

the last decade. Although high energy intakes from UPF were seen in all social groups, our analyses consistently demonstrated even higher UPF consumption among the most deprived groups. These analyses offer potentially important messages for future UK food and inequalities policies.

### OP13 CONTENT ANALYSIS OF ON-PACKAGE LABELLING OF BREAST MILK SUBSTITUTES IN GB TO ASSESS USE OF MESSAGING RELATING TO BREASTFEEDING

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**Background** Breastfeeding makes an important contribution to infant and maternal lifelong health. Marketing and promotion of Breast Milk Substitutes (BMS) is recognised as an important barrier to breastfeeding. Commission Delegated Regulation 2016/127 regarding first infant formulas (FIF) and follow-on formulas (FOF), which supplements the overarching Food for Specific Groups Regulation, regulates labelling and advertising so as not to discourage breastfeeding. BMS must display a statement concerning the superiority of breastmilk and must not use text or images idealising the use of formula or suggesting a product is equivalent to breastmilk. The present study aimed to analyse on-package labelling of BMS to assess use of messaging relating to breastfeeding and compliance with GB regulations.

**Methods** Formula products available over the counter in GB between April and October 2020 were identified, and pictures of all sides of packs were collated using NVivo 12. The presence and appearance of the mandatory statement concerning the superiority of breastmilk was recorded. Text and images idealising the use of formula were identified using GB legislation and guidance notes, to aid compliance with the legislation, issued by the Department of Health and Social Care (DHSC).

**Results** In total, 18 FIF, 18 FOF and 16 specialist formulas were identified. All 52 products included the mandatory statement concerning the superiority of breastmilk. Despite DHSC guidance that this statement 'should be afforded a high degree of prominence', it was generally in the smallest lettering on the pack and hidden at the back. Based on DHSC guidance notes, text which may idealise the use of formula, and therefore be considered non-permitted, was identified on 6% of FIFs, 22% of FOFs and 6% of specialist formulas. Images which may idealise the use formula were found on 67% of FIFs, 78% of FOFs and 75% of specialist formulas; including images of teddy bears, baby elephants and a stalk.

**Conclusion** On-package labelling of BMS in GB includes text and images that appear to idealise the use of formula and could be considered non-permitted according to DHSC guidance notes to BMS regulations. However, lack of detail in the legislation makes it difficult to clearly determine compliance. Providing additional detail in the legislation, such as specifying permitted imagery, would aid identification of breaches, facilitate enforcement and provide greater protection of caregivers from BMS promotion.

### OP14 CONSUMERS, RETAILERS AND POLICYMAKERS' PERSPECTIVES ON POLICY OPTIONS IN RETAIL SETTINGS TO IMPROVE DIET – A QUALITATIVE SYSTEMATIC REVIEW

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**Background** In July 2021, the UK government announced the introduction of Food (promotions and placement) legislation from October 2022 aiming to create healthier food environments. In some countries, policies to support healthy eating have not been perceived as effective and this has led to policy withdrawal. Exploring stakeholder perspectives on previous policies can provide insights into factors influencing acceptability, implementation and adoption of the policy. This study synthesised the views of consumers, retailers and policymakers on previous policies to improve diet by conducting a systematic qualitative literature review to inform future nutrition policy implementation.

**Methods** Five scientific literature databases were searched for qualitative studies published from 1996 to January 2021. Studies focusing on policies to improve food retail environments and conducted with adults over 18 years in high income countries were included. Study quality was assessed with the Critical Appraisal Skills Programme (CASP) tool. Two researchers completed screening of full-text papers, data extraction and analysis. Thematic synthesis was conducted in NVIVO following Thomas and Harden's approach.

**Results** Twenty-one studies, mostly from the USA and Australia, met the inclusion criteria. The cross-cutting themes identified across all stakeholder groups included the need for i) clear policy scope and definitions, ii) establishing stakeholder support, and iii) avoiding negative financial impact. Government policies to support healthier choices were perceived positively by consumers. Retailers raised concerns about financial impacts and practical implementation considerations but were receptive to changing consumer trends. Policymakers highlighted that both political will and opportunity were essential for policy initiation. Potential factors undermining policy effectiveness included consumer shift to other unhealthy behaviours, industry tactics, and enforcement challenges.

**Discussion** Consumers acknowledge that current marketing strategies are manipulative and recognise the need for government policies to restrict unhealthy foods and increase the availability and marketing of healthier options. Retailers concerns relate to impact on profits and low consumer demand. They require government support for modifications in supply chains, increased revenues from healthier foods and to alter societal norms. For consistent and effective policy implementation the enforcers' needs should be assessed and supported. Government consultations and grey literature weren't included in this review.

**Conclusions** Findings from this review will help inform the research strategy for mapping stakeholders perspectives for the upcoming Food legislation. Ongoing examination of the contextual factors that influence policy acceptability, implementation and enforcement is required to enable this novel policy