



Public Health
England

Protecting and improving the nation's health

Nutrient Profiling Model Reference 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 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. Members of the NPM Expert Group will also sit on the NPM Reference Group. The role of the NPM Reference Group is detailed below under objectives. Both the NPM Expert Group and NPM Reference Group will be chaired by the same person.

Objectives

The NPM Reference Group will:

- expose the full range of stakeholder views and advise on matters relating to the NPM and appraise a selection of models in relation to their applicability
- provide oversight and comments to the methodology, approach and validation processes for updating/revising the NPM
- review comments from the public consultation

Responsibilities of the NPM Reference Group

- the NPM Reference Group will provide, through its multi-disciplinary membership, knowledge about NPM, including proportionality through its practical application for its intended purpose
- to observe and contribute to the discussion on the process of updating the NPM that can be fed back to the NPM Expert Group
- to comment on 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
- to give a cohesive and balanced stakeholder perspective to inform reviewing and updating the NPM and support progress of work
- to consider the current risks to delivery, provide insights to potential future threats and risks and consider the escalation of risks where appropriate
- to represent their members and communicate processes and issues to them as appropriate

NPM Reference Group membership*

No.	Member**	Organisation/role
Chair		
1	Professor Russell Viner***	Institute of Child Health (ICH), Professor in Adolescent Health
Members		
2	Andy Taylor	Committee of Advertising Practice, Regulatory Policy Executive
3	Andrea Martinez-Inchausti	British Retail Consortium, Deputy Director of Food Policy
4	Kate Halliwell	Food and Drink Federation, Nutrition & Health Manager
5	Malcolm Clark	Children's Food Campaign co-ordinator
6	Dr Modi Mwatsama	UK Health Forum, Director of Global Health
7	Wan Mak	Sodexo, Head of Dietetics and Nutrition and British Hospitality (BHA) representative
8-14	Members of the NPM Expert Group (Annex A)	
Observers		
15	Gwyn Owens	Department of Culture, Media and Sports
16	Dr Michelle McQuillan	Department of Environment, Food and Rural Affairs
17	Sharon Egan	Department of Health
18	Joanne Casey	Food Standards Agency Northern Ireland
19	Dr Gillian Purdon	Foods Standards Scotland
20	Dr Sarah Rowles	Welsh Government
Secretariat		
21	Dr Alison Tedstone	PHE Deputy Director Diet and Obesity
22	Dr Louis Levy	PHE Head of Nutrition Science
23	Charlie Parker	PHE NPM Programme Lead
24	Kate Sweeney	PHE Deputy Head of Risk Factors Intelligence
25	Rebecca Worboys	PHE Health Economist
26	Sakhi Dodhia	PHE NPM Senior Scientific Officer

* This includes overlap of members on the NPM Expert Group

**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. The NPM reference group through the secretariat will work with DH, DCMS and Defra to ensure the below are briefed on any relevant activities:

- Ofcom, CAP, BCAP, ASA, AA
- Behavioural Insights Team
- Devolved administrations

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

Review

The NPM Reference 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 may be invited to join the NPM Reference 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 B.

Ways of working

Meetings

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

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 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 Expert Group* members

No.	Member	Organisation/role
8	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
9	Professor Judy Buttriss	British Nutrition Foundation, Director General
10	Professor Mike Rayner	Nuffield Department of Population Health, University of Oxford, Professor of Population Health and Director
11	Dr Nicole Darmon	Aix-Marseille Université, Marseille, French National Research Institute for Agricultural Research, Research Director
12	Professor Sian Robinson	University of Southampton, Professor of Nutritional Epidemiology
13	Dr Tim Lobstein	World Obesity Federation, Director of Policy
14	TBC	PHE Sugar Reduction & Reformulation Corporate Priority Programme Board representative

*Observers of the NPM Expert Group include representatives from Department of Health, Food and Drink Federation, UK Health Forum, Committee of Advertising Practice, Food Standards Agency Northern Ireland, Foods Standards Scotland and Welsh Government

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

