

WORK PLAN FOR PORTION SIZE WORKING GROUP

October 2016 - December 2017

1. Overview of working group

1.1 Aim

The Healthy Food Partnership (HFP) will aim to improve the nutrition of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

1.2 Background

On 26 August 2016 the HFP Executive Committee agreed to establish the **PORTION SIZE** Working Group and tasked it to:

- Define and promote appropriate portion sizes.
- Work with industry and food service to optimise portion size.
- Undertake educative programs on portion size and portion control with consumers.

1.3 Objectives

The objective of the **PORTION SIZE** Working Group is to contribute, through portion size strategies, to increasing intake of core foods and decreasing intake of discretionary foods in line with the HFP objective to rebalance dietary patterns to more closely align with the Australian Dietary Guidelines (ADGs) by:

- Assessing the effectiveness and feasibility of portion size strategies for both core and discretionary foods in a variety of sectors (retail and food service)
- Developing a suite of activities for businesses, governments and non-government organisations to implement, as they are able.

1.4 Scope

The working group has defined the scope of this work as including:

1. Identifying how portion size strategies will contribute to the HFP objective to improve consumption of foods in accordance with the ADGs (i.e. program logic models)
2. Identifying appropriate terminology in promoting appropriate serve sizes, portion sizes and portion control for industry and consumers
3. Assessing possible interventions (national and international) on their evidence of effectiveness and feasibility
4. Identifying and prioritising strategies to implement to address portion size across all food settings;
5. Determining expected outcomes and how to achieve them, including barriers and enablers; and
6. Making recommendations for monitoring the effectiveness of strategies identified.

The scope of the **PORTION SIZE** Working Group does not include the re-assessment of evidence where evidence has already been analysed (e.g. defined serve sizes in the ADGs will not be reviewed, as the evidence has been assessed and the serve sizes have been agreed).

1.5 Timeframe

Key deliverables and activities are outlined in **Section 3** of this Work Plan.

2. Governance and reporting

Members of the **PORTION SIZE** Working Group have been selected on the basis of their individual skills, expertise and experience, rather than as representatives of a particular group or organisation.

The **PORTION SIZE** Working Group will report to the HFP Executive Committee through the Chair(s).

3. Key deliverables and activities

3.1 Key deliverables

Key deliverables for the **PORTION SIZE** Working Group are:

1. Prepare a Program Logic to identify how portion size strategies will contribute to the HFP objective to improve consumption of foods in accordance with the ADGs
2. Undertake an evidence and policy analysis to assess effectiveness of potential strategies
3. Identify consistent terminology to be used by HFP in promoting appropriate portion size
4. Undertake a feasibility assessment to assess potential strategies or interventions, to be considered through consultation with key stakeholders (i.e. consumer research, industry survey, industry roundtable)
5. Develop a final report identifying and prioritising strategies for the HFP to implement in 2018

3.2 Key activities

Key activity	Indicative timeframe	Relevant deliverable
Develop an initial draft program logic for portion size initiatives for core and discretionary foods (to be further developed and informed by the evidence & policy analysis and stakeholder consultation)	March 2017	1 – Complete
<ul style="list-style-type: none">• Identify and summarise possible interventions from literature and other policies (government, NGO and industry) including consideration of effectiveness, utilising the community of interest to identify relevant interventions.• Add any additional initiatives into Program Logic	March 2017	2 - Complete
Define and recommend consistent terminology for use by the HFP	April 2017	3
Consult Community of Interest and other stakeholders on defined terminology and feasibility of possible interventions.	Early 2018	3
Identify opportunities to consult with stakeholders to assess feasibility of possible interventions (may involve consumer research, industry survey, stakeholder roundtable)	July 2017	4 - Complete

Key activity	Indicative timeframe	Relevant deliverable
Prepare a final report recommending effective and feasible interventions for HFP to endorse and implement.	End 2017 - early 2018	5

4. Consultation and key linkages

4.1 Consultation

Consultation will initially be through the Community of Interest.

Broader consultation may be undertaken as required, including with identified researchers, representatives of industry groups, food companies, consumers (through consumer research) and other key groups involved in portion size strategies.

4.2 Key linkages

To ensure success, it will be necessary for the **PORTION SIZE** Working Group to ensure linkages with the HFP Executive Committee and all other HFP working groups. Specific linkages that are considered necessary with these groups are:

- **FOOD SERVICE** Working Group – portion size strategies in the identified foodservice sectors and opportunities for intersect with any survey/audit/consultation the **FOOD SERVICE** Working Group has planned.
- **COMMUNICATION AND EDUCATION** Working Group – terminology for portion size and opportunities to consult with or intersect with planned activities of this group to promote the agreed terminology.
- **REFORMULATION** Working Group – opportunities to investigate portion size barriers/enablers with categories addressed by the **REFORMULATION** Working Group.
- **IMPLEMENTATION AND EVALUATION** Working Group – opportunities to feed the portion size Program Logic into the **IMPLEMENTATION AND EVALUATION** Working Group Work Plan and overarching HFP Program Logic.

Community of Interest - to gather data and information and to road test strategies identified.

Relevant stakeholders who may be impacted by the activities proposed.

5. Financial implications

The **PORTION SIZE** Working Group may require resources to commission consumer research to:

- Address gaps in knowledge identified from the evidence & policy analysis; and/or
- Explore feasibility of strategies; and/or
- Test proposed terminology.

Total estimated cost: to be advised.

All procurement must comply with Commonwealth Procurement Rules and will be conducted by the Department of Health in consultation with the **PORTION SIZE** Working Group.