

Table 3. Summary of the Policy Alignment Assessment checklist

Name of Organisation:	Tier:
	Assessment
1. Is the organisation directly connected with therapies or products which are claimed to benefit the health of overweight or obese people, and is there reasonable evidence for the claimed benefit or is there evidence of harm?	Assumption: 'No'
2. Is there reasonable evidence that the company has marketing /advertising strategies or undertakes lobbying or attempts political influence which may be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	DC appears to undertake only limited direct marketing of generic dairy products. No evidence of significant advocacy against e.g. Ofcom HFSS restriction or school drinks Code of Practice. However, some concern that DC promotes doubt about the WHO advice on limiting saturated fat consumption. DC's weaning advice is ambiguous about waiting to 6m, but avoids endorsing follow-on formulas. DC has been allowed to use the government's 'approved information' logo on educational leaflets.
3. Are there any known organizations, bodies or campaigns being funded by the company which might be deemed inconsistent or contradictory to World Obesity's advocacy positions or the positions of international bodies with which World Obesity is in official relations (e.g. the World Health Organization)?	None known.
4. Is there reasonable evidence the company is failing on ethical criteria, e.g. child labour and employee welfare practices; environmental and sustainability practices; human right practices, or that in contrast it has good practices in place?	No
5. Does the company have a close business relationship with other commercial interests (e.g. subsidiary or parent company) that should be taken into account in the assessment of risk?	None known
6. Are there other matters which might cause reputational damage or a conflict of interest? Are there any known concerns about the company's probity or reputation?	None known