Communication Strategies on Nutrition Labels: The Philippine Experience

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9th Seminar on Nutrition Labeling, Claims and Communication
04 August 2015, 3:20pm – 3:50pm
Crowne Plaza Manila Galleria

OUTLINE

1. Core of Communication
2. What do we communicate?
3. How do we communicate?

Right to Information

The consumer right to be protected against dishonest or misleading advertising and labelling, and the right to be given the facts and information needed to make an informed choice.
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Our Messages

* Be an informed consumer by **always reading the label**
* Nutrition labels indicate **approved health claims**
* Proper nutrition label **helps consumers choose healthier diets**
* Understanding nutrition labels **improves the nutrition knowledge, attitude and practices of consumers**, and **increases the demand for adequate, nutritious and safe food**

The Nutrition Label

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serving Size:</td>
</tr>
<tr>
<td>No. of Servings per container/pack:</td>
</tr>
<tr>
<td>Amount per Serving:</td>
</tr>
<tr>
<td>Calories (kcal)</td>
</tr>
<tr>
<td>Total Fat (g)</td>
</tr>
<tr>
<td>Trans Fat (g)</td>
</tr>
<tr>
<td>Sodium (mg)</td>
</tr>
<tr>
<td>Dietary Fiber (g)</td>
</tr>
<tr>
<td>Total Protein (g)</td>
</tr>
</tbody>
</table>

*Percent RENI values are based on FNRI reference adult requirement of 19-50 years old. However, if a product is specifically targeted for a different age bracket group, percent RENI values are based on the appropriate FNRI reference requirement.

**For cosmetic products, Melanin Chromophores (MCs) is prominent.

Other labels to look for

* Correct and registered trade name or brand name
* Duly registered trademark
* Duly registered business name
* Address of the manufacturer, importer, re-packer of the consumer product in the Philippines
* General make or active ingredients
* Net quantity of content, in terms of weight, measure or numerical count rounded of to (at least the nearest tenths in the metric system)
* Information if a consumer product is manufactured, refilled, or repacked under license from a principal

These labels may be required by the appropriate agency:
* Whether a product is flammable or inflammable;
* Directions for use, if necessary;
* Warning of toxicity;
* Wattage, voltage or amperes; or
* Process of manufacture used, if necessary.

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### Communication Strategies

* Development of IEC materials
* Consumer Advocacy Seminars
* Quad-media Campaigns
* Government-Industry Partnership
* Inter-agency Cooperation
* Consumer-led Campaigns
Thank you.