WORKSHOP ON REGULATING FOOD MARKETING TO CHILDREN IN THE PACIFIC

21–22 November 2022
Novotel Nadi, Fiji
MEETING REPORT

WORKSHOP ON REGULATING FOOD MARKETING TO CHILDREN IN THE PACIFIC

Convened by:

WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR THE WESTERN PACIFIC

IN PARTNERSHIP WITH THE PACIFIC COMMUNITY (SPC), PACIFIC ISLANDS HEALTH OFFICERS ASSOCIATION (PIHOA) AND PACIFIC RESEARCH CENTRE FOR THE PREVENTION OF OBESITY AND NON-COMMUNICABLE DISEASES (C-POND)

Nadi, Fiji
21–22 November 2022

Not for sale

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NOTE

The views expressed in this report are those of the participants of the Workshop on Regulating Food Marketing to Children in the Pacific and do not necessarily reflect the policies of the conveners.

This report has been prepared by the World Health Organization Regional Office for the Western Pacific for Member States in the Region and for those who participated in the Workshop on Regulating Food Marketing to Children in the Pacific in Nadi, Fiji from 21 to 22 November 2022.
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**KEYWORDS:**

Health promotion – trends / Legislation, Food / Noncommunicable diseases – prevention and control / Obesity / Pacific Islands
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<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>C-POND</td>
<td>Pacific Research Centre for the Prevention of Obesity and Non-Communicable Diseases</td>
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<td>FNU</td>
<td>Fiji National University</td>
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<td>NCD</td>
<td>noncommunicable disease</td>
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<td>Pacific ECHO</td>
<td>Pacific Ending Childhood Obesity Network</td>
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<td>PICs</td>
<td>Pacific island countries and areas</td>
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<td>PIHOA</td>
<td>Pacific Islands Health Officers Association</td>
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<tr>
<td>PLF</td>
<td>Pacific Legislative Framework</td>
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<tr>
<td>SPC</td>
<td>The Pacific Community</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
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<tr>
<td>WHO</td>
<td>World Health Organization</td>
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SUMMARY

The increasing burden of childhood obesity and associated noncommunicable diseases (NCDs) is a major public health challenge for Pacific island countries and areas (PICs), undermining social and economic development. Childhood obesity prevalence is increasing, driven by changing lifestyles which have led to increased screen time and other sedentary behaviours, alongside an obesogenic food environment with low-cost, high-energy foods that are accessible and heavily marketed. Overweight prevalence among adolescents is increasing at alarming rates, reaching almost 60% in some PICs.

The marketing of unhealthy foods and non-alcoholic beverages is big business and has significant effects on children’s food preferences throughout the world. Efforts must be made to ensure that children everywhere are protected against the impact of such marketing and given the opportunity to grow and develop in an enabling food environment – one that fosters and encourages healthy dietary choices and promotes the maintenance of healthy weight. Protecting children from the harmful impact of marketing is a vital part of a comprehensive package of actions to reduce malnutrition in all its forms.

In October 2017, the Pacific Health Ministers discussed and endorsed the establishment of the Pacific Ending Childhood Obesity Network (Pacific ECHO). The Network was endorsed to provide a platform for collective advocacy and mutual support in implementing actions to remedy obesogenic environments and promote physical activity and obesity prevention across the Region. A working group comprising country representatives, technical agencies and a few universities in the Region coordinate the Network’s prioritized activities in the following areas:

- promotion of physical activity;
- fiscal policies; and
- restriction of marketing of unhealthy food and non-alcoholic beverages to children.

To effectively address these three priority areas, it is imperative that collaboration be strengthened throughout the Region and across sectors to: (i) coordinate policy development that is health promoting and tackles childhood obesity across sectors; (ii) implement interventions remedying obesogenic environments; and (iii) monitor and evaluate interventions to tackle childhood obesity.

In response to the increasing prevalence of childhood overweight, obesity and malnutrition, and the harmful impact of food marketing on children’s health, the World Health Organization (WHO) Regional Committee for the Western Pacific endorsed the Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific in 2019.

The Workshop on Regulating Food Marketing to Children in the Pacific aimed to provide technical assistance, capacity-building, networking, shared learning and support for a back-casting approach to planning for Member States in the Pacific to progress action on the implementation of national legislation to restrict food marketing of unhealthy foods and beverages to children.
1. INTRODUCTION

1.1 Meeting organization
The Workshop on Regulating Food Marketing to Children in the Pacific was jointly organized by the Pacific Ending Childhood Obesity Network (Pacific ECHO) with the World Health Organization (WHO) and Fiji National University (FNU) through the Pacific Research Centre for the Prevention of Obesity and Non-Communicable Diseases (C-POND) leading, and with full participation in planning, implementation and support from The Pacific Community (SPC), McCabe Centre for Law & Cancer, and the Pacific Islands Health Officers Association (PIHOA). SPC provided French translation services in preparation of and during the workshop to support the participation of French territories. A list of participants is available in Annex 2.

A two-part webinar was conducted virtually on 12–13 October 2022 to prepare the participating Member States for the workshop. The programme of activities for the webinar is available in Annex 3.

The meeting took place at the Novotel Hotel in Nadi, Fiji on 21 and 22 November 2022.

1.2 Meeting objectives
The overall goal of the workshop was to progress action on the national regulations to protect children from food marketing. To accomplish this, activities were designed to build capacity, strengthen cross-sectoral collaboration and develop a short-term plan of action. The objectives of the meeting were:

(1) to identify and assess opportunities and challenges in developing and implementing legislation to restrict the marketing of unhealthy foods and non-alcoholic beverages to children in the Pacific;
(2) to strengthen policy planning, prioritization, advocacy and implementation in selected priority countries; and
(3) to identify the next steps for progressing legislative marketing restrictions based on the status and situation of each Pacific island country and area (PIC).

2. PROCEEDINGS

2.1 Opening session
The workshop began with a hymn and prayer, followed by an overview of the global and regional perspective of regulating marketing to children presented by Dr Juliawati Untoro, Technical Lead, Nutrition, from the WHO Regional Office for the Western Pacific. Dr Untoro highlighted the regional perspective on the double burden of malnutrition; the alarming trend of increasing obesity prevalence in children; the cost of childhood obesity; the nutrition transition to increasing consumption of processed foods, including sugar-sweetened beverages; and increase in breast-milk substitute sales in the Region. She shared WHO’s position and resources, including the Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing.

The workshop was formally opened by the Dean of the College of Medicine, Nursing and Health Sciences at FNU, Dr William May, who stated the university’s commitment to tackling the multifaceted determinants of childhood obesity across the Region. He challenged Member States to utilize available resources and to take action.
2.2 Session 1: Review of pre-session webinar
Ms Daiana Buresova, Regional Manager for the Pacific at the McCabe Centre for Law & Cancer, gave a review of the pre-session webinar to remind participants of the topics covered and resources available, including:

- WHO resources and technical guidance on marketing regulation;
- Pacific ECHO selected priorities;
- case studies;
- execution, monitoring and compliance of regulations in PICs;
- legal controversies arising from industry interference; and
- the Pacific Legislative Framework (PLF) as a valuable resource.

2.3 Session 2: Childhood obesity trends
An informative presentation was given by Dr Haley Cash, Regional Noncommunicable Disease (NCD) Epidemiologist, PIHOA, on the epidemiological burden of overweight/obesity in childhood. The accelerated rates of increase in prevalence are concerning as one in four children in the Western Pacific are overweight. Dr Haley highlighted variations across the Pacific and reported that the top 10 highest rates of obesity are from countries in the Pacific, of which many are represented at this workshop. She also elaborated on the potential factors that contribute to the rise of childhood obesity. Participants discussed the need to strengthen surveillance, highlighting Pacific success stories that may be used as a learning mechanism. There is a need for clearer indicators when designing policy interventions to address effectiveness.

2.4 Session 3: Lessons from other countries
Dr Untoro shared lessons learned from the implementation of the International Code of Marketing of Breast-milk Substitutes and implementing restrictions on food marketing of unhealthy food to children. Currently no country has laws fully aligned with the Code – 15 out of 27 countries have legal measures but only seven have laws covering milk products targeted for use by children up to at least 36 months. Also, while 14 PICs have some healthy food policy, regulating of food marketing is still an under-utilized strategy.

Some lessons from Mongolia, Philippines and Chile were shared. Further recommendations include ensuring policy coherence to achieve maximum impact, requiring nutrition labels on taxed products, updating legislation to include digital and cross-border marketing, limiting marketing of taxed products, and adopting a more comprehensive approach to marketing regulation of foods high in fat, sugar and sodium.

2.5 Session 4: Economic impact review
Ms Shelley Wallace, Technical Officer/Responsible Officer, WHO Division of Pacific Support, provided an informative session on the economic burden of childhood obesity, contrasting industry investments with economic costs to countries. The World Obesity Federation and RTI have developed a model which estimates the direct costs of obesity using predicted rates of obesity. The costs include medical (32%) and non-medical costs such as cost of treatment and travel costs to treatment, while the indirect costs (68%) include premature mortality and productivity losses (31%) from absenteeism, presenteeism and premature mortality. Additionally, the model predicts the total cost in dollars and as
a percentage of gross domestic product, for 2020 and 2060. The findings further place responsibility for action not with the individual consumer but with decision-makers to create environments that are health enabling.

During the discussion, participants from the French territories pointed out that food industries are generally profit driven and focus on the production and promotion of unhealthy rather than healthy foods.

2.6 Session 5: Regulatory frameworks
Ms Buresova provided guidance to Member States on the current national regulatory frameworks, relevant legislations and potential mechanisms that currently address – or could potentially serve to regulate – the marketing of unhealthy food to children. A review of each country’s regulatory frameworks helped in the development of plans. For example, some countries need to move ahead with implementation as the authority has been designated within legislation; other PICs may have well-designed and comprehensive bills that have stalled without movement for long periods of time. These situations require different strategies to move towards national regulations protecting children from marketing of unhealthy foods and beverages. Participants discussed progress, barriers, challenges and opportunities in their countries.

2.7 Session 6: Legislative framework
Dr Amerita Ravuvu, NCD Policy and Planning Adviser at SPC, shared some highlights from Chapter 6 of the PLF aimed at regulating the marketing of unhealthy foods and sugar-sweetened beverages to children. She highlighted the main objectives and rationale for the regulations and provided some examples to help in understanding the legislative policies, legislative plan and draft legislative provisions.

2.8 Session 7: Industry interference
Ms Buresova encouraged consideration for the prevention of industry interference as food and beverage companies are motivated by profit maximization. She emphasized that these industries apply similar tactics and strategies as the tobacco industry to delay, subvert, or undermine public health policies. These include:

- having undue influence on policy-makers;
- discrediting or distorting the science; and
- preempting or instituting litigation.

She shared guidelines on preventing and managing conflicts of interest to protect food and nutrition policies in the international nutrition space.

2.9 Session 8: Group work on Country Action Framework
A template was provided along with a brief situational analysis for each participating Member State to develop an action plan based on their current situation and status of relevant work. The use of a multisectoral approach was emphasized in the different roles and responsibilities of government partners from other sectors such as trade and education. Representatives from WHO, C-POND, PIHOA, McCabe and SPC were all on hand to answer questions and provide technical assistance for the development of the country plans.

All Member States reported back to the larger group, sharing the highlights of their discussions and analysis as well as their plans to regulate food marketing to children.
WHO and the convening partners, as coordinating members of Pacific ECHO, will continue to provide ongoing technical support as countries progress these action plans.

3. CONCLUSIONS AND RECOMMENDATIONS

3.1 Conclusions
Participants noted that regulating food marketing is an important step to addressing childhood obesity in the Pacific and they have developed draft action plans based on the status and context of their country. Participants appreciated the sharing of current recommendations and evidence from WHO and experts from Network partners and looked forward to the continuous support in implementation phases.

Participants also noted that cross-border marketing and industry interference are challenging. Initial impact could be made through national regulations that include limiting sponsorships by food and beverage companies of events where children are present. Addressing cross-border marketing would likely be a next step and may require a regional approach and different regulatory mechanisms, potentially calling upon the inclusion of health protections within trade agreements.

3.2 Recommendations

3.2.1 Recommendations for Member States
Member States are encouraged to consider the following:

(1) Brief the offices of their country ministers and/or other high-level officials in preparation for the Pacific Heads of Health and the Pacific Health Ministers Meeting to be held on 25–27 April 2023 on the process of developing their draft action plans based on lessons learned and recommendations from the workshop.

(2) Implement their plans developed at the workshop together with multisector partners in their country.

(3) Continue to engage with other Member States and with Pacific ECHO coordinators to advance regulations on food marketing, including making requests for technical assistance and support.

3.2.2 Recommendations for WHO
WHO is requested to consider the following:

(1) Continue providing technical support to country implementation plans aligned with the Regional Committee resolution on protecting children from the harmful impact of food marketing, as appropriate according to national contexts.

(2) Include cross-sector partners when convening, as was done in this workshop.

(3) Continue to build Pacific-specific case studies and data.

(4) Identify opportunities within the Pacific context to effectively regulate cross-border marketing.

3.2.3 Recommendations for other partners
Other partners are encouraged to consider the following:
(1) Support PICs in the implementation and monitoring of childhood obesity priorities and plans of action.

(2) Foster effective collaboration between civil society organizations within and across PICs, and with governments, Network partners and stakeholders, to better support implementation of childhood obesity priorities.

(3) Support operational research on impact assessment to strengthen evidence-based childhood obesity interventions.

(4) Support the implementation, monitoring and implementation of countries’ childhood obesity priority plans, and strengthen evidence-based interventions in the regulation of food marketing.
Annex One

WORKSHOP ON REGULATING FOOD MARKETING TO CHILDREN
IN THE PACIFIC

Nadi, Fiji

PROGRAMME

Day 1, Monday 21 November 2022

08:00-08:30 Registration

8:30 Prayer Dr Gade Waqa

08:35-9:00 Welcome and opening remarks Dr Juliawati Untoro
Technical Lead, Nutrition, Division of Healthy Populations
WHO/WPRO

Dr William May
Dean, College of Medicine, Nursing and Health Sciences
Fiji National University

09:00-9:20 Introductions and icebreaker Dr Amerita Ravuvu
NCD Policy and Planning Advisor
Pacific Secretariat/SPC
09:20-09:40 Workshop overview
Dr Gade Waqa
Head of C-POND, Pacific Centre for the Prevention of Obesity and Noncommunicable Diseases

09:40-10:00 Review of pre-session webinar
-Resources and guidance
-Pacific Legislative Framework
-Regulatory Frameworks
-Country activities and examples
Ms Daiana Buresova
Regional Manager, McCabe Centre for Law & Cancer

10:00-10:15 Childhood Obesity Trends
Dr Haley Cash
NCD Regional Epidemiologist for the USAPIs

10:15–10:45 Tea break
-Group photo
-Tea
-Mobility break

10:45-11:10 Lessons from other countries
-Q&A
Dr Juliawati Untoro

11:10-11:30 Economic Impacts
-Review
Ms Shelley Wallace
Technical Officer, NCD Prevention Division of Pacific Support WHO/WPRO

11:30-12:00 Regulatory Frameworks
Ms Daiana Buresova

12:00-13:00 Lunch

13:00-13:30 Pacific Legislative Framework
-Q&A
Dr Amerita Ravuvu

13:30-14:00 Industry Interference
-Group discussion
Ms Daiana Buresova

14:00-15:00 Group Activity
-Review situational analysis
Dr Juliawati Untoro

15:00-15:15 Tea
-Mobility break

15:15-16:00 Group Activity
- SWOT analysis
Dr Juliawati Untoro
Day 2, Tuesday 22 November 2022

08:30-08:45  Welcome and announcements
Ms Shelley Wallace

08:45-09:15  Group Activity
- Marketing
Ms Shelley Wallace

09:15-10:00  Decision Points review
- Q&A
- PLF
- Activity complete templates
Dr Juliawati Untoro
Dr Amerita Ravuvu

10:10-10:15  Tea and movement break

10:15-12:00  Working sessions
- Plan/draft
Dr Amerita Ravuvu
Advisors

12:00-13:00  Lunch and group photo

13:00-14:40  Working sessions
- Plan/draft
Advisors

15:00-15:20  Tea and movement break

15:20-16:30  Report back
- Countries share plans and progress
Dr Gade Waqa

16:30-16:45  Wrap-up
- Evaluation
Dr Julia Untoro
Dr Gade Waqa
Annex Two

WORKSHOP ON REGULATING FOOD MARKETING TO CHILDREN
IN THE PACIFIC

Nadi, Fiji 21 November 2022
21-22 November 2022 ENGLISH/French

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Annex Three

AGENDA
Preparation Webinar:
Regulating the Marketing of Unhealthy Foods and Sugar Sweetened Beverages to Children

The goals of this webinar are three-fold:
1. To review the purpose of marketing restrictions towards unhealthy food products
2. To review decision points, mechanisms and resources and identify key elements needed to adopt a policy and analyse approaches to regulate the marketing of unhealthy food products
3. To identify and discuss the structures and stakeholders that are involved and needed to effectively enforce the restrictions on advertising and promotion within existing legal frameworks

Wednesday 12th October 2022

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<tr>
<th>Time</th>
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| 10:00am | Welcome and Overview (SPC) | Welcoming remarks: Dr Si Thu Win Tin (Team Leader, NCD Programme, Public Health Division, Pacific Community - SPC)  
Virtual group photo  
Presentation of Agenda and structure of the webinar (goals, methods and expected results) |
| 10:15am | Session 1 Lead:  
Shelley Wallace (WHO)  
Dr Amenita Ravu (SPC)  
Daiana Buresova (McCabe Centre for Law and Cancer) | 1a. Why marketing restrictions?  
- Best-Buy Recommendation and Purpose  
- Pacific ECHO Strategic Priority Area 2  
- Existing international regulatory frameworks that permit the regulation of marketing |
| 10:45am | Dr. Haley Cash (PIHOA – Pacific Island Health Officers’ Association) | 1b. Google Jamboard Activity: Country presentation and discussion about existing national regulatory frameworks (Drawing on pre-webinar questions):  
1. What marketing practices are highly visible and are a perceived problem?  
2. Does country have a law or regulation to regulate marketing?  
3. Describe which marketing techniques and instruments are restricted?  
4. Who is responsible for implementation of the law or regulation that addresses marketing?  
5. Describe the monitoring and compliance mechanism?  
6. What are the sanctions or penalties for those who do not comply?  
7. What other application mechanisms does country have to guarantee compliance with policies?  
8. Could country’s legislation on the regulation of marketing improve? If so, which aspects and what are some possible actions toward improvement? |
| 12:00pm | Dr Sade Wadda (IC-POND) | 1c. Group discussions reporting back to plenary |
| 12:30pm | Daiana Buresova (McCabe Centre for Law and Cancer)  
Dr Julawati Untoro (WHO Western Pacific) | 1d. Considerations, decision points and mechanisms  
- Key elements needed to make the execution, monitoring, and compliance with restrictions on advertising and promote more effective |
<p>| 1:00pm | End of Webinar |</p>
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<tr>
<td>10:00am</td>
<td>Session 2 Lead: Dalana Buresova (McCabe Centre for Law and Cancer)</td>
<td>2a. Existing national regulatory rights protection frameworks that exist in the Region's countries that would make it possible to restrict the advertising and promotion of unhealthy food products</td>
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<td>10:15am</td>
<td>Dr. Haley Cash (PIHOA – Pacific Island Health Officers' Association)</td>
<td>2b. Google Jamboard Activity: Taking the first steps to preparing a roadmap on the use and/or improvement of national legal frameworks to restrict the marketing of unhealthy food products, actors, and structures</td>
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<td>- Country sharing/mapping on actors, structures, processes and mechanisms that are relevant to regulating the marketing of unhealthy food products.</td>
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<td>- Activity questions to include:</td>
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<td>1. Are there national or subnational laws and regulations in country that can restrict marketing in general or for specific products (e.g., consumer protection, child protection, unfair market competition, and weapons) and could be used to restrict the marketing of unhealthy food products?</td>
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<td>2. How does the accountability system work? (e.g., complaints, monitoring, and sanctions)</td>
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<td>3. How could these existing mechanisms be used to restrict the marketing of unhealthy food products?</td>
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<td>4. Which actors should be involved?</td>
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<td>5. What structures are needed?</td>
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<td>6. How can the use of current legislation be improved in country to restrict the marketing of unhealthy food products?</td>
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<td>7. What processes and mechanisms could be explored? Which ones could be improved and how?</td>
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<td>8. How could the processes and mechanisms be made friendlier for the population?</td>
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<td>11:30am</td>
<td>Shelley Wallace (WHO) Dr Gade Waqa (C-POND)</td>
<td>2c. Cases of legal controversies related to food product marketing to children (successful cases of restrictions and applications of sanctions to advertising and promotion of unhealthy food products)</td>
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<td>11:50am</td>
<td>Dr Amerita Ravuvu (SPC)</td>
<td>2d. Pacific Legislative Framework: Chapter 8: Regulating marketing of unhealthy foods and sugar-sweetened beverages to children</td>
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<td>- Policy objectives and rationale</td>
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<td>- Legislation Plan</td>
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<td>- Suggested draft legislative provisions</td>
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<td>12:15pm</td>
<td>Dr Gade Waqa (C-POND)</td>
<td>2e. Conclusion and Summary of discussions to inform face-to-face November workshop</td>
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<td>1:00pm</td>
<td>End of Webinar</td>
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Annex Four

Country Action Framework

A standard template was shared for the countries to use during the exercise. Country representatives were encouraged to discuss and provide recommendations, actions, lead agency, timeframe and resources on the following: Policy framework (e.g. Establish or strengthen legal and regulatory framework), Multisectoral and multi-stakeholder collaboration, (Multisectoral and multi-stakeholder actions with clearly defined roles and responsibilities, Advocacy and communication (Raise public awareness through consumer education and communication) and Evidence, Monitoring and evaluation (Undertake review of situational context).

Some of the selected actions are provided below:

1. **Cook Islands** – In strengthening legal and regulatory framework, they plan to add marketing regulation for children to the Public Health Bill 2022 as well as add the Pacific Legislative Framework Regulation to Public Health Bill 2022 List of Regulations. In strengthening enforcement and compliance mechanism, the team plans to review the current enforcement and their compliance activities to identify the gaps, develop a SOP and a training manual and program for enforcement officers.

2. **French Polynesia** - In strengthening their legal and regulatory framework, they plan to establish the action plan for the short and medium term and implement this once approved by the Council of Ministers. They also plan to improve their collaboration across different sectors through a wide consultation with civil society (e.g., parents' association, doctors' association, dieticians' association, dentists, consumers' association), importers, processors and local producers and service providers e.g., child protection services.

3. **Fiji** – Three key actions to establish or strengthen their legal and regulatory framework: 1) seek endorsement on the Restriction on Marketing of food and drinks to Children Regulations to strengthen the existing legal framework; 2) develop/adapt and implement the front of pack nutrition labelling and 3) seek endorsement of the Fiji Policy on Food and Nutrition Security. To strengthen their enforcement and compliance mechanisms, Fiji aims to undertake: 1) more audits and compliance checks, and 2) comprehensive school health check activities that will also cover secondary schools.

4. **Palau** – 1) Plans to improve School Wellness and Nutrition Standard by conducting qualitative research to assess gaps in school policy (RPPL 10-13) and 2) design and strengthen enforcement based on guideline (e.g. no outside junk food) and train school staff on nutrition & policies.

5. **New Caledonia** – For advocacy and communication, they plan to raise public awareness through consumer education and communication and use media campaign and health education as mediums to affect this. They plan to strengthen their legal and regulatory framework through 1) establish a cross-sectoral marketing restriction working group, 2) conduct a preliminary analysis that includes their epidemiological situation, review of legislation and competences, state of regulatory needs, expected impacts on health, economy, and industry (connected with manufacturing process) / Concept note for politicians and 3) integration of marketing restriction in the future sugar tax.

6. **Tonga** – To strengthen their legal and regulatory framework, the team plan to conduct consultations with relevant stakeholders. The other options include 1) to amend the Food Act and make regulations under the Food Act to regulate food marketing to children in Tonga.; 2) submit policy paper to Cabinet for approval.
Annex Five

Workshop on Regulating Food Marketing to Children in the Pacific (Nov 2022) Evaluation

How would you rate your skillset to identify and assess opportunities and challenges in developing and implementing legislation to restrict the marketing of unhealthy food and non-alcoholic beverages to children in your jurisdiction?

What were the key things that you learned about how to identify and assess opportunities and challenges in developing and implementing legislation to restrict the marketing of unhealthy food and non-alcoholic beverages to children in your jurisdiction?

- Common issues and interesting examples and exchanges
- As a lawyer in charge of consumer law, including legislation of marketing/advertising I didn't learn many things about that, but I learned a lot about why we should regulate marketing of unhealthy food in children.
- Different points of views between different ministries in my country and between different countries present
- Economic impacts, regulatory framework, and interference by the food industry helped me understand and think of questions of what is happening in Palau
- Challenge - industry interference; Opportunities - political climate/drive, synergizing goals/objectives, leveraging community and connected networks
- That legislation is important and that without legislation it becomes another challenge
- Understanding conflict of interest
- It was good to find out what we can or cannot do
- I learnt about industry interference when different countries shared their experience regarding placing bans and restrictions; the importance of advocacy
- How to progress the Fiji documents x 3
- Establishing regulatory frameworks for the marketing of unhealthy foods and non-alcoholic beverages
- Have an act; have legislation framework; partnership
- I didn't know the PLF before this work session
• Strengthening networking and partnership; Identify key stakeholder and actors; Mapping out local context; Prioritization of resources and identify capacity and support required; Address industry interference appropriately

How would you rate your skillset to strengthen policy planning, prioritization, advocacy, and implementation in your jurisdiction?

What were the key things that you learned to strengthen policy planning, prioritization, advocacy, and implementation in your jurisdiction?

• Cross-cutting
• I learnt that there are a lot of stakeholders so policy planning must define precisely who is responsible for what
• Consider the different limits to strengthen policy and establish legislation (for example the importance of political choices)
• learned that other countries have different processes of passing law
• Policy dialogues, synergizing with political and stakeholder interests, advocacy at all levels-community to policy makers
• That we need to do more regarding enforcement and that legislation is just one part of the work
• Strengthening the gaps
• Importance of different parties coming together to discuss policy and spread awareness; government working with CSOs to successfully implement
• Importance of evidence to inform policies
• Consulting both relevant stakeholders and create awareness
• approval of cabinet; consultation; multi-sectoral approach
• Intersectional work is essential
• Strong multisectoral approach; Appropriate resources and capacity; Evidence-based information for consultation; Clarifying roles and responsibilities of key actors; Secure funding for sustainability and positive outcomes
How would you rate your skillset to identify next steps for progressing legislative marketing restrictions based on the status and situation in your jurisdiction?

What were the key things that you learned to identify next steps for progressing legislative marketing restrictions based on the status and situation in your jurisdiction?

- As a lawyer and a legal advisor I know what are the next steps but it was great to exchange these issues with the health department
- Lots of things! But as I said it is not my area of action, but it is very interesting
- Not learned but strategize on how we can assess gaps on existing policies and address
- How to tackle of address industry interference; how to change community as a connected voice to policy makers; how to identify conflicts of interest; how to work with SG’s office and progress this
- Use the current legislation to strengthen regulation
- Being creative is important and thinking about the target audience
- Fiji already has a draft so effort to strengthen it and enforce it by spreading awareness and working with all agencies to ensure everyone is on the same page
- Planning to meet with colleagues from SG’s office
- Need for regulatory framework to be in place to strengthen the regulation of unhealthy items
- Work together to implement plan; approach top management level; consultation with mission leaders
- Stakeholder consultation
- Stock taking and legal gap analysis- local context; proper process and protocol for legislation; development and submission; utilize existing legislation and platforms in place; identify and secure financial support for sustainability
Is there anything that was covered during this workshop that you’re still unsure about?

- The ability to make a regulation that can be really enforced either on legal matter than political matters (but we will try)
- The legislative processes in all countries- it would be good to have this presented in future workshops
- Excellent coverage for all sessions

How can we improve this workshop?

- French translation
- I think this was great- maybe a little bit more exchange between countries- but useful with some time to hear from other countries
- Maybe with more exchange between countries; French translation
- French translation; exchange with other countries
- Better coordination with travel, allow us to invite the other partners (education, justice)
- 1. Enjoyed the local mobility breaks 2. Good interactive adult learning lessons 3. It would be great to get more Pacific Islanders in from other countries 4. Good facilitation- loved the implementation
- I think that there needs to be more interaction between countries
- More organized; strict reporting time so participants respect the space and the time
- Well-coordinated and organized
- It would be good if future workshops share non-regulatory measures in place in countries that have been successful
- French translation
- I'm fine with all aspect of the workshop
Any additional comments:

- Thanks a lot for the great workshop, it was great and worked well.
- No, I hope to start again this kind of meeting! Thanks for the organization! Maybe about the money which is given for the travel. I think it is too much.
- Thank you for a good workshop!
- Thank you it was good to hear the challenges and successes of the countries in regards to marketing
- There should be some sort of accountability required from countries participating to report back on what effort has been put in by them (whether successful or not) to ensure that the objective of the workshop is achieved
- Appreciate the logistics, vinaka
- Thank you
- Thank you so much for a good workshop which provides eye opening for the future of our country
- Bula- thank you!
- Vinaka!
Annex Six

WHO GUIDANCE AND RESOURCES ON FOOD MARKETING RESTRICTIONS

Food Marketing Exposure and Power and Their Associations with Food-Related Attitudes, Beliefs and Behaviours: A Narrative Review

Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific

Report on the Commission on Ending Childhood Obesity

International Code on Breastmilk Marketing

How the marketing of formula milk influences our decisions on infant feeding

Marketing of breastmilk substitutes National Implementation Status Report 2022

WHO set of recommendations on the marketing of foods and non-alcoholic beverages to children

Regional Action Framework on Protecting Children from the Harmful Impact of Food Marketing in the Western Pacific

Nutrient Profiling Tool WPRO

A future for the world’s children?

World_Obesity_Atlas_2022_WEB.pdf (worldobesityday.org)

PACIFIC RESOURCES

The Pacific Health Ministers’ NCD Policy Roadmap (2014) and related monitoring tool, the MANA dashboard

The Pacific Legislative Framework chapters 5 and 6.