

Appendix 5 – Examples of advocacy activities by different stakeholders

Activity		Stakeholder type	Example	Description
/ Data collection	Assessment of Government policies	NGO (obesity)	A Junk-Free Childhood 2012 (IASO) ¹² Exposing the Charade (OPC)	Reports comparing pledges, standards and criteria relating to marketing. Demonstrates inconsistencies and loopholes in voluntary measures and calls for stronger enforceable standards and government-led regulation
	Monitoring corporation action	Academic group (policy)	Cereal Facts (Rudd) ³	Data from food labels, company websites, advertising research organisations, development of nutrient profiles and product promotion indexes. Call for better product formulation and stronger regulation of marketing
		Academic (policy)	25 global food companies (City)	A report looking at the CSR statements of the world's largest food companies and comparing reported actions with those recommended in the WHO Global Strategy on Diet, Physical Activity and Health.
		NGO (Consumer)	Taste for change (Which?) ⁴	An assessment of corporate commitments to help consumers make healthier choices, in line with UK Government Responsibility Deal. Calls for stronger Government action on a wider range of health issues.
Assessing the food environment	NGO (consumer)	Check outs checked out (Sustain) ⁵	Survey of junk food availability at checkouts in a sample of UK supermarkets. Calls for the removal of unhealthy foods marketed at check outs and replaced by healthy or non- food products	
/ Reports	Systematic review of the available evidence, with policy implications	NGO (cancer)	Food, Nutrition, Physical Activity and the prevention of Cancer: a global perspective (WCRF) ⁶	A comprehensive systematic review of the evidence linking cancer, nutrition and physical activity so as to make a series of policy related recommendations for future action.
	Expert group statement of concern	Health Professionals	Measuring up: The medical professions prescription to the nation's obesity crisis (AoMRC) ⁷	The Academy of Royal Medical Colleges produced a report making a series of recommendations to the Government to tackle obesity on a series of issues e.g. taxes, traffic light labelling
/ Consumer Engagement/advocacy		NGO	STAR Programme OAC ⁸	The purpose of the STAR Program is to support and communicate the mission and goals of the OAC before the state legislature and regulatory agencies. The STAR Program seeks individuals who are interested in volunteering their time and wish to make a strong impact in state advocacy initiatives.
		NGO	The Parents' Jury ⁹	A campaign based around parents becoming community champions on issues that are important to them, such as marketing and school meals.
/ Legislation		NGO	Centre for Science in the Public Interest ¹⁰	CSPI litigation project works in the public interest to monitor and hold companies to account for actions. They file lawsuits (or threaten to do so) When they believe companies are making unacceptable claims on their products and/or over the use of certain ingredients

¹ http://www.iaso.org/site_media/uploads/A_Junk-free_Childhood_2012.pdf

² http://www.opc.org.au/downloads/OPC_Exposing_the_Charade_report_2012.pdf

³ <http://www.cerealfacts.org/>

⁴ <http://www.which.co.uk/documents/pdf/a-taste-for-change---which-briefing---responsibility-deal-305379.pdf>

⁵ <http://www.sustainweb.org/publications/?id=212>

⁶ http://www.dietandcancerreport.org/expert_report/recommendations/index.php

⁷ http://www.aomrc.org.uk/publications/statements/cat_view.html

⁸ <http://www.obesityaction.org/advocacy/star-program>

/ Events	Scientific	NGO (obesity)	ICO	
	Parliamentary	NGO/ academic	CASH/WASH ¹¹	An annual event held at the House Of Commons, bringing together MPs, Peers, Food Industry and other stakeholders to discuss issues relating to salt and health and to call for further Industry and Government action to reformulate processed foods
	Launch	Academic & NGO (NCDs)	Lancet	The Lancet runs a special edition on NCDs every 2-3 years. A 2 day event was held to launch the edition and initiate debate on the issues covered and how to move forward.
/ Use of media	Social media	NGO (health)	#RDUK (Dieticians) ¹²	Monthly Dietician moderated twitter chat about a given topic. The idea is that a topical issue is chosen and people discuss emerging evidence and try to unpick 'the facts behind the headlines'. Anyone can get involved and the Dieticians give consumer friendly advice on the implications of the issue for health
	Name and shame awards	NGO	Parents' Jury ¹³	Aim to raise awareness of the techniques that advertisers use to promote unhealthy foods and drinks to children, and to recognise the advertisements that promote healthy food to children in a fun and appealing way.
/ Petition		NGO (consumer)	Save our school food standards (Sustain) ¹⁴	Petition to get individuals to feed into school food plan and/or write to MP to get them to support school food. Suggested text offered in both cases, but it is possible to amend.
/ Stakeholder coalitions		NGO (health)	Conflicts of Interest coalition ¹⁵	A group of interested parties around the world have signed a joint statement of concern to be given to WHO regarding conflicts of interest in the policy making process. By demonstrating the widespread view that conflicts of interest need to be managed carefully, the stakeholders involved hope that the WHO will take on the groups recommendations
		NGO (cycling), academics	Scientists for cycling ¹⁶	The 'scientists for cycling' network was established to bridge the gap between research and scientists, professionals and volunteers who work on cycling or cycling-related issues. Through the coalition can work on and support research, policies and infrastructure changes to promote cycling
		NGO (health)	NCD Alliance ¹⁷	The mission of the NCD Alliance is to combat the NCD epidemic by putting health at the centre of all policies. It is made up of four international NGO federations working across more than 170 countries. Together they issue consultation responses and position statements in response to WHO. The idea being that unified messages are stronger than individual messages which may or may not have inconsistencies

⁹ <http://www.parentsjury.org.au/use-your-voice-home>

¹⁰ <http://www.cspinet.org/litigation/current.html>

¹¹ <http://www.actiononsalt.org.uk/awareness/awareness/House%20of%20Commons%20Reception/41837.html>

¹² <http://www.thefoodcoachltd.com/rduk/>

¹³ <http://www.parentsjury.org.au/fame-and-shame-awards/fame-and-shame-awards>

¹⁴ <http://www.sustainweb.org/sos/>

¹⁵ <http://coicoalition.blogspot.co.uk/>

¹⁶ <http://www.ecf.com/projects/scientists-for-cycling/>

¹⁷ <http://www.ncdalliance.org/who-we-are>