

# NOURISHING framework



## Inform people about food and nutrition through public awareness

This table provides examples of the types of policy action that can be taken within this policy area, examples of where these policy actions have been implemented, and a brief description of what the action involves. It provides a global snapshot, largely of policies already implemented; it is not necessarily comprehensive. The examples were collated through a review of international reports of policy actions around the world, academic articles reporting on policy actions, and online government resources.

We welcome feedback. Please contact us at [policy@wcrf.org](mailto:policy@wcrf.org) if you would like to add any further examples of implemented policies, see the policy documents that we reference, or have any further questions or comments.

EXAMPLES OF POLICY ACTIONS	EXAMPLES OF WHERE IMPLEMENTED	WHAT THE ACTION INVOLVES
<p><b>Development and communication of food-based dietary guidelines</b></p>	<p><b>Albania, Antigua and Barbuda, Austria Argentina, Australia, Bahamas, Bangladesh, Barbados, Belgium, Belize, Bosnia and Herzegovina, Brazil, Canada, Chile, China, Costa Rica, Croatia, Cuba, Cyprus, Dominica, El Salvador, Estonia, Fiji, France, Georgia, Germany, Greece, Grenada, Guatemala, Guyana, Honduras, Hungary, India,</b></p>	<p>Food-based dietary guidelines are an information and communication tool involving the translation of recommended nutrient intakes or population targets into recommendations of the balance of foods that populations should be consuming for a healthy diet. They typically promote increased intake of fruit and vegetables and limiting intake of salt/sodium and sugar. They may also include guidance on physical activity and healthy weight, and provide guidelines for different population groups. Countries use various formats of presenting the guidelines including cooking pots (Guatemala), pineapples (Fiji), pyramids (Australia, India, United States), plates (UK), pagodas (China) and circles (Argentina). Some countries have started to include sustainability criteria in their dietary guidelines (eg Finland and Brazil in 2014, Sweden and Qatar in 2015, the Netherlands in 2016). Brazil's revised dietary guidelines, launched in 2014, present food- and meal-based recommendations that take into account cultural dimensions and promote the consumption of minimally processed foods as well as health, wellbeing and sustainable food systems, and recommend avoiding ultra-processed foods. Details on the content of national</p>

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	<p><b>Israel, Italy, Jamaica, Japan, Latvia, Macedonia, Malta, Malaysia, Mongolia, Mexico, Namibia, Nepal, Netherlands, New Zealand, Nigeria, Nordic Cooperation Region (Denmark, Finland, Iceland, Sweden), Qatar, Panama, Philippines, Poland, Romania, Singapore, South Africa, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, South Korea, Spain, Sri Lanka, Switzerland, Thailand, Turkey, United Kingdom, United States, Vietnam</b></p>	<p>dietary guidelines can be found on a dedicated FAO website listed at the end of this table.</p> <p><b>Information updated 28/02/2017</b></p>
<p><b>Development and communication of guidelines for specific food groups</b></p>	<p><b>China</b></p>	<p>China has developed guidelines specific to snacks, Guidelines on Snacks for Chinese Children and Adolescents (2008).</p>
	<p><b>Finland</b></p>	<p>In 2009, the Finnish National Nutrition Council developed recommendations for beverages for children and adolescents, adults and older people that split beverages into three categories: drink daily (eg water), you can also drink daily (eg a glass of fruit juice) and drink only infrequently (eg soft drinks). Recommendations differ by age category.</p>
	<p><b>Mexico</b></p>	<p>Mexico developed a set of Beverage Guidelines for Healthy Hydration in 2008.</p>
<p><b>Public awareness, mass media and informational campaigns and social marketing on healthy eating</b></p>	<p><b>Australia</b></p>	<p>In June 2012, the Department of Health of Western Australia initiated the public health campaign <a href="https://livelighter.com.au">LiveLighter</a> (https://livelighter.com.au). In 2014, it extended to Victoria and the Australian Capital Territory. In all locations, the campaign is managed by the Heart Foundation in partnership with the local Cancer Council. LiveLighter uses a website, social media, advocacy and provocative radio, print and TV advertisement to encourage people to eat healthily and be physically active to maintain a healthy weight. The website provides free resources such as recipes, a meal and activity planner, and a BMI, sugary drink and risk calculator (https://livelighter.com.au). The campaign is ongoing.</p> <p><b>Evaluation</b> Morley B et al. (2016) Population-based evaluation of the ‘LiveLighter’ healthy weight and lifestyle mass media campaign. <i>Health Education Research</i> 31(2), 121-135<sup>1</sup></p>

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	<b>Canada</b>	There are two public campaigns on healthy eating ongoing in Canada: the Nutrition Facts Education Campaign (since 2010) and the Eat Well Campaign (since 2011). They aim to improve the understanding of healthy eating, including reading the Eating Well with Canada's Food Guide, reading nutrition labels (in particular the % Daily Value), the importance of reducing sodium intake and improving food skills to maintain a healthy weight. The campaigns are managed by Health Canada's Office of Nutrition Policy and Promotion and involve public private partnerships with various stakeholders, including food manufacturers (34 food manufacturers participate), grocery retailers, produce marketing associations, health NGOs and health professional organisations, as well as provinces and territories.
	<b>CARICOM</b>	The CARICOM member states celebrate Caribbean Wellness Day every year on 13 September to raise awareness of healthy lifestyle options, including promoting healthy food choices. The main slogan is "Love that body" and the campaign elements include posters, stickers, a logo, a jingle, a website and public service announcements.
	<b>Chile</b>	Choose to Live Healthily ( <b>Elige Vivir Sano</b> ), launched in Chile in 2013 and ongoing, is an initiative of the Chilean First Lady in collaboration with government ministries. It promotes healthy eating, physical activity and healthy living. Public awareness campaigns are a core component, including a social marketing programme and a website ( <a href="http://www.eligevivirsano.cl">www.eligevivirsano.cl</a> ).
	<b>France</b>	The French Ministry of Social Affairs and Health and the National Institute of Health Prevention and Education run a healthy living campaign called "Eat Move" ( <b>Manger Bouger</b> ) as part of the National Nutrition and Health Programme (PNNS). Launched in 2001 and ongoing, it includes mass media, informational videos, print advertisement and a website ( <a href="http://www.mangerbouger.fr">www.mangerbouger.fr</a> ) that has a range of resources including targeted nutrition education tools and "La fabrique à menus" (added in 2013), a menu planner with seasonal recipes that are in line with the PNNS nutrition guidelines ( <a href="http://www.la-fabrique-a-menus.fr">www.la-fabrique-a-menus.fr</a> ).
	<b>Macedonia</b>	Health is a Choice! Healthy Food and Healthy Lifestyle for a Long Life! is a campaign launched by the Macedonian government in October 2014 to raise awareness about the importance of eating healthy food, leading a healthy lifestyle and exercising. The campaign includes TV and radio commercials, media advertisements and billboards.
	<b>Mexico</b>	As part of the Mexican National Strategy on the Prevention and Control of Overweight, Obesity and Diabetes (La Estrategia Para Un Mexico Sin Obesidad), the Presidency and Secretary of Health launched a national health promotion campaign focusing on the prevention of non-communicable diseases, Check, Monitor and Move Yourself (Chécate, Mídete, Muévate). The stated objective of the campaign is to foster a culture of taking care of personal health, promote exercise and discourage the consumption of high-calorie foods. The campaign uses a variety of

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		<p>media channels, including television, radio, cinema, billboards, advertisements on public transport and social media. The Mexican Social Security Institute and the Safety and Social Services Institute for State Workers are co-sponsors. The campaign launched in October 2013 and is expected to run until 2018.</p>
	<b>Netherlands</b>	<p>The Netherlands Nutrition Centre (part of the National Institute for Public Health) runs online public awareness campaigns to encourage healthier food choices. Examples of campaigns include Balansdag (Balance Day), launched in 2006 as part of the campaign Maak je niet dik (Do not get fat) started in 2002 – encouraging people to compensate for overeating one day by eating healthy meals with no snacks and moving more the next day to balance out calorie intake, and Het Nieuwe Eten (New-style Eating), launched on 29 December 2008 – encouraging people to make step-by-step changes at their own speed. Recipes and tips are provided.</p>
	<b>Norway</b>	<p>The Norwegian Health Directorate runs a national dietary advice campaign called Small steps - big difference (Små grep, stor forskjell), launched in 2012, using brochures, online webpages, TV and social media.</p>
	<b>Pacific Islands</b>	<p>The Pacific Island countries have implemented a range of mass media awareness campaigns, such as the campaign and TV programme Eat Better, Move More (Mange mieux, Bouge plus) in New Caledonia, launched in 2011. The Tonga Health Promotion Foundation runs 30-minute weekly healthy lifestyle programmes on TV and radio and has issued posters in print media promoting healthy ways of living.</p>
	<b>Peru</b>	<p>The Peruvian Ministry of Production launched the Dame Anchoveta (Give me Peruvian Anchovy) campaign in December 2013 (ongoing) to increase awareness of the nutritional benefits of fish (specifically anchovies) compared with other meat (red meat, pork, chicken). The campaign uses advertising on TV, radio and on the street, recipe books, and an interactive website with information about the nutrition, sustainability and biology of the Peruvian anchovy. This campaign aims to reconnect Peruvians with healthy traditional foods.</p> <p>In October 2011 the Ministry of Health, supported by the private sector, launched the campaign Come rico, come sano, come peruano (Eat delicious, eat healthy, eat Peruvian food). It aims to improve eating patterns by promoting the high nutritional quality of Peruvian food through recipe books, TV and radio spots, conferences and Mistura – Peru’s biggest food festival. The campaign is ongoing.</p>

	<p><b>Singapore</b></p>	<p>The annual month-long National Healthy Lifestyle Campaign organised by the Singapore Health Promotion Board has been running since 1992 and aims to increase awareness about the importance of a healthy lifestyle. The campaign takes a multi-pronged approach and involves different activities each year. For example, in 2010 the campaign focused on raising awareness of maintaining a healthy weight through healthy eating and physical activity, in 2011 the focus was on creating communities that are health promoting ecosystems (including an emphasis on the Healthier Hawker centres) and in 2014 the focus was on healthy living everyday.</p>
	<p><b>United Kingdom</b></p>	<p>The <b>Change4Life</b> social marketing campaign started in England in January 2009, targeting families (<a href="http://www.nhs.uk/change4life/Pages/change-for-life.aspx">http://www.nhs.uk/change4life/Pages/change-for-life.aspx</a>). It promotes healthy weight, healthy eating, physical activity and lower alcohol consumption using the slogan Eat well, move more, live longer. A sister campaign, <b>Start4Life</b>, is aimed primarily at pregnant women and new mothers (<a href="https://www.nhs.uk/start4life">https://www.nhs.uk/start4life</a>). Change4Life also runs targeted campaigns such as the January 2014 Smart Swaps campaign that encouraged alternatives to sugary drinks.</p>
	<p><b>United States</b></p>	<p>From October 2012 to December 2012, the Los Angeles County Department of Public Health ran a portion control public education campaign Choose less, weigh less to help residents of LA county reduce the consumption of surplus calories. The campaign included print media on transit shelters, buses and rail cars, billboards, radio and online advertising and website content and social media.</p> <p>In February 2016, the Los Angeles County Department of Public Health launched a public awareness campaign to encourage parents to choose healthier meals for their children when eating out. The campaign message centered around tips such as “Choose milk or water every time” or “Choose fruits or vegetables on the side”. The ads appear in public transit, on radio stations and on digital and social media in English, Spanish, Korean, Mandarin and Cantonese. The campaign is expected to run until mid-March 2016.</p>
	<p><b>Venezuela</b></p>	<p>In August 2014, the Venezuelan National Institute of Nutrition launched <i>Agarra dato, come sano</i> (Get informed, eat healthy), a national campaign against overweight and obesity. The campaign aims to halve the number of obese people in Venezuela by 2019, reduce the consumption of fat and sugars and increase the consumption of vegetables and fruit in the population. Ads aim to raise awareness about the amount of sugar in sugary drinks and fat in fast food as contributors to weight gain.</p>

**Public awareness campaigns specific to fruit and vegetables**

**Argentina, Australia, Canada Chile, Denmark, France, Germany, Mexico, New Zealand, South Africa, Spain, Tonga, United Kingdom, United States**

Governments in these countries manage, or are involved in, fruit and vegetable campaigns that promote the consumption of a certain number of fruit and vegetable portions a day, often "5 a day" (eg Argentina, Chile, Germany, Mexico, New Zealand, South Africa, Spain, Tonga) but also "6 a day" (Denmark), "Go for 2&5" (Western Australia, <http://www.gofor2and5.com.au>), "Fruits & Veggies – More Matters" (United States) or 5–10 (France).

**Evaluations**

Capacci S, Mazzocchi M (2011) Five-a-day, a price to pay: An evaluation of the UK program impact accounting for market forces. *Journal of Health Economics* 30(1), 87-98<sup>ii</sup>

Carter OBJ et al. (2011) 'We're not told why – we're just told': qualitative reflections about the Western Australian Go for 2&5® fruit and vegetable campaign. *Public Health Nutrition* 14(6), 982-988<sup>iii</sup>

Pollard CM et al. (2008) Increasing fruit and vegetable consumption: success of the Western Australian Go for 2&5® campaign. *Public Health Nutrition* 11(3), 314-320<sup>iv</sup>

Evaluation added 28/02/2017

**United States**

Piloted in 2009 and launched in 2011 by Oregon State University's Extension Service as part of SNAP-Ed, Food Hero is a targeted social marketing campaign to help low-income Oregonians increase their consumption of vegetables and fruit and increase home-cooked family meals to improve health. With public, non-profit and private sector partners in all 36 Oregon counties, Food Hero uses community kits, a website (with recipes and tips & tools), a Food Hero monthly newsletter, social media, media (web banners, billboards, bus shelters and buses, movie theatre, radio), grocery stores (cart ads, shelf talkers, freezer decals, food demos and in-store announcements) to reach its target audience. All campaign materials are also available in Spanish. Food Hero works on direct education with the target population as well as work on policy, systems and environmental change.

The New York City Department of Health launched the Take me with you campaign in August 2014 (ongoing) to remind New Yorkers that packing an apple, banana or some carrot sticks is an easy way to add more vegetables and fruits into their diet instead of less healthy options. The ads appear at bus stops, checkouts and banners throughout the city.

**Public awareness campaigns concerning specific unhealthy food and beverages<sup>v</sup>**

**Hungary**

The Hungarian Aqua Promoting Programme in the Young (HAPPY), run by the National Institute for Food and Nutrition Science, aims to reduce the excessive consumption of sugary drinks and to popularise water consumption among primary school students. Running nationwide since 2010, the programme promotes water consumption by educating students on adequate fluid consumption and makes free water available on school premises. More than 43,500 students from 144 schools participated in HAPPY in 2014.

<b>Malaysia</b>	The Reduce Sugar campaign has been run by the Malaysian Ministry of Health in conjunction with the Ministry of Domestic Trade, Cooperatives and Consumerism since 1998. Educational material on sugar reduction is distributed to the public using leaflets and posters, and messages are disseminated via social media, smart phone apps and food outlets with Healthy Cafeteria or BeSS recognition (see 'O – Offer healthy food and set standards in public institutions and other specific settings' for more information) as well as media during major festivals such as Eid Mubarak, Chinese New Year and Deepavali.
<b>Singapore</b>	The Life's Sweeter with Less Sugar campaign ran from October 2014 to February 2015 to encourage Singaporeans to choose reduced sugar or no sugar beverages when they dine out. More than 1,000 partner drink outlets in food courts, hawker stalls, coffee shops and kiosks promoted these healthier beverage choices to nudge consumers into making these their default choice.
<b>Thailand</b>	In Thailand, the Sweet Enough Network was established in 2003 by a group of dentists, pediatricians and public health workers in the Ministry of Public Health's Dental Health Division to endorse regulations to reduce added sugar in food products and raise awareness of the risk associated with excess sugar consumption. They have a logo and mascot, which is promoted through books, games and videos.
<b>Tonga</b>	The Tonga Health Promotion Foundation launched the campaign A Mouthful of Sugar in 2012, which used print and video to discourage the consumption of soda. The print campaign features a bottle of soda with the label 'diabetes', from which sugar – rather than liquid – is poured. The poster features healthier alternatives, such as water or coconut water.
<b>United Kingdom</b>	Brighton & Hove City Council launched the #SugarSmartCity campaign in October 2015. Through a dedicated webpage, social media and events, the campaign aims to raise awareness about the sugar content of food and drink products and to educate and inform about the impact of high sugar intake on health. The campaign started with a debate that explored how everyone – individuals, schools, retail shops and food outlets – can work together to tackle sugar intake in the city. Residents and target groups including food outlets were asked for their views via surveys focus groups and discussions. The development of a Sugar Smart City Strategy will follow analysis of the debate results. The campaign is ongoing ( <a href="http://www.brighton-hove.gov.uk/content/health/healthy-lifestyle/sugar-smart-city-what-do-you-think">http://www.brighton-hove.gov.uk/content/health/healthy-lifestyle/sugar-smart-city-what-do-you-think</a> ).
<b>United States</b>	In 2009, the New York City Department of Health launched the Pouring on the Pounds campaign throughout the public transport system. The campaign raised awareness about the amount of sugar in sugary drinks with slogans such as "Don't drink yourself fat. Cut back on soda and other sugary beverages. Go with water, seltzer or low-fat milk instead". The campaign has been adapted for use in other US states, including San Francisco Department of Public Health's Pouring on the Pounds (February 2010–March 2010) and Los Angeles County Department of Public Health's Choose Health LA Sugar Pac" campaign (October 2011–December 2012).

		<p>The Choose Health LA Sugar Pack campaign used paid media on billboards, buses, railways and a short video on transit TV, a website that included a sugar calculator and social media platforms. Campaign materials and resources were produced in Spanish and English.</p> <p>From November 2013 to January 2014, the New York City Health Department ran an obesity prevention campaign with the taglines "Your kids could be drinking themselves sick" and "You could be drinking yourself sick". The adverts, which encourage consumers to swap sugary drinks for water, fat-free milk and fresh fruit, appeared on TV and on the subway in both English and Spanish.</p> <p>In June 2015, the New York City Department of Health ran an ad campaign highlighting the health risks of children consuming sugary drinks. The ads explain that though a child may not be overweight or obese, sugary drinks can lead to increased visceral fat, which increases the risk of several diseases. Parents are encouraged in the ads to choose water or fruit for their children instead of sugary drinks.</p>
<p><b>Public awareness campaigns concerning salt</b></p>	<p><b>Estonia</b></p>	<p>The Estonian National Institute for Health Development runs an online campaign to reduce salt consumption. The web-based calculator allows consumers to place foods typical in the Estonian diet onto a plate and estimates their contribution to recommended daily salt intake. A free dietary analysis software lets consumers look up products by name, brand name, ingredient and source (ie fast food restaurant, supermarket) to learn about their detailed nutritional value; the software can be used like a nutrition diary (<a href="http://www.toitumine.ee/kampaania/sool/">http://www.toitumine.ee/kampaania/sool/</a>).</p>
	<p><b>Malaysia</b></p>	<p>In 2012, the Malaysian Ministry of Health started a campaign to reduce salt consumption in collaboration with governmental and non-governmental organisations such as the Ministry of Education, the Malaysian Society of Hypertension, the Malaysian Dietitian Association, the Nutrition Society of Malaysia, and the Malaysian Alliance of Salt Reduction Initiatives. The campaign comprised a variety of actions, including cooking demonstrations of low-salt recipes, talks on salt, fact sheets and videos on salt and articles in newspapers and magazines. In addition, a logo was launched for the World Salt Awareness Week which has been celebrated yearly with a different theme, eg on salt and stroke prevention (2012), salt consumption when eating out-of-home (2015) and salt hidden in processed foods as well as the link between salt and hypertension (2016).</p>
	<p><b>Thailand</b></p>	<p>The Low Salt Network in Thailand is funded by the Thai Health Promotion Foundation. In 2014, it collaborated with the Ministry of Public Health on a Low Salt Week involving a mass media campaign on public television and cable networks.</p>



	<b>United Kingdom</b>	<p>The UK's Food Standards Agency (FSA) ran a four-phase salt campaign to raise awareness of salt consumption and to inform consumers how to lower salt intake. The first phase (launched in September 2004) focused on educating the population on why too much salt is a health concern. The second phase (launched in October 2005) encouraged consumers to check food labels for salt content and to consume no more than 6g of salt per day. The messaging of the third phase (launched in March 2007) focused on the high salt content of everyday foods and the need to choose low-salt products. The fourth phase (launched in October 2009) contained all the messages of the previous three phases. The campaign focused on women aged 35-65 because they are mainly responsible for buying and preparing food in family households. The FSA used its website, TV advertising, posters and printed material, articles in women's journals and national newspapers as well as news coverage, in addition to leveraging stakeholders of the food industry and civil society organisations to get the message across to hard-to-reach groups. The campaign was part of a larger salt reduction effort, which also included front-of-pack labelling (see "N – Nutrition label standards and regulations on the use of claims and implied claims on food") and reformulation (see "I – Improve nutritional quality of the whole food supply").</p> <p><b>Evaluations</b>  Shankar B et al. (2013) An evaluation of the UK Food Standard Agency's salt campaign. <i>Health Economics</i> 22, 243-250<sup>vi</sup></p> <p>Sutherland J et al. (2012) Fewer adults add salt at the table after initiation of a national salt campaign in the UK: a repeated cross-sectional analysis. <i>British Journal of Nutrition</i> 110(3), 552-558<sup>vii</sup></p> <p>Information updated and evaluations added 28/02/2017</p>
<b>Campaigns to support the effectiveness of other policy actions</b>	<b>Canada</b>	<p>In 2010, the Canadian government launched a Nutrition Facts Education Campaign with the industry trade organisation Food &amp; Consumer Products of Canada (FCPC). The ongoing multi-media initiative aims to improve understanding and use of nutrition information on labels.</p>

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A number of other organisations provide access to policy databases. Some are listed below:

#### **International**

[WHO Global Database on the Implementation of Nutrition Action](#)

[WHO Noncommunicable Disease Document Repository](#)

[FAO database on food-based dietary guidelines](#)

#### **Europe**

[WHO Europe Database on Nutrition, Obesity and Physical Activity](#)

## United States

[The Rudd Center for Food Policy and Obesity – Legislation Database](#)

[National Association of State Boards of Education – State School Health Policy Database](#)

[National Cancer Institute – Classification of Laws Associated with School Students](#)

[Centers for Disease Control – Chronic Disease State Policy Tracking System](#)

## Canada

[Prevention Policies Directory](#)

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<sup>i</sup> <http://her.oxfordjournals.org/content/31/2/121.abstract> (accessed on 20/10/2016)

<sup>ii</sup> <http://www.sciencedirect.com/science/article/pii/S0167629610001372> (accessed on 10/02/2017)

<sup>iii</sup> <https://www.cambridge.org/core/journals/public-health-nutrition/article/were-not-told-why-were-just-told-qualitative-reflections-about-the-western-australian-go-for-2and5-fruit-and-vegetable-campaign/8E8AD7AEEFD968C8B9190DE104C84093> (accessed on 20/10/2016)

<sup>iv</sup> <https://www.cambridge.org/core/journals/public-health-nutrition/article/increasing-fruit-and-vegetable-consumption-success-of-the-western-australian-go-for-2and5campaign/78B15E114756723BDED2178406FD4AA2> (accessed on 20/10/2016)

<sup>v</sup> Civil society organisations have also developed public awareness campaigns on unhealthy foods. For example, Cancer Council Victoria in Australia has a social marketing team that runs campaigns related to cancer prevention, including on diet and obesity. In January 2013, they launched the Rethink Your Sugary Drink campaign on YouTube and social media focused on the amount of sugar in soft drinks. In Mexico, the civil society network Alianza por la Salud Alimentaria ran a public campaign against soft drinks in May–August 2013. A series of adverts were posted on buses, billboards and in the subway showing 12 heaped spoonfuls of sugar next to a bottle of soda. The adverts asked "Would you eat 12 spoonfuls of sugar? Why do you drink soda?"

<sup>vi</sup> <http://onlinelibrary.wiley.com/doi/10.1002/hec.2772/abstract> (accessed on 04/01/2017)

<sup>vii</sup> <https://researchonline.lshtm.ac.uk/576886/1/British%20J%20of%20Nutrition%201.pdf> (accessed on 04/01/2017)