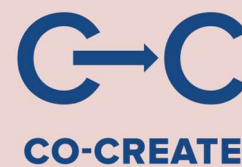


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## D2.6: Web Platform

World Cancer Research Fund International  
31.08.2020



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| <b>Dissemination level</b> |        |
|----------------------------|--------|
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## Executive Summary

A new draft web platform has been developed by World Cancer Research Fund (WCRF) International as part of Work Package 2 of the EU-funded project “Confronting Obesity: Co-creating policy with youth”, known as the “CO-CREATE” project. The new web platform houses the NOURISHING database and a new database of physical activity policy actions organised around the new MOVING framework. This deliverable has been developed and submitted as a draft in conjunction with a new physical activity database (D2.5).

The draft web platform was developed and has undergone extensive internal user testing. The new web platform allows users to search each database separately or together, generate cross-country comparisons and see the most recently added policy actions. Users can also share results via social media channels and can download data in a .csv to interrogate the findings further. The web platform will be hosted on a microsite on the WCRF International site.

The next stage of development is to undertake external user testing with CO-CREATE partners and relevant stakeholders for further development and refinement of the web platform. As policy actions for physical activity are being sourced and verified, placeholder data has been put on the database to demonstrate functionality. Until verified data is available, the site will remain password protected. Once data is available, it will be connected to the main WCRF International site, where further information will be available about the NOURISHING and MOVING frameworks and the search methodology. The new databases will then be launched with the support WP9 to ensure that communication and exploitation opportunities are maximised.

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## List of acronyms / abbreviations

|       |  |
|-------|--|
| CMS   | Content Management System                |
| CSV   | Comma Separated Value                    |
| WCRF  | World Cancer Research Fund               |
| WP    | Work Package                             |
| GAPPA | Global Action Plan for Physical Activity |

## Introduction

### Deliverable description

A web-platform will be provided, that makes policies from both NOURISHING and the physical activity databases easily and openly accessible.

### Objective of deliverable

The objective of the deliverable is to create a physical activity policy database and develop a web platform (from NOURISHING and physical activity policy database) easily accessible to users.

### Background

As part of the EU-funded project “Confronting Obesity: Co-creating policy with youth”, known as the “CO-CREATE” project, World Cancer Research Fund (WCRF) International is responsible for deliverables in Work Package (WP) 2. As part of Deliverable 2.6 (D2.6), WCRF International has developed a new web platform to host an existing database of diet and nutrition policy actions (the NOURISHING database); and a complementary new online database of physical activity policy actions based on the MOVING policy framework (the MOVING database).

This report discusses the process of developing the new NOURISHING and MOVING web platform and outlines plans for its further development. It also explains the relationship between a range of other WP2 deliverables:

1. D2.1 MOVING framework. WCRF International has developed a physical activity policy framework equivalent to the WCRF International NOURISHING policy framework. The physical activity policy framework (the MOVING framework) is the basis for the new MOVING database of implemented government physical activity policy actions (See Appendix 1). The framework was developed following an analysis of the global physical activity policy literature (including the World Health Organization’s 2018 Global Action Plan for Physical Activity, GAPP) and consultation with physical activity experts. The framework is comprised of 4 domains Active Societies, Active Environments, Active People and Active Systems. Data is not collected on the Active Systems domain, however case studies will be collected as examples. The MOVING framework was submitted to the European Commission in M6.
2. D2.3 Methods document. The methods document outlines the process by which policy scans will be undertaken to populate a new physical activity policy database (organised around the MOVING framework) and the NOURISHING database. The methods document outlines the methodology (and how it was developed) for a global scan and a comprehensive European scan of up to 38 countries. The comprehensive European scan will be conducted twice during the CO-CREATE project. The methods document was submitted to the European Commission in M9.

3. D2.5 Physical Activity Database. We have developed a new physical activity database as part of the CO-CREATE project. The new physical activity database holds specific information about implemented policy actions as outlined by the methods document D2.3, which have been sourced through a comprehensive European scan and a global scan. The physical activity database is housed on a spreadsheet in the form of an extraction sheet with pre-defined data points. The extraction sheet was developed from the extraction sheet for the NOURISHING database. Both databases collect the same type of information to ensure comparability and to support the search function on a web platform. The extraction sheet is structured to hold information about the search results of the policy scans. D2.5 and D2.6 have been submitted in conjunction and should be reviewed together.

## The NOURISHING database

In January 2014, WCRF International launched the NOURISHING database of implemented policies to promote healthy diets and reduce obesity. The database was designed by a web agency called Reading Room in 2013.

The database is organised around the NOURISHING framework to highlight where governments need to take action in 10 policy areas. The database provides an extensive overview of implemented government policy actions from around the world. At the last update, in May 2019, the database held over 500 policy actions from 133 countries.

In 2017, Pedalo was appointed as WCRF's web development agency following a competitive tender. Pedalo were chosen because they are Drupal experts (Drupal is the CMS that WCRF uses for all its websites). Pedalo also have experience of developing microsites, including those hosted on subdomains. Pedalo's developers use the Agile approach; this is a method of flexible working that allows developers working on a project to add functionality and make stylistic tweaks as an ongoing process, rather than working to specific deadlines for specific tasks, thus making it easier to incorporate and respond to user feedback.

In addition to their ongoing work on WCRF's websites, Pedalo undertook in 2017 a project to further develop and refresh the NOURISHING database.

The refresh was undertaken after a number of possible improvements were identified. Development work included the improvements to the front end of the site (such as the addition of breadcrumbs to help user navigation, and introducing a taxonomy to better categorise the data and allow users to search for content within a particular topic), improvements in the interface and search function (such as improved load speed), better integrating the framework into the database, improvements in displaying results, and highlighting the latest updates. These changes were guided by user feedback and analysis of user statistics.

We know from our traffic analysis that the vast majority of people using the database access it on a desktop rather than a mobile or tablet device [in the year to October 2019, 84% of page views were on a desktop, compared with 14% via mobile and 2% via tablet. Therefore, while we ensure that all our web pages function on all major devices, we optimise for desktop.



Another consideration for web developments is the NOURISHING database's high level of loyal users (45% returning visitors over the past 12 months, compared with 55% new visitors - which is a high percentage of returners.) This means that we have to consider equally both new users unsure of how to find the data, and returning users accustomed to interrogating the databases.

This feedback and development work informed updates in the methodology and developing the technical specification for the new web platform.

### Current methods for compiling and updating the NOURISHING database

The Methods document<sup>1</sup> explains how the current NOURISHING database is kept up to date with implemented policy actions. It is a working document that is updated on an ongoing basis. The purpose of explaining the Methods document is to provide insight into how the NOURISHING database is structured and updated, and how it has informed the development of the MOVING database. It is important to note that the Methods document will be replaced by the Interim Methods Document (D2.3) moving forward.

The Methods document was developed in consultation with a sub-group of our Policy Advisory Group, comprising Dr Hasan Hutchinson, Dr Knut-Inge Klepp, Dr Shiriki Kumanyika and Dr Mike Rayner (see Appendix 2 for full details of the Policy Advisory Group and sub-group).

The Methods document explains the two-stage process used to populate and update the database. The first stage is to source and review policy actions that are intended to promote healthy diets and reduce obesity, using an appropriate structured approach. The results are then categorised into 10 policy areas based on the NOURISHING framework (See Appendix 3) and sixty-five sub-policy areas within the database. New sub-policy areas are developed and existing ones are edited to help organise the policies appropriately and as new policy areas emerge.

The second stage is to verify the details of the policy actions (including a short summary, name of policy (e.g. name of campaign, or title of an act); date policy was adopted (if applicable) and date of implementation); with in-country or regional experts to ensure the policy has actually been implemented and to what extent, and to source any published evaluations of the policy's impact (with a reference and link to the evaluation). All relevant details about the policy action is recorded in an extraction sheet (D2.5).

The database does not include policies that have expired or have been withdrawn, or are no longer enforced. They are removed from the database unless they have been evaluated, then the policy description will state that the policy has expired. Furthermore, public awareness campaigns (under I-Inform people) are still listed even if they are no longer running as they are often short in duration (the summary includes the start and end date). We maintain an internal list of removed policies, including the date and reason for removal.

Since 2016, the database has included policy evaluations based on the following criteria:

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<sup>1</sup> <https://www.wcrf.org/int/policy/nourishing/methodology>

- Process or impact evaluation of a policy contained in the NOURISHING database;
- Published in English;
- Available online (full text or abstract) – we will include both the reference and link to the evaluation;
- Conducted by independent academics, civil society organisations or governments;
- High quality (e.g. using validated questionnaires, sufficient number of respondents, a counter-factual, etc.).

A maximum of two evaluations per national policy action are included (unless in exceptional circumstances).

Links to original documentation of policy actions are not included in the policy database as many links break and it is resource intensive to ensure they are up to date. Instead we include the specific name and reference number of the policy action to assist with a search for the original document.

We also provide PDF tables of the policy actions for each of NOURISHING's ten policy areas for download.

The current NOURISHING database<sup>2</sup> sits on the WCRF International website in the Policy pages and is supported by a page that explains the NOURISHING framework<sup>3</sup>, information about the database and the framework<sup>4</sup> and the NOURISHING framework and database methodology<sup>5</sup>.

In its current state, the NOURISHING database is displayed as an accordion of ten policy areas which each expand to reveal sub-policy areas. (See Appendix 4 for how the database is structured, a summary, country information and topics). Users can click on different policy areas to see where and how policy actions are being implemented. As mentioned above, users can download a pdf of each policy area, with examples of implemented policy areas.

## The new NOURISHING and MOVING database methods document

Moving forward, the new web platform will be populated by policy actions that are sourced through either a global scan or a comprehensive European Scan, as outlined in the Interim Methods document (D2.3). Sourcing policy actions for both NOURISHING and MOVING follows a two-stage process of identifying relevant policy actions according to a defined search criteria and methodology, then displaying the verified information in a specified format. It follows the same process for including policy evaluations and expired policies.

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<sup>2</sup> <https://www.wcrf.org/int/policy/nourishing-database>

<sup>3</sup> <https://www.wcrf.org/int/policy/nourishing/our-policy-framework-promote-healthy-diets-reduce-obesity>

<sup>4</sup> <https://www.wcrf.org/int/policy/nourishing-framework/about-nourishing>

<sup>5</sup> <https://www.wcrf.org/int/policy/nourishing/methodology>

## Description of activities: Developing the new MOVING and NOURISHING web platform

In line with the specific objectives outlined in the CO-CREATE grant agreement, a technical specification was developed to create the web platform.

In particular, the grant agreement requires WCRF International to:

- Include the following functionality: multiple country selection (for easier comparison of policies) and filter options that allow people to select policies most recently added to the databases, and policies that have a published evaluation.
- Conduct user testing to refine functionality of web platform, including youth in the testing phase.
- Design (youth friendly) 'share' function within web platform – where end users can share policies/ content from within database via social media.

Furthermore, WCRF International was required to sub-contract a digital agency to create a unique web platform with a powerful search function that makes it easy to find policies that promote healthy diets and physical activity (across both databases).

### Developing a technical specification

We invited our web agency Pedalo to write a technical specification of the new web platform based on the requirements of the grant agreement, and given their involvement and expertise on the NOURISHING database to date. They provided useful insights into how to create a web interface that would be able to cope with large volumes of data, especially in being able to display two databases together and separately, with the search functionality requirements as stipulated by the grant agreement.

A full technical specification was developed (Appendix 5) which, in summary, covers the following areas:

1. Header and footer template sections, which will appear on every page of the site, with WCRF logo (in the header) and contact text, get in touch text and links to further information. There is also an EU flag and text about the Co-Create funding of the database.
2. A landing page, which introduces the two databases, providing options to explore both databases individually and search the database via a range of filtering criteria. At the bottom of the landing page is a text box which provides additional content about the databases.
3. Hierarchical user journey for both the MOVING and NOURISHING databases, which allows the user to see a clickable visual diagram of the different top-level areas within each database (the policy areas) and click through to the relevant sub-policies in the database.
4. Search page for both MOVING and NOURISHING databases or just one database, by topic, by country, by latest update, only evaluated policies, with a submit button. Results are generated under

introduction graphics for both databases, under their branded structure. Results are displayed under each relevant letter of the framework with a description of each individual result.

## Sub-contracting a digital agency

Given Pedalo's expertise and track record with the NOURISHING database and other discrete areas of the WCRF International and network websites, we invited the agency to put together a tender for the development work. As Pedalo underwent a competitive tendering process in 2017, it was deemed unnecessary to perform the process again. On review of the tender, it agreed to appoint Pedalo as the tender presented good value for money and met the web development required in the grant agreement.

## Web design and build

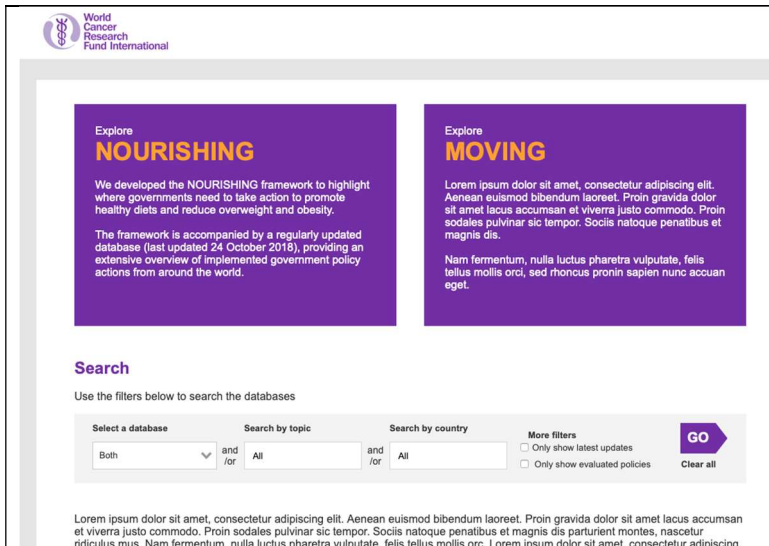
### Web design

The first stage was to design wireframes to confirm the functionality of the new database. Based on the advice of Pedalo, it was elected to change the database from 'accordion'<sup>6</sup> display, (Appendix 4) to a horizontal display. User feedback had highlighted that the accordion display had become very long to search through (given the large number of policies now housed on the database) and slow to load (as it required the whole data set to load to populate search results). The advantage of a horizontal display is it helps a user orientate themselves within the database; it only loads the required search results and is therefore quicker; and it echoes the swipe function that website users are increasingly accustomed to. It also means that the user journey is focussed on the specific results, rather than expanding all data sets as part of the stacked list of all the policy areas. This makes it easier to display large quantities of data as the results of the global scan and the comprehensive European scan are added.

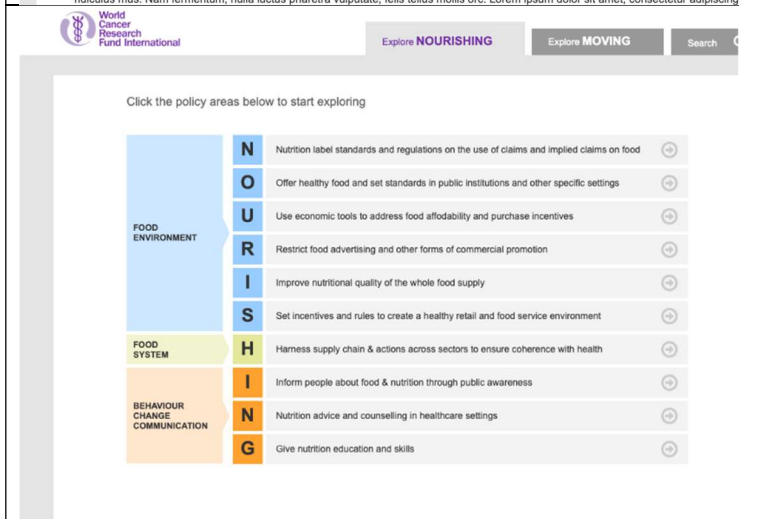
The following wireframes (figures 1-4) illustrate the structure and user journey from the homepage through the NOURISHING database to the sub-policy areas. The same pathway was replicated for the MOVING database. A search function was included on the homepage which gives users (particularly returning users) the chance to interrogate the databases without being guided through explanatory content. Both new and returning visitors can browse the databases independently or together, by country and by topic (based on the tags assigned to the policy actions in the extraction sheet). Functionality to share policy actions and search results on social media was included.

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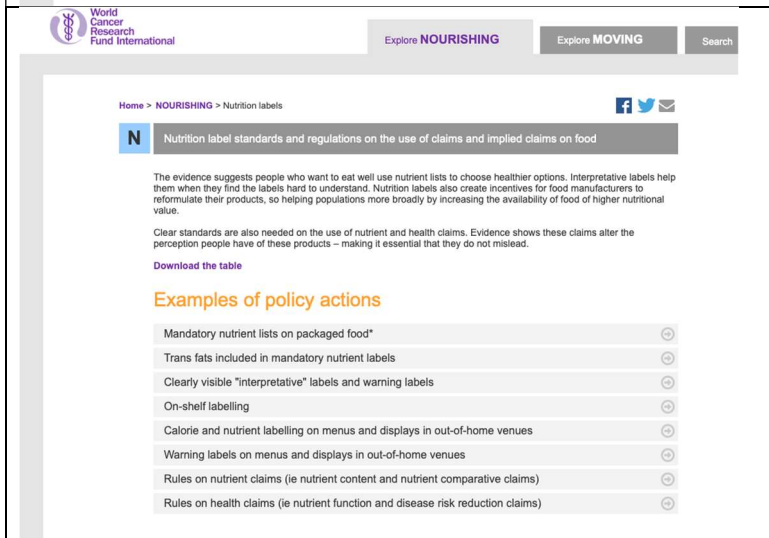
<sup>6</sup> Accordion display is the name used to describe a graphical control element comprising a vertically stacked list of items.



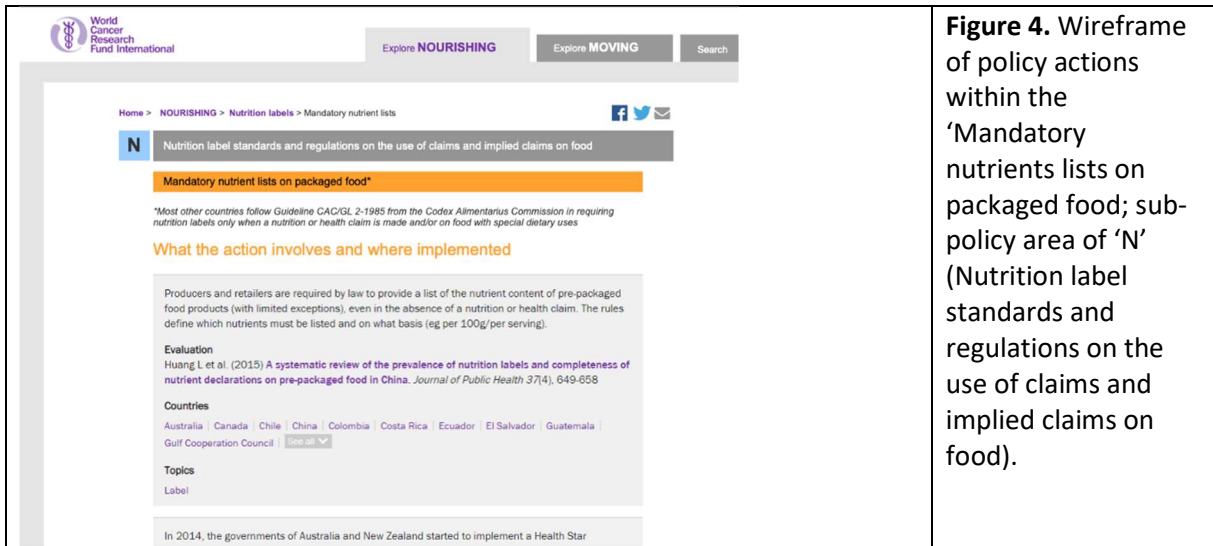
**Figure 1.** Wireframe of databases homepage and search function



**Figure 2.** Wireframe of the NOURISHING database (with horizontal display of data)



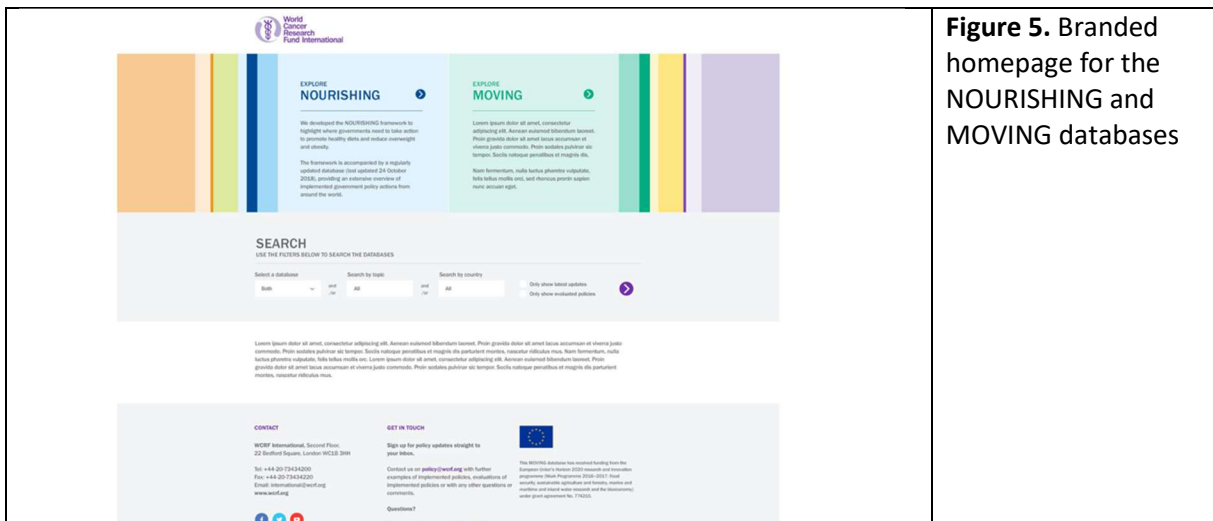
**Figure 3.** Wireframe of the pathway to 'N' (Nutrition label standards and regulations on the use of claims and implied claims on food) policy area



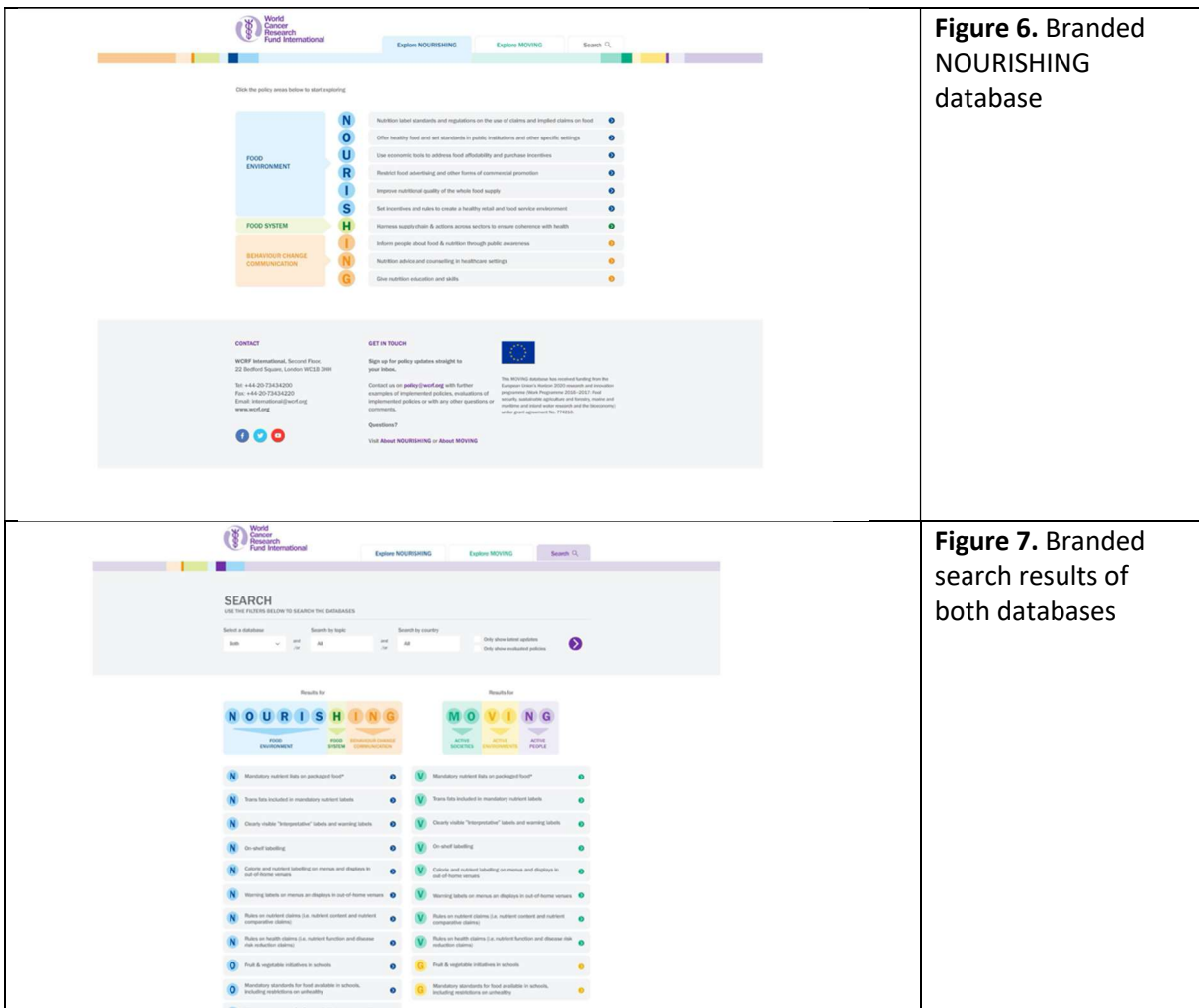
**Figure 4.** Wireframe of policy actions within the ‘Mandatory nutrients lists on packaged food; sub-policy area of ‘N’ (Nutrition label standards and regulations on the use of claims and implied claims on food).

**Brand refresh**

The site development also incorporated a design refresh, which sought to retain the look and feel of the NOURISHING database and framework, but also seamlessly integrate the new MOVING framework. New prototype graphics and artwork were developed by the web developers and the WCRF creative team. Based on internal consultation, it was agreed to use the following set of prototypes (figures 5-7) as they were deemed to be easy to understand, navigable and aesthetically pleasing.



**Figure 5.** Branded homepage for the NOURISHING and MOVING databases



**Figure 6.** Branded NOURISHING database

**Figure 7.** Branded search results of both databases

**Web build**

The web build took place between February to September 2019. Whilst there were some delays encountered with changes in personnel in the WCRF team, the main architecture of the site has been constructed. Key areas to note include:

- The database is now more streamlined and easier to update as each policy implementation has its own node (previously, all policy actions within a sub-policy area were contained within a webpage). This also benefits the user, as the content will load more quickly.
- All content from the current NOURISHING database has been transferred over.
- It was decided that the database should sit on a microsite within the main WCRF International site. This is common practice when building a web platform that uses different content templates, plug-ins and functionality to the main site as it allows the additional content to be designed, built and tested without impairing the functionality of the main WCRF International site.



- A new microsite URL was registered which is [policydatabase.wcrf.org](http://policydatabase.wcrf.org). When the database goes live, it will use this URL for the database homepage. However, at this time, the site is still hosted on the development site.

## Internal user testing

During the web build, the web platform went through ongoing internal user testing and development to ensure performance and functionality. This identified areas that needed refinement as well as areas for further development outside the technical specification. WCRF and Pedalo used the Trello ticketing system to project manage the feedback process and keep track of development requirements.

## Expanding the scope of the technical specification

Based on internal user feedback, additional pieces of development work were undertaken to improve the search functionality and the user experience.

These include:

1. **Adding a title text box on the home page:** ‘The NOURISHING and MOVING policy databases’.
2. **Adding policy implementations trails.** The policy implementations trail is a design feature to help orientate the user as they browse the database. It consists of the policy area letter and abbreviated versions of the policy and sub-policy areas (eg M Make programmes > Transport to school). In stylistic terms, it echoes the breadcrumbs often found at the top of web pages, which remind users where they are within the menu structure of a website. In the previous database, the trail needed to be manually added to each policy implementation. The trail is now automatically generated by the policy area taxonomy, which saves time when updating the database.
3. **An additional content box** under the search page for definitions of a ‘policy action’ and an ‘implemented’ policy action.
4. **An additional content box underneath each database** for information about the database and the framework it was based on.
5. **Additional content boxes for each page of the database** that can be used for supplementary information where appropriate. For example, we will include a link to our Building Momentum report on Front of Pack labelling on the ‘N’ database page (Nutrition label standards and regulations on the use of claims and implied claims on food).
6. **A tab for the homepage** to help users navigate.
7. **Datasets can be downloaded in .csv.** Previously only downloadable as a PDF, this is a significant functionality change which we hope users will appreciate and use widely. We decided to help support the requirement of country comparable results to enable search results and data sets to be available for download in .csv format. This allows a search function to be performed within the .csv and cross-country results to be generated in a more focussed way. Making data available to download and interrogate is a typical characteristic of online databases.



8. **Pop-up icon next to search field.** To help users perform searches and interrogate results further, we created a pop-up icon next to the search function which links to a page with guidance on how to perform a search in a .csv.

## Interim results

Deliverable 2.6 is a new web platform that hosts the NOURISHING and MOVING databases on a WCRF microsite. The web platform is temporarily password protected until the microsite is ready to be launched within the main WCRF site.

All data from the NOURISHING database has been transferred to the new web platform. As verified physical activity policies were not ready for the submission of this deliverable, placeholder data (of unverified physical policy actions for each of the MOVING policy areas) has been added to the MOVING database to allow users to explore the search function and overall usability of the site.

To access the site:

URL - <http://wcrf-policy-database.discovertheweb.co.uk>

Username - pedalo

Password - Pedalo123

## Discussion: future development and launch

### Adding verified physical activity policy actions

As stated, we do not currently have verified physical activity policy actions (as this process is currently ongoing). Therefore we have put placeholder information within the MOVING database for the purposes of testing functionality. We will replace this placeholder information with physical activity policy actions as soon as they are verified.

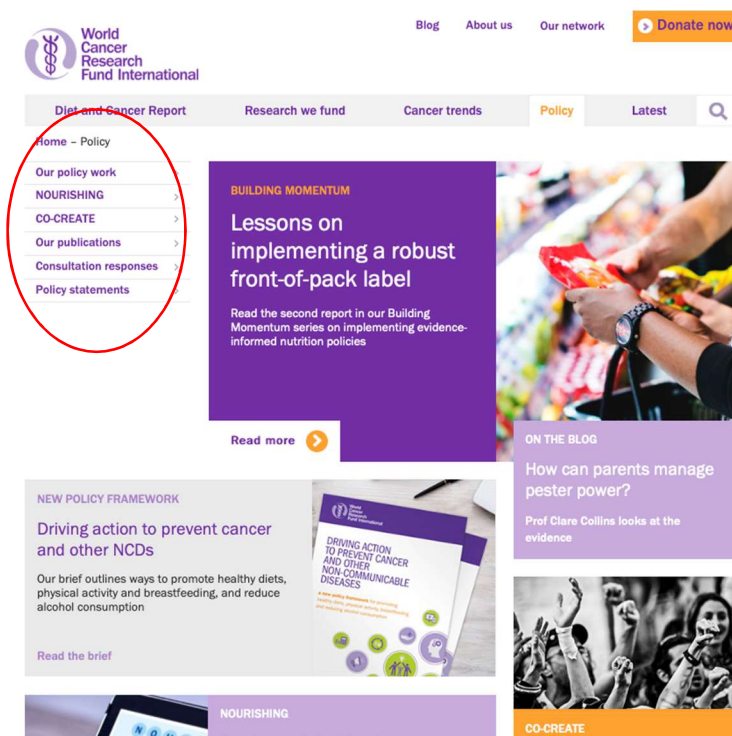
### Further testing and refinement

We will continue internal testing and refining the site. A number of additional development areas have been identified going forward that we will work through.

1. We need to ensure that we explain clearly how the data was sourced as this will affect the quantity of results by country displayed on the database. For example, as the comprehensive European scan is designed to collect information about as many policy actions as possible for up to 38 European countries, it is likely that there will be many more results stored on the database for those countries, than countries which are monitored using the global scan methodology. The different methodologies will affect the comparability of data as the results for non-European countries will not be comprehensive. Caveats about the data collection methodology need to be carefully articulated on the site and we will look at how best to do this. Furthermore we could

explore using the methodology as a search filter so more comparable results are generated (i.e. searching for countries using the search methodology).

2. We will also develop new pages on the WCRF website in the Policy section to direct users to the database. The pages will sit within the menu structure of the International site. New content will explain the NOURISHING and MOVING frameworks and methodologies, which will link to database so it will be easy to navigate between the two. The user should not be able to discern any significant difference or encounter problems navigating between the main site and the database microsite.



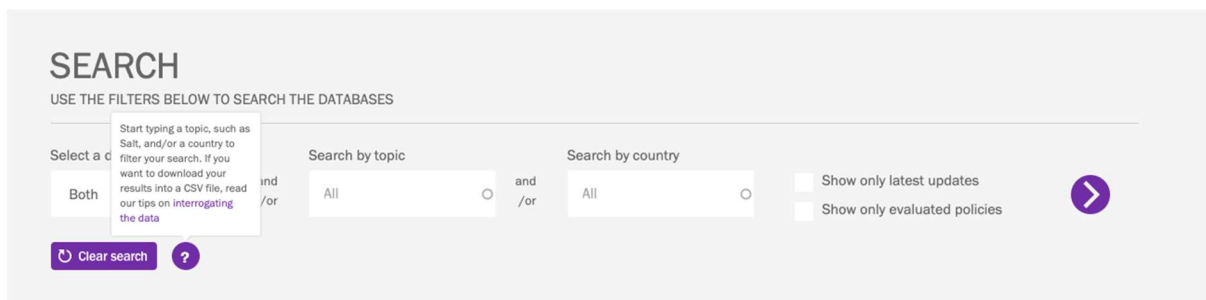
**Figure 8.** The menu of the Policy section of the website, which will be developed to provide content about the frameworks and methodologies ([www.wcrf.org/policy](http://www.wcrf.org/policy))

## Data available to download

We decided to change the way that the data could be downloaded from the site and interrogated by users. On the current NOURISHING database, users can download a pdf of results by policy area. As the results are in pdf, users are not able to apply further filtering or interrogation of the information within the document. Furthermore, by presenting the results as a pdf in a document separate to the web platform, it requires that the database and the pdf are manually updated separately when policy actions change or added, which takes an appreciable amount of time.

We have opted to provide downloadable .csv files of the data searches and the whole data set. By providing all data in the form of a downloadable .csv document, users will be able to filter and interrogate the data in much more depth, by being to filter by country, topic area or policy area. This also removes the need to prepare separate pdf documents of the results of the policy areas.

To help users perform searches on the data, we have provided search tips guidance [when the user hovers over the purple question mark, they can access a page with search guidance] to help users explore the data further as the .csv is generated by the user from the information within the database.



**Figure 9.** The purple question mark provides a link to search guidance and tips on interrogating the data.

## Gathering external user feedback

As we stated, to date we have primarily relied on internal user testing. We will now expand user testing to external partners (especially within the CO-CREATE project) and a range of stakeholders including youth.

We have received some initial feedback from our CO-CREATE partner Press. This included:

- Considering providing an overview of all policy actions, so that it is possible to compare before you start reading so the user can see the relevance of the examples showcased instead of scrolling down to the end of the site.
- Ensuring all examples have a descriptive and exciting headline.
- Understanding that the user needs an understanding of how the database is structured in order to know where to locate a specific policy action. However the search function in the database works well so policy actions can be identified that way.
- Being aware that some of the people testing the site were unsure whether this tool is meant to be used for comparing all measures on country level or if the purpose is to just showcase good examples from different countries and use these in advocating for similar measures in their own countries.
- Being aware that the setup of the page works quite well with several sub categories.
- Emphasising the importance of how this tool is presented for the alliances. The website can be as user friendly as it gets, but the alliances needs a proper introduction/training in how to use this for inspiration and guidance.

We will consider this user feedback (whilst considering feasibility and budget) through agile working with the developer and will invite further comment from other stakeholders.



## Launch and communications

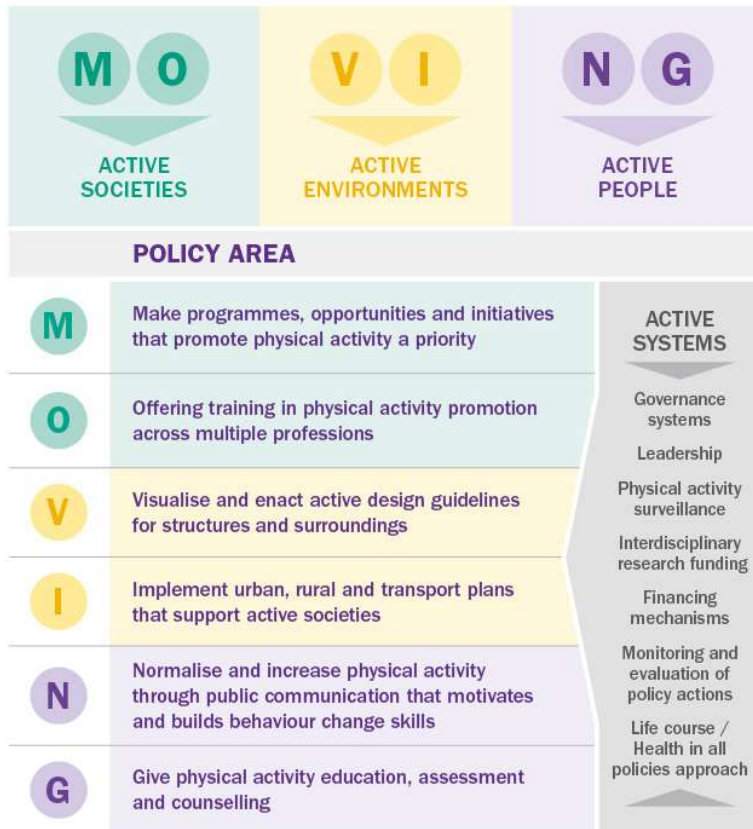
A communications and launch plan will be developed to launch and communicate the new web platform. It will aim to maximise exploitation opportunities through WCRF International media and social media and disseminating the web platform to all relevant stakeholders through our communication channels and other organisations' communications channels. We will also collaborate with other Work Packages to see how the databases can support other project activities such as the Youth Alliances. As stated earlier, the policy pages on the main WCRF International will also be updated to provide explanatory information about the web platform.

## Conclusion

A draft web platform has been developed and allows users to search each database separately or together, generate cross-country comparisons and see the most recently added policy actions. Users can also share results via social media channels and can download data in a .csv to interrogate the findings further.

However a number of final steps need to be taken before the site can be made publicly available such as external user testing (and possible further web development), addition of verified physical activity policy actions, and providing further information about the MOVING and NOURISHING frameworks and the search methodology on the main WCRF International site. Once these steps are complete, the web platform will be launched following a communication plan and will support other project activities and deliverables within the CO-CREATE project.

## Appendix 1: The MOVING framework



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## Appendix 2: The Policy Advisory Group and sub-group

A subgroup of our Policy Advisory Group, comprising four of its members (Dr Hasan Hutchinson, Dr Knut-Inge Klepp, Dr Shiriki Kumanyika, Dr Mike Rayner), advised us on the development of the NOURISHING methods document.

### The Policy Advisory Group

The Policy Advisory Group provides advice on how we can more effectively meet the evidence needs of the policymaking community in developing and implementing policy actions to prevent cancer and non-communicable diseases.

This includes advising us on:

- the evidence needs of the policymaking community
- processes to update, interpret and communicate the evidence for policy
- outputs that are useful to the policy community
- how to overcome barriers to policy implementation
- how to stimulate wider implementation of more effective policies
- developing relationships and alliances to enhance our impact

Launched in April 2015, the Policy Advisory Group comprises experts involved in policy from government, academia and civil society. The Group also includes observers from the World Health Organization and the Union for International Cancer Control.

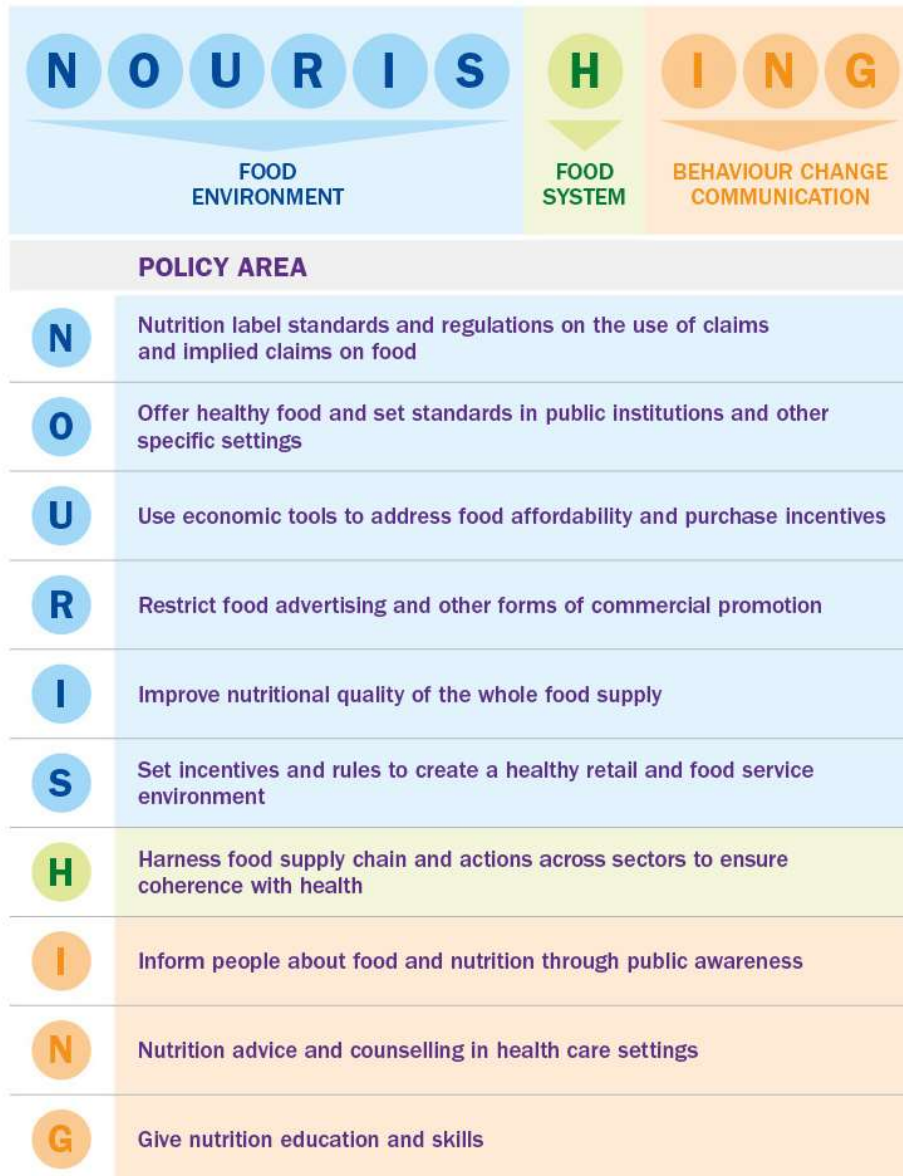
### Members

- Dr Simón Barquera – National Institute of Public Health, Mexico
- Anita George – McCabe Centre for Law and Cancer, Australia
- Prof Sir Trevor Hassell – Healthy Caribbean Coalition, Barbados
- Dr Hasan Hutchinson – Health Canada, Canada
- Dr Knut-Inge Klepp – Norwegian Institute of Public Health, Norway
- Prof Shiriki Kumanyika – University of Pennsylvania, US
- Dr Feisul Idzwan Mustapha – Ministry of Health, Malaysia
- Dr Anna Peeters – Deakin University, Australia
- Prof Mike Rayner – University of Oxford and Centre on Population Approaches for Non-Communicable Disease Prevention, UK
- Sandhya Singh – National Department of Health, South Africa

### Observers

- Dr Francesco Branca – World Health Organization
- Dr Heather Bryant – Union for International Cancer Control
- Prof Fiona Bull – World Health Organization

## Appendix 3: the NOURISHING framework







## Appendix 4: Example of the current NOURISHING database structure for 'N'

N

### Nutrition label standards and regulations on the use of claims and implied claims on food

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Policy area

The evidence suggests people who want to eat well use nutrient lists to choose healthier options. Interpretative labels help them when they find the labels hard to understand. Nutrition labels also create incentives for food manufacturers to reformulate their products, so helping populations more broadly by increasing the availability of food of higher nutritional value.

Clear standards are also needed on the use of nutrient and health claims. Evidence shows these claims alter the perception people have of these products – making it essential that they do not mislead.

[Download the table](#)

Examples of policy actions

#### Mandatory nutrient lists on packaged food\*

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*\*Most other countries follow Guideline CAC/GL 2-1985 from the Codex Alimentarius Commission in requiring nutrition labels only when a nutrition or health claim is made and/or on food with special dietary uses*

What the action involves and where implemented

Producers and retailers are required by law to provide a list of the nutrient content of pre-packaged food products (with limited exceptions), even in the absence of a nutrition or health claim. The rules define which nutrients must be listed and on what basis (eg per 100g/per serving).

**Evaluation**  
 Huang L et al. (2015) [A systematic review of the prevalence of nutrition labels and completeness of nutrient declarations on pre-packaged food in China](#). *Journal of Public Health* 37(4), 649-658

**Countries**  
[Australia](#) | [Canada](#) | [Chile](#) | [China](#) | [Colombia](#) | [Costa Rica](#) | [Ecuador](#) | [El Salvador](#) | [Guatemala](#) | [Gulf Cooperation Council](#) | [See all](#) ▼

**Topics**  
[Label](#)

**You are in**

N

Nutrition labels > Mandatory nutrient lists

}

Sub-policy area

Producers and retailers are required by law to provide a list of the nutrient content of pre-packaged food products (with limited exceptions), even in the absence of a nutrition or health claim. The rules define which nutrients must be listed and on what basis (eg per 100g/per serving).

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Policy summary

**Evaluation**  
 Huang L et al. (2015) [A systematic review of the prevalence of nutrition labels and completeness of nutrient declarations on pre-packaged food in China](#). *Journal of Public Health* 37(4), 649-658

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Evaluation

**Countries**  
[Australia](#) | [Canada](#) | [Chile](#) | [China](#) | [Colombia](#) | [Costa Rica](#) | [Ecuador](#) | [El Salvador](#) | [Guatemala](#) | [Gulf Cooperation Council](#) | [See all](#) ▼

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Countries

**Topics**  
[Label](#)

}

Topic



## Appendix 5: the Full Technical Specification

### WCRF policy database project Specification document

1. Header and footer template sections - to appear on every page of the site
  - 1.1. Header
    - 1.1.1. Logo - The main logo for the site - when clicked will link back to the homepage
  - 1.2. Footer
    - 1.2.1. Contact text – including a header, address and contact phone, fax, email and web address
    - 1.2.2. Get in touch – a short block of text to explain to the user how to contact WCRF and to provide them with links to further information
    - 1.2.3. European Union flag and text
2. Landing page

This page will have its own content type in the admin area called “Nourishing Moving Landing page” that will allow the administrator to make text changes to both the NOURISHING and MOVING sections, the intro text for the search form and the text block below the search form. All fields will use the WYSIWYG editor

  - 2.1. The introduction page to the two databases providing options to explore both databases individually and search the database via a range of filtering criteria
    - 2.1.1. Explore NOURISHING
      - 2.1.1.1. An editable block of text introducing the NOURISHING database which is clickable and takes the user through to the first page of hierarchical options within the NOURISHING database journey
    - 2.1.2. Explore MOVING
      - 2.1.2.1. An editable block of text block introducing the MOVING database which is clickable and takes the user through to the first page of hierarchical options within the MOVING database journey
    - 2.1.3. Search form
      - 2.1.3.1. A search form to allow users to interrogate the databases via a range of filtering options, these being:
        - 2.1.3.1.1. Select a database - search both or just NOURISHING or just MOVING databases
        - 2.1.3.1.2. Search by topic - an auto complete field that allows the user to start typing a word and then see a range of potential applicable "topic" tags
        - 2.1.3.1.3. Search by country - an auto complete field that allows the user to start typing a word and then see a range of potential applicable "country" tags
        - 2.1.3.1.4. Only show latest updates - a tick box field to allow the user to filter out all results that don't have this value added to the searched items
        - 2.1.3.1.5. Only show evaluated policies - a tick box field to allow the user to filter out all results that don't have this value added to the searched items
        - 2.1.3.1.6. A "go" button rendered as an arrow within a circle to allow the user to submit the form and then be presented with a set of results



- 2.1.4. Blurb
  - 2.1.4.1. An editable block of text that sits underneath the search form to allow administrators to provide additional context about the databases
- 3. Database page - 1<sup>st</sup> page in the hierarchical user journey – both NOURISHING and MOVING
  - 3.1. The first page in the hierarchical user journey to explore either database. This page allows the user to see a clickable visual diagram of the different top-level areas within each database. The areas are defined within a Drupal taxonomy to allow administrators to apply these area headings as tags to the content that is presented on the 3rd page within the hierarchical user journey.
    - 3.1.1. Taxonomy 1 – called “Nourishing Moving Policy Area” in the admin area- these tags will be editable within the admin area under “Structure/Taxonomy/Nourishing Moving Policy Area” and allow the administrator user to edit a range of settings for each tag, these being:
      - 3.1.1.1. Name - the short name for the tag that is shown on in the breadcrumb on the 2nd and 3rd pages of the user journey
      - 3.1.1.2. Policy area Letter - the letter that is displayed in the coloured circle to the left of the tag description on the 1st, 2nd, and 3rd pages of the user journey, and to the left of the tag descriptions that appear on the search results page
      - 3.1.1.3. Policy type - a drop down menu in the admin area that lets the administrator decide whether a tag belongs to the NOURISHING or MOVING database
      - 3.1.1.4. Policy area colour - a drop down menu to allow the administrator to associate the tag to the blue, orange or green sections of the diagram that is shown on the 1st page of the hierarchical user journey – the text within the blue, green and orange blocks will be editable via a content type called “Nourishing Moving Level one” and will display the relevant text for both the NOURISHING and MOVING databases
      - 3.1.1.5. Policy area intro - a field where the administrator can add the longer version of the tag, which appears to the right of the circle with the letter on the front-end pages
      - 3.1.1.6. Policy area description - a WYSIWYG field where the administrator can add a description that will appear below the long version of the tag that appears at the top of the 2nd and 3rd pages within the hierarchical user journey
    - 3.1.2. Instructions blurb – a short block of text that will provide the user with instructions on how to use the page – i.e. “Click the policy areas below to start exploring”
    - 3.1.3. Users will be able to click on the long description of the tag (which appears on a grey background on the front-end to the right of the related letter) and then be taken through to the 2<sup>nd</sup> page of the hierarchical user journey via a sliding effect
- 4. Database page – 2<sup>nd</sup> page in the hierarchical user journey – both NOURISHING and MOVING
  - 4.1. Breadcrumb – populated to notify the user which database they are in (i.e. NOURISHING or MOVING) and which Taxonomy 1 tag is the parent of the current page. Users will be able to click the database name to go back to the previous page
  - 4.2. Social sharing buttons – buttons to allow the user to share the URL of the current page via their own social media accounts
  - 4.3. Taxonomy 1
    - 4.3.1. Policy area intro – this is a line of text that is populated by the content of the “Policy area intro” field in the tag within Taxonomy 1 and represents the full tag title for the front-end user – on the front-end this denotes the page title for the user on this page

- 4.3.2. Policy area description - a WYSIWYG field where the administrator can add a description that will appear below the long version of the tag that appears at the top of the 2nd and 3rd pages within the hierarchical user journey
- 4.4. Taxonomy 2 – listing of all related child tags of the Taxonomy 1 tag that is displayed in **Feil! Fant ikke referansekinden.**
  - 4.4.1. Title – a non-editable title to the list of associated tags
  - 4.4.2. Taxonomy 2 – called “Policy Actions” in the admin area - these tags will be editable within the admin area under “Structure/Taxonomy/Policy Actions” and allow the administrator user to edit a range of settings for each tag, these being:
    - 4.4.2.1. Name – used to control the tags name within the administration area only
    - 4.4.2.2. Action intro - a field where the administrator can control the text that is shown in the breadcrumb on the 3rd page of the hierarchical user journey and in the title that sits on the grey background for the tag that appears on the 2<sup>nd</sup> and 3<sup>rd</sup> pages of the hierarchical user journey
    - 4.4.2.3. Action intro description - a WYSIWYG field where the administrator can add a description that will appear below the long version of the tag that appears at the top of the 2nd and 3rd pages within the hierarchical user journey
    - 4.4.2.4. Parent – an auto complete field to allow an administrator to associate the tag to a parent tag from Taxonomy 1
- 5. Database page – 3<sup>rd</sup> page in the hierarchical user journey – both NOURISHING and MOVING
  - 5.1. Breadcrumb – populated to notify the user which database they are in (i.e. NOURISHING or MOVING) and which Taxonomy 1 tag is the parent of the current page. Users will be able to click the database name to go back to the 1<sup>st</sup> page in the hierarchical user journey, and the Taxonomy 1 level tag name to go back to the previous page
  - 5.2. Social sharing buttons - buttons to allow the user to share the URL of the current page via their own social media accounts
  - 5.3. Taxonomy 1 - Policy area intro – this is a line of text that is populated by the content of the “Policy area intro” field in the tag within Taxonomy 1 and represents the parent title of the Taxonomy 2 tag that is used to populate this page
  - 5.4. Taxonomy 2
    - 5.4.1. Action intro field – displayed on grey background and acting as a title to the blurb text and results below
    - 5.4.2. Action intro description field – providing additional information about the tag (title) – this field will not display on the front-end if it is not populated in the backend
  - 5.5. Related content - title
    - 5.5.1. Title to the results – i.e. “What the action involves and where implemented”
  - 5.6. Related content – X number of results. Each result is a node of the content type “Policy implementations” that has been tagged with the Taxonomy 2 tag that is displayed on **Feil! Fant ikke referansekinden.**
    - 5.6.1. Policy implementation overview field – a WYSIWYG field that forms the main body text of a result
    - 5.6.2. Countries field – a taxonomy field whereby the administrator can associate a set of country tags to a piece of content using the “Nourishing and Moving framework countries”. On the front-end page a user can click a country tag and be forwarded on to the search result page that is pre-filtered by that country tag

- 5.6.3. Topics field - a taxonomy field whereby the administrator can associate a set of topic tags to a piece of content using the “Nourishing and Moving framework topics”. On the front-end page a user can click a topic tag and be forwarded on to the search result page that is pre-filtered by that topic tag
  - 5.6.4. Evaluated policy field – a tick box field on the admin screen that doesn’t display on the front-end 3<sup>rd</sup> page of the hierarchical user journey but is used to filter results on the search pages
  - 5.6.5. Latest update – a tick box field on the admin screen that displays on the front-end result as a text block containing the word “New” on a yellow background and is also used to filter results on the search pages
  - 5.6.6. Implementation Parent – an auto update administration field to allow administrators to associate the node with a Taxonomy 2 tag and thereby defining the contents position in the hierarchy
6. Search page – both NOURISHING and MOVING
- 6.1. Search form
    - 6.1.1. Title and intro text – non-editable text to introduce the search form
    - 6.1.2. Hide/Reveal toggle button – an arrow icon that allows the user to toggle between seeing the search form and hiding it. On load the form will be shown.
    - 6.1.3. Select a database – a drop-down fields that allows the user to select either NOURISHING, MOVING or both databases to search
    - 6.1.4. Search by topic – an auto-complete field that will allow users to start typing a word and see options from the “Topic” taxonomy that match that word. For example, if they initially type the characters “sa” they will see options for “Salt” and “Saturated fat” which they can then click. Once a user clicks on an option the field will be populated with that tag
    - 6.1.5. Search by country – an auto-complete field that will allow users to start typing a word and see options from the “Topic” taxonomy that match that word. For example, if they initially type the characters “sou” they will see options for “South Africa” and “South Korea” which they can then click. Once a user clicks on an option the field will be populated with that tag
    - 6.1.6. Show only latest updates – a tick-box that will allow the user to filter out results that haven’t been flagged in the admin area as “Latest update”
    - 6.1.7. Show only evaluated policies – a tick-box that will allow the user to filter out results that haven’t been flagged in the admin area as “Evaluated policy”
    - 6.1.8. Search submit button – the submit button that when clicked will search the database with the filtering options that the user has entered in the form and then reveal those results in the area below the form
  - 6.2. Results
    - 6.2.1. Title and database intro graphics – 2 non-editable blocks, one for NOURISHING and one for MOVING that show the user the branded structure of each databases framework
    - 6.2.2. Individual result item – these are shown in 2 columns, one for NOURISHING and one for MOVING with relevant results pulled into each column
      - 6.2.2.1. Letter within a coloured circle – Taxonomy 1 - Policy area Letter – the letter that is associated to the Taxonomy 2 tag as a parent, providing the user with context as to how the result fits in within the hierarchy of the associated framework (NOURISHING or MOVING)
      - 6.2.2.2. Taxonomy 2 – Action intro field - displayed on grey background and acting as a description for the individual result