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Topic: Law and regulation in public health nutrition

Title: Stakeholders' influence on the 2014 Nutrient Front-of-Package-Labeling (FOPL) policy in Mexico

Presentation Type: Oral

Introduction:

A Nutrient Front-of Package Labeling (FOPL) system was implemented by the Ministry of Health (MoH) in 2014. This policy analysis aims to examine the influence of actors on the policy design, how it shaped policy outcome, and what are some challenges and opportunities of the policy.

Methods:

Twenty two semi-structured interviews were conducted with consented stakeholders involved in the policy process. A thematic analysis was conducted. Walt's and Gilson framework for policy analysis triangle (context, content and process) was used applying an inductive-deductive approach. Multiple coders, and codes' reviews were completed to improve validity and reliability.

Results:

Food industry actors were involved in FOPL policy design, with ideas from voluntary actions executed previously while academics reported they didn't engage closely. Some civil society members advocated for a traffic light format, though their participation on designing the FOPL is not clear, as no consistency was found between accounts. Policy makers ensured the process went through a public consultation. Convergent and recurrent challenges and opportunities perceived were: a) a positive first step to address obesity, b) negative speculations about effectiveness, c) the need of complementary policies and promotion, d) need to align with other nutrition policies.

Conclusions:

Findings highlight the content of the FOPL policy and the design process was influenced participation of the food industry, in a context of urgency, and with pressure

from civil society. This case study contributes to understand policy making, and to understand relevance of transparency on health policy design.