

# **BIA-Obesity (Business Impact Assessment – Obesity and population nutrition) Tool Australia 2018**

## **Methods - Supermarkets v1.0**

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Process and indicators for assessing commitments, disclosure practices and performance of companies at the country level in Australia as part of INFORMAS

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## Overview

This document outlines the methods for applying the BIA-Obesity (Business Impact Assessment – Obesity and population nutrition) tool in Australia for assessment of food company policies related to obesity prevention and nutrition.

The BIA-Obesity tool provides a framework to benchmark food company policies and commitments related to obesity and population nutrition. The tool consists of a range of indicators across six action areas, with tailored measures for food and beverage manufacturers, quick service restaurants and supermarkets. For each indicator, INFORMAS developed graded assessment criteria to enable benchmarking at a sector, country and global level. These criteria take into account the nature of policies (including comprehensiveness and specificity) as well as the extent of public disclosure of these policies.

This document outlines the methods for assessing supermarkets.

## Tool development

The BIA-Obesity tool was developed by [INFORMAS](#)<sup>1</sup> (International Network for Food and Obesity/NCDs Research, Monitoring and Action Support), a global network of public-interest organisations and researchers that seek to monitor and benchmark public and private sector actions to create healthy food environments and reduce obesity and NCDs globally.

The methods for the tool are based on those developed for the [Access to Nutrition Index \(ATNI\)](#). ATNI is a tool designed to measure and benchmark the nutrition-related commitments, performance and disclosure practices of global food and beverage manufacturers to enable comparison of company performance with reference to international norms and standards. The ATNI methodology was developed over several years, with extensive input from a wide range of stakeholders including academics, policy makers and representatives from non-government organisations, the food industry and investment firms.

While the ATNI approach is well suited to its purpose, several aspects of ATNI are not completely aligned with the goals and objectives of INFORMAS. Firstly, ATNI is relatively resource-intensive to implement. In practice, this limits the number of companies and geographic scope that can be assessed by ATNI. While, in addition to its flagship global index that assesses companies at a global level, ATNI is planning to publish a small number of country-level assessments (spotlight indices), efforts to monitor and benchmark companies in a large number and broad range of countries are likely to need assessment tools that are more scalable and cheaper to implement. Secondly, the goals of ATNI include assessment of companies in regards to multiple aspects of nutrition (including both obesity and under-nutrition), whereas INFORMAS is only focused on obesity and diet-related non-communicable diseases (NCDs) – not under-nutrition. Thirdly, ATNI assesses only food and beverage manufacturers, whereas INFORMAS aims to assess other sectors of the food

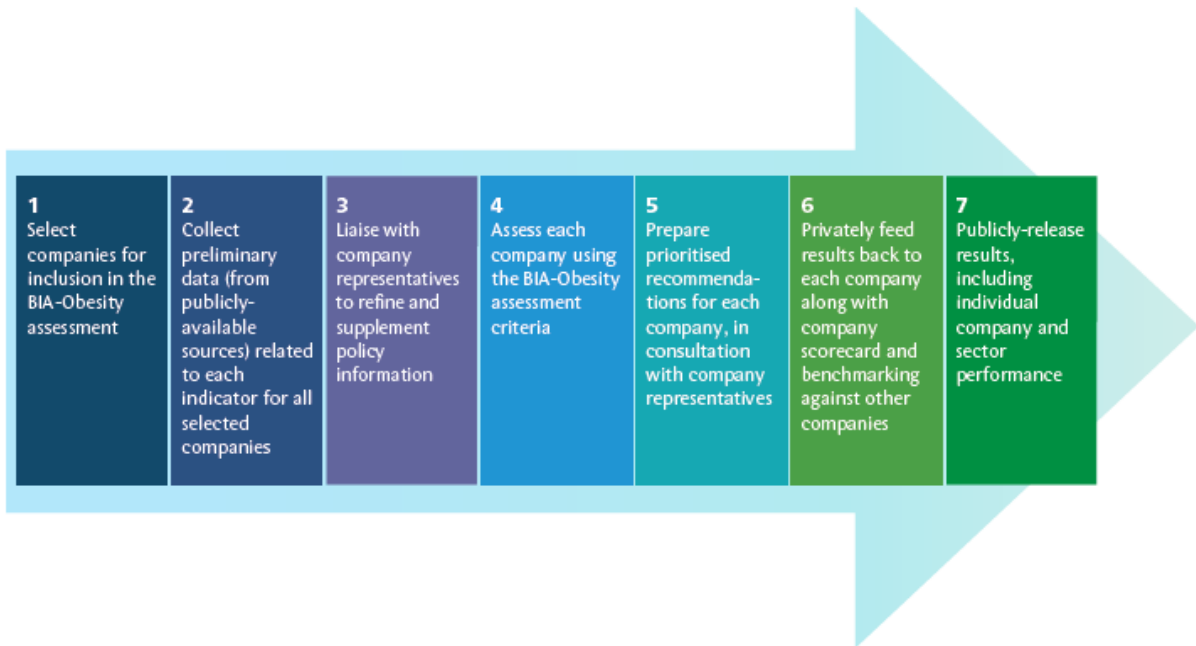
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<sup>1</sup>Refer to Sacks et al (2013). A proposed approach to monitor private-sector policies and practices related to food environments, obesity and non-communicable disease prevention. *Obesity Reviews*, 17 September 2013

industry, such as quick service restaurants and supermarkets. Thus, while ATNI provides a rigorous foundation on which to base the BIA-Obesity methods, several modifications were necessary to adapt ATNI to the purposes of INFORMAS.<sup>2</sup>

The BIA-Obesity tool was further contextualised for the Australian context.

## Process for applying the BIA-Obesity tool



## Company selection

The four largest supermarket companies in Australia were selected, based on market share (2016 data).

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<sup>2</sup> An overview of how ATNI has been modified in developing the BIA-Obesity tool to suit the purposes and goals of INFORMAS is provided in Appendix 1.

## Indicators and scoring criteria

The selected companies within each sector were assessed across multiple domains, consisting of a number of indicators (refer to Table 1). The domains, indicators and scoring for each indicator were developed by INFORMAS, based on the ATNI methods, WHO recommendations, and the public health literature, and tailored to the Australian context. Scoring took into account the nature of policies (including comprehensiveness and specificity) as well as the extent of public disclosure of these policies.

For each indicator, data were collected on the company's country-level policy. However, where relevant, data were also collected on the company's global or regional policy (for multinational companies) to the extent that they explicitly applied in the Australian context. In these cases, if there were no specific country-level policies or commitments, then the global policy was assessed and scores were determined based on the policy level (national or global). Similarly, if a company is a member of an industry association that had relevant policies in a particular domain, then the policies of the industry association were applied (in the absence of specific details at the company level).

In some cases, where an indicator was not relevant to a particular company (e.g., for a soft drink manufacturer, salt reduction targets were likely not relevant), the total possible score for a domain was adjusted accordingly, and the company's score for that domain was expressed as a proportion of the total maximum score available.

## - Supermarkets

Each domain was weighted <sup>3</sup> in calculating an overall assessment score out of 100:

Domain description	BIA-Obesity identifier	Maximum number of points available (pre-weighting)	BIA-Obesity: <i>Supermarkets</i> weighting
Corporate strategy	S-STRAT	30	10
Relationships with external organisations	S-RELAT	80	5
Product formulation	S-FORM	85	25
Nutrition labelling	S-LABEL	145	15
Promotion practices	S-PROMO	155	25
Product accessibility	S-ACCESS	120	20
<b>TOTAL</b>			<b>100</b>

<sup>3</sup> Weighting derived based on the relative importance of company policies in each domain, as determined by INFORMAS experts

*Table 1 – Indicators and scoring criteria for supermarkets*

Indicator ID	Domain and indicator	Scoring
<b>S-STRAT</b>	<b>Corporate strategy</b>	<b>Maximum total points = 30</b>
S-STRAT1	Does the company have an overarching commitment to improving population nutrition and health articulated in strategic documents (e.g., mission statement, strategies, or overarching policies)?	10: Yes, a national-level commitment, publicly available 7.5: Yes, a global-level commitment, publicly available OR a vague national-level commitment, publicly available 5: Yes, a national- or global-level commitment, but not publicly-available 0: No clear commitments to improving population nutrition and health
S-STRAT2	Does the company's commitment to improving population nutrition and health (where it exists) include specific objectives and targets for obesity and NCDs?	(Can be multiple, max of 10 points) 2: Contains specific, measurable, achievable, relevant and time bound (SMART) objectives and targets 2: Recognition or reference to relevant priorities set out in the WHO Global Action Plan for the Prevention and Control of NCDs 2013-2020, Sustainable Development Goals, or the WHO Report on Ending Childhood Obesity 2: Recognition or reference to relevant priorities in national government policy documents relating to population nutrition and obesity/NCD prevention 2: Comprehensive in nature (e.g., includes three or more domains in this document, such as formulation, marketing and labelling) 2: Key Performance Indicators (KPIs) (and/or remuneration) of senior managers linked to nutrition strategy/policy/targets <b>1 point if specified globally but not nationally</b>
S-STRAT3	Does the company regularly publish details of its approach to population nutrition and health related to obesity and NCDs?	10: Annual, publicly available reports including reporting against objectives and targets, a clear outlook of future plans and challenges, external verification / review, and specifically relate to the country in question 7.5: Annual, publicly available global reports that are not clear whether or not they include the country in question 5: Annual reports including some of the relevant information, available upon request

		2.5: Irregular reporting 0: None published
Indicator ID	Domain and indicator	Scoring
S-RELAT	Relationships with external groups	Maximum total points = 80
S-RELAT1	Does the company publish details of the <b>professional organisations</b> (e.g., professional associations for nutrition or dietetics, physical activity or exercise organisations, medical organisations or societies, etc.) and/or scientific events (e.g., conferences) it funds or supports, including awards/prizes, making clear the nature of that support?	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team 5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team 0: No information available / provided  n/a: No activity in this area (subtract 10 from overall possible score for this section)
S-RELAT2	Does the company publish details of the <b>external research</b> (e.g., conducted by individuals/groups/organisations) it funds or supports, including awards/prizes?	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team 5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team 0: No information available / provided  n/a: No activity in this area (subtract 10 from overall possible score for this section)
S-RELAT3	<b>For philanthropic funding</b> , does the company publish details of the groups or organisations it funds or supports?	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team 5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team 0: No information available / provided



Indicator ID	Domain and indicator	Scoring
		n/a: No activity in this area (subtract 10 from overall possible score for this section)
S-RELAT4.1	Does the company publish details of the <b>nutrition education / healthy diet oriented programs</b> it funds or supports?	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team 5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team 0: No information available / provided  n/a: No activity in this area (subtract 10 from overall possible score for this section)
S-RELAT4.2	<b>For nutrition education / health diet oriented programs</b> , does the company have a commitment to align programs to national or regional dietary guidelines?	[Information only, not to be scored]
S-RELAT5	Does the company publish details of the <b>active lifestyle programs</b> (sports, physical activity) it funds or supports?	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team 5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team 0: No information available / provided  n/a: No activity in this area (subtract 10 from overall possible score for this section)
S-RELAT6	Does the company publish details of its involvement in public-private partnerships and/or joint ventures with government organisations / agencies? (in addition to those covered as part of S-RELAT4.1 and S-RELAT5)	10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team

Indicator ID	Domain and indicator	Scoring
		<p>5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team</p> <p>0: No information available / provided</p> <p>n/a: No activity in this area (subtract 10 from overall possible score for this section)</p>
S-RELAT7	Does the company publish details of its political donations?	<p>10: Yes, information on national-level activity is publicly available (on a company website or document) OR declaration of no activity in this area</p> <p>0: No</p>
S-RELAT8	Does the company publish its membership / support for / ownership of industry associations, think tanks, interest groups, community organisations or other organisations that lobby in relation to population nutrition and/or obesity and NCD issues?	<p>10: Yes, information on national-level activity is publicly available (website or document) in a consolidated and cumulative form OR active declaration/policy stating no activity in this area (either publicly available or disclosed to INFORMAS team</p> <p>5: Yes, information is available, but is not consolidated and easy to locate OR information is available at the global level only OR comprehensive information about their activities in the area provided to the project team</p> <p>0: No information available / provided</p> <p>n/a: No activity in this area (subtract 10 from overall possible score for this section)</p>
S-RELAT9	Does the company have written policy and guidelines related to any of the above (funding or support for professional organisations, external research, philanthropic funding, nutrition education / healthy diet oriented programs, active lifestyle programs), including details of how it will be involved in these activities?	[Information only, not to be scored]
<b>S-FORM</b>	<b>Product formulation (own-brand products only)</b>	<b>Maximum total points = 85</b>

Indicator ID	Domain and indicator	Scoring
S-FORM1	Does the company publish a comprehensive set of commitments or objectives related to new product development and reformulating its existing products with respect to reducing the nutrients of concern and energy (salt, saturated fats, trans fats, added sugar and kilojoules)?	10: Yes, specific national-level commitments/objectives that are publicly available or specific global commitments/objectives that include specific reference to the country or market in question 7.5: Yes, specific global commitments/objectives that could specifically apply to the country in question that are publicly available 5: Has specific national-level commitments/objectives, but not publicly available 2.5: Has national or global-level commitments/objectives in this area that are available publicly, but these commitments/objectives are vague and non-specific 0: No
S-FORM2	Is the company a signatory to national and/or global industry initiatives on product reformulation or do they commit to national voluntary government programs on product reformulation?	5: Yes, and noted on company website / annual reports 2.5 Yes, but not noted on company website / annual reports (e.g. government/ NGO/ industry organisation's website or disclosed directly to INFORMAS) 0: No
<b>Salt/sodium targets</b>		
S-FORM3.1	Has the company set a target/targets or taken substantive action to reduce/reach lower levels of salt/sodium in products?	10: Set SMART targets in all key categories/subcategories, published 5: Targets (not necessarily SMART) set or significant action taken in some key products/sub-categories / not published 2.5: General commitment to reducing levels of salt/sodium in products (published or disclosed to INFORMAS team) 0: No target
S-FORM3.2	When is the baseline year and target year? What are the targets?	[Information only, not to be scored]
<b>Trans fats targets</b>		
S-FORM4.1	Has the company set a target/targets or taken substantive action to reduce artificial trans fat added to products during the manufacturing process?	10: Set a target to eliminate trans fat in all relevant categories/subcategories, published 5: Set a target or significant action taken to eliminate/reduce in some relevant products/sub-categories / not published

Indicator ID	Domain and indicator	Scoring
		2.5: General commitment to reducing/eliminating use of trans fats in products (published or disclosed to INFORMAS team) 0: No target
S-FORM4.2	When is the baseline year and target year? What are the targets?	[Information only, not to be scored]
<b>Saturated fats targets</b>		
S-FORM5.1	Has the company set a target/targets or taken substantive action to reduce/reach lower levels of saturated fats?	10: Set SMART targets in all key categories/subcategories, published 5: Targets (not necessarily SMART) set/significant action taken in some key products/sub-categories / not published 2.5: General commitment to reducing use of saturated fats in products (published or disclosed to INFORMAS team) 0: No target
S-FORM5.2	When is the baseline year and target year? What are the targets?	[Information only, not to be scored]
<b>Added sugars targets</b>		
S-FORM6.1	Has the company set a target/targets or taken substantive action to reduce/reach lower levels of added sugars?	10: Set SMART targets in all key categories/subcategories, published 5: Targets (not necessarily SMART) set or significant action taken in some key products/sub-categories / not published 2.5: General commitment to reducing use of added sugars in products (published or disclosed to INFORMAS team) 0: No target
S-FORM6.2	When is the baseline year and target year? What are the targets?	[Information only, not to be scored]
<b>Portion size (energy content) targets</b>		
S-FORM7.1	Does the company have a target/targets or taken substantive action to reduce the portion size / energy content of single serve snacks?	10: Set SMART targets or taken significant action in all key categories/subcategories, published 5: Targets (not necessarily SMART) set or significant action taken in some key products/sub-categories / not published

Indicator ID	Domain and indicator	Scoring
		2.5: General commitment to reducing portion size / energy content in products (published or disclosed to INFORMAS team) 0: No target
S-FORM7.2	When is the baseline year and target year? What are the targets?	[Information only, not to be scored]
	<b>Classification system</b>	
S-FORM8.1	What system / criteria (e.g., product classification system or nutrient profiling system) does the company use for the purposes of <b>own-brand product development / reformulation</b> ?	10: Uses government guidelines (e.g. health star rating, health claims criteria) 7.5: <b>Publicly</b> available system, developed in consultation with experts and in line with government guidelines, published in peer reviewed literature 5: <b>Publicly</b> available system, developed in consultation with experts and in line with government guidelines (not published in peer reviewed literature) 2.5: <b>Publicly</b> available system with no details of development/alignment with government guidelines OR <b>not publicly</b> available but developed in consultation with experts and aligned with government guidelines 0: No information / poor alignment / does not have a system
S-FORM8.2	If a proprietary product classification system has been developed, which products, nutrients and food characteristics are covered, and what are the details?	[Information only, not to be scored]
	<b>Policy position on: Reformulation (engagement as part of the Healthy Food partnership)</b>	
S-FORM9	To what extent does the company engage with the government's Healthy Food Partnership in relation to <b>product reformulation, and in doing so support WHO's position on product reformulation in relation to nutrients of concern</b> ?	10: Fully engaged, representative on HFP working group and commit to signing on to action plans when developed 5: Somewhat engaged, through industry association/contributions to working groups/consideration of action plans set by the HFP 0: No engagement/ no information

Indicator ID	Domain and indicator	Scoring
	As articulated in the Global Action Plan for the Prevention and Control of NCDs 2013-2020.	
<b>S-LABEL</b>	<b>Nutrition labelling and education</b>	<b>Maximum total points = 145</b>
S-LABEL1	Does the company commit to provide on-pack information on <i>trans</i> fat content for own-brand products?	2.5: Yes, on all relevant products 1: Yes, on some products 0: No
S-LABEL2	Does the company commit to provide on-pack information on added sugar content for own-brand products?	2.5: Yes, on all relevant products 1: Yes, on some products 0: No
S-LABEL3	Does the company provide information on food composition <b>for own brand products</b> to national authorities, on request?	5: Yes, all products 2.5: Yes, some products 0: No
S-LABEL4	Does the company provide nutrition information online for products in the companies range?	10: Yes, comprehensive nutrition information (calories, sodium, saturated fat, total fat, sugar) for all relevant products, including on a per 100g/100ml basis 7.5: Yes, comprehensive nutrition information (calories, sodium, saturated fat, total fat, sugar) for most (>60%) products 5: Comprehensive nutrition information for some (>50%) products 2.5: Limited nutrition information (i.e. does not include calories, sodium, saturated fat, total fat or sugar) for some (>50%) items 0: <50% of products or no information
	<b>Front of pack (FOP) nutrition labelling (own brand products only)</b>	

Indicator ID	Domain and indicator	Scoring
S-LABEL5.1	Does the company have a published commitment to rolling out the government endorsed Health Star Rating System on own-brand products?	10: Yes, with implementation plan across all product categories (published or unpublished) 7.5: Yes, with implementation plan across a selection of product categories (published or unpublished) 5: Yes, but with no specific implementation plan (published or unpublished) 0: No
S-LABEL5.2	Does company commit to applying interpretive HSR labelling (i.e. the star symbols) across its product range?	10: Applies interpretive star symbols on all products 5: Applies interpretive star symbols on majority of products (i.e. >75%) 2.5: Stars on some products (i.e. <75%) 0: Only energy symbol (integrated HSR labelling applied)
S-LABEL5.3	If the company does not commit to full implementation of the Health Star Rating system, what FOP labelling system does the company use on own brand products?	10: Interpretive information (such as, traffic lights, warning labels, etc.), applied across all product categories 7.5: Symbols or logos that indicate healthy products, applied across all product categories 5: Numeric information with % of recommended daily intake, applied across all product categories 2.5: Numeric information on levels of key nutrients, not showing % of recommended daily intake, applied across all product categories 0: No FOP labelling used <b>DIVIDE POINTS IN HALF IF ONLY USED FOR SOME PRODUCTS / CATEGORIES</b>  N/A if full implementation of HSR labelling
<b>Policy position on: front of pack nutrition labelling</b>		
S-LABEL6	Does the company publish its policy position (in relation to government policy) on front of pack nutrition labelling for own brand products?	10: Yes, on own website 5: Yes, on industry association website 0: Not publicly available
<b>Menu labelling (if takeaway/ready to eat foods prepared on site)</b>		

Indicator ID	Domain and indicator	Scoring
S-LABEL7.1	Does the company commit to disclose nutrition information (e.g., on menus) for takeaway or ready-to-eat foods that are prepared on site?	10: Yes, relates to all menu items and commitment is publicly available 7.5: Yes, relates to all menu items, commitment is not publicly available 5: Yes, relates to some menu items and commitment is publicly available 2.5: Yes, relates to some menu items, commitment is not publicly available 0: No commitment
S-LABEL7.2	What nutrition information does the company commit to providing (e.g., on menus) for takeaway or ready-to-eat foods that are prepared on site?	<i>Up to 10 points maximum:</i> 5: Energy / calories 5: Symbol or logo indicating 'healthy' items 2: Sodium/salt 2: Saturated fat 2: Total fat 2: Trans fat 2: Sugar
S-LABEL7.3	Is the nutrition information (e.g., on menus) for takeaway or ready-to-eat foods that are prepared on site presented in the same size and font as price?	5: Yes 0: No
S-LABEL7.4	If energy / calorie information is displayed, does the company provide a contextual statement regarding the number of kj / calories that should be consumed in a day for the average adult to maintain a healthy weight?	5: Yes 0: No
S-LABEL7.5	Does the company provide nutrition information for takeaway or ready-to-eat foods that are prepared on site upon request on-site?	10: Yes, comprehensive nutrition information (kj/calories, sodium, saturated fat, total fat, sugar) for all regular menu items on a per 100g/100ml basis 7.5: Yes, comprehensive nutrition information (kj/calories, sodium, saturated fat, total fat, sugar) for all regular menu items 5: Comprehensive nutrition information for some regular menu items 2.5: Limited nutrition information for regular menu items 0: No



Indicator ID	Domain and indicator	Scoring
	<b>Nutrition labelling in-store/education</b>	
S-LABEL8	Does the company use shelf tags that provide summary nutrition information (e.g. Health Star Rating)?	<p>10: Yes, labelling system used for <b>all</b> product categories, classification based on official national or regional classification system (developed by WHO, PAHO, national government, etc.)</p> <p>7.5: Yes, labelling system used for <b>some</b> product categories, classification based on official national or regional classification system (developed by WHO, PAHO, national government, etc.)</p> <p>5: Yes, labelling system used for <b>all</b> product categories, classification based on own system that has been validated and shows strong alignment with official national (or regional) classification systems / dietary guidelines, published in peer-reviewed literature</p> <p>2.5: Yes, labelling system used for <b>some</b> product categories, classification based on own system that has been validated and shows strong / moderate alignment with official national (or regional) classification systems / dietary guidelines, not published in peer-reviewed literature</p> <p>2.5: Actively considering/engaged in options for shelf tag labelling</p> <p>0: No</p>
S-LABEL9	Does the company have an ongoing nutrition/healthy eating education program in-store? (e.g., dietitians in stores, nutrition education materials, etc.)	<p>5: Yes, in all/most stores</p> <p>2.5: Seasonal /intermittent programs only, or only selected stores</p> <p>1: Actively considering/engaged in options for nutrition/healthy eating education programs</p> <p>0: No</p>
	<b>Policy position in relation to government menu labelling policies</b>	
S-LABEL10	Does the company publish its policy position (in relation to government policy) on <b>menu labelling</b> ?	<p>10: Yes, on own website</p> <p>5: Yes, on industry association website</p> <p>2.5: Policy position made available to INFORMAS team</p> <p>0: Not publicly available</p>

Indicator ID	Domain and indicator	Scoring
	<b>Health and nutrition claims</b>	
S-LABEL11	Does the company state that it will make a <b>nutrition content claim</b> (e.g., low in fat) on a product or as a part of advertising only when the product is 'healthy'?	10: Yes, nutrition content claims only made on products that are 'healthy', according to government guidelines (e.g. core or more than 3.5 stars) <b>or</b> according to internal classification system developed in consultation with experts and published in peer reviewed literature  5: Yes, nutrition content claims only made on products that are 'healthy' according to internal classification system (not clear how system was developed) 2.5: Yes, some commitment but vague in nature or only applying to a small subset of products 0: No details/no commitment
S-LABEL12	For self-substantiated health claims, does the company publish details of the literature substantiating the relationship between the food component and health/nutrition?	10: Yes, commitment is published 5: Yes, commitment is not published 0: No OR statement that all health claims are pre-approved by FSANZ
S-LABEL13	If a proprietary product classification system has been developed, which products, nutrients and food characteristics are covered, and what are the details?	[Information only, not to be scored]
<b>S-PROMO</b>	<b>Promotion practices</b>	<b>Maximum total points = 155</b>
	<b>Promotion to children</b>	
S-PROMO1.1	Does the company have a policy to reduce the power and exposure of unhealthy food marketing to children on <u>broadcast media</u> (TV, radio)?	10: Yes, national policy and noted on company website / annual reports 7.5: Yes, global policy and noted on company website / annual reports OR national policy and noted on industry association website 5: Yes, national policy but not noted on company website / annual reports 2.5: Yes, global policy but not noted on company website / annual reports

Indicator ID	Domain and indicator	Scoring
		0: No
S-PROMO1.2	To what age group(s) does the broadcast marketing policy apply?	10: 18 years and under 8: 16 years and under 6: 14 years and under 4: 12 years and under 2: Under 10 years 0: No policy / no information
S-PROMO1.3	How is the 'target audience' or 'audience exposed' defined?	10: Time-based restrictions, based on children's peak viewing times (e.g., no advertising before 9:00pm) 5: Based on audience share only including children (e.g. if >10% of total children are watching) 2.5: Based on audience share (e.g., if >10% of audience are children) 1: Children's programmes only 0: No explicit threshold / definition
S-PROMO2.1	Does the company have a policy to reduce the power and exposure of unhealthy food marketing to children on <u>non-broadcast media</u> (including websites, DVDs/games, social media, print media, product placement, outdoor marketing, in store marketing / point of sales marketing)?	10: Yes, national policy and noted on company website / annual reports 7.5: Yes, global policy and noted on company website / annual reports OR national policy and noted on industry association website 5: Yes, national policy but not noted on company website / annual reports 2.5: Yes, global policy but not noted on company website / annual reports 0: No [Information only - what specific media channels are included]
S-PROMO2.2	To what age group(s) does the non-broadcast marketing policy apply?	10: 18 years and under 8: 16 years and under 6: 14 years and under 4: 12 years and under 2: Under 10 years 0: No policy / no information

Indicator ID	Domain and indicator	Scoring
M-PROMO3.1	Does the company pledge not to use celebrities in marketing of products to children other than those that meet the company's healthy standard?	5: All forms of marketing 2.5: Some forms of marketing (e.g., excludes packaging) or applies only to those characters that appeal primarily to children 0: No / no information
M-PROMO3.2	Does the company pledge not to use fantasy and animation characters with a strong appeal to children in marketing of products other than those that meet the company's healthy standard?	10: All forms of marketing (includes no use of characters with strong appeal to children across all forms of marketing) 5: Some forms of marketing (includes no use of characters with strong appeal to children across <b>some</b> forms of marketing) 2.5: Some restriction on use of fantasy/animation character in marketing (e.g. only applies to characters that appeal primarily to children) 0: No / no information
S-PROMO3.3	Does the company commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of products other than those that meet the company's healthy standard?	5: All forms of marketing 2.5: Some forms of marketing (e.g., excludes packaging) 0: No / no information
S-PROMO4	Does the company audit its compliance with its policy on marketing to children at the national/country level?	5: Yes, the policy is audited by an independently appointed third party 2.5: Yes, the policy is independently audited 1: No, the policy is not independently audited 0: No auditing is conducted  DIVIDE POINTS BY HALF IF THE POLICY IS ONLY AUDITED AT THE GLOBAL LEVEL, AND NOT AT THE NATIONAL/COUNTRY LEVEL
<b>Classification system for promotion to children</b>		
S-PROMO5.1	What system / criteria (e.g., product classification system or nutrient profiling system) does the company use to classify the healthiness of products for the purposes of <b>promotion to children</b> ?	10: Adopted official national or regional classification system (developed by WHO, PAHO, national government, etc.) 5: Developed own system that has been validated and shows strong alignment with official national (or regional) classification systems / dietary guidelines, published in peer-reviewed literature

Indicator ID	Domain and indicator	Scoring
		2.5: Developed own system that has been validated and shows moderate alignment with official national (or regional) classification systems / dietary guidelines, not published in peer-reviewed literature 0: No information / poor alignment / does not have a system
S-PROMO5.2	If a proprietary product classification system has been developed, which products, nutrients and food characteristics are covered, and what are the details?	[Information only, not to be scored]
S-PROMO6	<p>Does the company's policy position support WHO's position on <b>government-led</b> policy action related to reducing the exposure of children and adolescents to, and the power of, the marketing of unhealthy foods, as articulated in the WHO Global Action Plan for NCDs and other key WHO documents (such as the Report of the Commission on Ending Childhood Obesity)?</p> <p>According to the World Health Assembly resolution WHA63.14, marketing policy should aim to reduce the impact on children of marketing of foods high in saturated fats, <i>trans</i>-fatty acids, free sugars or salt by reducing both exposure of children to, and power of, marketing of foods high in these nutrients, with uniform implementation across all implementing bodies. The policy should include settings where children gather. The government should be the key stakeholder in developing the policy including implementation, monitoring and evaluation, and</p>	10: Strong support (e.g., includes <b>support for government-led</b> action of marketing to children and adolescents, related to power and exposure) 5: Weak support (e.g., includes support for government-led action of marketing to children or adolescents, related to either power or exposure,) 0: No details available -5: Somewhat opposed (e.g., opposes government-led efforts to restrict some aspects of promotion to children / adolescents) -10: Strongly opposed (e.g., opposes any actions to reduce promotion to children)

Indicator ID	Domain and indicator	Scoring
	enforcement systems should be in place including clear definitions of sanctions.	
	<b>Promotion to all consumers</b>	
S-PROMO7	Does the company have a marketing policy to reduce the power and exposure of unhealthy food marketing that applies to all consumers?	5: Yes, and noted on company website / annual reports 2.5: Yes, but not noted on company website / annual reports 0: No
S-PROMO8	To which media / settings does the marketing policy (related to all consumers) apply?	(Can be multiple) 5: Broadcast media (TV, Radio) 5: Non-broadcast media (including websites, DVDs/games, social media, print media, product placement, outdoor marketing)
S-PROMO9	Does the company have a policy to limit their in-store promotion of unhealthy products?	10: Yes, published policy commits to only promote healthy products in-store 7.5: Yes, published policy commits to ensuring that a minimum proportion of in-store promotion is for healthy products 5: Policy exists, but not published 0: No
S-PROMO10	Does the company have a policy on the proportion of healthy (compared with unhealthy foods) foods promoted in their regular catalogues/circulars?	10: Yes, published policy commits to only promote healthy products in regular catalogues/circulars 7.5: Yes, published policy commits to ensuring that a minimum proportion of products promoted in regular catalogues/circulars is for healthy products 5: Policy exists, but not published 0: No
S-PROMO11	Does the company have a policy to link rewards programs or loyalty programs to healthy food items?	5: Yes, published policy commits to link rewards / loyalty schemes to healthy food products 2.5: Yes, published policy commits to link a proportion of rewards / loyalty schemes to healthy food products / not published 0: No
S-PROMO12	Does the company have a policy to ensure that in-store product presentations, product giveaways or tastings are for healthy products?	5: All presentations, product giveaways or tastings must be for healthy products 2.5: Some presentations or tastings (e.g. those aimed at children) must be for healthy products

Indicator ID	Domain and indicator	Scoring
		0: No
S-PROMO13	Does the company audit its compliance with its policy on marketing to all consumers at the national/country level?	5: Yes, the policy is independently audited 2.5: No, the policy is not independently audited 0: No auditing is conducted  DIVIDE POINTS BY HALF IF THE POLICY IS AUDITED AT THE GLOBAL LEVEL AND NOT THE NATIONAL/COUNTRY LEVEL.
	<b>Product classification</b>	
S-PROMO14.1	What system / criteria (e.g., product classification system or nutrient profiling system) does the company use to classify the healthiness of products for the purposes of <b>product promotion to all consumers (e.g. in-store catalogues, brochures, flyers, shelf tags, promotional posters)</b> ?	10: Adopted official national or regional classification system (developed by WHO, PAHO, national government, etc.) 5: Developed own system that has been validated and shows strong alignment with official national (or regional) classification systems / dietary guidelines, published in peer-reviewed literature 2.5: Developed own system that has been validated and shows moderate alignment with official national (or regional) classification systems / dietary guidelines, not published in peer-reviewed literature 0: No information / poor alignment / does not have a system
S-PROMO14.2	If a proprietary product classification system has been developed, which products, nutrients and food characteristics are covered, and what are the details?	[Information only, not to be scored]
<b>S-ACCESS</b>	<b>Product Accessibility</b>	<b>Maximum total points = 120</b>
S-ACCESS1	Does the company make a commitment to address the price / affordability of healthy products relative to unhealthy products, particularly where there are comparable substitutes?	10: Commitment that standard prices of healthy products are lower than standard prices of comparable unhealthy products 5: Commitment that standard prices of healthy products are equivalent to standard prices of comparable unhealthy products 2.5: Broad commitment only

Indicator ID	Domain and indicator	Scoring
		0: No commitment/ no information
S-ACCESS 2	Does the company have a published position on the size and nature of discounts / price promotions applied to healthy and unhealthy foods?	10: Commitment to no price promotions on unhealthy foods 7.5: Commitment to greater levels of discount typically applying to healthy foods compared to unhealthy foods across all food categories 5: Commitment to the same types / levels of discounts typically applying on healthy and unhealthy foods across all food categories 2.5: Commitment to the same types / levels of discounts typically applying on healthy and unhealthy foods for some food categories 0: No policy
S-ACCESS 3	Does the company make a commitment to limit multi-buy specials (e.g. two for one) on unhealthy foods?	10: Commitment to no multi-buy specials for unhealthy foods 5: Commitment to limit multi-buy specials for unhealthy foods 0: No policy
<b>Policy position in relation to Fiscal policies (WHO recommendations)</b>		
S-ACCESS 4.1	Does the company publish its policy position (in relation to government policy) on fiscal policies to make healthier foods relative cheaper and unhealthy foods relatively more expensive?	10: Yes, on own website 5: Yes, on industry association website 0: Not publicly available
S-ACCESS 4.2	Does the company's policy position support WHO's position on fiscal policies to make healthier foods relative cheaper and unhealthy foods relatively more expensive, as articulated in the WHO Global Action Plan for NCDs and other key WHO documents (such as the Report of the Commission on Ending Childhood Obesity, Recommendation 1.2)?	10: Strong support (e.g., includes support for taxes on unhealthy foods, broadly defined, as well as subsidies for healthy foods) 5: Weak support (e.g., includes support for taxes on unhealthy foods, narrowly defined, or subsidies for healthy foods) 0: No details available -10: Opposed (e.g., opposes soft drinks tax/unhealthy foods tax OR subsidies on healthy foods)



Indicator ID	Domain and indicator	Scoring
	<p>(ECHO Statement on Recommendation 1.2: Implement an effective tax on sugar-sweetened beverages.)</p> <p>(Global Action Plan: consider economic tools that are justified by evidence, and may include taxes and subsidies, that create incentives for behaviours associated with improved health outcomes, improve the affordability and encourage consumption of healthier food products and discourage the consumption of less healthy options.)</p>	
	<b>Distribution/availability (own-brand products)</b>	
S-ACCESS 5	Does the company have a policy to increase the number/proportion of healthy products in the company's portfolio?	<p>10: Clear and specific commitment to increase the proportion of healthy products across portfolio, published and applied nationally</p> <p>7.5: Clear and specific commitment to increase the proportion of healthy products across portfolio, not published and applied nationally</p> <p>5: General commitment to increasing the number of healthy products across the portfolio, published, global or national.</p> <p>2.5: General commitment to increasing the number of healthy products across the portfolio, not published, global or national.</p> <p>0: No commitment / no information</p>
M-ACCESS6	Does the company make a clear and specific commitment to increase the availability of <b>healthy</b> products and/or decrease the availability of <b>unhealthy</b> products?	<p>10: Yes, published and clear commitment for whole of business (across product portfolio) or over a range of key settings (including remote communities, schools, hospitals and community events)</p> <p>7.5: Yes, not published and clear commitment for whole of business (across product portfolio) or over a range of key settings (including remote communities, schools, hospitals and community events)</p>

Indicator ID	Domain and indicator	Scoring
		5: Yes, not published or in relation to some specific settings (e. e.g. schools, remote communities, community events or hospitals) and/or low-income consumers 2.5: Some commitment applicable to some specific settings (e.g. schools, remote communities, hospitals, community events) 0: No commitment / no information
	<b>In-store availability initiatives</b>	
S-ACCESS 7	Does the company make a clear and specific commitment to dedicate a minimum <u>amount or proportion of shelf space or floor space</u> to healthy products?	10: Clear commitment for whole business, and is published 7.5: Clear commitment for whole business, is not published 5: Broad commitment, is published 2.5: Broad commitment, is not published 0: No commitment/ no information
S-ACCESS 8	Does the company make a clear and specific commitment to dedicate a maximum amount or proportion of shelf space or floor space to less healthy products?	10: Clear commitment for whole business, and is published 7.5: Clear commitment for whole business, is not published 5: Broad commitment, is published 2.5: Broad commitment, is not published 0: No commitment/ no information
S-ACCESS 9	Does the company have a policy that checkouts are free from unhealthy items (including confectionery, chocolate and soft drinks)?	10: No unhealthy items, applies to all checkouts 5: No unhealthy items, applies to some checkouts OR limit unhealthy items, applies to all checkouts 2.5: Limit unhealthy items, applies to some checkouts 2.5: Actively considering/engaged in healthy checkout options 0: No policy
S-ACCESS 10	Does the company have a published position on the placement of unhealthy items (such as confectionery, chocolate and soft drinks) at end of aisle displays or other high-traffic areas?	10: No unhealthy items, applies to all high-traffic areas 7.5: No unhealthy items, applies to some high-traffic areas 5: Limit unhealthy items, applies to all high-traffic areas 2.5: Limit unhealthy items, applies to some high-traffic areas 0: No policy
	<b>Product classification</b>	

Indicator ID	Domain and indicator	Scoring
S-ACCESS 11.1	What system / criteria (e.g., product classification system or nutrient profiling system) does the company use to classify the healthiness of products for the purposes of <b>product accessibility (e.g. product pricing, dedicated amount of shelf space, product placement at end of aisles/high traffic areas, product placement at checkout)</b> ?	10: Adopted official national or regional classification system (developed by WHO, PAHO, national government, etc.) 5: Developed own system that has been validated and shows strong alignment with official national (or regional) classification systems / dietary guidelines, published in peer-reviewed literature 2.5: Developed own system that has been validated and shows moderate alignment with official national (or regional) classification systems / dietary guidelines, not published in peer-reviewed literature 0: No information / poor alignment / does not have a system
S-ACCESS 11.2	If a proprietary product classification system has been developed, which products, nutrients and food characteristics are covered, and what are the details?	[Information only, not to be scored]

\*Government guidelines are primarily the Australian Dietary Guidelines. This could be supplemented by other Australian government-endorsed criteria (e.g., the Health Star Rating system, and the nutrient profiling criteria used to assess eligibility for health claims) for classifying the healthiness of food.

## Appendix 1: Modification of ATNI indicators for the BIA-Obesity tool

The BIA-Obesity tool incorporates three different 'phases'. Generally, Phase 1 (the focus of this document) will include the *Commitment* and *Disclosure* aspects from ATNI, Phase 2 includes a profile of the company's product portfolio, and Phase 3 will incorporate the *Performance* aspects of ATNI.

In developing the INFORMAS approach, indicators from all sections of the ATNI (Global Index) process were incorporated, other than those that pertain to aspects of under-nutrition, and the '*Supporting staff health & wellness*' and '*Supporting breastfeeding mothers in the workplace*' sections. In some cases, ATNI sections were consolidated (e.g., in relation to product marketing, INFORMAS has two domains, compared to ATNI's six categories).

In several of the sections, individual indicators were excluded, typically because they were either deemed not relevant at the country level, were considering trends over time for which we do not have historical data, or were beyond the scope of our objectives.

We have also added several indicators, including, amongst others:

- portion size or kJ/calorie targets for single-serve packages
- additional information for the components included in company nutrient profiling systems (or equivalent tools for determining "healthy" and "unhealthy" products)
- commitments regarding reducing the availability and marketing of unhealthy food products
- support for professional associations, external research and philanthropic funding
- compliance with voluntary government-endorsed front-of-packaging labelling schemes

Additional indicators were incorporated / modified so they can be applied to quick service restaurants and supermarkets.

It is anticipated that Phase 2 (profile of the company's product portfolio) will be based on methods used by ATNI for their country indices.