Screenshots of intervention

NB: information that would reveal the identity of the participating supermarket has been redacted
Most of us are eating more fat, saturated fat (saturates), sugars and salt than we realise, particularly in the packaged foods that we buy.

The Department of Health is currently encouraging all UK retailers to place colour-coded nutrition labelling on the front of packaged foods and you will see more and more of these labels on the foods that you buy in the supermarket.

Using these labels, often referred to as Traffic Light Labels, is a quick and easy way to see if a food product is high in fat, saturates, sugar or salt. They also make it easier to compare similar foods when shopping to see if there’s a healthier option that you might like to try.

<table>
<thead>
<tr>
<th>Energy</th>
<th>Fat</th>
<th>Saturates</th>
<th>Sugars</th>
<th>Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>1406kJ</td>
<td>13g</td>
<td>7.2g</td>
<td>4.2g</td>
<td>1.46g</td>
</tr>
<tr>
<td>335kcal</td>
<td>MED 19%</td>
<td>HIGH 36%</td>
<td>LOW 5%</td>
<td>MED 24%</td>
</tr>
</tbody>
</table>

% of an adult’s reference intake. Typical values per 100g: Energy 879kJ/209kcal
This website will help you use colour-coded front-of-pack nutrition labels when shopping.

Watch this short video on how easy and useful it is to use traffic light labels.
Now go through the different sections of this website, as shown below, by following the 'Next' buttons you can find at the bottom of each page.

**The Importance of a Healthy Diet**
Find out about the importance of a healthy diet and the nutrients found on front of pack nutrition labels.

**Labels - The Traffic Light System**
Find out about the traffic light system found on the front of food packaging.

**Labels - Using Traffic Light Labels**
See examples of traffic light labels in use when comparing two foods. Test yourself with some multiple choices questions.

**Ready meals and pizzas**
Find out about the Ready Meal and Pizza options available, and their traffic light labels.

**Your Shopping - Summary and History**
Review the last 6 months of your ready meals and pizzas in your shopping history, and see a summary of your traffic lights.

**Your Task - what we want you to do**
Set your own goal and start using front of pack traffic light labels when shopping.

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Next - The Importance of a Healthy Diet

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**FLICC**

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Our Team

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**The FLICC Study**

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The Importance of a Healthy Diet

Eating more healthily can:

- reduce your risk of developing coronary heart disease
- stop you gaining weight - reducing your risk of diabetes and high blood pressure
- help lower your cholesterol levels - reducing your risk of heart disease
- help avoid high blood pressure - reducing your risk of heart disease or having a stroke
- reduce your risk of some cancers

Most of us are eating more fat, saturates, sugar and salt than we realise.

Fat and Sugars

Fats and sugars contribute to our overall energy intake. Eating more energy than we need leads to weight gain and ultimately obesity which increases our risk of serious health conditions like heart disease, type 2 diabetes and stroke.

Saturates or Saturated Fat

Too much of these "bad" type of fats can lead to build up in our bodies, eventually leading to high blood cholesterol.

Salt

Too much salt can raise your blood pressure.
Labels - The Traffic Light System

Traffic light labels can be found on the front of the product packaging and these labels use red, amber and green colour coding to make it easier to identify whether a food is high, medium, or low in fat, saturates, sugars and/or salt. Fewer reds and more greens on the label means a healthier product.

Click on a colour on the label below to see what it means.

Green is better than amber but amber is better than red!

Next - Using Traffic Light Labels
First, try choosing between foods without traffic light labels. We have covered the labels on the three foods below. Click on the product that you think is the healthiest option.

Truly Irresistible Lasagne Al Forno
Spaghetti & Meatballs
Spaghetti Carbonara

When you've tried choosing foods both with and without traffic light labels, click the button below to go to the next page.

Next - Ready Meals and Pizzas
First, try choosing between foods without traffic light labels. We have covered the labels on the three foods below. Click on the product that you think is the healthiest option.

- Lasagne Al Forno
- Spaghetti & Meatballs
- Spaghetti Carbonara

Sorry this is not the healthiest of the three choices. This Lasagne has more reds and less greens on the colour-coded nutrition label than the Spaghetti & Meatballs.

Try using traffic lights

When you've tried choosing foods both with and without traffic light labels, click the button below to go to the next page.
Now try using traffic light labels. Click on the product that you think is the healthiest option:

- Beef Ragu & Mafaldine
- Chicken Arrabiata
- Macaroni Cheese

When you've tried choosing foods both with and without traffic light labels, click the button below to go to the next page.

Next - Ready Meals and Pizzas
Now try using traffic light labels. Click on the product that you think is the healthiest option:

- Beef Ragu & Mafaldine
- Chicken Arrabiata
- Macaroni Cheese

Well done you have chosen correctly! This is the healthiest of the three choices. It has more greens on the colour-coded nutrition label than the other two choices.

When you’ve tried choosing foods both with and without traffic light labels, click the button below to go to the next page.

Try again

Next - Ready Meals and Pizzas
Explore some choices by searching through the different food categories that you might typically buy from:

<table>
<thead>
<tr>
<th>Product</th>
<th>Traffic Light Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish In Parsley Sauce With Mash Dinner</td>
<td>Fat: High, Salt: High, Sugar: Low, Salt: High</td>
</tr>
<tr>
<td>King Prawn Bucatini</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Premium Gastro Pub Paella</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Thai Green Curry And Lime Leaf Rice</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Chicken Karahi And Pilau Rice</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Italian Spaghetti &amp; Meatballs</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Italian Smoked Bacon &amp; Tomato Spaghetti</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Goats Cheese Filled Pasta</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Bolognese Pasta Melt</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
<tr>
<td>Lasagne</td>
<td>Fat: Low, Salt: Low, Sugar: Low, Salt: Low</td>
</tr>
</tbody>
</table>

*Please note, the traffic light label information may have changed since this table was compiled.*

**What do the icons mean?**

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>🍜</td>
<td>Ready Meal</td>
</tr>
<tr>
<td>🍕</td>
<td>Pizza</td>
</tr>
</tbody>
</table>
Here is a summary in terms of the traffic light colours from the ready meals and pizzas you have bought over the past six months. 

*Hover (or click if on a mobile device) the different colours to see the percentages of each.*

Dec 2014 – May 2015

Remember, Green is better than amber but amber is better than red. Ideally, the red bar should be the smallest.

Now click on the Next button below to view a breakdown of your purchases.
Here is a breakdown of the ready meals and pizzas that you have bought over the past six months.

<table>
<thead>
<tr>
<th>Product</th>
<th>Traffic Lights*</th>
<th>Number of times bought</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin &amp; Crispy Pepperoni Pizza</td>
<td>Fat High, Salt Med</td>
<td>2</td>
</tr>
<tr>
<td>Thin Pepperoni Pizza</td>
<td>Fat Med, Salt Low</td>
<td>1</td>
</tr>
<tr>
<td>Thin Ham &amp; Pineapple Pizza</td>
<td>Fat Med, Salt Low, Sugar Low</td>
<td>5</td>
</tr>
<tr>
<td>Thin &amp; Crispy Ham &amp; Pineapple Pizza</td>
<td>Fat Med, Salt Med, Sugar Low</td>
<td>2</td>
</tr>
</tbody>
</table>

*Please note, the traffic light label information may have changed since this table was compiled.

What do the icons mean?

<table>
<thead>
<tr>
<th>Key</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>🍕</td>
<td>Ready Meal</td>
</tr>
<tr>
<td>🍕</td>
<td>Pizza</td>
</tr>
<tr>
<td>🌟</td>
<td>Frozen</td>
</tr>
</tbody>
</table>
GOAL SETTING

Make Your Plan

Try to think about particular foods or situations where you could use the labels to help you make a healthier choice. You might find it useful to make a plan something like:

"If it is pizza night, I will look at the labels on all the pizzas in the chiller and freezer and choose one of the pizzas that has more greens than reds"

OR

"When buying my usual ready meal, I will look around the chiller to see if there is an alternative ready meal with no reds on the label that I might like to try."

Now please write down your own plan:

Buy pizzas with more greens and fewer reds. Also look in the freezer for healthier pizzas and ready meals.

And Finally

If you haven't already, watch this short video to see just how easy it is to use labelling when you shop. Then click the Next button below to go to the review page to check you've completed every part of the website.
If you haven't already, watch this short video to see just how easy it is to use labelling when you shop. Then click the Next button to go to the review page to check you've completed every part of the website.