

OBESITY PREVENTION POLICIES WORK



1 in 2 Jamaican adults and 1 in 3 Jamaican children are overweight/obese. A food environment that promotes eating unhealthy foods and beverages is a major risk factor. What can we do?

In June 2016, Chile introduced a **Law of Food Labeling and Advertising** in an effort to curb the effects of unhealthy foods and beverages on their high obesity rates. Recent studies have shown that comprehensive obesity prevention policies implemented in Chile led to a significant decrease in purchase of sugary drinks and less advertising and marketing of unhealthy food and drinks to children.

THE 2016 CHILEAN LAW INCLUDED A MENU OF WHO POLICY RECOMMENDATIONS:



Front-of-package warning labels on foods and beverages high in added sugars, salt, or saturated fats



The restriction of child-directed marketing of such foods



A ban on the sale of these foods and beverages in and near schools

KEY FINDINGS

Purchase of high sweetened beverages decreased by **24 %** after the regulation took effect.

Note. Chile also implemented a 5% increase on its sugary drink tax in 2014 which resulted in a 3.4% decline in sugary drink purchases but there were much larger reductions purchases once the additional policy measures were implemented.



58 % less unhealthy food advertisements after implementation of the television advertisement restriction. **44 %** less and adolescents saw

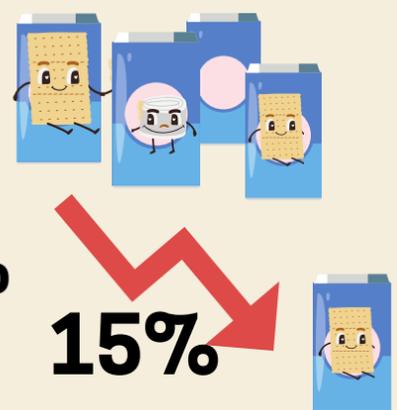
Pre-schoolers saw

The number of products high in sugar, salt or saturated fats with marketing to children on the packages decreased from

43%

to

15%



TAKE HOME MESSAGE

Combining three effective obesity control policies – front of-package labels, advertising restrictions, and regulations on where unhealthy foods are sold - can significantly reduce purchases of unhealthy beverages and influence how unhealthy products are marketed to children.

CALL TO ACTION

We deserve supportive environments to help us make healthier choices!

The Government of Jamaica should move to urgently implement effective comprehensive policy measures that can support healthier eating and other healthy lifestyle practices to protect the health of Jamaicans.

Source: Smith Taillie L, et al. (2019) An evaluation of Chile's Law of Food Labeling and Advertising on sugar-sweetened beverage purchases: a before and after study. PLOS Medicine. Preprint

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