

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)

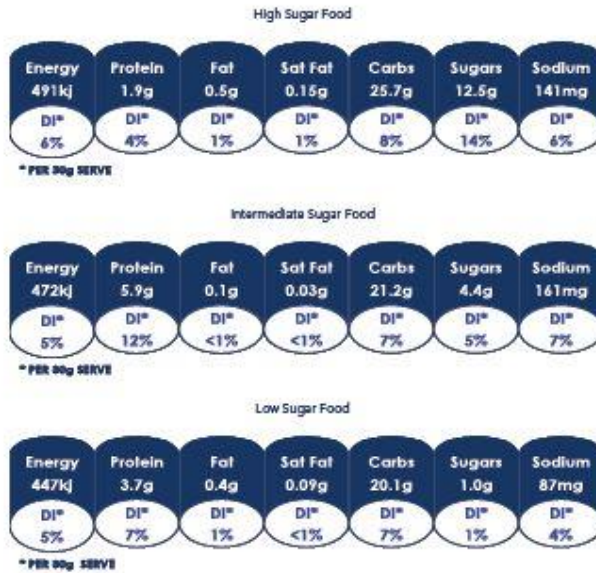
Average serving size: 88 g (2 slices)

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

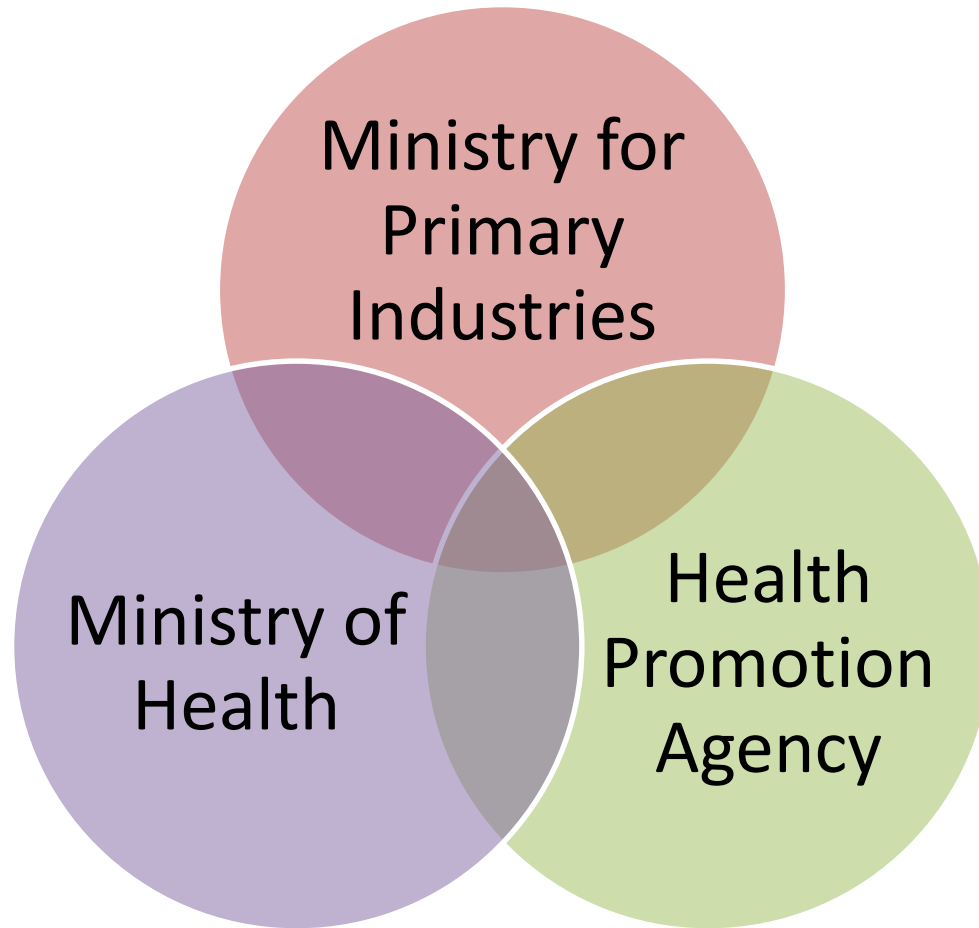


**4.5** HEALTH STAR RATING

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

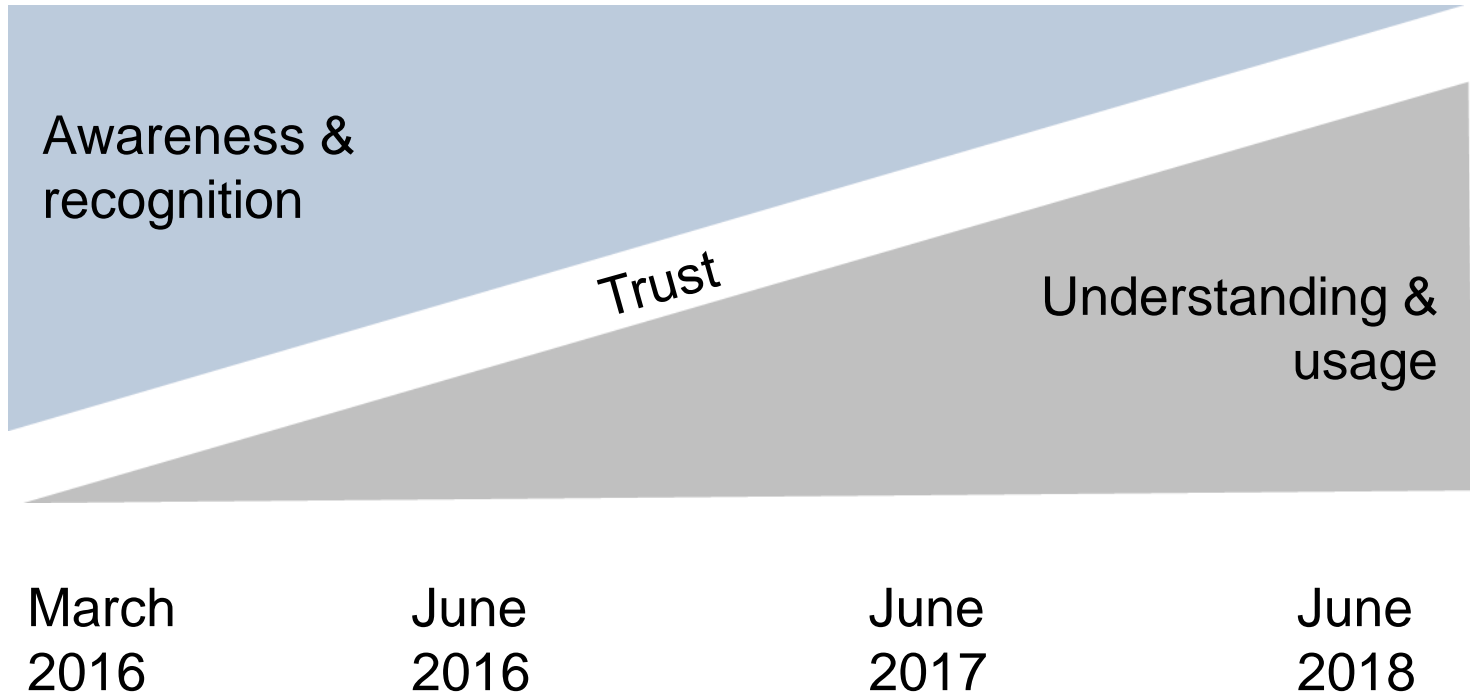


Increase consumer:

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

# Campaign Strategy

Goes live March 2016



# Consumer Campaign

## Principles

- ★ Be commercially-neutral
- ★ Has government's commitment to support HSR
- ★ Should enhance customer shopping experience
- ★ Use messaging to evolve with customer journey
- ★ Increase consumer awareness, recognition, understanding, trust and correct use of HSR
- ★ Have 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

# 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>