



Public Health
England

Protecting and improving the nation's health

Nutrient Profiling Model Expert Group

Terms of reference

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

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Background

In 2007, Ofcom introduced restrictions on the advertising of foods and drinks highest in fat, sugar or salt during children's TV programmes. A food and drink product is only allowed to be advertised if its nutrition profile meets a specific set of criteria. The Nutrient Profile Model (NPM) was developed by the Food Standards Agency (FSA) in 2004/05¹ and categorises food and drinks by scoring both positive and negative nutrients.

The current nutrient profiling model is over 10 years old and does not reflect recent scientific advice, such as the Scientific Advisory Committee on Nutrition (SACN) 2015 report, *Carbohydrates and Health*, that concluded the recommended average population maximum intake of free sugars should be halved and fibre intake should be increased. These recommendations have been accepted by government and are now being integrated into key policy instruments.

Evidence shows that children's diets remain high in energy/calories, salt, saturated fat and sugars and low in fibre, fruit and vegetables and oily fish.² Prevalence of overweight and obesity in children remains high.³ Promotion and advertising of food to children is known to have an impact on food choice.⁴

Public Health England (PHE) has been tasked by the Department of Health (DH), to review the existing NPM and develop and test options for an updated, robust model to ensure it reflects the latest government dietary guidelines, which will aim to facilitate appropriate limits on children's exposure to adverts for less healthy food and drink products. PHE will work with academics, regulators, industry and health NGOs to ensure that its work is comprehensive and transparent. The review is due to be completed in 2017.

This work contributes to PHE priorities on 'tackling obesity particularly amongst children' and 'ensuring every child has the best start in life'. This work also contributes to ministerial commitments to tackle obesity in the UK. It has been feeding into DH's childhood obesity approach and the interventions that are part of the childhood obesity plan.⁵

¹ <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

² <https://www.gov.uk/government/statistics/national-diet-and-nutrition-survey-results-from-years-1-to-4-combined-of-the-rolling-programme-for-2008-and-2009-to-2011-and-2012>

³ National Child Measurement Programme data source: Health and Social Care Information Centre
<http://www.hscic.gov.uk/ncmp>

⁴ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/546588/Childhood_obesity_2016__2__acc.pdf

Accountability and governance

In order to oversee approaches and support progress, a NPM Reference Group and a NPM Expert Group will be established for this programme of work. The role of the NPM Expert Group will be to provide technical guidance and scrutiny for the overall work and make recommendations to PHE. The role of the NPM Reference Group will expose the full range of stakeholder views and advise on matters relating to the NPM. Both the NPM Expert Group and NPM Reference Group will be chaired by the same person.

Objectives

The NPM Expert Group will:

- review the existing FSA NPM and provide technical scrutiny
- review and provide advice on existing models, evidence, relevant methodologies and the latest scientific developments
- provide advice and technical scrutiny to the approach, methodology, modelling and validation processes for updating/revising the NPM
- review the results of the modelling and assist in the selection of the model(s) to be put forward for public consultation
- review comments from the public consultation and assist in developing the recommendations to PHE on the final NPM model

Responsibilities of the NPM Expert Group

- the NPM Expert Group will provide technical leadership, knowledge and intelligence about the NPM, including any practical application for its intended purpose
- to contribute to the discussion and advise on the process of reviewing and updating the NPM
- to scrutinise proposals developed by PHE ensuring that such activity takes full account of the prevention agenda; innovation; resources; and wider developments in and external to PHE, ensuring interrogation of identified issues
- act as a source of advice to the NPM Reference Group on technical aspects of the NPM and support progress of work
- to give a cohesive and balanced stakeholder perspective to inform reviewing and updating the NPM
- to consider the current risks to delivery, provide insights to potential future threats and risks and consider the escalation of risks where appropriate
- all advice should be scientifically based, and not be driven by bias, personal opinion or lobbying

NPM Expert Group membership*

No.	Member	Organisation/role
Chair		
1	Professor Russell Viner**	Institute of Child Health, Professor in Adolescent Health
Members		
2	Dr Jean Adams	University of Cambridge, School of Clinical Medicine, Centre for Diet & Activity Research, Programme Lead for Evaluation of Population Interventions in Dietary Public Health
3	Professor Judy Buttriss	British Nutrition Foundation, Director General
4	Professor Mike Rayner	Nuffield Department of Population Health, University of Oxford, Professor of Population Health and Director
5	Dr Nicole Darmon	Aix-Marseille Université, Marseille, French National Research Institute for Agricultural Research, Research Director
6	Professor Sian Robinson	University of Southampton, Professor of Nutritional Epidemiology
7	Dr Tim Lobstein	World Obesity Federation, Director of Policy
8	TBC	PHE Sugar Reduction & Reformulation Corporate Priority Programme Board representative
Observers		
9	Sharon Egan	Department of Health
10	Kate Halliwell	Food and Drink Federation
11	Dr Modi Mwatsana	UK Health Forum
12	Andrew Taylor	Committee of Advertising Practice
13	Joanne Casey	Food Standards Agency Northern Ireland
14	Dr Gillian Purdon	Foods Standards Scotland
15	Dr Sarah Rowles	Welsh Government
Secretariat		
16	Dr Alison Tedstone	PHE Deputy Director Diet and Obesity
17	Dr Louis Levy	PHE Head of Nutrition Science
18	Charlie Parker	PHE NPM
19	Kate Sweeney	PHE, Deputy Head of Risk Factors Intelligence
20	Rebecca Worboys	PHE, Health Economist
21	Sakhi Dodhia	PHE NPM

* This includes overlap of members on the NPM Reference Group

** The Secretariat will appoint a Deputy Chair to chair meetings in the absence of the appointed Chair.

***Invited guests, for example, PHE behavioural insights team, SACN members, PHE dietary improvement representatives, PHE Chief Knowledge Officer's team will be invited as appropriate.

Review

The NPM Expert Group will review the relevance and value of the groups function, performance and review the terms of reference every six months to ensure that it is operating effectively. Membership will be regularly reviewed with the secretariat. Additional members with the relevant expertise may be invited to join the NPM Expert Group following the publication of the DH Childhood Obesity Plan.

NPM work plan

A draft outline of the NPM timeline is set out in Annex A.

Ways of working

Meetings

The NPM Expert Group will meet once every two months. The first meeting will be held on 1 July 2016. Meetings will be aligned with the NPM Reference Group and will be held on the same day. Further meetings will be held on:

12 September 2016
7 November 2016
23 January 2017
20 March 2017
22 May 2017
TBC July 2017
TBC September 2017

Ad hoc teleconference meetings will be scheduled accordingly. Ad hoc teleconference meetings, will be used for members to give a steer to ensure that the work prepared by the secretariat is on course.

Secretariat

To be provided by PHE.

Agenda, papers and minutes

The secretariat will endeavour to circulate an agenda and papers to the group (chair, members, observers and the secretariat) five working days before each meeting. The secretariat will also endeavour to circulate an agenda and papers to members five working days before each meeting. Detailed minutes will be circulated to the group

within 10 working days. The group will have one week to comment and the minutes will be amended accordingly and published on gov.uk as draft. The minutes will be formally agreed at the next meeting, where the draft status will be removed and will become the final minutes on gov.uk.

All other papers presented at the meetings will not be published or circulated wider unless agreed by members of the group.

Standing papers:

- agenda for meeting
- summary minutes and actions (with updates) from last meeting

Scientific Advisory Committee on Nutrition (SACN)

SACN members will be invited to meetings and kept informed of relevant activities of the NPM, as appropriate. SACN will be invited to respond to the consultation on options to updating/revising the NPM.

Confidentiality

Papers considered by the NPM Reference Group should not be circulated any wider without seeking permission from the secretariat.

Annex A: NPM review/update - draft timeline of key events

