



Healthier Food Advertising Policy- Cumberland Council

This policy is for any advertising on any council owned or contracted property, services or facilities.

1. Guiding Principles

- We follow Sustain's Best Practice Criteria to protect public health and encourage healthier choices. [Healthier food advertising policies | Sustain](#)
- The UK Nutrient Profiling Model (NPM) is used to identify high-fat, sugar or salt (HFSS) products. [Microsoft Word - Nutrient Profiling_DH template.doc](#)
- Commercial baby foods are assessed using the WHO Nutrient and Promotion Profile Model (NPPM). [Nutrient and Promotion Profile Model](#)
- Advertisers must verify the HFSS status of featured products using the NPM/NPPM.
- The Council may request nutrition data; any lab analyses must be UKAS-accredited (ISO 17025).

2. What's Allowed and What's Prohibited

2.1 Allowed

- **Ads featuring only non-HFSS foods or drinks.**
- **Brand-only campaigns** (logos, store/app directions, price promotions) provided the copy highlights non-HFSS options.

2.2 Prohibited

- **Any ad featuring HFSS products**, whether alone or alongside non-HFSS items.
- **Incidental or visual references** to HFSS foods (e.g. background images, stock shots).
- **Textual or graphic mentions** of HFSS items when no specific product can be verified.

2.3 Clarifications

- If you or external partners are advertising on council owned advertising spaces / posters etc are unsure whether your ad complies, discuss it with the Council before production (either Public Health or Communications team).



3. Portion Sizes

- Show products in **healthy portion sizes**. [The Eatwell Guide - NHS](#)
- For non-HFSS items in sugar/calorie reduction categories, depict a **single portion** only.

4. Breastmilk Substitutes

- In line with the WHO International Code, **no ads** for formula milks, bottles, teats or related equipment for infants under six months.

5. Commercial Baby Foods

- Baby foods judged **inappropriate by the NPPM** are prohibited.
- Classification guidance is available on request.

6. Implementation

- Applies to **all new** advertising contracts; existing contracts are encouraged to adopt it voluntarily.
- Any planning applications should be reviewed for potential new advertising and should take this policy into account.
- Sites primarily used for HFSS ads (e.g. phone boxes) will be **refused** for all food/drink advertising.
- All council communications to comply with this policy.
- All council partners should be encouraged to implement similar policies e.g. health partners, transport providers etc.

This policy sits alongside the Cumberland Communication Protocols.