

# **FOOD LABELLING — FOR — HEALTHY EATING**

## **UNDERSTANDING WHAT'S INSIDE**



## WHAT MAKES UP A HEALTHY DIET?

- Trying to eat a healthy diet is all about getting the balance right. It doesn't have to be a chore – and it is not about denying yourself foods that you love!
- There is no such thing as a good or bad food only good or bad overall diets.
- UK government has eight tips for making healthier choices:

1. Base your meals on starchy foods
2. Eat plenty of fruit and veg throughout the day, at least five portions
3. Eat at least two portions of fish per week, one of which should be oily
4. Cut down on saturated fat and sugars
5. Try to eat less salt
6. Get active and try and be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast



## Notes for HCP's

# HEALTHY EATING - GETTING THE BALANCE RIGHT

This Presenter will help you to explain to your patients how to use the *What's Inside Guide*, which now appears on thousands of food products, and shows how they can use it to help them choose a healthier diet.

This first section of the consultation sets the scene about healthy eating.

- There is no such thing as a good or bad food only good or bad overall diets.
- Healthy eating can improve the way your patient looks and feels, from increased vitality to improvements in chronic diseases.

UK government has eight tips for making healthier choices:

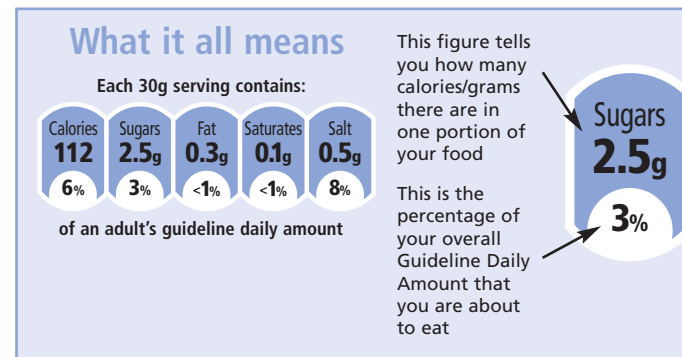
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## KNOW WHAT'S INSIDE – GUIDELINE DAILY AMOUNTS EXPLAINED

- Guideline Daily Amounts (GDAs) are a guide to how much energy and certain key nutrients are required for a healthy diet.
- The *What's Inside Guide* is a labelling scheme based on GDAs.
- It looks like this and can be found on the front of many food products.

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5–10	1800	85g	70g	20g	4g

- GDA values for sugars, fat, saturated fat and salt are upper limits for consumption. The calories value is a guide to aim for.
- There are different GDAs for males, females and children. As there is limited space on food labels, often just the GDAs for 'adults' are given. These are actually the GDAs for adult women but they are a good average to work with.



## Notes for HCP's

# KNOW WHAT'S INSIDE - GUIDELINE DAILY AMOUNTS EXPLAINED

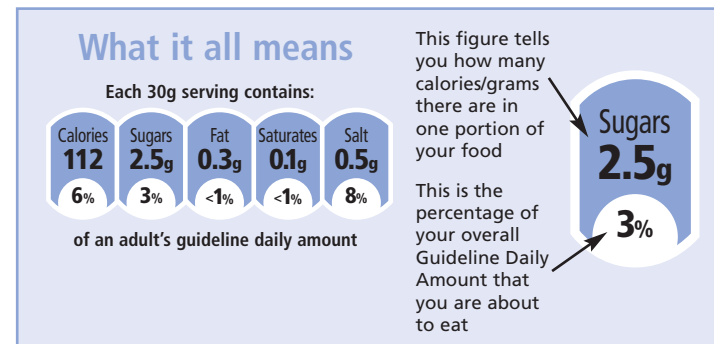
Guideline Daily Amounts (GDAs) were first developed in 1998 as a means of communicating the government's nutrient intake recommendations in a way that could then be used as part of the nutrition information on the back of food packs. They were developed in collaboration with government, consumer organisations and the food industry.

GDAs have featured on the back of food packets for a number of years, but were first used as the basis for a front of pack signpost labelling scheme in 2005.

GDAs are based on dietary recommendations for an average adult of healthy weight and average activity level with no special dietary needs.

Note: GDAs for sugars, fats, saturates and salt are upper limits whereas those for calories are a guide to aim for.

The *What's Inside Guide* is a labelling scheme appearing on the front of an increasing number of branded foods. The guide allows consumers to see at a glance how a portion of food contributes to their overall guideline amount; expressed as a percentage of the GDA.



## CHECK, COMPARE, CHOOSE

The *What's Inside Guide* allows you to:

- **Check** your food to find out what it contains.
- **Compare** foods you buy with other similar foods.
- **Choose** the foods that best suit your needs.

- In the example below, there are two main meal options – if you are watching your saturates, you may want to choose the beef casserole in preference to the pie because it contains less than half the saturates per serving.

### Steak and Kidney pie



Each 200g serving contains:

Calories	Sugars	Fat	Saturates	Salt
560	4.0g	34.4g	18.2g	1.1g
28%	4%	50%	92%	18%

of an adult's guideline daily amount

Saturates  
**18.2g**  
92%

This figure tells you how many grams of saturated fat there are in one portion of your food

This is the percentage of your overall Guideline Daily Amount that you are about to eat

Saturates  
**8.4g**  
42%

### Beef Casserole



Each 300g serving contains:

Calories	Sugars	Fat	Saturates	Salt
420	3.3g	18.6g	8.4g	2.2g
21%	3%	27%	42%	36%

of an adult's guideline daily amount

## Notes for HCP's

# USING GDAs TO CHECK, COMPARE, CHOOSE

The *What's Inside Guide* allows patients to:

- **Check** what their food contains – how many calories and how many grams of sugars, fat, saturates and salt plus how much of their GDA this contributes.
- **Compare** foods they buy with other similar foods.
- **Choose** the foods that best suit their needs.

Suggest comparing similar foods, such as ready meals, to see how the nutrient content of similar products differ.

Encourage them to try to stay roughly within their GDA every day.

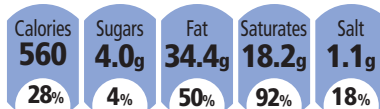
The two food labels shown below can be used to illustrate the above points.

Encouraging patients to get into the habit of using the *What's Inside Guide* to check the content of foods on a regular basis will make them more conscious of what they are eating.

### Steak and Kidney pie



Each 200g serving contains:



of an adult's guideline daily amount



This figure tells you how many grams of saturated fat there are in one portion of your food

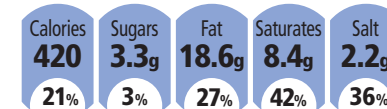
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### Beef Casserole



Each 300g serving contains:



of an adult's guideline daily amount

## KEEPING A BALANCE

- A healthy way of spreading your meals and snacks throughout the day is to roughly divide your daily calories like this:
    - 400 Calories – 20% at breakfast
    - 600 Calories – 30% for both lunch and dinner
    - and 400 Calories – 20% (2 x 10%) for snacks.
  - The *What's Inside Guide* shows the calorie content in a portion of food.
- By roughly tallying up the calories in each meal you can see if what you plan to eat keeps you within the meal calorie guidelines.
- The *What's Inside Guide* can also be used to keep an eye on the amount of particular nutrients you are consuming throughout the day. So, for example, if lunch was quite salty, you can compensate by having a less salty dinner to ensure you stay within the recommended 6g of salt for the day.



Calories  
**453**  
23%

+



Calories  
**121**  
6%

=

Calories  
**574**  
29%

## Notes for HCP's

### KEEPING A BALANCE

Many experts suggest that it is better to spread food intake evenly throughout the day. Spreading meals and snacks throughout the day in this way can help offset obesity and ensure that a more balanced diet, containing the right amount of nutrients, is eaten. A good way of doing this would be to have roughly 20% of food intake for breakfast, 30% for lunch, 30% for dinner and 2 x 10% for snacks.

For adults – Energy GDA = 2000 Calories/day:

- Breakfast – 400 Calories (20%).
- Lunch – 600 Calories (30%).
- Evening Meal – 600 Calories (30%).
- Snacks – 400 Calories (2 x 10% including any drinks).

Snacks can be part of a balanced diet – they top up energy needs between meals and help ensure a wide variety of food is eaten throughout the day.

However, snacks should not replace meals and should not provide too much energy.

The *What's Inside Guide* is a useful tool for patients to use to help them check that a meal they choose fits within the calorie benchmark figures. Using this GDA benchmark idea will help give your patients a dietary framework within which to eat filling meals and small snacks – the key to a realistic and sustainable eating plan.

Patients don't need to keep tabs on every nutrient. They could perhaps choose the ones that are most relevant to their needs for example:

- Calories for weight maintenance.
- Salt for hypertension.
- Saturated fat for heart disease.

## NUTRITION LABELLING AND OTHER INFORMATION ON PACK

- Although the *What's Inside Guide* is often on the front of packs, if you don't see it then look at the nutrient information on back of pack. This often shows:
  - A full ingredients list
  - Nutrition information per portion and per 100g
  - GDAs – sometimes values for men and women will be displayed.

### Vegetable Chilli

*ingredients...* Potato Wedges (30%) (Potato, Sunflower Oil, Dextrose), Water, Tomato, Onion (8%), Yellow Pepper (6%), Red Pepper (6%), Kidney Beans (5%) (Red Kidney Beans, Salt), Courgettes (4%), Sweetcorn (3%), Tomato Purée, Garlic Purée, Maize Starch, White Sugar, Red Chillies, Ground Chilli, Ground Cumin, Ground Coriander.

**Allergy Advice** \*CONTAINS GARLIC.  
\*MADE IN A PRODUCTION AREA THAT USES COCONUT AND SESAME.

**Vegetarian Friendly**

Nutrition Information			GDA*
(typical values)	Per 100g as sold	Per Meal as sold	Adults
Energy	257 kJ/61 kcal	1029 kJ/244 kcal	2000 kcal
Protein	1.8 g	7.2 g	45 g
Carbohydrate	10.5 g	42.0 g	230 g
(of which sugars)	3.2 g	13.0 g	90 g
Fat	1.3 g	5.2 g	70 g
(of which saturates)	0.6 g	2.4 g	20 g
Fibre	2.4 g	9.6 g	24 g
Sodium	0.1 g	0.4 g	2.4 g
Salt	0.2 g	0.9 g	6 g

\*GDA Requirements will vary dependent on age, gender, weight and activity level.

## Notes for HCP's

# NUTRITION LABELLING AND OTHER INFORMATION ON PACK

- The *What's Inside Guide* is on many products, but in its absence the nutrition panel on back of pack can also be useful.
- The back of food packages often show:
  - A full ingredients list – the further up the list, the greater the content of the ingredient
  - Nutrition information per portion and per 100g
  - GDAs – sometimes separate values for men and women will be displayed.

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Salt	0.2 g	0.9 g

### GDA\*

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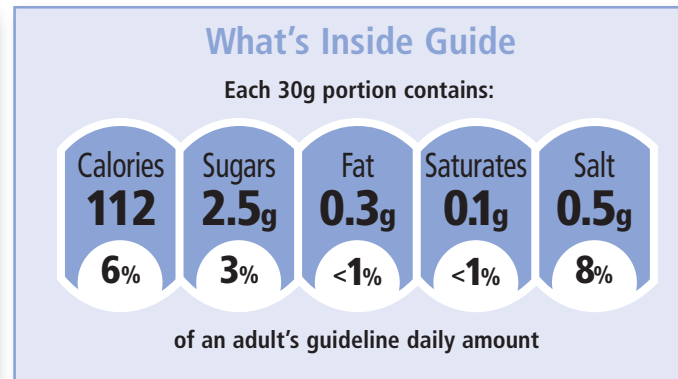
## USING THE WHAT'S INSIDE GUIDE: PERSONALISED ACTION PLAN

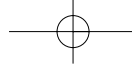
*What's Inside Guide* labels:

- Allow you to check, compare, choose and roughly count what is in your meals.
- Help you keep an eye on portion sizes.
- Help you to focus on the nutrients that are important to you.

Questions to consider:

- What changes do you need to make to your diet?
- Which nutrient/s do you need to focus on?
- How will you use the *What's Inside Guide* to help you balance out your diet?





## Notes for HCP's

# USING THE WHAT'S INSIDE GUIDE: PERSONALISED ACTION PLAN

### *What's Inside Guide* helps patients to:

- Check, compare, choose and roughly count what's in their food.
- Keep an eye on portion sizes.
- Focus on the nutrients that are important to them.
- See how individual foods fit into a balanced diet.

### Next steps for the patient:

- What changes do they need to make.
- Which nutrient/s do they need to focus on?
- How can they use the *What's Inside Guide* to help make these changes?

