Utilizing GDAs: Lesson Learned in Thailand

ILSI SEMINAR AND WORKSHOP ON NUTRITION LABELING, CLAIMS AND COMMUNICATION STRATEGIES FOR THE CONSUMERS, August 29, 2012

Dr. Tipvon Parinyasiri
Director of Bureau of Food
Thai Food and Drug Administration
The Concept of Balance Diet

- Concept
- Knowledge
- Tool: Nutrition labeling
- Reduce: Sugar, Fat, and Salt
- Balance diet

Food and Drug Administration
Lessons Learned in Thailand

1. GDA Regulation

2. Consumer Education

3. Monitoring / Evaluation

Food and Drug Administration
Ministerial Notification (2011) B.E. 2554
Re: Labeling Requirement of Snack Foods (No.2)

Mandatory only for the following foods:

- Fried of baked popcorns
- Rice crisps of Extruded snacks
- Fried or baked potato snacks
- Crackers or Biscuits
- Filling wafer

Simply Nutrition Information

<table>
<thead>
<tr>
<th>Nutritive values per container</th>
<th>Serving(s) per container</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>Total sugar</td>
</tr>
<tr>
<td>......kcal</td>
<td>......g</td>
</tr>
<tr>
<td>* .......%</td>
<td>* .......%</td>
</tr>
<tr>
<td>Total fat</td>
<td>Sodium</td>
</tr>
<tr>
<td>......g</td>
<td>......mg</td>
</tr>
<tr>
<td>* .......%</td>
<td>* .......%</td>
</tr>
</tbody>
</table>

Calculated as percentage of recommended daily intake
Lessons Learned in Thailand

1. GDA Regulation

2. Consumer Education

3. Monitoring / Evaluation
Objective: To supply consumer with sufficient and accurate information to enable them to choose food wisely.

- Training program
- Educational Materials
- GDA Road Show
Training Program

Covering 4 regions that are Central, North, South, and North-eastern

3 Programs

I. Snack Food Producer (August 2011)

II. Laboratory analyst (January 2012)

III. Government officer & Nutritionist Network (August 2012)
I. Snack Food Producer

**Period times:** August 2011

**Target group:** About 90 companies (700 producers)

**Location:** Chiang mai, Trang, Khonkaen and Bangkok

Activities...
II. Laboratory analyst

Period times: January 2012

Target group: About 32 companies (80 analytics)

Location: Bureau of food
Food and Drug Administration

Activities...
III. Government officer & Nutritionist Network

Period times: August 2012

Target group: Dieticians, Nutrition Teachers, Provincial Health Officer about 300 people

Location: Chiang mai, Trang, Khonkaen and Bangkok
Educational Materials

Handbook

“The Based of Nutrition to GDA”

- Basic Nutrition
- Energy Sugar Fat and Salt
- Balanced Diet
- Guideline of GDA

For Producer

For Consumer
1st Game: “Know”

2nd Game: “Understand”

3rd Game: “Apply”

Innovation GDA portable game

Food and Drug Administration
Educational Materials

Leaflets, VCD Movie clip, Song, Internet (www.oryor.com), CD - all education material, newsletter, T-shirt etc.
GDA Road Show

Government: Thai FDA

Private Sector
(Thai Federation)

Education Sector

GDA Road Show: More than 200 events

Target group: More than 1,000,000 people

Working area: Local Market, Super market, Food festival, Fairs, School, etc.
GDA Road Show

- The Institute of Nutrition, Mahidol University
- Thai health Promotion Foundation
- Thai Dietetic Association
- The Federation of Thai Industries
- Nestle
- Tesco Lotus
- FarmHouse
FDA GDA Road Show

Opening (February 2012)

- School tours 18 schools
- Department store 32 places

Covering Bangkok and Central of road shows
CONSUMER EDUCATION
Lessons Learned in Thailand

1. GDA Regulation

2. Consumer Education

3. Monitoring / Evaluation
Evaluation of knowledge of the campaign

Objective
To know the situation of using GDA labeling in Thai.

Result:

Total sample: 400 people
Educate (n = 200)  Un-Educate (n = 200)

- Know: 79% (Educate)  51% (Un-educate)
- Understanding: 71% (Educate)  57% (Un-educate)
- Use information: 55% (Educate)  47% (Un-educate)

Conclusion: Consumer awareness of the GDA labeling.

Target group: School & College, and Department store (8 Road shows) including 5 regions that are Bangkok, North, South, North-eastern, and Central
National Survey (GDA Labeling)

Objective
1) To know the situation of using GDA labeling in Thai.
2) To adjust the consumer education campaigns in the future.

Action plane

Survey: 2,000 people
including 5 stratum that are Bangkok, North, South, North-eastern, and Central

Collecting Data

Final report: September 2012

Food and Drug Administration
All types of food declare nutrition labeling and signpost

Campaign consumer (500 shows/year)

Training for producer (2 times/year)

Knowledge Monitoring (5 years)
...Thank You...

It’s time to change your perspective.