

SALT, SUGAR & FAT REDUCTION STRATEGIES: A 5 YR IMPLEMENTATION PLAN [2013- 2017]

Objective	Activities	Performance indicator	Suggested Timeline	Responsible officer/organization	Budget
GOVERNANCE and STRATEGY DEVELOPMENT					
1.Establishing an Action Group (e.g. Food and Beverage Health Action Group (FB HAG)	<ul style="list-style-type: none"> Formally establish a National Food and Beverage Action Group (FBHAG) with representatives of key stakeholders (Ministries of Health, Industry and Trade), food business operators, NGOs, Tertiary institutions, other trade organizations). 	i) National Food and Beverage Health Action Group established by government with terms of reference & other necessary operational logistics	3 rd Qtr 2013	Government/MOH	
2. Mobilizing support for healthier food supply in Fiji	<ul style="list-style-type: none"> Meet regularly with relevant stakeholders through: <ul style="list-style-type: none"> One to one consultation Group consultations Written consultations Working party/advisory group (Food & Beverage Action group?) 	Meetings conducted, support given by FBO (verbal/written) & records available	2013 and on-going process	Govt/MOH/FB HAG	
	<ul style="list-style-type: none"> Invite successful experts in reformulation of processed food products and public health experts to present at group consultations or during Salt awareness/NCD month etc. 	Experts invited to present at number of meetings and shared experiences	When needed & if funding permits	MOH and FB HAG	
	<ul style="list-style-type: none"> Collate and publish evidence for action linking salt and health; estimates of sodium intakes; contribution of different food in the diet of Fijians to salt, sugar and fat intake. 	Evidence shared and published regularly in local media and or report	When available	MOH/ FB HAG/Research Institution	

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3. Adopting population salt targets for Fiji	<ul style="list-style-type: none"> Formally adopt WHO recommendation of 5g per person per day as Fiji population salt goal 	WHO recommended population target of 5g per/day officially adopted as goal by Fiji and publicized widely	4 th Qtr 2013	MOH	
4. Adopting salt, sugar and fat targets for processed food (Fiji made and Imported) available in Fiji	<ul style="list-style-type: none"> Develop and adopt agreed targets/standards for salt , sugar and fat in processed food in consultation with the FBO 	i) Ground work and development of proposed targets made in consultation with FBO ii) Salt (Sugar and fat) targets in processed foods established and adopted iii) Consultation and review of option to implement food standards for salt, sugar, fat in foods	1 st Qtr 2014 4 th Qtr 2015	MOH MOH/FBO/FB HAG MOH/FBO/FB HAG	

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5.Using regulatory measures to support implementation of reduction strategies in salt, sugar and fat dietary intake.	<ul style="list-style-type: none"> Implement the following regulatory measures with FBO. <ol style="list-style-type: none"> The marketing of foods and non alcoholic beverages to children regulations Taxation on sugary Beverage , fatty foods and other relevant products Develop and implement other regulatory measures when needed and in consultation with the FBO during the process 	<p>Regulatory measures adopted.</p> <p>Mandatory regulations developed and legislated if/when required/needed</p>	<p>1st Qtr 2014</p> <p>1st Qtr 2014 and ongoing</p> <p>2013-2017</p>	MOH/FB HAG/FBO	
6.Using Voluntary measures when required to support implementation of reduction strategies in salt, sugar and fat dietary intake.	<ul style="list-style-type: none"> Utilise measures where necessary/appropriate in consultation with FBO. 	Implement voluntary measures when necessary/appropriate	2013-2017	MOH/ FB HAG/FBO	
7.Obtain Cabinet Approval and support for implementation of strategies.	<ul style="list-style-type: none"> Cabinet paper prepared and presented to Cabinet 	Cabinet approval obtained	Ongoing	FT- TAG /Minister of Health	

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BASELINE ASSESSMENT, MONITORING & EVALUATION					
1. Establishing baseline on population salt, sugar and fat intake	<ul style="list-style-type: none"> Conduct surveys to establish baseline for salt (in the first instance) using urinary analysis. (sugar and fat intake done at later stage) 	National salt intake baseline established Sugar and Fat baseline established	2013 2014	C-POND MOH	
	<ul style="list-style-type: none"> Collect and analyze NNS survey data for dietary intake of salt, sugar, fat and contribution made by processed food to total intake 	Salt/sodium, total fat and sugar intake from NNS surveys & contribution of processed food data available	2015 -2016	MOH	
	<ul style="list-style-type: none"> Publish findings to raise awareness 	Research findings disseminated widely	When available	C-POND/MOH	
2. Establishing salt, sugar and fat levels in locally made & imported processed food.	<ul style="list-style-type: none"> Establish a nutrient data base to determine levels of salt (sugar & fat) in locally made and imported processed food in Fiji 	Nutrient database of current levels of salt (sugar and fat) in processed food and Beverage products established & used for analysing food/ Beverage products	2012 & ongoing	C-POND/MOH	
	<ul style="list-style-type: none"> Conduct research to determine levels of salt in local bread and other baked products 	Levels of salt in locally made breads & other baked products determined & results available	2013 and ongoing	C-POND/Research institution(s)	
	<ul style="list-style-type: none"> Establishment of reporting system on nutrient changes in 'new/reformulated products, in collaboration with industry 	i) A system established whereby manufacturers provide information on 'new' local products ii) System established to ensure industry provide updates of changes to product composition and ensure labels are changed accordingly.	2013 and ongoing When new data added	MOH/ FB HAG/FBO	

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3.Establishing consumer knowledge, attitudes, practices and understanding	<ul style="list-style-type: none"> Conduct surveys/ focus groups to determine consumer knowledge, attitudes, practices and perceptions on salt, sugar, fat and food labelling 	Surveys conducted and consumer understanding and KAP established	2013	C-POND/MOH/ Consumers Council	
4.Developing consumer awareness, knowledge, attitudes and practices to reduce salt, sugar and fat in diet	<ul style="list-style-type: none"> Develop Health Communications Strategies on salt (sugar and fat) targeting specific consumer segments of the population and implement 	Health Communications Strategies developed and implemented at national level and specific segments of the population/community	2013 & on-going	MOH	
	<ul style="list-style-type: none"> Evaluate impact of health communication strategies 	Campaigns evaluated	Mid-term (2013/ 2014) & 2016	MOH	
5. Developing and implementing plan for monitoring and evaluation	Develop monitoring and evaluation plan in consultation with stakeholders/FBO	Monitoring and evaluation plan implemented	2013	MOH/NCD	
6. Assess impact of salt intervention.	Repeat survey for measurement of salt intake, Knowledge attitude and behaviour, nutrient intake and food analysis	Survey conducted and report available	2016	C-POND	
7. Assess impact of sugar and Fat Intervention	Repeat survey for sugar and fat intake.	Survey repeated and report available	2016-	MOH/ MOH	
8. Assess impact of taxation of 2012 and 2013 National Budget	Access data from FIRCA and Consumer Council and assess impact on supply and consumption	Assessment report available	3 rd Qtr 2013	FT-TAG	

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INTERVENTIONS					
1.Strengthening engagement with FBO	<ul style="list-style-type: none"> • Work with industry to identify priority products for reformulation (based on sales, nutritional content and technical potential for reformulation)'. <ul style="list-style-type: none"> • Establish system to monitor these industries and products identified for reformulation over specified timeframe. 	i) Priority food product (s) identified by individual companies to start with ii) Percent reduction in salt/sugar/fat specified over a 5 yr period for targeted products iii) System established to monitor these industries and identified products over time.	Started in 2012 and ongoing	MOH and FBO	
	<ul style="list-style-type: none"> • Develop/support MOUs in the industry as a means of confirming commitment to reduce salt/sugar and fats in identified food products 	MOUs developed by individual companies or within groups	2012 & ongoing	MOH & FBO	
	<ul style="list-style-type: none"> • Encourage the establishment of cross industry groups for specific product categories, e.g. snack foods, soft Beverage etc to work together to make products 'healthier' 	Cross industry groups established and evidence of progress towards producing healthier products	Ongoing	FBO & MOH	
	<ul style="list-style-type: none"> • Work with food importers/distributors to make specific commitments to increase availability of foods with healthier profile for local market 	i) Meet and discuss targets/standards (salt, sugar and fat) adopted by Fiji ii) Agree on ways to ensure a certain percentage of imported key foods are lower in salt, sugar and fat and are also price competitive	Ongoing	MOH/Industry and Trade/FBO	

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2. Working with Health professional and community health workers.	<ul style="list-style-type: none"> Conduct training for Zone nurses and health care workers in villages on health impact/burden of consuming diet high in salt, sugar and fat with view that they create awareness in their respective zones and communities. 	Training conducted in all divisions	2013-2017	MOH	
3. Working with households and communities	<ul style="list-style-type: none"> Conduct awareness programme on long term health impact/burden of consuming diet high in salt, sugar and fat 	Awareness programme conducted in smaller communities	2013-2017	MOH	
	<ul style="list-style-type: none"> Establish partnership with communities, women, NGOS, Youth to work with to reduce salt (sugar and fat) when preparing meals for families at home 	Conduct Nutrition education sessions with many community groups through demonstrations and screening of Hidden salt DVD: <ul style="list-style-type: none"> Preparation of nutritionally adequate family meals from commonly available locally grown food Preparation of healthier meals with less salt, sugar and fat Screening of Hidden Salt DVD. 	2013 -2017	MOH/Govt	

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4. Working with food service operators and restaurants, fast food outlets, hotel industry	<ul style="list-style-type: none"> Establish working groups with food service providers: hotels, restaurants, fast food outlets, boarding facilities, school canteens etc to enable salt, sugar and fat reduction from meals Conduct awareness amongst caterers on content of salt in processed foods and discretionary salt addition while preparing meals and effects of salt, sugar and fat 	i) At least two food service providers working groups established annually and at least two meetings held ii) Salt and sauce containers not available at dining tables at dining times iii) Salt (sugar, fat) reduced recipe competition programme iv) Salt posters displayed in Restaurants or food courts. v) Awareness programme conducted amongst group of caterers.	2013 - 2016	MOH	
	<ul style="list-style-type: none"> Establish Working group for Baking industry to enable salt, sugar and fat reduction from baked products 	Baking industry working group established and at least two meetings held. Strategy outlined for reduction of fat, sugar and salt from selected baked products.	2013 - 2017	MOH/FT -TAG	
5. Accomplishing FPAN objectives through Promoting Food and Health Guide for Fiji nationally	<ul style="list-style-type: none"> Promote Food and Health Guidelines for Fiji as the basis for preparation of meals for families 	Food and Health Guidelines for Fiji promoted nationally and in communities	2012-2017	MOH/ /MOE	
	<ul style="list-style-type: none"> Identify consumers' levels of knowledge, understanding and use of Fiji's Food and Health Guide 	Consumers' knowledge and use of Fiji's Food and Health Guide in meal preparation for families established	2014	MOH	

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	<ul style="list-style-type: none"> Promote key message #2 in the Food and Health Guidelines for Fiji on reducing salt, sugar and fat in the diet 	Key message # 2 of Food and Health Guidelines for Fiji specifically promoted	2013-2017	MOH	
6. Using of food labelling	<ul style="list-style-type: none"> Conduct research to determine consumer <ul style="list-style-type: none"> --- understanding of food labelling --- use of label during shopping 	Research conducted and results shared with partners	2 nd Qtr 2013 and ongoing	MOH/C-POND	
	<ul style="list-style-type: none"> Disseminate widely the reading labelling information leaflet for consumer awareness and practice. 	Information leaflet widely disseminated.	Ongoing	MOH	
	<ul style="list-style-type: none"> Developing a healthy food labelling system (Front of Pack) that is practical and relevant to consumers in Fiji Create awareness on interpretation of the Front of Pack labelling, 	System developed, piloted, endorsed and rolled out Consumers aware on how to interpret FOP labels.	4 th Qtr 2014 2014-2017	FT-TAG	
	<ul style="list-style-type: none"> Monitor compliance of mandatory nutrition information panel (and integrate into monitoring of processed foods sold) 	Numbers of foods non-compliant identified annually and action taken	On-going	MOH /Consumer Council	

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SOCIAL MARKETING & ADVOCACY ACTIVITIES					
1.Developing Strategic Health Communication Plan	<ul style="list-style-type: none"> Develop a Strategic Health Communication Plan 	Strategic Health Communication Plan developed on annual basis	Annual	MOH	
2.Engaging with NGOs	<ul style="list-style-type: none"> Identify NGOs to help promote reduction of salt, sugar and fat in diet to prevent and manage NCDs 	NGOs identified and agreed to participate in advocacy, consumer education and marketing programme		MOH	
3.Organise annual salt awareness month	<ul style="list-style-type: none"> Map key partners and establish a work planning group for the celebration 	<ul style="list-style-type: none"> Partners identified, advisory/planning group established Planning group meeting records available 	Feb 2013 and ongoing	MOH/FT-TAG	
	<ul style="list-style-type: none"> Plan activities with clear objectives and targeted strategies to achieve outputs 	Plan for the month's activities. Specific activities for each strategies identified and implemented		MOH/FT-TAG	
	<ul style="list-style-type: none"> Evaluate activities 	Activity outputs/processes evaluated and results shared	2 nd Qtr 2013 and annually	MOH	
	<ul style="list-style-type: none"> Initiate appropriate product labelling 	Simple front of pack label (FOP) packet developed for use in Fiji	2013	MOH	
Engagement with Media	<ul style="list-style-type: none"> Seek partnership/sponsorship with a number of media companies for National Salt Reduction month 	At least one media company sponsorship of National Salt Reduction month agreed to	2013 & ongoing	MOH/ Food and Beverage Health Action Group (FB HAG)	
	<ul style="list-style-type: none"> Seek partnership/sponsorship with a number of media companies for messages on salt ,fat and sugar on TV and Radio 	Sponsorship of viewing the hidden salt video or messages on salt , sugar and fat on local radio stations or local magazines.	2013 & ongoing	MOH/ Food and Beverage Health Action Group (FB HAG)	

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	<ul style="list-style-type: none"> Develop articles for weekly/monthly media dissemination as part of strategic health communication plan 	Weekly/Monthly article on one of the topic (salt, sugar and fat reduction activities) in Fiji published in the media	2013 on	MOH	
Engagement with other relevant stakeholders	<ul style="list-style-type: none"> Strengthen collaboration with regional and international organizations 	Collaborative partnership with regional and International organizations strengthened	2013 -2017	National Food and Beverage Health Action Group (FB HAG)	
	<ul style="list-style-type: none"> Strengthen collaboration with FBO 	Collaboration with FBO strengthened	2013 -2017	National Food and Beverage Health Action Group (FB HAG)	

Abbreviations:

MOH: Ministry of Health

FBO: Food Business Operators: includes manufacturers, importers, retailers, caterers

C-POND: Pacific Research Centre for the prevention of Obesity and Non-communicable Diseases

MPI: Ministry of Primary Industries

FB HAG: Food and Beverage Health Action Group

FT – TAG: Foods Taskforce – Technical Advisory Group