

# BIA-Obesity Tool

## Business Impact Assessment – Obesity and Population-level Nutrition

### Overview of scoring methods: Quick Service Restaurants

2017

December 2017

#### Development of the BIA-Obesity tool

The BIA-Obesity (Business Impact Assessment-Obesity and Population-level Nutrition) tool has been developed by [INFORMAS](#) to provide a framework to benchmark food company policies and commitments related to obesity and population nutrition.

The BIA-Obesity methods are based on those developed for the [Access to Nutrition Index \(ATNI\)](#). ATNI is a tool designed to measure and benchmark the nutrition-related commitments, performance and disclosure practices of global food and beverage manufacturers to enable comparison of company performance with reference to international norms and standards. The ATNI methodology was developed over several years, with extensive input from a wide range of stakeholders including academics, policy makers and representatives from non-government organisations, the food industry and investment firms.

The ATNI methods have been adapted in several ways for the BIA-Obesity tool. Whereas ATNI includes assessment of companies in regards to multiple aspects of nutrition (including both obesity and under-nutrition), INFORMAS is only focused on obesity and diet-related non-communicable diseases (NCDs) – not under-nutrition. Secondly, ATNI assesses only food and beverage manufacturers, whereas the BIA-Obesity tool also assesses other sectors of the food industry, such as quick service restaurants and supermarkets. Tailored versions of the tool have been prepared for each sector. Thirdly, the BIA-Obesity tool has a greatly reduced number of questions compared to the ATNI assessment, with a more simple scoring methodology. This reduces the resources required to complete and assess the survey, and focuses on areas of most importance, based on the public health literature. Fourthly, the indicators have been modified so as to be applicable to the country context.

The BIA Obesity tool includes domains related to 6 key policy areas, including overall nutrition strategy and governance of the organisation, product formulation, promotion to children and adolescents, product and menu labelling, product accessibility and relationships with external groups. For each domain, INFORMAS has developed graded assessment criteria to enable benchmarking at a sector, country and global level. These criteria take into account the nature of policies as well as the extent of public disclosure of these policies. Company scores in each domain will be summed to determine a final score out of 100 (including different weightings for each domain, as determined by an expert panel within INFORMAS). Refer to Table 1 below for details of each domain.



**Table 1: Domains of the BIA-Obesity tool including index assessment details – Quick Service Restaurants**

Domain	Description	Overview of scoring criteria
A	<p><b>Corporate population nutrition strategy</b></p> <p><b>Overview</b> Company’s overarching commitment to improving population nutrition for reducing obesity and NCDs</p> <p><b>Includes</b></p> <ul style="list-style-type: none"> <li>• Strategies related to population nutrition, obesity and non-communicable diseases</li> <li>• Corporate social responsibility documents relating to population nutrition</li> <li>• Corporate mission statements or vision statements</li> <li>• Policy documents in the public domain; annual reports.</li> </ul> <p><b>Excludes</b></p> <ul style="list-style-type: none"> <li>• Undernutrition or malnutrition</li> <li>• Strategies specifically targeting a company’s own employees and contractors</li> <li>• Strategies focused on breast milk substitutes and infant formulas, nutrient fortification, palm oil and packaging initiatives (related to sustainability)</li> </ul>	<p><b>Number of questions:</b> 3  <b>Total number of points available:</b> 30  <b>Weighting:</b> 10/100</p> <p><b>Maximum points:</b> Company has a national level commitment to population nutrition, articulated in publicly available strategic documents with SMART objectives</p> <p><b>Mid-level points:</b> Company has a commitment to population nutrition, with some reporting at the global/national level</p> <p><b>Minimum points:</b> Company has no commitments in this area</p>

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<b>B</b>	<b>Product formulation</b>	<p><b>Overview</b> Policies regarding product development and reformulation targets related to nutrients of concern (i.e. sodium, saturated fat, trans fat, added sugar)</p> <p><b>Includes</b></p> <ul style="list-style-type: none"> <li>• Reformulation / product development to reduce nutrients of concern: sodium, saturated fat, trans fat, added sugars, kilojoules/portion size of single serve products</li> <li>• Introduction of new products to increase the number of 'healthy' products</li> </ul> <p><b>Excludes</b></p> <ul style="list-style-type: none"> <li>• Reformulation / product development relating to other macronutrients or micronutrients</li> <li>• Nutrient fortification</li> <li>• Allergens, palm oil initiatives (related to sustainability)</li> </ul>	<p><b>Number of questions:</b> 14 <b>Total number of points available:</b> 100 <b>Weighting:</b> 25/100</p> <p><b>Maximum points:</b> Company has a comprehensive set of publicly available reformulation commitments, with SMART targets for sodium, saturated fat, trans fat (incl. frying oils), added sugar</p> <p><b>Mid-level points:</b> Company has reformulation commitments in some areas for nutrients of concern</p> <p><b>Minimum points:</b> Company has no commitments in this area</p>
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<b>C</b>	<b>Product and menu labelling</b>	<p><b>Overview</b> Policies regarding disclosure and presentation of nutrient information on menus, as well as online nutrition information</p> <p><b>Includes</b></p> <ul style="list-style-type: none"> <li>• Menu labelling for energy/calories and nutrients</li> <li>• Online nutrition information</li> <li>• On request nutrition information</li> <li>• Classification system for labelling products as 'healthy'</li> </ul>	<p><b>Number of questions:</b> 9 <b>Total number of points available:</b> 55 <b>Weighting:</b> 15/100</p> <p><b>Maximum points:</b> Company has a publicly available commitment to comprehensive and easy to understand nutrition labelling on menus for all menu items. Nutrition information is also made available on request and online</p>
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		<p><b>Excludes</b></p> <ul style="list-style-type: none"> <li>• Government mandated menu labelling or product labelling information</li> <li>• Allergen information</li> <li>• Sustainable packaging initiatives</li> </ul>	<p><b>Mid-level points:</b> Company has a commitment to menu labelling that includes some menu items and provides general nutrition information both in-store and online</p> <p><b>Minimum points:</b> Company has no commitments in this area</p>
D	Promotion to children and adolescents	<p><b>Overview</b> Policies regarding reducing the exposure of children and adolescents to 'less healthy' food promotion</p> <p><b>Includes</b></p> <ul style="list-style-type: none"> <li>• Marketing communications in broadcast media (TV, radio)</li> <li>• Marketing communications in non-broadcast media (including websites, DVDs/games, social media, print media, product placement, outdoor marketing, in store marketing, point of sales marketing, food packaging)</li> <li>• Marketing techniques that appeal to children/adolescents</li> </ul> <p><b>Excludes</b></p> <ul style="list-style-type: none"> <li>• Promotion to adults over 18 years of age</li> <li>• Other aspects of marketing such as price or place</li> <li>• Advertising of break milk substitutes</li> </ul>	<p><b>Number of questions:</b> 15 <b>Total number of points available:</b> 115 <b>Weighting:</b> 25/100</p> <p><b>Maximum points:</b> Company has a publicly available commitment to reduce the exposure of children to 'less healthy' food marketing, with policies applying across all media channels and inclusive of all marketing techniques designed to appeal to children</p> <p><b>Mid-level points:</b> Company has some commitment to reduce the exposure of children to 'less healthy' food marketing, with policies that apply to some forms of media and some marketing techniques</p> <p><b>Minimum points:</b> Company has no commitments in this area</p>

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**E Product accessibility**

**Overview**

Policies related to the availability and affordability of healthy compared to 'less healthy' items

**Includes**

- Increasing the availability of healthy products/decreasing the availability of 'less healthy' products
- Store placement / location
- Store opening hours (particularly near schools)
- Default drink and side items
- Increasing the affordability of healthier products
- Decreasing the affordability of 'less healthy' products
- Price promotions and sales
- Value deals
- Commitments to not supersize and not provide free refills on soft drinks

**Number of questions:** 11

**Total number of points available:** 95

**Weighting:** 20/100

**Maximum points:** Company has a publicly available commitment to increasing the availability and affordability of healthy compared to 'less healthy' items. This includes a policy that in-store 'assigned' or 'default' items are healthy items and a commitment to restrict price promotions and price incentives to healthier products

**Mid-level points:** Company has a broad commitment to increasing the availability and affordability of healthy compared to 'less healthy' items, with some policies around the healthiness of 'assigned' or 'default' food and drink items and some limits on price promotions for 'less healthy' items

**Minimum points:** Company has no commitments in this area

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**F Relationships with external organisations**

**Overview**

Details of policies related to funding and/or support provided to professional organisations, external research, community groups, nutrition education and active lifestyle programs, as well as relationships with government

**Includes**

- External groups/Professional organisations relevant to health/nutrition, external research groups, individual researchers or universities

**Number of questions:** 11

**Total number of points available:** 90

**Weighting:** 5/100

**Maximum points:** Company has national level disclosure of support for external groups (includes: professional organisations, research, community groups, nutrition education/active lifestyle programs) and relationships with government

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- Philanthropic funding
  - Support for nutrition education / active lifestyle programs in the community
  - Public-private partnerships with government groups or agencies
  - Political donations and affiliations with industry associations or other organisations that lobby in relation to population nutrition

**Mid-level points:** Company has some disclosure of funding/support for external groups and relationships with government

**Minimum points:** Company has no disclosure of funding/support for external groups and relationships with government

**Excludes**

- Suppliers/Distributors
  - Retailers
  - Employees and contractors
  - Service providers
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