



FRONT OF PACK FOOD LABELLING: IMPACT ON CONSUMER CHOICE

Screenshots of intervention

NB: information that would reveal the identity of the participating supermarket has been redacted



HOMEPAGE 1

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.



per ½ pack cooked (160g)

Energy 1406kJ 335kcal 17%	Fat 13g MED 19%	Saturates 7.2g HIGH 36%	Sugars 4.2g LOW 5%	Salt 1.46g MED 24%
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% of an adult's reference intake.
 Typical values per 100g: Energy 879kJ/209kcal

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% of an adult's reference intake.

Typical values per 100g: Energy 879kJ/209kcal

HOMEPAGE 2

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.

HOMEPAGE 3



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.

[Next - The Importance of a Healthy Diet](#)

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The Importance of a Healthy Diet

INFO ABOUT 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

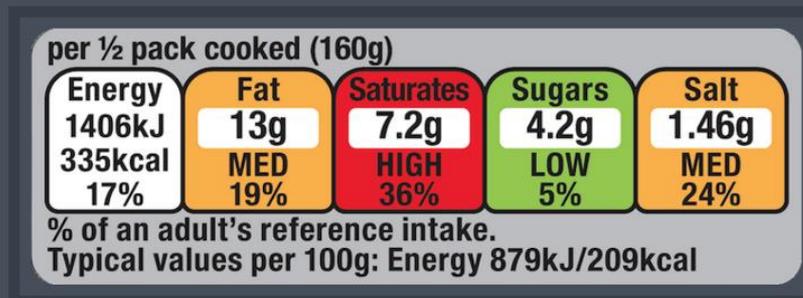
Too much salt can raise your blood pressure.

Labels - The Traffic Light System

BEHAVIOUR MODELLING

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

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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

EXPERIENTIAL TASK



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

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These two meals may look similar, but one is a healthier choice because it has more greens and fewer reds on the colour-coded label.

EXPERIENTIAL TASK

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

Fat	Sat	Sugar	Salt
High	High	Low	High



Spaghetti & Meatballs

Fat	Sat	Sugar	Salt
High	Low	Low	Med



Spaghetti Carbonara

Fat	Sat	Sugar	Salt
High	High	Low	High

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.

Next - Ready Meals and Pizzas

select the healthiest option.

These two meals may look similar, but one is a healthier choice because it has more greens and fewer reds on the colour-coded label.

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.

Try again

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

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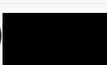
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Explore some choices by searching through the different food categories that you might typically buy from:

- All
- Pizza
- Pasta
- Indian / Asian
- Other Ready Meals

Product	Traffic Light
 Fish In Parsley Sauce With Mash Dinner	Fat: Low, Sat: High, Sugar: Low
 King Prawn Bucatini	Fat: Med, Sat: Low, Sugar: Low, Salt: High
 Premium Gastro Pub Paella	Fat: Med, Sat: Low, Sugar: Low, Salt: High
 Thai Green Curry And Lime Leaf Rice	Fat: Low, Sat: High, Sugar: Low, Salt: Med
 Chicken Karahi And Pilau Rice	Fat: Med, Sat: Low, Sugar: Low, Salt: High
 Italian Spaghetti & Meatballs	Fat: High, Sat: Low, Sugar: Low, Salt: Med
 Italian Smoked Bacon & Tomato Spaghetti	Fat: High, Sat: Low, Sugar: Low, Salt: Med
  Goats Cheese Filled Pasta	Fat: Med, Sat: High, Sugar: Low, Salt: Med
 Bolognese Pasta Melt	Fat: Med, Sat: High, Sugar: Low, Salt: Med
  Lasagne	Fat: Med, Sat: High, Sugar: Low, Salt: Med

TRAFFIC LIGHT INFO
FROM
SUPERMARKET
RANGE

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

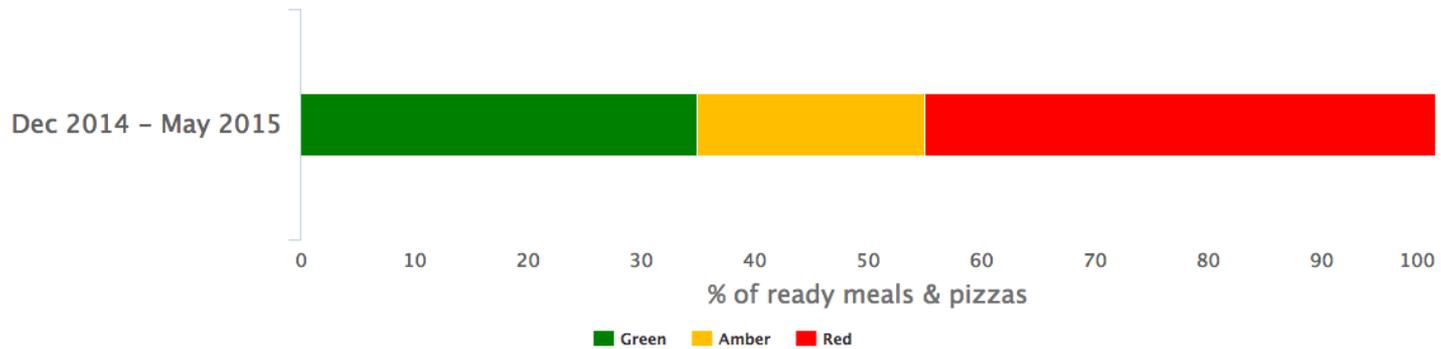
What do the icons mean?

Key	Value
	Ready Meal
	Pizza

Your Shopping - Summary

[FEEDBACK](#)

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.



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.

[Next - Your Shopping History](#)

Your Shopping - History

FEEDBACK 2

Here is a breakdown of the ready meals and pizzas that you have bought over the past six months.

Product	Traffic Lights*	Number of times bought				
 Thin & Crispy Pepperoni Pizza	<table border="1"> <tr> <td>Fat High</td> <td>Sat High</td> <td>Sugar Med</td> <td>Salt High</td> </tr> </table>	Fat High	Sat High	Sugar Med	Salt High	2
Fat High	Sat High	Sugar Med	Salt High			
 Thin Pepperoni Pizza	<table border="1"> <tr> <td>Fat Med</td> <td>Sat High</td> <td>Sugar Low</td> <td>Salt High</td> </tr> </table>	Fat Med	Sat High	Sugar Low	Salt High	1
Fat Med	Sat High	Sugar Low	Salt High			
 Thin Ham & Pineapple Pizza	<table border="1"> <tr> <td>Fat Med</td> <td>Sat Med</td> <td>Sugar Low</td> <td>Salt High</td> </tr> </table>	Fat Med	Sat Med	Sugar Low	Salt High	5
Fat Med	Sat Med	Sugar Low	Salt High			
 Thin & Crispy Ham & Pineapple Pizza	<table border="1"> <tr> <td>Fat Med</td> <td>Sat Med</td> <td>Sugar Low</td> <td>Salt Med</td> </tr> </table>	Fat Med	Sat Med	Sugar Low	Salt Med	2
Fat Med	Sat Med	Sugar Low	Salt Med			

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

What do the icons mean?

Key	Value
	Ready Meal
	Pizza
	Frozen

Next - What we want you to do

Make Your Plan

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

GOAL SETTING

"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.



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 to go to the review page to check you've completed every part of the website.

MODELLING VIDEO



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