1%	0.3 g
Carbohydrate	35.6 g	11%	40.4 g
– Sugars	2.8 g	3%	3.2 g
Dietary fibre	3.6 g	12%	4.1 g
Sodium	375 mg	16%	425 mg

Ingredients: Water, Wheat Flour, Mixed Grains (24%), (Wheat, Rye), Skim Milk Powder, Wheat Gluten, Iodised Salt, Vinegar, Yeast.

# Front of pack labelling

Figure 2: The Percentage Daily Intake Guide (DIG)





# Health Star Ratings System



- ★ A voluntary food labelling system designed specifically for packaged foods to reflect the nutritional value of food
- ★ The purpose of the system is to make it quicker and easier for consumers to make better informed, healthier food choices
- ★ One tool to help consumers make healthier food choices

- ★ It is an interpretive front of pack labeling system for packaged food, it takes the work out of reading food labels
- ★ It is designed for comparative use within a food category e.g. breakfast cereals with other breakfast cereals
- ★ It is voluntary – aiming for high level of implementation over next 5 years,
- ★ It is supported by industry including commitment to put the HSR on cheaper home brands as well as premium products
- ★ It's on shelves now - currently 1000 products on shelves including the cheaper 'home' brands
- ★ It uses a rating scale from ½ to 5 stars with 5 being the healthiest for that category

# How are Health Stars calculated?

## ★ Category of the food

Dairy foods – milk and beverages, cheese and processed cheese, other dairy

Non-dairy foods – beverages, oils and spreads, all other foods

## ★ Components of the food

Energy, saturated fat, sodium, total sugars

Fruit, vegetable, nut and legume content, and in some instances, dietary fibre and protein



# Wheat biscuits

Sanitarium  
*health & wellbeing*

# Weet-Bix™

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**5** HEALTHSTAR RATING

**PLUS SCORE 1 of 15 CALL UPS TO THE WEET-BIX JUNIOR RUGBY CAMP**

**FREE COLLECTOR CARDS IN THIS PACK\***

\*Some collector cards may be replaced with a Golden Card. Promotion dates: 29/06/15 to 06/09/15. Visit weetbix.co.nz for full details.

**750g NET**

 homebrand

# Wheat Biscuits

Breakfast Cereal

- ✓ No artificial colours, flavours or preservatives
- ✓ Source of fibre
- ✓ Low in fat

1.12 kg

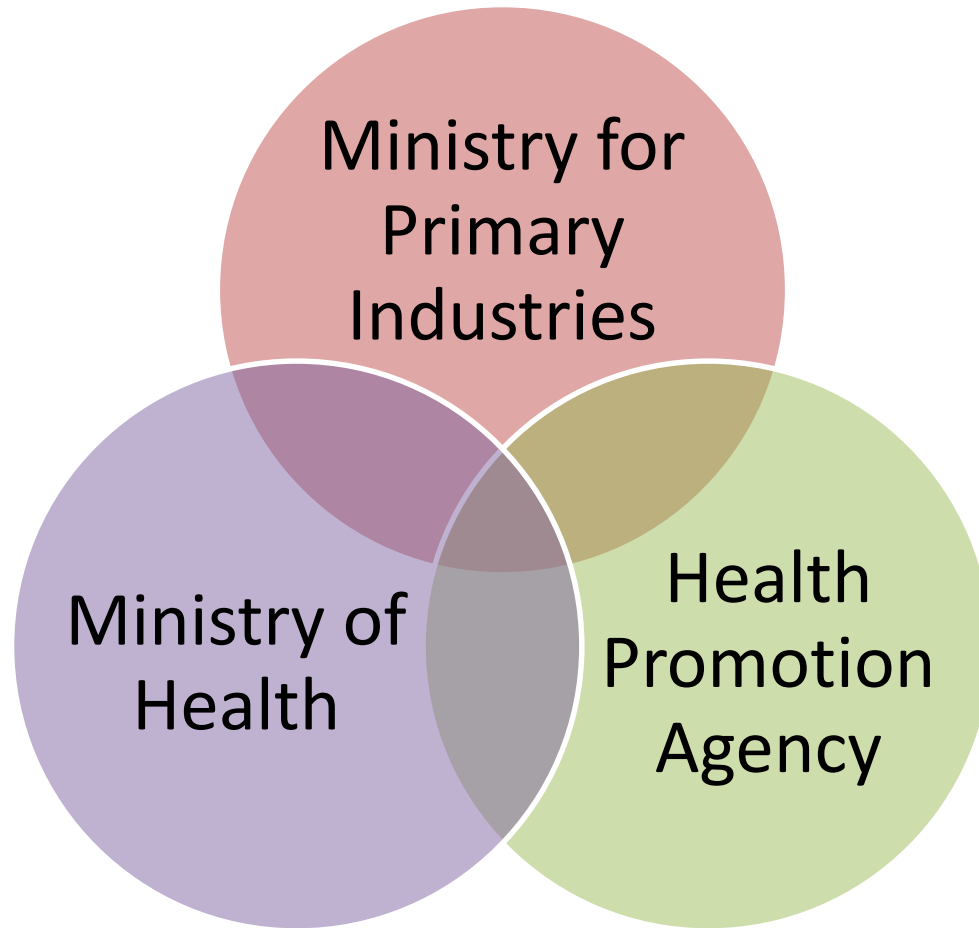


**4.5** HEALTHSTAR RATING

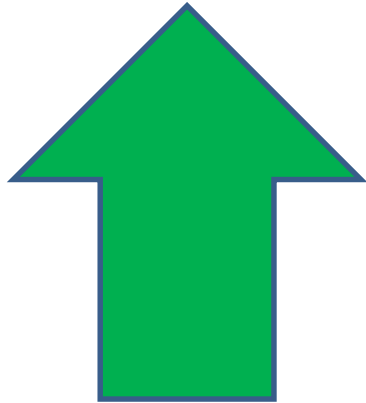
Energy	1460kJ
Total Fat	8.2g
Sodium	2.9g
Sugars	27.0g
Fibre	3.7g

Per 100g

# Roles and responsibilities



# Health Star Ratings consumer campaign

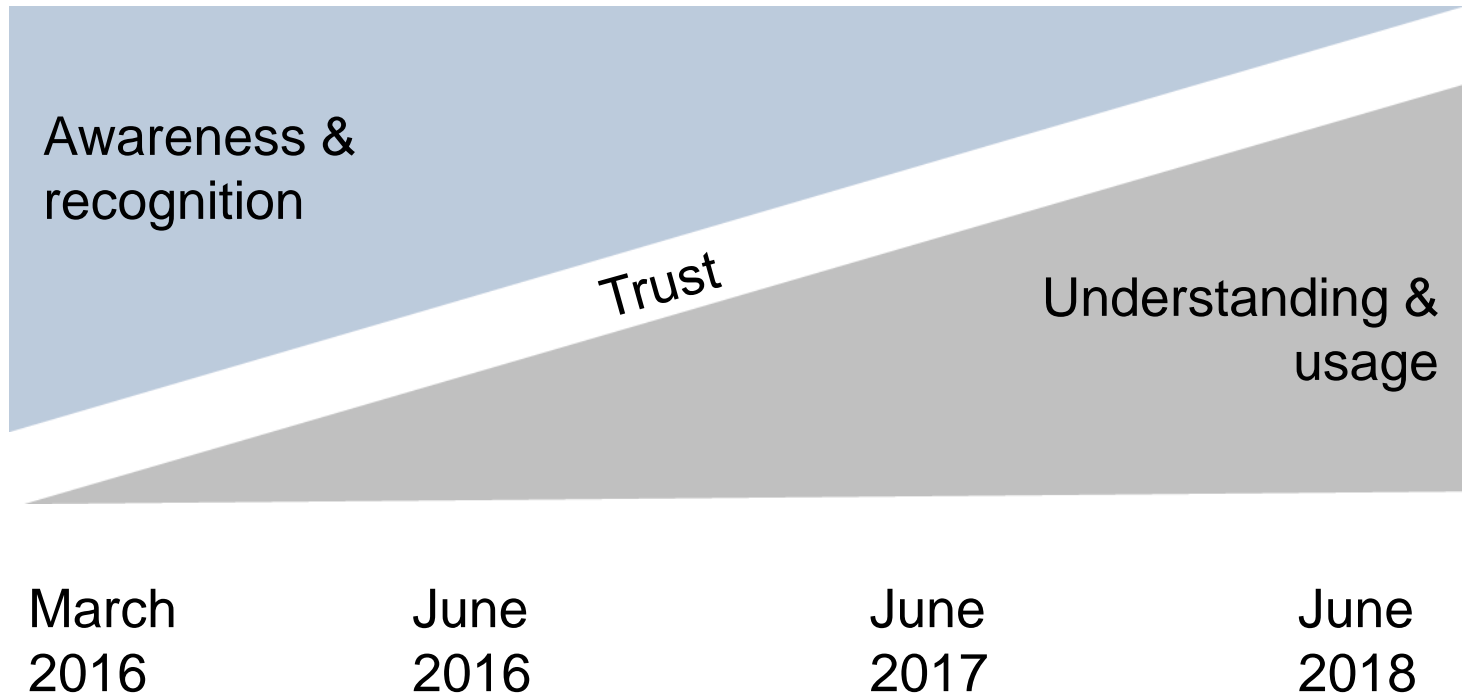


Increase consumer:

- ★ Awareness
- ★ Recognition
- ★ Understanding
- ★ Correct use

# Campaign Strategy

Goes live March  
2016



# Campaign development

- ★ Robust process including 3 rounds of market research to ensure campaign fit for purpose
- ★ Primary audience: household shoppers who would use HSR if they could, with some overflow to non-label readers
- ★ Needs of label-reading shoppers to be met through detailed (more technical) content online
- ★ Health Star Ratings prompted awareness about 40% (baseline measured Oct/Nov 2015 with 1,678 grocery shoppers) – will be repeated 2016 and 2017
- ★ Stakeholder engagement

# Consumer insights

- ★ Strong perception that healthy food is more expensive – 5 star hotels = luxury, so food stars can be perceived this way for some shoppers
- ★ Shoppers don't want to be told what to do or made to feel guilty about shopping choices as these are usually determined by income - budget restrictions and buying what the children will eat takes priority
- ★ Humour is seen as effective for increasing appeal of messaging



- ★ Consumers liked personified packaging as they focus on food products
- ★ Avoids judgment or stigmatisation of people & their shopping choices
- ★ Uses humour and an informal tone, which increases appeal to shoppers
- ★ Animated food packaging characters have dual appeal to adults & children – we know kids influence what goes in the trolley

# Strapline for campaign

*Healthier is easy when you look for the stars*

- ★ Tested well with household shoppers
- ★ Resonated because it invites them to do something that has been made easier for them
- ★ One consumer said “Eating healthy feels boring and hard. This makes it feel more welcoming and inviting”
- ★ The word ‘healthier’ was seen as incremental, achievable, aspirational and realistic. Less absolute than ‘healthy’



# Campaign roll-out from March

- ★ In supermarkets- this is key as it is where shopping and decision making behaviour occurs
- ★ Initially the focus for consumer attention will be on breakfast cereals as this category has the most HSR-labelled products in NZ supermarkets
- ★ It also offers the opportunity to remind consumers to compare similar products

# How can you help?

- ★ Show people the icon, explain what it is for and what to do
- ★ Not all types of food can reach a 5 star – look for the highest star
- ★ Reiterate that it compares similar products within a category
- ★ Explain the importance of whole foods and unpackaged foods for a healthy balanced diet
- ★ Colour, size and placement on the pack will vary
- ★ Reassure that this is independent and government led
- ★ Help spread the word via your networks
- ★ Refer people to the website for more detailed information

For further information about  
Health Stars go to:

[www.nutritionandactivity.govt.nz/health-star-ratings](http://www.nutritionandactivity.govt.nz/health-star-ratings)

Consumer information is also  
available at: [www.mpi.govt.nz/healthstars](http://www.mpi.govt.nz/healthstars)

# nutritionandactivity.govt.nz



Home Nutrition Activity

Search

## Welcome to the Nutrition and Activity Hub

This website provides resources and information to support people working in the nutrition and physical activity sectors.

### FIRST FOODS FOR YOUR BABY



#### Infant Feeding Resources

#### What's New



##### High Protein Supplements

Behind the Hype Information Sheet



##### Sweeteners

Behind the Hype Information Sheet



##### Community Partnerships

Active Healthy Strong Community Grants



Health Star Rating



Childhood Obesity Plan



Eating and Activity Guidelines

# Thank you

Any questions?

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