



Setting Policy Priorities for Front-of-Pack Health Claims and Symbols in the European Union: Expert Consensus Built by Using a Delphi Method

In order to improve our current food environments, effective public health policies are essential. Recognising that, the “European Union legislation (EC 1924/2006) has harmonised the use of health claims and symbols with more clearly established rules and built-in safeguards against misleading consumers.” The aim of health claims is to support consumers into making better, healthier and more informed choices. However, the complex and constantly evolving food environments poses an extra challenge to assess the impact of such a tool. In this new research, “evidence-based policy recommendations and communication guidelines have been derived from the findings of the EU FP7 project CLYMBOL, and have been evaluated and prioritized by European stakeholders using a three-round Delphi method.”

Given that this research was based on earlier CLYMBOL studies, “an exhaustive list of research findings, policy recommendations, and communication guidelines has been established” and was used as the basis for the Delphi study. Overall, the study “has reviewed a wide range of assessments regarding the role of front-of-pack nutrition labels such as health claims and symbols in food consumer behaviour within the CLYMBOL project.” The study highlights that current policy efforts should be oriented towards motivating and highlighting the importance of healthy eating among the population. The conclusions of this study are encouraging: “it provides useful insights that guide future policy development aligning consumer protection issues, as well as public health and food marketing communication interests.”

Reference: Hung, Y. et al. Setting Policy Priorities for Front-of-Pack Health Claims and Symbols in the European Union: Expert Consensus Built by Using a Delphi Method. *Nutrients*. 2019;11(2). doi: [10.3390/nu11020403](https://doi.org/10.3390/nu11020403)

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