Obesity Health Alliance

THE 2018 NUTRIENT PROFILING MODEL

Outdated vs Updated: A Snapshot of Impacts on Advertising and Promotions Regulations

Obesity Health Alliance

October 2026

Executive summary

Introduction

The UK's 2004/05 Nutrient Profiling Model (current NPM) is outdated and no longer reflects the latest evidence on free sugars, fibre and the nutritional profile of many foods and drinks. Although the 2018 NPM (updated NPM) was published in January 2026, it is not yet applied to existing less healthy food and drink advertising and promotions regulations. This report provides a snapshot of how applying the updated NPM could change which products are classified as 'less healthy', and what this could mean for reducing children's exposure to unhealthy food marketing.

Methods

The Obesity Health Alliance (OHA) undertook and commissioned a small programme of primary research between May and June 2026 to examine how applying the updated NPM could affect food and drink currently promoted to consumers. This included:

- Analysis of food and drink adverts shown before the 9pm watershed during the *Britain's Got Talent Final*, selected as a high-profile family viewing event.
- In-store analysis of end-of-aisle promotions in a Tesco superstore in England, which is currently a restricted area.
- Products featured in adverts and promotional displays were assessed against the current NPM and estimated against the updated NPM using publicly available nutrition information and Government's technical guidance.
- To compliment these findings, nationally representative polling of 2,211 UK adults conducted by Savanta to assess public attitudes towards regulations designed to reduce exposure to less healthy food and drink marketing.

Key findings

This snapshot analysis suggests that applying the updated NPM would bring a greater number of less healthy products into scope of advertising and promotions regulations:

- During the commercial breaks of *Britain's Got Talent Final*, six of the seven identifiable products in scope, including adverts for burgers and crisps, that passed the current NPM were estimated to fail the updated NPM.
- In the retail analysis, 45 out of the 68 products in-scope, such as cakes and biscuits, sugary drinks and desserts and puddings, recorded at end-of-aisle promotions were estimated to pass the current model but fail the updated NPM.

- Public polling also found strong alignment between the updated NPM and public perceptions: clear majorities viewed the tested products as unhealthy despite passing the current NPM, 57% of adults thought Government should do more to restrict food and drink adverts shown to children, and 69% believed children are still regularly exposed to unhealthy food and drink advertising on TV and online.

Limitations

The findings should be interpreted as an indicative snapshot rather than a representative assessment of all food advertising or retail promotions. NPM scores were estimated using publicly available nutrition information and Government technical guidance, and the analysis was limited to one television programme, one store audit and a short polling exercise. However, the results provide a practical illustration of how the updated NPM could affect products currently outside the restrictions.

Recommendations for national government

- Publish its response to the consultation on applying the updated NPM, which is already past the 12 weeks recommended by government guidance.
- Publish the consultation on the Healthy Food Standard immediately, enabling businesses to prepare for and implement mandatory healthy sales reporting and improvement targets.
- Implement the updated NPM and the Healthy Food Standard as soon as possible, within this Parliament, in line with the Health and Social Care Select Committee's recommendations.

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Photograph on report cover is sourced from the Children's Health and Food Image Bank from Impact on Urban Health. All remaining photographs and screenshots featured in this report were taken by the Obesity Health Alliance.

Companies referenced in this report were contacted on 6th October 2026 and given an opportunity to comment ahead of publication.

Glossary of terms

When we say	We mean...
Nutrient Profiling Model (NPM)	A scoring system used in the UK which balances the contribution made by beneficial nutrients that are particularly important in children's diets with components in the food that children should eat less. Points are allocated on the basis of the nutrient content of 100g of a food or drink. Foods scoring 4 or more points, and drinks scoring 1 or more points, are classified as 'less healthy', which are widely referred to as high in fat, salt and sugar (HFSS) foods[1]. 2004/05 NPM is referred to as the 'current NPM' throughout this report. The 2018 NPM is referred to as the 'updated' NPM'.
Advertising regulations	The UK's regulations restricting the advertising of 'less healthy' food and drink officially came into force across the UK on 5th January 2026. This includes: • TV watershed: A ban on TV and on-demand programme service advertisements for 'less healthy' products between 5:30 AM and 9:00 PM. • Online ban: A complete ban on paid-for online advertising (including social media and paid influencer marketing) for 'less healthy' food and drink items at any time of day. Formally known as the Advertising ('less healthy' Food Definitions and Exemptions) Regulations 2024. Referred to in this report as 'advertising regulations'

Promotion regulations	Formally known as Food (Promotion and Placement) (England) Regulations 2021. The Government introduced legislation to restrict the promotion of 'less healthy' food and drink products by volume price (for example, 'buy one get one free') and location, both online and in store in England. The regulation of less healthy products by location came into force on 1st October 2022. The regulations on less healthy products by volume price came into force in England on 1st October 2025. Referred to in this report as 'promotion regulations'.
High in Fat, Sugar and Salt (HFSS)	Food and drink that is classified as 'less healthy' by the NPM.
Less healthy food and drink	A 'less healthy' food or drink product is defined by: • fall within one of the product categories in the schedule to the regulations • score 4 or above for food, or 1 or above for drink when applying the 2004 to 2005 NPM using the 2011 technical guidance These were identified as the categories of food or drink of most concern for childhood obesity. The categories differ slightly between the advertising and promotions regulations to reflect that the advertising restrictions apply to products sold or served in the out of home sector as well as by retailers and manufacturers.
Unhealthy food	Used interchangeably with less healthy food and drink but is not defined or used in policy. These are generally types of food and drinks that we should consume less often and in small amounts, as advised by the Eatwell Guide.
Eatwell Guide	The Eatwell Guide is a policy tool used to define Government recommendations on eating healthily and achieving a balanced diet.
Healthy Food Standards (HFS)	Announced in the NHS 10 Year Health Plan for England, the HFS has two components; mandatory healthy food sales reporting for all large companies in the food sector; and targets, which will use the reporting data to set mandatory targets on the average healthiness of sales.

Introduction

A Nutrient Profiling Model (NPM) is a scoring system used to distinguish healthier from less healthy food and drink based on their nutritional content. The UK's current 2004/05 NPM (current NPM) underpins policies regulating the marketing of a limited number of categories of food and drinks high in fat, salt and sugar (HFSS), particularly to children, before 9pm on TV, 24/7 on paid-for online media across the UK, and multibuys and location promotions in large retailers in England.

The previous Conservative Government committed to updating the NPM to reflect the recommendations made by the Scientific Advisory Committee on Nutrition (SACN) on free sugars and fibre in 2015. They advised that intakes of free sugars should, on average, be no more than 5% of dietary energy. This effectively halved the recommended limit for sugar intake from 10%, based on evidence linking sugar consumption and sugary foods and drinks to dental disease, higher overall calorie intake, and weight gain.

The draft updated NPM was put out for consultation in 2018, but the Government did not publish its response until January 2026, when the model was finalised as part of the Labour Government's commitment cited in the NHS 10 Year Health Plan for England.

> *'Current food and drink advertising and promotion restrictions use the 2004/05 nutrient profiling model to categorise which foods are more or 'less healthy'. This is plainly out of date, and we will update these standards.'*
>
> **UK Government, Fit for the Future – 10 Year Health Plan for England. July 2025**

The updated NPM incorporates a stricter definition of sugars to include 'free sugars', reflecting the revised recommendations from the SACN in. Thresholds for energy and saturated fat were also tightened, meaning a wider range of products may be reclassified as 'less healthy', including some that have previously been reformulated to meet the current model.

> Free sugars are defined as all monosaccharides and disaccharides added to foods by the manufacturer, cook or consumer, plus sugars naturally present in honey, syrups and unsweetened fruit juices.
>
> **Scientific Advisory Committee on Nutrition, Carbohydrates and Health. July 2015**

Under the current model, some products containing whole fruit, vegetables or dairy ingredients can be penalised by the use of total sugars, even where those sugars occur naturally within the food. The updated model distinguishes between whole and minimally processed fruit and vegetables and ingredients derived from more heavily processed forms, helping to better recognise the nutritional contribution of foods closer to their original form. This helps ensure that products high in free sugars, particularly those generated through processing and often accompanied by lower fibre content, are less likely to be classified as non-HFSS.

The Government's Impact Assessment estimated that applying the updated NPM would deliver £36.9 billion in health and economic benefits over 25 years, reducing childhood obesity by 110,000 cases and adult obesity by 520,000 cases[3]. However, at the time of writing (1st October 2026), the current NPM is still currently used to define HFSS foods in Government policy, with the updated NPM solely existing as guidance.

Policy context

In March 2026, the Government opened a 12-week consultation on proposals to apply the updated NPM to existing advertising and promotions regulations[4]. The move was welcomed by the OHA and many of our members as a foundational step in ensuring that the current regulations remain fit for purpose and has the desired effect of taking less healthy food out of the spotlight[5].

However, the consultation was met with significant push back from some within the food industry, claiming that implementation of the revised guidance would be difficult because calculating free sugars, rather than total sugars, is not required with the current NPM.

> *'Our main concern with the new model is data and the challenges around free sugars, in particular. It cannot be analysed or objectively determined. We received some new comms from the Government yesterday, and we have not had a chance to digest them yet. Currently, based on what we know about the model, free sugars are particularly challenging.'*
>
> **Beth Fowler, Senior Manager, Healthy and Sustainable Choices, Asda giving evidence at the Health and Social Care Select Committee inquiry on food and weight management. 28th January 2026[6]**

The Health and Social Care Select Committee's July 2026 Fixing the Food Environment inquiry report concluded that they were 'unconvinced' by the evidence presented against the updated NPM and supported its application to policy with haste[7].

'We were unconvinced by the evidence we received from the supermarkets regarding their concerns about the updated nutrient profiling model. The NPM underpins all the Government's regulatory action to prevent obesity, yet the version of the model being used is now nearly 22 years old.

The 2018 nutrient profiling model should be implemented as soon as possible, and certainly no later than by the end of 2027. The Government will hear a lot of representations against this but should hold firm. While we are aware of the debate around free sugars, we do not believe that it should be allowed to delay implementing the 2018 model further and call on the Government to publish its preferred way forward on free sugars as soon as possible.'

Health and Social Care Select Committee, Food and Weight Management: Fixing the food environment. July 2026

Media reports raised ongoing political uncertainty and concerns about the knock-on effects of the Middle East conflict on the cost of living to cast further doubt over the implementation of the updated NPM. At the time of writing (1st October 2026), we are yet to see independent evidence that applying the updated NPM to advertising and promotions regulations would directly increase the cost of living.

A recent analysis conducted by the University of Plymouth and published by Sustain: the alliance for better food and farming, suggests that early evidence from the Transport for London healthier advertising policy shows concerns on the impact on revenue of income have likely been overstated[8].

This is because advertisers are already using several viable routes to keep spending within the UK advertising market by reformulating products, moving television advertising past the watershed or reallocating budgets to other unregulated channels or compliant products. For example, analysis by Nesta[9] and the Food Foundation[10] has indicated that advertising spend on unregulated spaces such as outdoor has increased significantly since 2021, when the Government confirmed its intention to restrict less healthy advertising on TV and paid-for online media.

Experience has shown that advertisers and broadcasters can adapt to regulatory change, provided there is a level playing field and certainty on timelines from Government.

Figure 1: *Images of press coverage of the updated NPM, taken from the Financial Times, The Grocer (March and June) and The Telegraph.*

About this report

To inform the Government's consultation, the OHA collected a small data sample to examine how the updated NPM could affect the advertising and promotions regulations. This included a snapshot analysis of food advertising broadcast before the television watershed, and in-store of end-of-aisle promotions.

In addition, the OHA commissioned public polling, conducted by Savanta among a nationally representative sample of 2,211 UK adults to offer further public insight.

This report presents the findings from that research, providing a snapshot of how the updated NPM could affect the products captured by current model and the potential implications for advertising and promotions policy, and explore public perceptions of product healthiness and support for action on less healthy food marketing.

Methods

The OHA conducted and commissioned primary research between May and June 2026, including:

- Food and drink advertising shown during *Britain's Got Talent Final* on ITV, 30th May 2026, 7:00-9:30pm (Second most popular programme from the week 25th – 31st May[11]), and estimating whether advertised food and drink products would pass the current and updated NPM. We excluded adverts aired between 9-9:30pm, non-food products and products out of scope of the regulations from the analysis.
- In-store snapshot of products featured at the end of aisle in one Tesco superstore in England (28th May 2026, Tesco Stores Ltd, Altcar Rd, Formby, Liverpool L37 8DP), resulting in them being in-scope of the promotions regulations. Photographs of in-scope products were taken in-store, followed by desk analysis using publicly available nutrition information to assess whether the products pass the current and updated NPM. We excluded non-food products and products out of scope of the regulations from the analysis.
- Nationally representative public polling of 2,211 UK adults to explore perceptions of product healthiness, exposure to unhealthy food advertising and public attitudes towards food marketing regulation and wider Government action. Conducted by Savanta between Friday 12th June – Monday 15th June 2026. The full set of questions can be found in Appendix 1.

NPM scores were calculated using the following methods:

- Current NPM: Using publicly available nutrition information on retailer or manufacturer websites and calculated using the Healthy and Sustainable Places NPM Calculator.
- Updated NPM: Using publicly available nutrition information on retailer or manufacturer websites and estimated using the 2018 (draft) NPM technical guidance.

Quick NPM explainer

The model uses a scoring system, in which points are allocated on the basis of the level of each nutrient or food component in 100 grams (g) of a food or drink. Points are awarded for:

- 'A' nutrients (energy, saturated fats, free sugars and salt)
- 'C' nutrients or food components (protein, fibre, and fruit, vegetables, nuts and seeds)

The score for 'C' nutrients or food components is then subtracted from the score for 'A' nutrients to give the final nutrient profiling score. Foods scoring 4 or more points, and drinks scoring 1 or more points, are classified as 'less healthy'.

Findings

Food and drink advertisements shown during *Britain's Got Talent Final*

As highlighted in Table 1, a total of 58 adverts were recorded during programming, of which 30 were for food and drink products, brands or retailers. Of the 30 adverts for food and drink products, brands or retailers recorded during the programming, 23 were not in scope from the regulations due to the following exemptions:

- 17 for brand adverts (73%): Pure brand or 'brand of a range' advertising, meaning an advertisement that promotes a brand, including the brand of a range of products, even if the products in the range are ''less healthy''.
- 1 for an non-specific product (4%): ASA guidance stipulates a "specific" product means a food or drink product which is capable of being purchased.
- 5 for category exemptions (22%): Food category outside of the specified 13 categories identified, or an exemption within one of the identified categories.

Table 1: *Analysis of the types of adverts captured during programming of Britain's Got Talent Final (ITV, 30th May 2026, 7:00-9:30pm – adverts after 9pm were not recorded)*

	Live viewing figures	Total number of adverts recorded before 9pm	Total number of food and drink adverts	Total number of adverts in-scope of regulations and pass current NPM	Total number of adverts that may fail updated NPM
ITV – *Britain's Got Talent Final*	4.3 million	58	30	7	5

Figure 2: *Adverts recorded exempt from regulations*

Brand advertising exemption

ASA guidance stipulates 'Brand Advertisement' means an advertisement that promotes a brand, including the brand of a range of products. A 'range of products' means a group of related food or drink products (whether or not those products are less healthy) and such group may include a group of products composed of variants of a product, such as different flavours, but may not include a group of products where such products are differentiated only by pack size or packaging format, such as carton, tin, block or bag.

These adverts were for Cadbury, Oreo and McDonald's, however as no specific products were featured within the advert, they are deemed exempt from the regulations.

"Specific" product

ASA guidance stipulates a "specific" product is a food or drink product which is capable of being purchased. This advert was by Uber Eats, a third-party food delivery company, featuring a generic image of chicken wings but no information was offered on where that product could be purchased from.

This left seven adverts in-scope of the regulations, all of which featured products that passed the current NPM and were therefore not restricted under the advertising regulations. We then estimated the products' scores under the updated NPM, using estimated free sugars values (see Appendix 2 for further details). We estimated that six products would no longer pass the updated NPM and would therefore be classified as 'less healthy'. These adverts are shown in Table 2 along with their current and updated NPM scores, including a KFC Zinger Burger, McDonald's McCrispy Burger (aired twice), McDonald's Spicy McCrispy Burger and Walkers Crisps including Prawn Cocktail (aired twice).

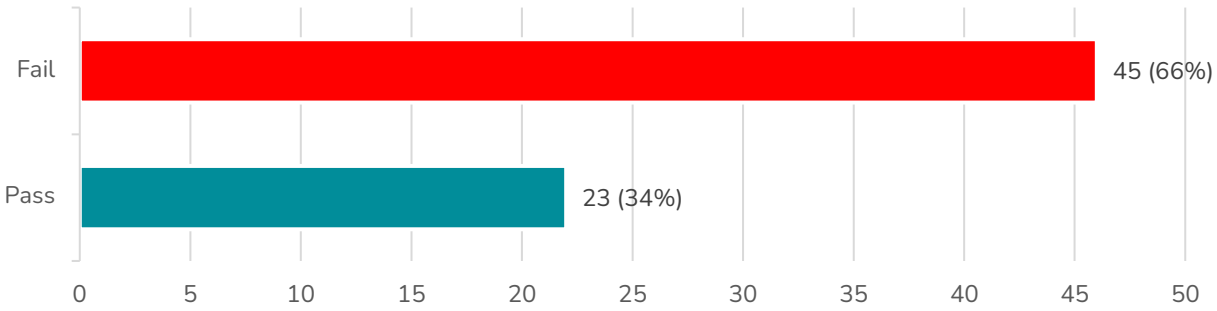
Table 2: *Adverts in scope aired before 9pm comparing current and updated NPM scores*

Product	Advert	Current NPM	Updated NPM
KFC Zinger Burger		✅ Pass	❌ Fail
McDonald's Spicy McCrispy Burger		✅ Pass	❌ Fail
Walkers Prawn Cocktail Crisps *(aired twice)*		✅ Pass	❌ Fail
McDonald's McCrispy Burger *(aired twice)*		✅ Pass	❌ Fail

In-store snapshot of products featured in prominent promotions

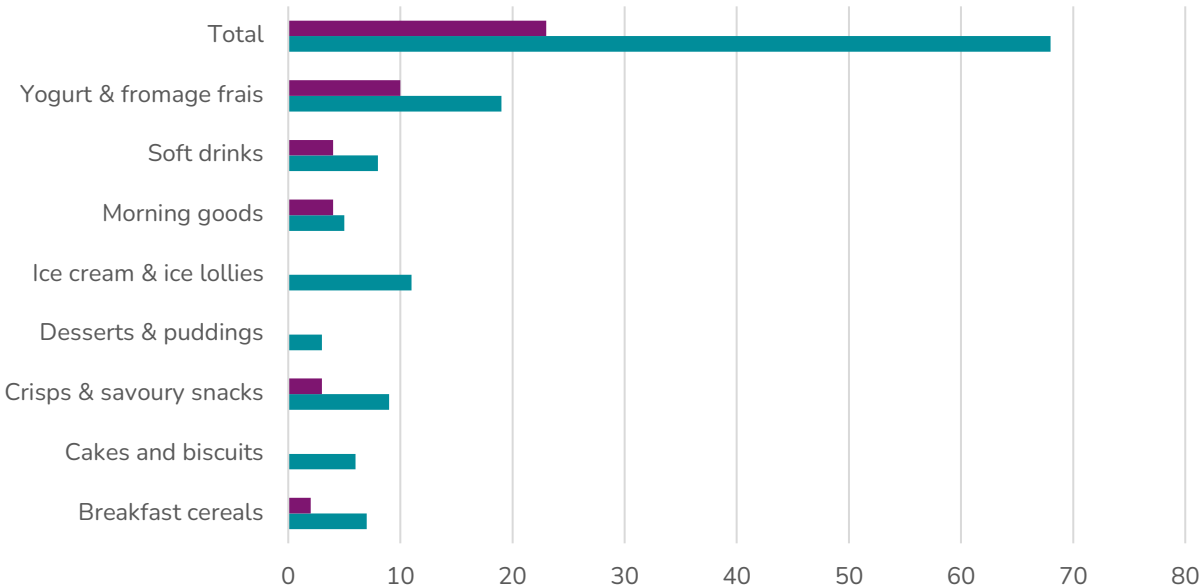
A total of 68 products in scope of the promotions regulations were recorded at the end of aisle. Figure 3 shows that 45 of these products pass the current NPM but could be reclassified as less healthy under the updated NPM, using estimated free sugars values (see Appendix 3 for further details). This represents over two thirds (66%) of all in-scope products captured in this snapshot.

Figure 3: *Number of products in-scope estimated to pass or fail the updated NPM*



We then looked at the number of products potentially failing the updated NPM by food and drink category, which varied. Highlighted in Figure 4, we estimated that all recorded ice creams and lollies, cakes and biscuits, and desserts and puddings captured in this snapshot analysis could fail the updated NPM.

Figure 4: *Number of products located at end-of-aisle passing the current and updated NPM, by product category*



	Breakfast cereals	Cakes and biscuits	Crisps & savoury snacks	Desserts & puddings	Ice cream & ice lollies	Morning goods	Soft drinks	Yogurt & fromage frais	Total
Pass 2018	2	0	3	0	0	4	4	10	23
Pass 2004/05	7	6	9	3	11	5	8	19	68

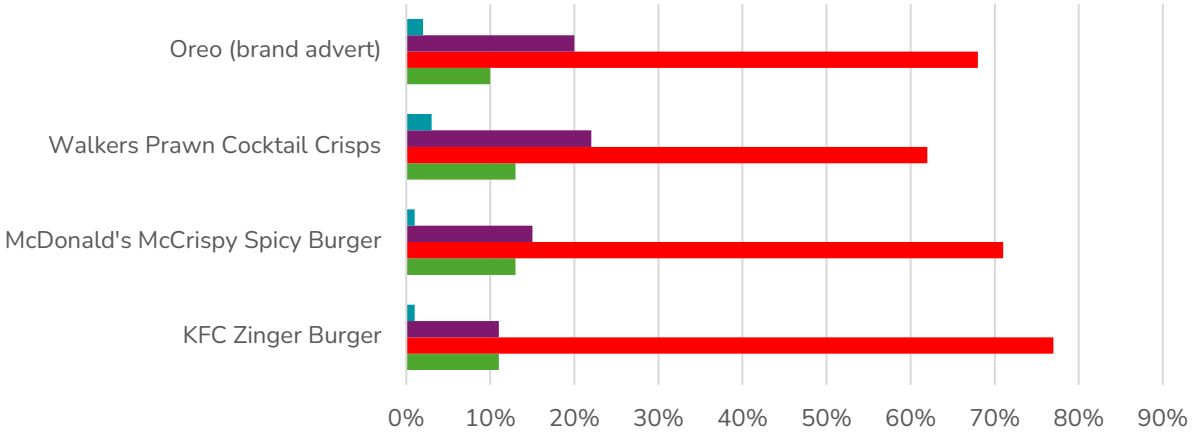
Nationally representative public polling

Savanta presented three adverts aired before 9pm during *Britain's Got Talent Final* (30th May 2026) that pass the current NPM but would likely fail the updated NPM and asked the following question, *'Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is?'.* The adverts are featured in Figure 5.

Figure 5: *Adverts presented to respondents in the nationally representative public polling, conducted by Savanta.*

A clear majority perceived all three adverts as being for an unhealthy product as highlighted in Figure 6, with 77% indicating the KFC Zinger Burger is unhealthy, 71% for the McDonald's Spicy McCrispy Burger and 62% for Walkers Prawn Cocktail Crisps, suggesting the updated NPM better reflects public understanding of the perceived healthiness of foods[12].

Figure 6: *Responses to: 'Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is?'*



	KFC Zinger Burger	McDonald's McCrispy Spicy Burger	Walkers Prawn Cocktail Crisps	Oreo (brand advert)
Don't know / not sure	1%	1%	3%	2%
Neither healthy nor unhealthy	11%	15%	22%	20%
Total unhealthy	77%	71%	62%	68%
Total healthy	11%	13%	13%	10%

We also tested a brand-only Oreo advert which aired during the commercial break of *Britain's Got Talent Final* on 30th May 2026, which is currently exempt from the advertising regulations, as pictured in Figure 7. 68% perceived the advert to be for an unhealthy product, 10% regarding it as healthy and 2% responded 'didn't know/not sure'.

Figure 7: *Brand advert presented to respondents in the nationally representative public polling, conducted by Savanta.*

The sample were also asked about general views on the levels of less healthy food marketing. Figure 8 highlights that a clear majority of the public (57%) believe the Government should do more to restrict food and drink advertising shown to children, while only 9% think it should do less.

Figure 8: *Responses to question – 'To what extent, if at all, do you think the Government should do more to restrict food and drink adverts being shown to children?'*

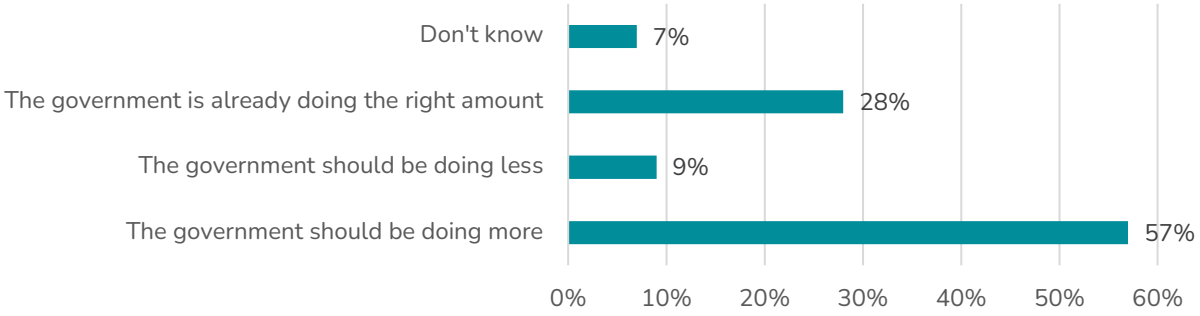


Figure 9 shows around half of adults (49%) said they were seeing about the same number of unhealthy food and drink adverts on TV and online as 12 months ago, while similar proportions reported seeing fewer adverts (20%) as reported seeing more (18%).

Figure 9: *Responses to question – 'Compared to 12 months ago, do you think you are seeing more or fewer adverts for unhealthy food and drink on TV and online?'*

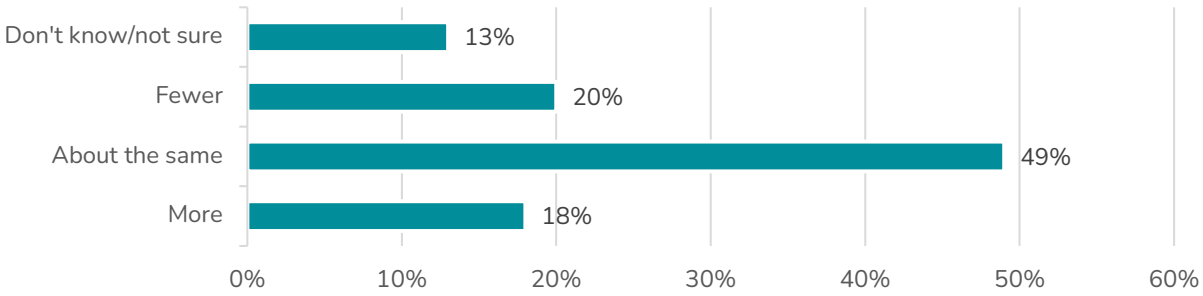
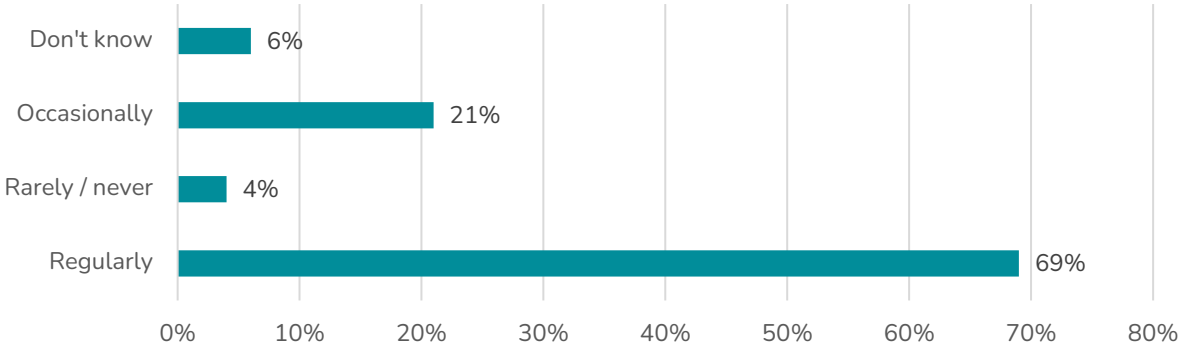


Figure 10 indicates that more than two thirds (69%) believed that children are still regularly exposed to unhealthy food and drink advertising, compared with just 4% who felt such exposure was rare or never occurs.

Figure 10: *Responses to question – 'How regularly do you think children are exposed to adverts for unhealthy food and drink on TV and online?'*



Discussion

Six of the seven in-scope food adverts recorded during family viewing hours of the 'Britain's Got Talent Final' could be estimated to be 'less healthy' under the updated NPM

In our snapshot analysis of food advertising shown before the 9pm watershed during Britain's Got Talent Final, six of the seven food and drink products advertised may be reclassified as 'less healthy' under the updated NPM and therefore restricted from airing. This included products such as burgers and crisps that are already widely recognised by the public as unhealthy, as the public polling confirms. Whilst this only offers a snapshot, it highlights that even within a single, high-profile family viewing show, the majority of the advertised foods would be reclassified as ''less healthy'' under the updated NPM. These findings suggest the current NPM no longer adequately identifies products that should be subject to the advertising regulations.

The updated NPM could bring a substantial number of prominently promoted products high in free sugars into scope of existing regulations

45 out of the 68 in-scope products recorded in end-of-aisle promotions were estimated not to pass the updated NPM. All ice creams and lollies, cakes and biscuits, and desserts and puddings recorded during the survey could be classified as 'less healthy' under the updated model. This suggests the updated NPM could reduce the visibility of less healthy products in some of the most prominent locations within supermarkets, helping to ensure the regulations deliver as intended.

Public perceptions align more closely with the updated NPM than the existing model

Polling shows that, when presented with real adverts for products that would pass the current NPM, but are estimated to fail the updated NPM, most people viewed those products as unhealthy, including 77% for the KFC Zinger Burger, 71% for the McDonald's Spicy McCrispy Burger and 62% for Walkers Prawn Cocktail crisps. This suggests the updated NPM may better reflect how the public understands the healthiness of food and drink products than the current NPM.

There is strong public support for further action to protect children from unhealthy food marketing

Polling found that 57% of UK adults believe the Government should do more to restrict food and drink adverts shown to children, compared with just 9% who think it should do less. This is consistent with other recent polling published by the Health Foundation, whereby 63% supported tighter restrictions on unhealthy food advertising[13]. This support is consistent with widespread concern about children's exposure to unhealthy food marketing, with 69% of adults believing children are regularly exposed to unhealthy food and drink adverts on TV and online. Together, these findings suggest there is a clear public mandate for strengthening measures that reduce children's exposure to less healthy food advertising.

Despite the potential benefits of the updated NPM, exemptions within the marketing regulations continue to undermine the restrictions

The analysis also found that most food and drink adverts recorded before 9pm were exempt from existing restrictions, with brand advertising accounting for almost three-quarters of exempt adverts and remaining food categories out of scope of regulations and not a “specific” product as outlined by the ASA. While updating the NPM would improve the classification of products covered by the regulations, exemptions such as brand advertising and limited set of food and drink categories will continue to limit their overall effectiveness.

Limitations

This research provides a snapshot of food advertising and retail promotions and is based on a small sample. As such, the findings should not be considered representative of all food advertising or retail promotions across the UK. Furthermore, scores under the updated NPM were estimated using publicly available nutrition information, ingredients lists and Government technical guidance. As manufacturers have access to more detailed technical specifications, estimated scores may differ from official NPM classifications. Further detail on our calculations can be found in Appendix 2 and 3.

Conclusions

Whilst based on a limited sample, this snapshot analysis suggests that applying the updated NPM to existing advertising and promotions regulations could reduce the prominence of less healthy food and drink products in family-viewing television programming and prominent retail locations. Updating the NPM is not about introducing new restrictions, but about ensuring that existing regulations identify and limit the promotion of the products most closely associated with poor diet, reflect the latest science on dietary health and consumer understanding of healthfulness. This matters because children continue to be exposed to an unhealthy food environment that undermines good dietary habits from an early age. The consequences are felt most acutely in deprived communities, where almost 30% of children are living with obesity by the time they leave primary school[14].

The Government has committed to raising the healthiest generation of children ever and delivering a 'moonshot to end the obesity epidemic' through the NHS 10 Year Health Plan for England. Applying the updated NPM to existing advertising and promotions regulations is an important step towards achieving this ambition.

However, updating the NPM alone will not be nearly sufficient to transform children's diets at population level. To deliver meaningful and sustained improvements in child health, the Government must also deliver on its commitment to introduce a Healthy Food Standard (HFS). Also announced as part of the NHS 10 Year Health Plan, HFS will require large food businesses to report on the healthiness of their sales and be set targets to improve them, helping to shift the balance of food sales towards healthier options across the market. Progress on this policy has been limited since its announcement last July, with a consultation on mandatory reporting of sales promised in “spring 2026”, now long overdue.

Taken together, implementing both the updated NPM and the HFS would demonstrate the Government's commitment to raising the healthiest generation of children and represent a significant step towards reducing obesity and improving health outcomes for children and families.

Recommendations

The OHA is calling on the government to:

- Publish its response to the consultation on applying the updated NPM, which is already past the 12 weeks recommended by government guidance.
- Publish the consultation on the Healthy Food Standard immediately, enabling businesses to prepare for and implement mandatory healthy sales reporting and improvement targets.
- Implement the updated NPM and the Healthy Food Standard as soon as possible, within this Parliament, in line with the Health and Social Care Select Committee’s recommendations.

Appendices

Appendix 1: Public polling questions

1. Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is? KFC Zinger Burger
2. Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is? McDonald's Spicy McCrispy
3. Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is? Walkers Prawn Cocktail Crisps
4. Based on the advert shown, how healthy or unhealthy do you think the food product being advertised is? Oreo
5. To what extent, if at all, do you think the Government should do more to restrict food and drink adverts being shown to children?
6. Compared to 12 months ago, do you think you are seeing more or fewer adverts for unhealthy food and drink on TV and online?
7. How regularly do you think children are exposed to adverts for unhealthy food and drink on TV and online?

Appendix 2: NPM Summary Table for TV Advertisements

Available to view here.

Appendix 3: NPM Summary Table for End-of-Aisle Promotions

Available to view here.

References

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