

CSPI RFP Webinar – Menu Disclosures



Logistics for Today's Webinar

Please keep your microphone on mute

We will have an approximately 30-minute presentation followed by 1 hour for Q&A and discussion

All questions should be asked through the chat, where people will be monitoring them and helping to facilitate the conversation

Center for Science in the Public Interest (CSPI)

Since 1971, CSPI has worked to:

- Make it easier to eat healthfully
- Prevent and mitigate diet- and obesity-related diseases

Our Strategies:

- National, state, local policy
- Education (newsletter, social media)
- Advocacy (regulatory, legislative)
- Litigation



Background on the opportunity

Bloomberg Philanthropies has awarded CSPI a grant to lead a national advocacy initiative to secure state and local food and nutrition policies that improve public health and provide models that can be replicated and scaled.

As a part of that initiative, CSPI is soliciting applications from state and local advocates to advance innovative policies to measurably improve the food environments in:

- Schools
- Restaurants
- Grocery stores and
- Federal, state, and local programs

Our goal is to support public health, especially for low-income families and communities of color.



Current Campaign Opportunities

- Exploring new strategies for strengthening the nutrition and public health impacts of the Supplemental Nutrition Assistance Program (SNAP).
- Campaigns that aim to ensure healthy, equitable school meals for all students.
- Campaigns that aim to ensure healthy, equitable restaurant kids' meals for all.
- Campaigns to extend restaurant menu disclosures to improve nutritional quality of restaurant purchases

Menu Disclosures Campaign Overview

Background on Menu Disclosures

What are Menu Disclosures?

- Icon/numerical based disclosures on menus/menu boards that provide easily interpretable information to consumers about nutrients that are excessive in menu items
- Past examples include:
 - Menu Calorie labelling
 - Sodium Warnings in New York City & Philadelphia

 **SODIUM WARNING**



New York City's sodium warning icon.

Warning:  indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

New York City's sodium warning statement.

Background on Menu Disclosures

Why Menu Disclosures?

- Nutrient information is not presented on menus & calorie disclosures alone do not signal nutrient quality
- Restaurants present menu items with extreme amounts of added sugars or sodium as normal fare, often with discounts to upsize
- Chain restaurants offer a lower prevalence of healthy menu items in and are disproportionately located in low-income and minority communities
- Policies to transform the unhealthy food environment will be a key part of the COVID-19 recovery
- Growing experimental and observational data shows that nutrient warnings inform consumers and support us in making healthier choices

Menu Disclosures are Effective

Key Research

- Meta Analyses of experimental studies assessing Nutrient Warnings on unhealthy foods (Clarke et al. 2020) and beverages (Grummon & Hall 2020) show that they help consumers understand which items are unhealthy, ultimately promoting healthier food and beverage selection
 - In Chile, “High sugar” and “high salt” disclosures on food labels have led to a significant 24% decrease in purchasing of high-sugar beverages (Tallie et al. 2020)
- Nutrient disclosures can promote product reformulation
 - In Chile, reformulation led to lower levels of sodium (47% reduction) and sugar (20% reduction) in food & beverage products (Reyes et al. 2020)



Clarke N, Pechey E, Kosite D, König LM, Mantzari E, Blackwell AKM, Marteau TM, Hollands GJ. Impact of health warning labels on selection and consumption of food and alcohol products: systematic review with metanalysis. *Health Psychol Rev.* 2020 Jul 2:1-24.

Grummon, A. H., & Hall, M. G. (2020). Sugary drink warnings: A meta-analysis of experimental studies. *PLoS medicine*, 17(5), e1003120.

Tallie, L. S., Reyes, M., Colchero, M. A., Popkin, B., & Corvalán, C. (2020). An evaluation of Chile's Law of Food Labeling and Advertising on sugar-sweetened beverage purchases from 2015 to 2017: A before-and-after study. *PLoS medicine*, 17(2), e1003015.

Reyes, M., Smith Tallie, L., Popkin, B., Kanter, R., Vandevijvere, S., & Corvalán, C. (2020). Changes in the amount of nutrient of packaged foods and beverages after the initial implementation of the Chilean Law of Food Labeling and Advertising: A nonexperimental prospective study. *PLoS medicine*, 17(7), e1003220.

Menu Disclosures Campaign Opportunity

We are looking to work with subgrantees to secure a policy, such as a law or city ordinance, requiring a disclosure statement that identifies food and beverage items offered for sale that are high in sodium or added sugars.

CSPI is offering subgrants of up to \$150,000 per jurisdiction (\$120,000 in non-profit 501(c)(3) funding, \$30,000 in lobbying 501(c)(4) funding).

 **SODIUM WARNING**



Optional Features of Policy Design

Features of the policy could include:

- (1) **Jurisdiction**: Policy could apply at the city, county, or state level.
- (2) **Location**: Policy may apply to online platforms, brick-and-mortar stores, or a combination.
- (3) **Calorie labeling**: Policy may also seek to extend calorie labeling to online third-party platforms.
- (5) **Covered food and beverage items**: cover foods and beverages that are high in sodium, added sugars, or both

For example, the disclosures could identify foods and beverages that contain more than 50% of the U.S. Dietary Guidelines daily value for added sugars (50g) or limit for sodium (2,300 mg)

Optional Features of Policy Design

(5) **Nature of Disclosure**: disclosure should include an icon (e.g. “) and may also be accompanied by text for greater clarity (e.g. “Added Sugars Warning”).

- An explanation of the icon also should be present and prominent on the menu and menu board

*(“*Item exceeds half the daily limit for added sugars advised by the U.S. Dietary Guidelines” at the bottom of the restaurant menu).*

(6) **Timeline and delegation**: Policy may require some provisions to go into effect directly while delegating additional authorities to city or state agencies for later implementation on a predetermined schedule

For example, a city council may require 3rd party platforms to include calorie labeling, while delegating authority to the public health board to conduct a review of the current, available scientific research and develop menu items for sodium and added sugar within a specified timeline.

Stakeholder Engagement & Equity

- Applications should include:
 - A plan to develop partnerships with stakeholders, including a diversity of groups and individuals within communities who will be likely to be impacted by the policy
- Can also potentially include:
 - Plans on co-creation of campaign messaging with community members and consumers



Key Application Priorities

We are specifically looking to fund applications that:

- Include community or field organizing and grassroots engagement.
- Incorporate a strong focus on equity in all aspects of the campaign.
- Are from diverse organizations who are either representative of the population for which a policy is focused, or are directly partnering with individuals and or community organizations representing the population.
- Include a robust media and public communications plan (if applicable).
- Sufficiently assess potential obstacles to achieving project goals and provide mitigating strategies.
- Include identification of possible policy champions within state and local government.

Deliverables, Timeline, Support

Deliverables. Subgrantees can work with CSPI to identify strategies for achieving key deliverables under the grant and identify key benchmarks, such as introduction and passage of the policy via bill or ordinance.

Timeline. The initial funding is through January 31, 2022, but may be extended for an additional 3 years to build on progress within the jurisdiction or work in additional jurisdictions.

Resources. CSPI has capacity to provide support to the grantees in addition to the funding covered by the grant. This includes technical and legal assistance, organizing capacity, graphic design, communications, advertising, social media, polling, and events.

Next Steps

- CSPI will circulate responses to questions / follow-up as needed
- Please submit your applications via the Common Grant platform by December 31st, 2020.

We want to hear from you!

Questions are welcome and encouraged, please reach out to our CSPI team if you want to discuss a campaign idea.

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