

Health Star Ratings

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)

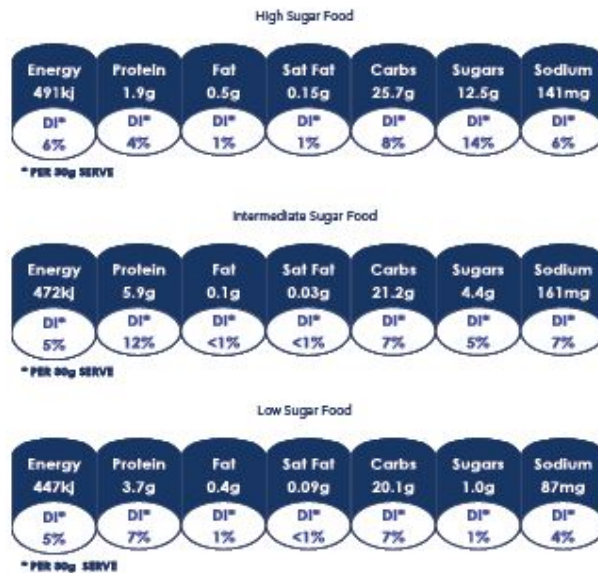
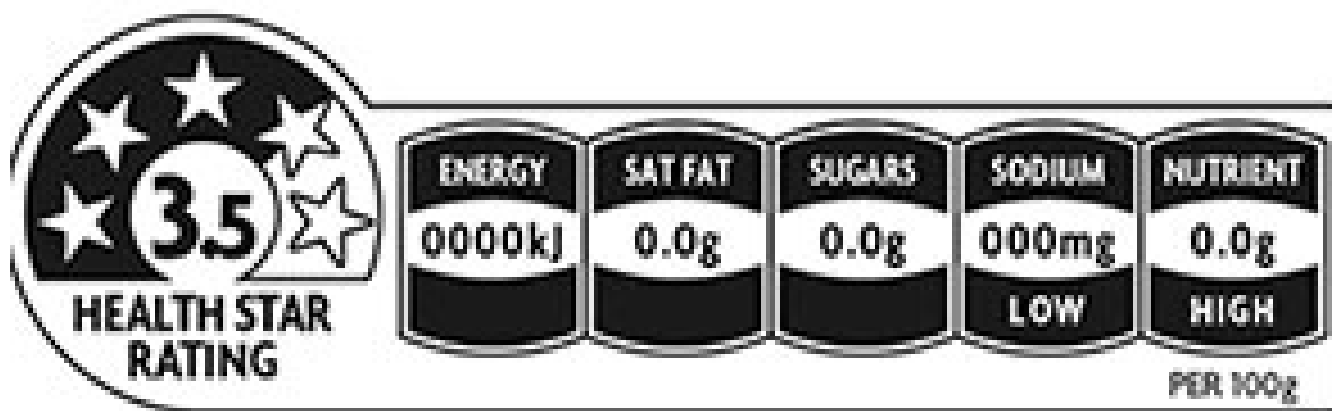


Figure 1: Traffic Light Labelling



CERT TM





Health Star Rating 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.



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



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

5 HEALTH STAR RATING

 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	Sodium	Sugar	Fibre
1400kJ	8.5g	2.5g	27mg

Per 100g

Some challenges...

Fries are healthier than cereal, ratings show

AMY JACKMAN

Last updated 09:37, July 26 2015

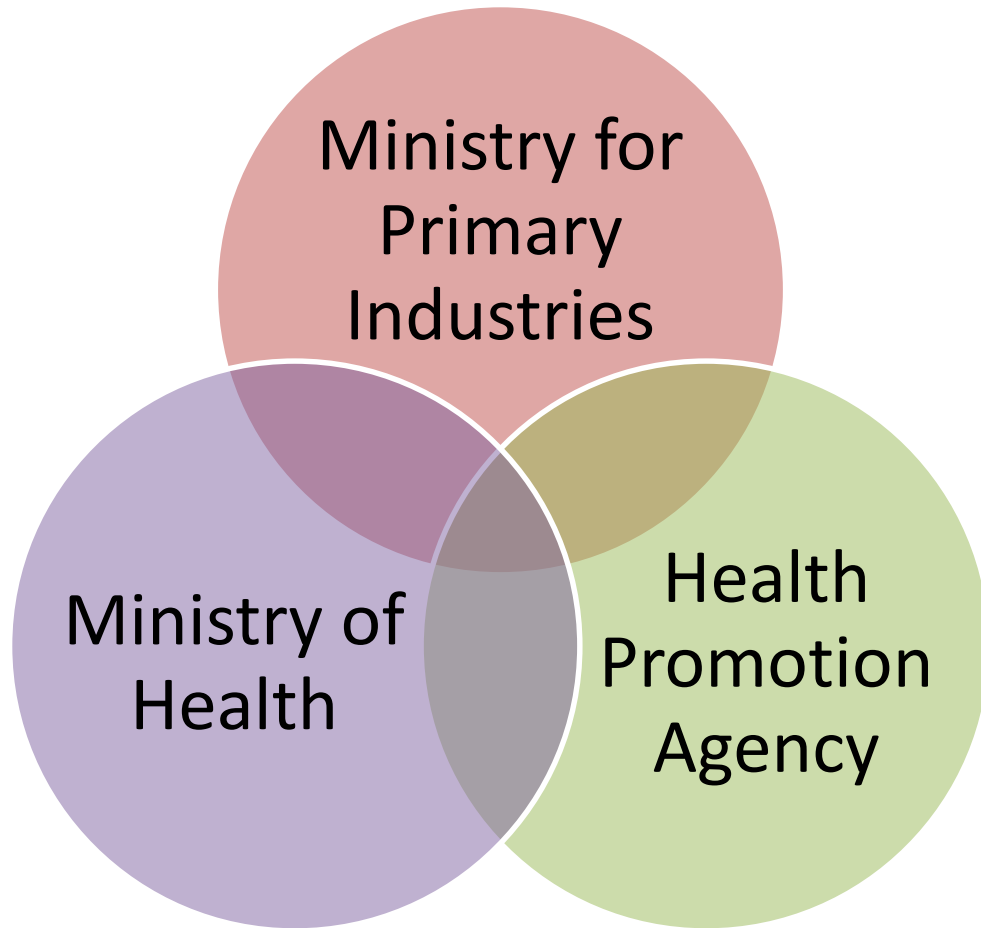


Peter Meecham

Nine-year-old friends Caoimhe Findlay, left, and Grace Meecham enjoy some oven-baked chips, considered more healthy than yogurt - at least according to the Health Star Rating system.

Chip lovers rejoice: crunchy potato fries are as healthy as some bran-based cereals, according to a controversial new food rating system.

Role and responsibilities





health
promotion
agency

BREWED — BY — CLOUDS

AVAILABLE AT ANY TAP NEAR YOU



Usebeck.com/anytapnearyou

1 DAY YEAR NAH



'Osi ta'u 4?

Fakahoko ho sivi ta'etotongi
B4 School Check!

Ko ha sivi faingofu ki he mo'u lelei mo e tupulaki 'a
ho'o tama' ke ne ma'u ai 'a e kamata lelei taha'
'I he'ene hū ki he ako'.



B4
school
check

Ke toe ma'u atu ha
fakamatala lahi ange:
Fetu'utaki:

Vakai ki he health.govt.nz/b4schoolcheck
Telefoni ki he 0800 933 922 ke 'ilo mei al' 'a e kau
fakahoko ngūe 'i ho fetu'u


6
MONTHS
SCHOOL
CHECK
SCHOOL
CHECK
SCHOOL
CHECK

"MY BROTHER ALMOST DIED." IT STARTED WITH A SORE THROAT



SUN PROTECTION ALERT

10:15AM — 4:55PM
PROTECTION REQUIRED
Whatever your skin colour
Data provided by NIWA



**Protect
your baby
from serious
diseases**

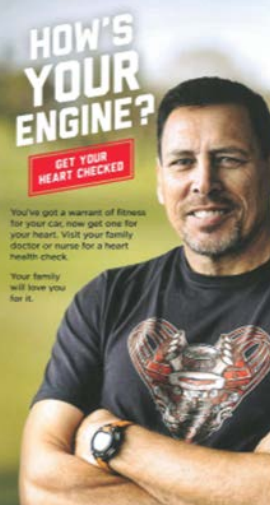
Immunise on time –
6 weeks, 3 and 5 months

**HOW'S
YOUR
ENGINE?**

**GET YOUR
HEART CHECKED**

You've got a warrant of fitness
for your car, now get one for
your heart. Visit your family
doctor or nurse for a heart
health check.

Your family
will love you
for it.



auahi kore
AOTEAROA
NEW ZEALAND
2025

**The
ME
OW**

**Is your gambling
still just for fun?**

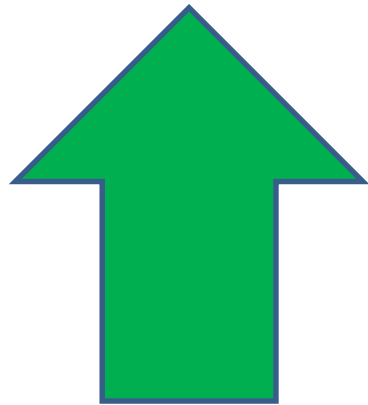


**"I'd come in at night feeling
buggered, but I'd look at my day
and I hadn't achieved anything."**

Doug. Farmer, Grassmere.



Health Star Rating consumer campaign



Increase consumer:

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

HSR consumer campaign

Oct

- Research to finalise key messages & inform campaign development

Nov/Dec

- Concepts consumer tested
- Preferred concept finalised

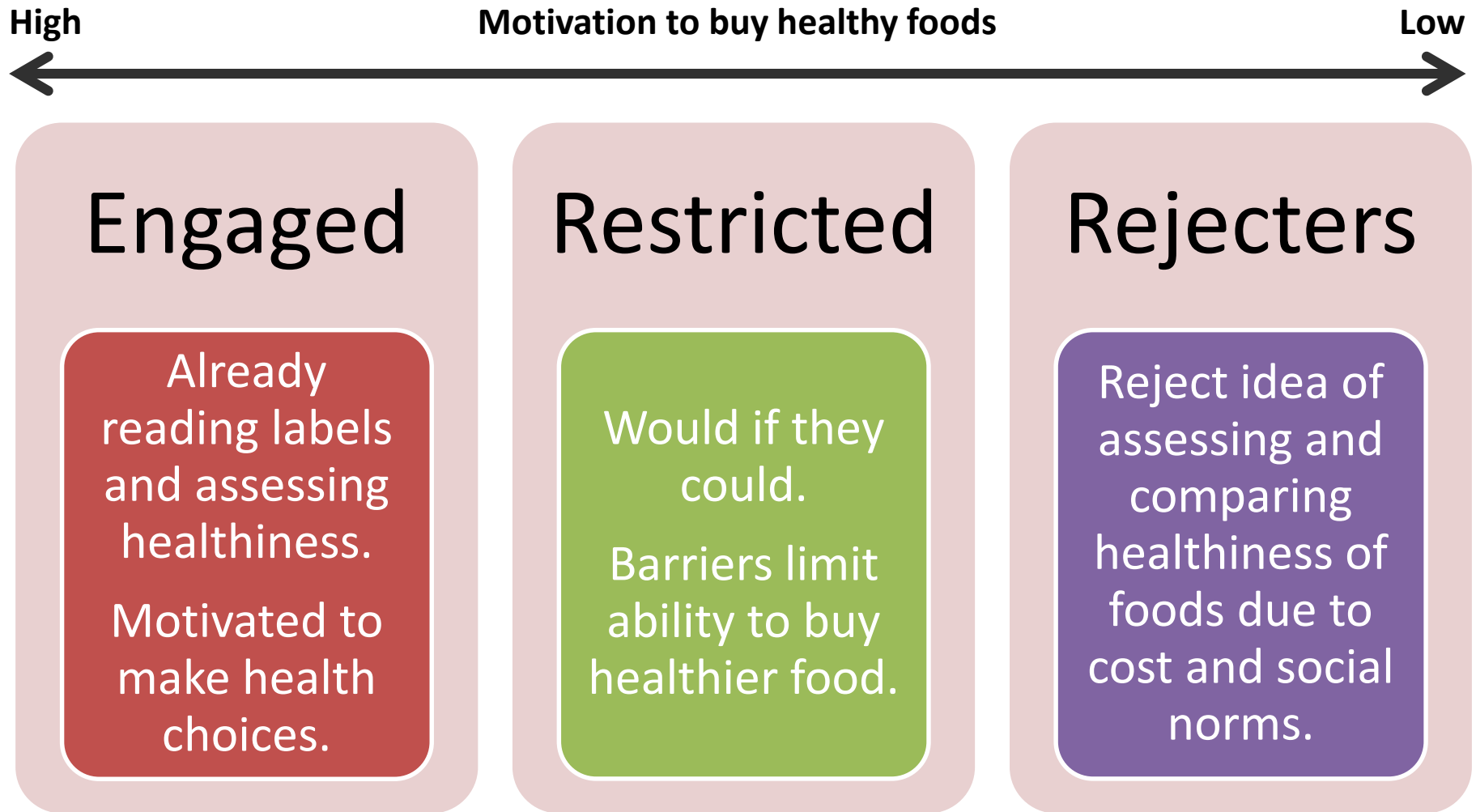
Jan/Feb

- Campaign production

March

- Campaign goes live in March 2016

Three types of shopper



Key messages for campaign

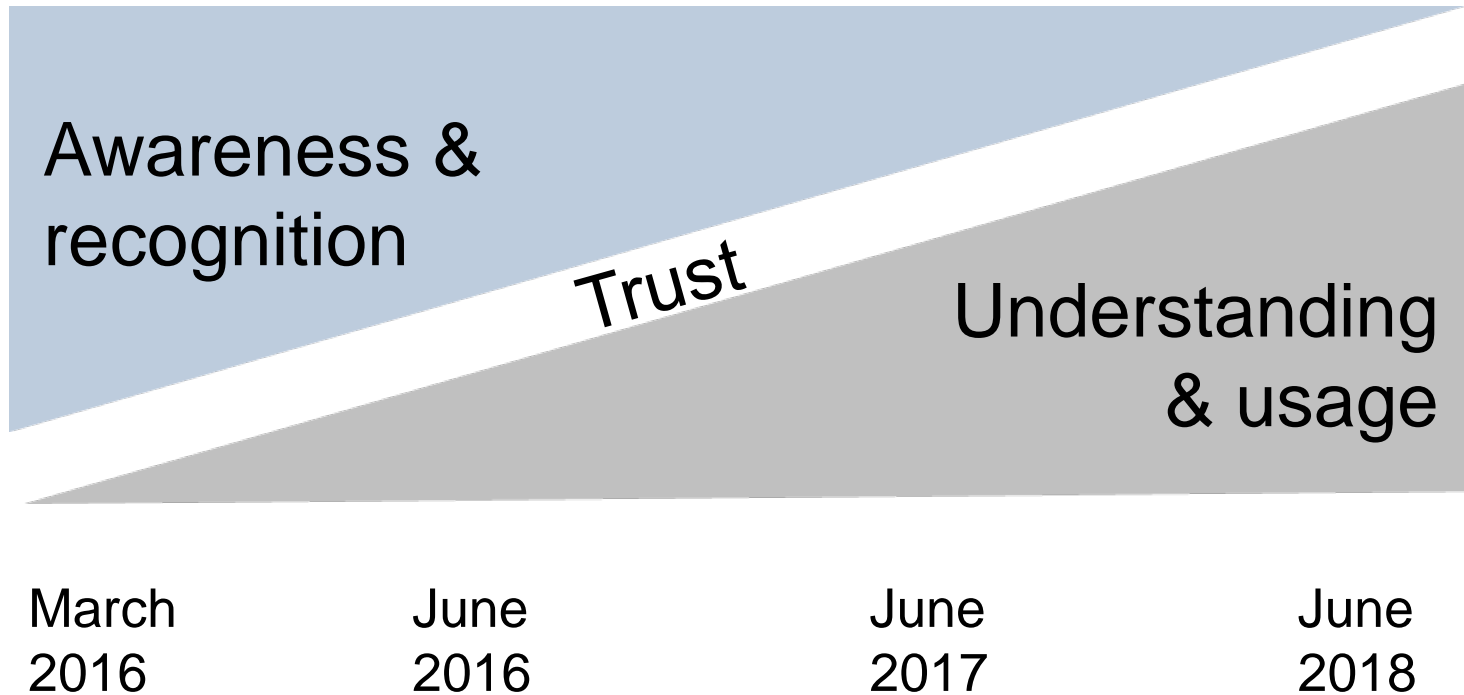
- ★ Health Star Ratings are a quick easy way for you to choose healthier packaged foods.
- ★ Health Star Ratings help you compare similar types of packaged foods, for example breakfast cereals with other breakfast cereals.
- ★ You can trust the Health Stars because they are independent.

Key messages cont'd ...

- ★ You'll see Health Stars on a range of packaged foods including lower cost products.
- ★ Over time, you'll see more packaged foods with Health Stars.
- ★ Here's what to look for when you're shopping for packaged foods



Campaign strategy



How can you help?

Show people the Health Stars and what to look for

Not all types of food can reach a 5 star – look for the highest star

Reiterate that it compares similar products

Colour, size and placement on the pack will vary

Explain the importance of whole foods and unpackaged foods for a good balanced diet

Reassure that this is independent and government led

Help spread the word via your networks

Refer people to the website for more detailed information

Thank you

Any questions?

Samantha Taylor
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**For further information about
Health Stars go to
www.mpi.govt.nz/healthstars**