

Title of Intervention: Pick the Tick Program (Tick Program)

Website: <http://www.nhf.org.nz/index.asp?PageID=2145820218>

Intervention Strategies: Environments and Policies

Purpose of the Intervention: To improve the nutritional health of New Zealanders through a program that encourages a healthier food supply

Population: Small and large food manufacturers

Setting: Food companies in New Zealand; community-based

Partners: Heart Foundation, food industry

Intervention Description:

- **Environments and Policies:** The Pick the Tick logo signifies approved foods that are generally lower in total fat, saturated fat, added sugar and sodium than comparable foods and sometimes higher in fiber. Food manufacturers, whose products meet defined nutritional criteria, enter into a formal licensing agreement with the National Heart Foundation. This licensing agreement allows manufacturers to display the Pick the Tick logo on the packaging of approved products and in other promotional activities related to the approved product. Companies may formulate new products or reformulate old products in order to meet the Pick the Tick criteria.

Theory: Not mentioned

Resources Required:

- **Staff/Volunteers:** Food manufacturers
- **Training:** Not mentioned
- **Technology:** Accredited laboratory, materials to chemically analyze foods
- **Space:** Not mentioned
- **Budget:** Funded by licenses through a royalty payment schedule, which relates to the sales turnover of a company's approved products
- **Intervention:** Not mentioned
- **Evaluation:** Sales records, laboratory

Evaluation:

- **Design:** Pre/post evaluation
- **Methods and Measures:**
 - Volume of approved products sold during the monitoring period
 - Assessment of product changes that were made in order to meet the Pick the Tick criteria and use of the logo

Outcomes:

- **Short Term Impact:** Not measured
- **Long Term Impact:** Pick the Tick influenced food companies to exclude substantial amounts of sodium from foods. However, due to the limited number of products involved with this program, it is unlikely that these changes had a noticeable impact on the population's blood pressure.

Maintenance: In order to maintain the success of the program, the Heart Foundation will encourage the food industry to formulate food products consistent with its nutrition policy; encourage consumers to buy healthier foods, which may assist in improving cardiovascular health; influence food policy and legislation to ensure support for improvements in the population's cardiovascular health; and educate the public on the use of approved products within a healthy and balanced eating pattern.

Lessons Learned: Pick the Tick appeals to the food industry as a tool for marketing food products and has provided an incentive to improve the nutritional value of foods. The tick on approved products not only acts as a 'nutrition signpost' for consumers but can also significantly influence the formulation of products without sacrificing taste or quality.

Citation(s):

Young, L. and B. Swinburn (2002). "Impact of the Pick the Tick food information programme on the salt content of food in New Zealand." *Health Promot Int* 17(1): 13-9.