

Healthier is easy when you look for

~ *Health Stars* ~



Today I am going to:

- Explain what 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)

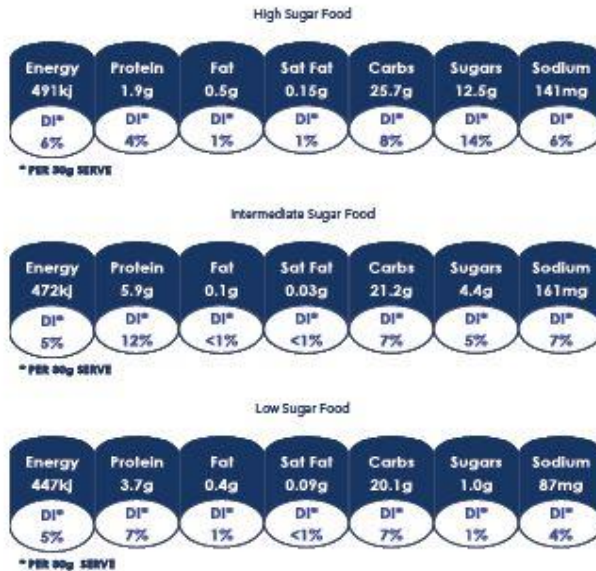
Average serving size: 88 g (2 slices)

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)



CERT TM



NZ Advisory Group Principles

Purpose

Front of Pack Labelling format should provide nutrition information that is easy for consumers to use, and help them make healthier choices

Fundamental principles

- ★ Interpretative system
- ★ Support Government nutrition policy
- ★ Meaningful within food categories
- ★ Evaluates the whole food and not just individual nutrients
- ★ Based on positive and negative nutrients
- ★ Accompanied by consumer education

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.





Health Star Ratings

- ★ One tool to help consumers make healthier food choices
- ★ It is an interpretive 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 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™

BE IN TO **WIN \$100,000** WORTH OF PRIZES



5 HEALTH STAR 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

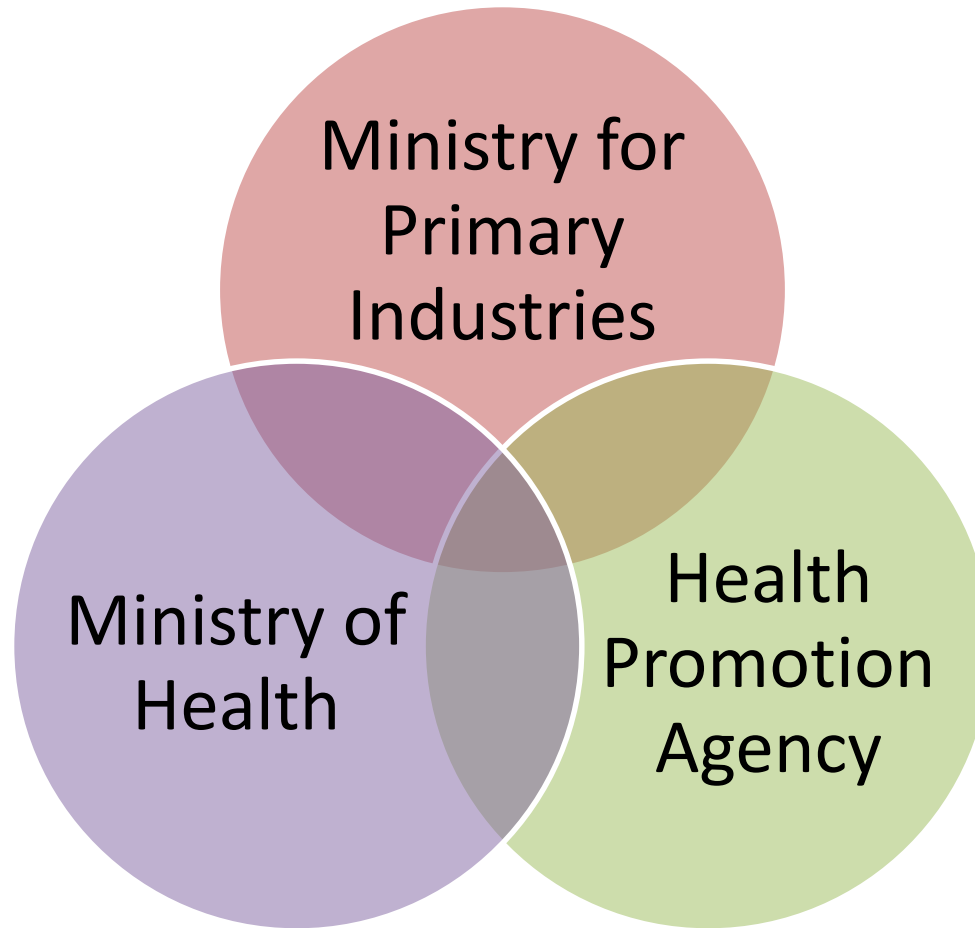


4.5 HEALTH STAR RATING

Energy	1460kJ
Tot Fat	8.2g
Sodium	2.9g
Sugars	27.0mg
Fibre	9.7g

Per 100g

Roles and Responsibilities



Health Star Ratings Consumer Campaign

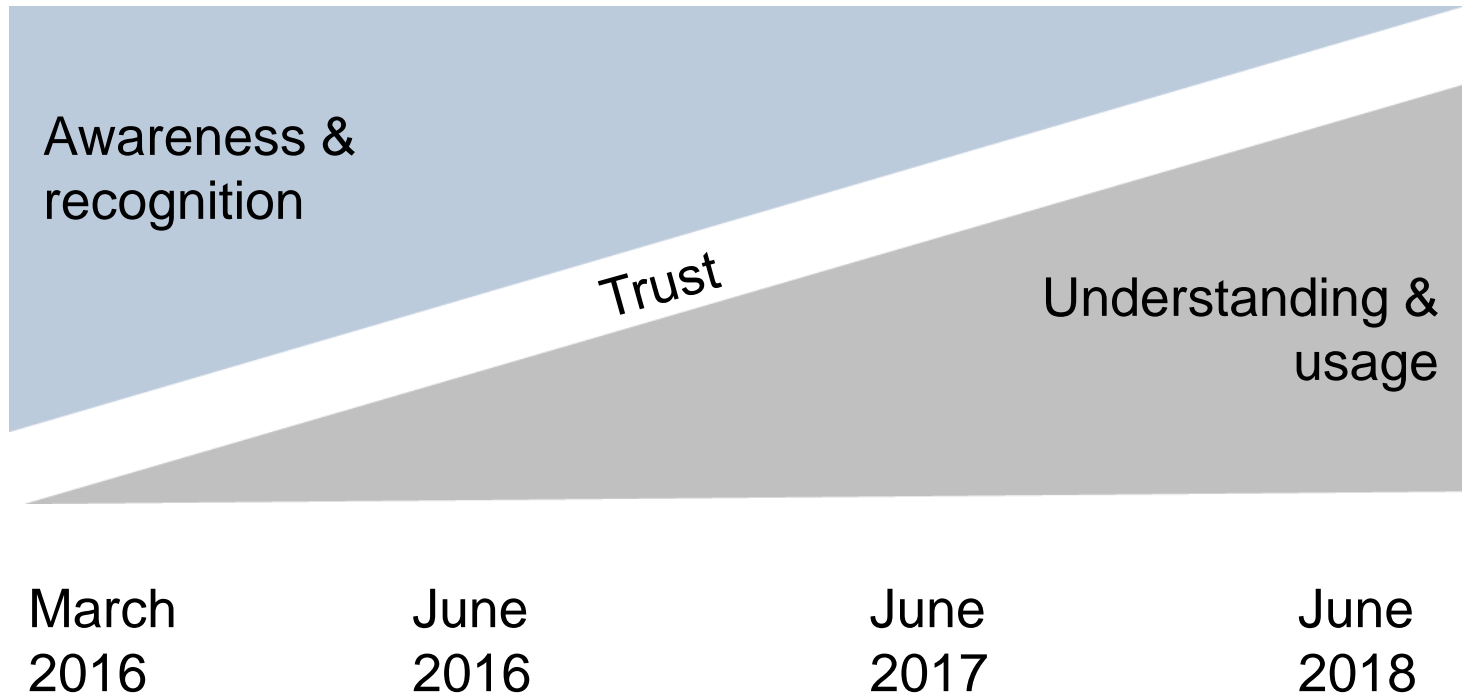


Increase consumer:

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

Campaign Strategy

Goes live March
2016



Consumer Campaign

Principles

- ★ Commercially-neutral
- ★ Government's commitment to support HSR
- ★ Enhance customer shopping experience
- ★ Messaging to evolve with customer journey
- ★ Increase consumer awareness, recognition, understanding, trust and correct use of HSR
- ★ Shopper monitoring and evaluation campaign in place to measure change over time.

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
- ★ Stakeholder engagement
- ★ Ongoing monitoring

Three Types of Shopper

High ← Motivation to buy healthy foods → Low

Engaged

Already reading labels and assessing healthiness.

Motivated to make health choices.

Restricted

Would if they could.

Barriers limit ability to buy healthier food.

Rejecters

Reject idea of assessing and comparing healthiness of foods due to cost and social norms.

Consumer Insights

- ★ Strong perception that healthy food is more expensive – opportunity for health star ratings to debunk this
- ★ Don't want to be told or made to feel guilty about shopping choices as usually determined by income
- ★ Humour effective for increasing appeal of messaging (esp in a government campaign)
- ★ Ministry of Health logo lent credibility – logical association with health advice



Consumers liked personified packaging

- ★ focuses on food products
- ★ avoids judgment or stigmatisation of people & their shopping choices
- ★ uses humour and cheeky informal tone, which increases appeal to shoppers
- ★ animated characters have dual appeal to adults & children

Strapline for Campaign

Healthier is easy when you look for the stars

- ★ Resonated with consumers 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.

Campaign

- ★ In-store is key as where shopping and decision-making behaviour occurs – campaign elements used dictated by real estate and logistics
- ★ On-line videos and YouTube March – July
<http://www.nutritionandactivity.govt.nz/health-star-ratings>
- ★ Adshels near supermarkets March 2016
- ★ In store floor decals and fins – Countdown
- ★ Advertising in New World digital mailer and Countdown mailer
- ★ More from July 2016

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

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



Questions?

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<http://www.nutritionandactivity.govt.nz/health-star-ratings>