

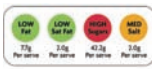
COI – Department of Health

The Central Office of Information (COI) is the Government's centre of excellence for marketing and communications



level data to allow analysis of trends in excess weight.

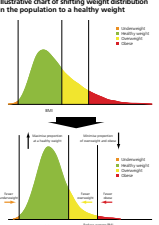
Food labelling, promotion and Formulation



Developing a new target

But while progress has been made, at the same time our knowledge has developed. The Foresight report has provided a much clearer understanding of the complexity and scale of the problem. We need to go further, faster. A fundamental shift in approach is required, one that is firmly based on the latest evidence on the size of the problem, its causes and potential solutions.

Illustrative chart of shifting weight distribution in the population to a healthy weight



In many ways the UK is a global leader in its approach to food and health:

- the Food Standards Agency (FSA) has worked with the food industry to introduce front of pack labelling – with the aim of making it simpler for families to make healthier food choices. Currently our preferred model, developed by the FSA, is based on a traffic light system which independent research shows consumers find easy to understand and helps drive behaviour change. This has already been adopted by many major retailers and manufacturers (see www.food.gov.uk)
- Ofcom has introduced restrictions on broadcast food and drink advertising to children. These apply to advertising of food products high in fat, salt and sugar with programming of particular interest to children. The restrictions initially applied to programming aimed at under-16s and from 1st January 2008 also apply to programming aimed at under-16s. Industry, under the Advertising Standards Authority, introduced new content rules for all food and drink advertising to children in non-broadcast media, with exceptions for fruit and vegetables.

First: this means moving away from a focus solely on obesity to one of promoting healthy weight and so healthy lives. Ultimately, this will need to encompass supporting individuals who are underweight and so also at a higher risk of health problems to maintain a healthy weight. However, the Government's initial focus will be on tackling the obese and overweight.

Challenge

Rising obesity levels prompted government concerns about the nation's future health. We were asked to produce the White Paper on Obesity, setting out the Government's plans for the future and to raise public awareness on this issue.

Solution

Our production team worked around the clock and over the weekend together with the client and their design team to adapt and overcome critical challenges to the design affected by changing materials and copy. We delivered the 64 page, 4-colour publication to a high level of excellence within a very tight schedule and with total security of information before the launch.

Result

The Prime Minister launched the initiative with heavy media coverage. The client was very pleased with the result, overall service and attention to detail. This publication forms part of an ongoing series that we will be managing for the department in the future.

Design & Creative Services

Baird House
15/17 St Cross Street
Hatton Garden
London EC1N 8UN
T 020 7430 8221
F 020 7430 8205
E design@domarn.co.uk
W www.domarn.co.uk