

BIA-Obesity Tool

Business Impact Assessment – Obesity and Population-level Nutrition

Overview of scoring methods: Supermarkets

2017

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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 chain 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, nutrition labelling and education, promotion to all consumers, 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 – Supermarkets

Domain	Description	Overview of scoring criteria
A	<p>Corporate population nutrition strategy</p>	<p>Overview Company’s overarching commitment to improving population nutrition for reducing obesity and NCDs</p> <p>Includes</p> <ul style="list-style-type: none"> • Strategies related to population nutrition, obesity and non-communicable diseases • Corporate social responsibility documents relating to population nutrition • Corporate mission statements or vision statements • Policy documents in the public domain; annual reports <p>Excludes</p> <ul style="list-style-type: none"> • Undernutrition or malnutrition • Strategies specifically targeting a company’s own employees and contractors • Strategies focused on breast milk substitutes and infant formulas, nutrient fortification, palm oil and packaging initiatives (related to sustainability)

B Product formulation**Overview**

Policies regarding product development and reformulation targets (own-brand products) related to nutrients of concern (i.e. sodium, saturated fat, trans fat, added sugar)

Includes

- Reformulation / product development to reduce nutrients of concern: sodium, saturated fat, trans fat, added sugars, kilojoules/portion size of single serve products
- Introduction of new products to increase the number of 'healthy' products

Excludes

- Reformulation / product development relating to other macronutrients or micronutrients
- Nutrient fortification
- Allergens, palm oil initiatives (related to sustainability)

Number of questions: 12**Total number of points available:** 95**Weighting:** 25/100**Maximum points:** Company has a comprehensive set of publicly available reformulation commitments, with SMART targets for sodium, saturated fat, trans fat, added sugar**Mid-level points:** Company has reformulation commitments in some areas for nutrients of concern**Minimum points:** Company has no commitments in this area

C Nutrition labelling and education**Overview**

Policies regarding disclosure and presentation of nutrient information (on own-brand products), in-store provision of nutrition information (e.g., for foods prepared on site and use of shelf tags), online nutrition information

Includes

- Front of pack labelling
- Non-mandatory nutrient labelling (e.g. trans fat, added sugars)

Number of questions: 18**Total number of points available:** 155**Weighting:** 15/100**Maximum points:** Company has a publicly available commitment to implementing the government endorsed front-of-pack labelling across all own-brand products, comprehensive nutrition information available for takeaway/ready to eat

	<ul style="list-style-type: none"> • Online nutrition information • Health and nutrition content claims • Nutrition information on menus for takeaway and ready-to-eat foods (prepared on-site) • Shelf tag labelling (e.g., Health Star Rating system, traffic light labelling) • In-store nutrition programs and health promotion <p>Excludes</p> <ul style="list-style-type: none"> • Government mandated nutrition information or product labelling information • Allergen information • Health claims that are mandated by government • Sustainable sourcing/packaging initiatives 	<p>foods, and use of shelf tags and health claims on healthy products</p> <p>Mid-level points: Company has a commitment to the government endorsed or other front-of-pack labelling system across some products, nutrition information available in some categories for labelling purposes and takeaway/ ready to eat foods</p> <p>Minimum points: Company has no commitments in this area</p>
D	<p>Promotion to all consumers</p> <p>Overview Policies regarding reducing the exposure of all consumers to ‘less healthy’ food promotion</p> <p>Includes</p> <ul style="list-style-type: none"> • Marketing communications in broadcast media (TV, radio) • 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) • Promotion in catalogues/circulars/loyalty programs • In-store promotions (presentations, tastings, and product giveaways) 	<p>Number of questions: 23 Total number of points available: 165 Weighting: 25/100</p> <p>Maximum points: Company has a publicly available commitment to reduce the exposure of all consumers to ‘less healthy’ food promotion, with policies for media settings, in-store and catalogue promotion and loyalty rewards programmes</p> <p>Mid-level points: Company has some commitment to reduce the exposure of all consumers to ‘less healthy’ food promotion, with policies that apply to some forms of media and some marketing techniques</p>

		<p>Excludes</p> <ul style="list-style-type: none"> • Other aspects of marketing such as price or place • Advertising of break milk substitutes 	<p>Minimum points: Company has no commitments in this area</p>
E	Product accessibility	<p>Overview Policies related to the availability and affordability of healthy compared to 'less healthy' products</p> <p>Includes</p> <ul style="list-style-type: none"> • Increasing/decreasing the amount of floor/shelf space given to healthy/'less healthy' products respectively • Reducing or removing 'less healthy' items from checkouts and/or increasing the number of healthy items at checkouts • Removing 'less healthy' items from end of aisle displays or high traffic areas, increasing the number of healthy items in end of aisle displays or high traffic areas • Increasing the availability of healthy products/decreasing the availability of 'less healthy' products in certain areas (e.g., rural, low-income, indigenous, city/town/suburb/state) • Increasing the affordability of healthier products • Decreasing the affordability of 'less healthy' products • Limiting multi-buy specials on 'less healthy' foods • Promotional specials 	<p>Number of questions: 12 Total number of points available: 120 Weighting: 20/100</p> <p>Maximum points: Company has a publicly available commitment to increasing the availability and affordability of healthy compared to 'less healthy' products across the business. This includes policies around placement of 'less healthy' items at end of aisle displays and checkouts, dedicating minimum amounts of shelf space/floor space to healthy products and publicly available commitment to restrict price promotions and multi buy specials for 'less healthy' products</p> <p>Mid-level points: Company has a broad commitment to increasing the availability and affordability of healthy compared to 'less healthy' products, with some policies around product placement for 'less healthy' compared to healthy foods and some limits of price promotions / multi buy specials for 'less healthy' products</p> <p>Minimum points: Company has no commitments in this area</p>

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
- 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

Excludes

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

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

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