

Improving food systems in Brazil: overcoming obstacles for healthy and sustainable diets

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Abstract

The increased production, availability, marketing and consumption of ultra-processed food and drink products (UPPs) have profoundly changed food systems and are leading causes of the current pandemics of obesity and non-communicable diseases (NCDs). To improve eating habits of the population it is needed to make big and profound changes in food environments, such as make healthy foods more available and cheaper, make unhealthy foods more expensive, improve food labels, restriction unhealthy food marketing, control conflicts of interest (COI) situations and corporate political activities (CPA). Thus, this project aimed to produce scientific evidence on food access, labelling, prices and marketing, as well as to disseminate the Brazilian Dietary Guidelines recommendations, to better understand COI and CPA situations, and to translate these scientific findings to an easier and simpler language to reach the general population, researchers and, more specifically, policy and decision makers. Among the materials and documents produced are scientific papers, technical reports and guidelines, magazine articles, opinion papers, conference posters and presentation, folders, newsletters, policy briefs, fact sheets, infographics, and mini documentaries. With the scientific evidence produced and the communication materials disseminated, we got to amplify the voices talking about public health nutrition in the country, to sensitize the general population, to set the narrative among researchers and the media, to influence policy and decision makers, and to collaborate and participate on political processes for the improvement of the food environment. For future projects, we plan to continue to work on the strategies for the promotion of healthier and more sustainable food systems, since this is an urgent and essential agenda, with challenging political goals and powerful opponents.

Keywords: Food environment, food system, dietary guidelines, healthy eating, sustainable eating, obesity.

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1. The research problem

The burden of non-communicable diseases (NCDs) in Brazil remains as one of the major causes of mortality and morbidity. The last Brazilian data on the prevalence of excessive weight and obesity from the Surveillance System for Risk and Protective Factors for NCDs through Telephone Interview (*Sistema de Vigilância de Fatores de Risco e Proteção para Doenças Crônicas por Inquérito Telefônico – Vigitel 2018*) points out that the rates are still high – 55.7% and 19.8% of Brazilian adults have excessive weight and obesity, respectively. From 2006 to 2018, the frequency of excessive weight and obese adults increased 13.1% and 8.0%, respectively. The mean annual variation of these indicators was 1.11 and 0.65 for excessive weight and obesity, respectively. NCDs related to excessive weight, such as diabetes, hypertension, cancer and cardiovascular diseases, are affecting more and more people of all age groups. In 2018, the diagnosis of hypertension and diabetes reached 24.7% and 7.7% of the Brazilian adults, respectively. In the case of diabetes, from 2011 to 2017, there was an increase of 0.21%/year (BRASIL, 2019).

One of the main causes of the increase of overweight, obesity and NCDs is the inadequate lifestyles, such as the consumption of unhealthy foods. Only one in every three adults eats fruits and vegetables regularly (33.9%). On the other hand, regular consumption of soft drinks reached 14.4% of the Brazilian population (BRASIL, 2019).

Despite the scenario of increasing prevalence of NCDs, the number of evidences associating the excessive consumption of ultra-processed food products (UPPs) with different negative effects in health is growing. Among the studies that evaluated the impact of UPPs in the nutritional quality of diets, a randomized controlled trial investigated if UPPs affect energy intake in normal weight adults. It was found that energy intake was greater with the UPPs diet, with increased consumption of carbohydrates, besides the weight gain with the consumption of the UPPs diet and weight loss with the unprocessed diet (HALL *et al.*, 2019). Another study with the North American population showed that the average content of protein, fiber, important vitamins and minerals decreased significantly as the contribution of UPPs increased in the diet, while carbohydrate, added sugar, and saturated fat contents increased (STEELE *et al.*, 2017). Data from a Spanish cohort showed that people who ate more UPPs had higher risk for developing overweight or obesity (MENDONÇA *et al.*, 2016). Another study developed with data from 19 countries in Europe found an increase of 0.25 percentage points in obesity prevalence for each point increase in the household availability of UPPs, after adjustment for national income, prevalence of physical inactivity, prevalence of smoking, measured or self-reported prevalence of obesity, and time lag between estimates on household food availability and obesity. The study contributes to a growing literature showing that the consumption of UPPs is associated with an increased risk of diet related NCDs. Its findings reinforce the need for public policies and actions that promote consumption of unprocessed or minimally

processed foods and make UPPs less available and affordable – reinforcing the recommendations of the Brazilian Dietary Guidelines (BDGs) (MONTEIRO *et al.*, 2018).

In Brazil, the publication of studies that show the negative impact of UPPs in the diet quality has been consolidated. A national representative study showed that the consumption of UPPs was directly associated with high consumption of free sugars and total, saturated and trans fats, and with low consumption of protein, dietary fiber, and most of the assessed vitamins and minerals (LOUZADA *et al.*, 2018). Another Brazilian study with children under 10 years old showed that the availability of ready-to-eat products in food stores was associated with increased ready-to-eat products consumption and decreased unprocessed/minimally processed foods consumption (LEITE *et al.*, 2018).

The recent findings on the literature reinforce the need for the improvement of measures for overcoming obstacles for people to adopt the recommendations focusing on environmental approaches. Since the launch of the 2nd edition of the BDGs in 2014, by the Ministry of Health, the national recommendations for healthy and adequate diets are already pointing the policy priorities for the reduction of the consumption of UPPs. Different from the previous recommendations and international guidelines, this one focus on the extent and purpose of industrial food processing of foods and not in nutrients and portions (BRASIL, 2014; MONTEIRO *et al.*, 2016). This project was built based on the challenges and obstacles identified during the development process of the BDGs, in order to build strong and quality scientific evidence, which, together with international experiences and policies, will promote changes on food systems. The challenges and obstacles for a healthy and sustainable diet that were addressed in this project are:

- Information: The official recommendations of the Ministry of Health are the BDGs. However, with the massive information available from different sources conveyed in different medias, it gets hard for the consumers to know in which information to trust. Moreover, rational food choices can only be made based on clear and comprehensible information and the absence of misleading marketing. The food labels are a good example of a source of information, but not always reliable.
- Supply: Brazil faces two problems related to food supply. The first one is the widely available UPPs, sold and promoted everywhere. The other one is the lack of access to fresh and minimally processed foods, especially for vulnerable populations.
- Cost: A diet based on fresh or minimally processed foods is still cheaper in Brazil compared to diets based on UPPs. However, the prices of UPPs are falling, while the prices of fruits and vegetables are rising in Brazil. Because of that, fiscal measures are needed to reduce the price of UPPs and to raise the prices of fresh and minimally processed foods, which were shown to be effective public health measures in other countries.

- Marketing: UPPs are intensively promoted in a wide range of media, in commerce and on food labels. Marketing targeted at children is recognized as abusive in the Consumers Defense Code, given the special vulnerability of children. However, it is still present in all types of media without punishment, while children's marketing is under attack by some people inside the current government (BRASIL, 2014).

The current political scenario in Brazil is unfavorable for the advance and maintenance of food and nutrition public policies. This was increased by the new administration (2019-2022) which fosters economic liberalism and promotes conservative values, with the support of evangelical, military and ideological allies in the government. Together with this context, the Brazilian president, Jair Bolsonaro, extinguished the National Council for Food and Nutritional Security (*Conselho Nacional de Segurança Alimentar e Nutricional* – CONSEA), which represented the voice of the civil society on this theme in the country. This scenario challenges the advance of some policies such as the enhancement of food nutritional labelling, and the maintenance of already conquered food regulation policies such as the prohibition of marketing targeted at children and even the recommendations of the BDGs.

Considering this scenario, we restate our general objective to contribute for the understanding and overcoming of the obstacles to adopt the recommendations for healthy eating set by 2014 BDGs', as this project was one of the main pillars of this work in Brazil in the civil society and academia, and kept the government engaged to the narrative of the need of changing the food environment in order to develop healthier and more sustainable food systems.

2. Objectives

a. General objectives

'This project seeks to build a synergic and multi-sector food system intervention that will generate new knowledge, identify and test innovative approaches and strategies at the local and national levels, in order to understand and overcome obstacles to adopt the recommendations for healthy eating set by the 2014 BDGs'.

Working with specific objectives to address each of the obstacles to adopt the recommendations of the BDGs, we met the general goal of the project, with the development of new tools and approaches together with the generation of scientific evidence and its use on food public policies that are being discussed and to set the narrative for those that are not on the priority agenda. With different policies being approached in the same project, we got to work on both local and

national levels, with the aim to build public policies based on scientific evidence on food and nutrition.

b. Specific objectives

Component 1: 'Develop, implement and evaluate a multi-sector educational and environmental intervention model aimed at understanding and overcoming the barrier of access to information for healthy eating in a community assisted by the Family Health Strategy (Brazil's national policy for the health system) in a municipality in the State of São Paulo'.

The study of this component was developed in two phases:

Phase 1. Primary health care setting:

- To develop and test an in-service educational workshop protocol based on the BDGs, targeted to primary health care professionals;
- To develop and validate instruments for measuring the primary health care professionals' knowledge, self-efficacy and collective efficacy, skills and competencies regarding food and nutrition education, based on the BDGs;
- To evaluate the impact of an in-service intervention using the protocol developed;
- To explore how primary health care professionals perceive the in-service training, concerning the food and nutrition education based on the BDGs, might influence their autonomy to be agents of change of the food system.

We believe that all specific objectives were targeted, as showed in the results presented in the previous reports. We attribute the success of the results found to the great teamwork carried out and the high methodological rigor sought in all steps, from development and implementation to the analysis of the outcomes. The methodology involved the development, testing and prior validation of protocols and instruments to measure the outcomes, and the elaboration and monitoring of indicators during the process and the design used, which were compared to a control group. It is therefore believed that the population of this study is a representative sample of professional diversity in the Brazilian public health care system.

The applicability of the intervention protocol that was developed and tested in the present study is also highlighted. It was published by the Brazilian Ministry of Health as an instructional manual entitled "Implementing the Dietary Guidelines for the Brazilian Population in Teams Working in Primary Care" (*"Implementando o Guia Alimentar para a População Brasileira em equipes que atuam na Atenção Básica"*). Brazil has a recognized history of implementing governmental strategies to promote healthy eating practices, and this represents an established initiative. The publication of this material opens possibilities for the intervention to become a national strategy for training professionals, contributing to

the implementation of the BDGs in health teams throughout the country. Its country-wide dissemination will allow further evaluation to be performed using larger and more representative samples to compare the results presented in this project.

Phase 2: Food environment (local food retail)

- To develop, implement and evaluate the impact of a proposed educational intervention in food environment guided in overcoming the information obstacle presented in the BDGs.

In this phase, the objective was partially reached, and it had to be modified to adequate to the reality of the food environment of Jundiaí, SP, Brazil. We developed and evaluated an educational material intitled "Action guide for managers and retailers to promote a healthy eating environment in the community" (*"Comércio de alimentos saudáveis: um guia de ações para gestores e comerciantes varejistas promoverem um ambiente alimentar saudável na comunidade"*) after finishing the formative research, which included an audit in the urban census sectors in the municipality to map all stores-type establishments that sold food and a semi-structured interview with managers and political-social actors involved with the local supply sector.

The formative research was used to formulate our intervention proposal, listening to local managers, so that in the future the action takes place in the list of political and social actions of the municipality and not just as a research object. So, the developed guidelines will be delivered to the local government, which will choose, with the support of other sectors of the community, the more viable actions to be developed in the city. We, researchers, will provide all possible technical support for the municipality to move forward supporting small business to improve the quality of marketed foods and to reduce misinformation arising from advertisements of UPPs.

We consider that the results are satisfactory, because the managers of the local supply area incorporated the healthy food environment discussion in their way to manage the food distribution in the city. Although we did not follow the modification process of this environment yet, we have seen changes in the municipality, such as the decision to take free fairs to regions classified as food deserts in our audit. We did not have time to evaluate the impact, but the actions will continue. That way, we hope to produce scientific papers that show changes on the consumer food environment accomplished in partnership with the managers of Jundiaí, SP, Brazil soon.

Component 2: 'Describe and analyze food labeling, food composition and evaluation of regulation to improve nutrient profile of processed and UPPs in Brazil'.

We built a diagnosis of the situation of the food labelling in Brazil, by using this information on food composition. Taking advantage of the opportunity window for the improvement of the food nutritional labelling, trans fat prohibition and whole-grains cereals regulation, we developed different

analysis to help the technical team of the National Health Surveillance Agency (*Agência Nacional de Vigilância Sanitária – Anvisa*) in these processes. All scientific evidence produced were used during all these regulatory processes. In the case of trans fat, in the end of 2019 Anvisa approved its ban in the country. Regarding the other two processes, they are on going and the expectation is to finish them by the end of 2020 with important advances for the consumers. Also, the data generated about sodium and sugar composition (labels and laboratorial analysis) was used to criticize the self-regulatory measures between the food industry and the Ministry of Health.

Component 3: ‘Describe trends in cost of foods and model the impact of fiscal measures including taxes on UPPs and economic incentives on cost and consumption of fresh and minimally processed foods, and on the economic burden of NCDs in Brazil’.

These objectives were partially met with the outputs achieved. The products were able to describe trends in food costs, as well as to model its impact on sweetened beverages consumption. However, data available was insufficient to allow an accurate model of the impact of price changes on the economic burden of NCDs in Brazil. Current science shows that the use of poor data on this procedure tend to underestimate total cost, what could in fact make it more difficult to obtain the outcomes of interest. Since this information remains of great importance, the Ministry of Health's systems have been periodically monitored in order to allow the study to be carried out once the necessary data becomes available. Finally, this objective evolved around estimating the impact of price changes over health outcomes (overweight and obesity).

Component 4: ‘Develop and evaluate Brazil’s first monitoring system of the marketing of UPPs mainly targeted at children’.

Using the INFORMAS protocol for TV food marketing, we got to generate three rounds of data on food advertisements, including those targeted at children. These data will allow the comparison between free TV and payed TV and across time. This is important to build the narrative for the protection from children’s marketing, which is being threatened in Brazil, and for the advance on the restriction of unhealthy food marketing. The increased availability of national data on this issue was also important for the development of a monitoring system by the civil society to receive denounces about misleading or abusive marketing of foods and beverages.

Component 5: ‘Assess the presence of conflicts of interest (COI) and evaluate the interference of leading producers of unhealthy foods with initiatives to improve nutrition and efforts to shape public policy in Brazil’.

The objectives of this component were: a) to evaluate the interference of leading producers of unhealthy foods with initiatives to improve nutrition and efforts to shape public policy in Brazil; b) to

assess the presence of COI; and c) to develop materials to guide the actions of policy makers and civil society organizations to prevent COI situations.

The evaluation of the interference of leading producers of unhealthy foods with public policies in Brazil and the assessment of the presence of COI was made with focus on two specific cases chosen to be analyzed (the Legal Framework for Early Childhood (LFEC) and the Bill 1755/2007), and also with cases that gain attention in the period of time of the conducted study, such as the regulatory process on food nutritional labelling.

We have fulfilled the objectives, by better understanding how industry interfere in public policies in Brazil and by assessing COI situations in specific policy processes. The results of this analysis have oriented the development of materials directed to policy makers and to civil society organizations in order to clarify what COI situations are, denounce corporate political activities (PCA) commonly used and bring suggestions on what can be done in order to prevent these situations and counteract them.

Component 6: a) 'Building joint agendas for social transformation with high impact potential and scale in public policies'; b) 'develop channels for dialogue with decision-makers and other stakeholders aiming researches uptakes and policies'; c) 'develop innovative strategies to best communicate research findings to the public, policymakers and the media, generating enhances awareness, supporting effective use of findings and pushing the private sector for better practices to a healthier food system in Brazil'.

Together with other civil society organizations, in 2016 we built and launched the Alliance for Healthy and Adequate Diets (*Aliança pela Alimentação Adequada e Saudável - AAAS*), which amplified and qualified the voices talking about food and nutrition in the country. This strategy set the narrative, put the subject in the media and in the public policy agenda, with the participation of the AAAS members during the decision-making processes. Also, all the scientific evidence generate by this project were summarized, in Portuguese, and disseminated in the Feeding Policies (*Alimentando Políticas - AP*)' website and Twitter, so the decision-makers could use them to build and propose a bill or a public policy in food and nutrition based on the best scientific data available. All the materials were developed based on a simple language and to be used right away for the population's good. Besides that, we have developed videos, complementary materials and organized events to achieve all the objectives of this component. A lot of communication content are still being developed, since we need to publish them on scientific journals first. However, the AP tool is very strategic and has a lot of potential for the translation and dissemination of other research that will be produced beyond this project.

3. Methodology

Component 1

All the methods described in the beginning of the project were applied in phases 1 and 2: audit questionnaires, protocols for the thematic workshops with the Family Health Support Centers (*Núcleos de Apoio à Saúde da Família* - NASFs), workshop evaluation protocols, interview guide with managers and political-social actors involved with the consumer food environment, the “Action guide for managers and retailers to promote a healthy eating environment in the community”, judge panel in many phases of the research. Some materials were validated and are already published and available for other researchers, such as the AUDITNOVA questionnaire and others still in the publication phase.

Component 2

Food labelling

For this component, we initially planned to collect around 500 food samples. However, as we had a partnership with NUPENS/USP funded by Bloomberg Philanthropies for the data collection, it was able to take advantage of this synergy of objectives, so our food sample was expanded to all the packed food products available at the supermarkets, totalizing approximately 13,000 food samples.

First, we contacted the supermarkets with the biggest sales shares in Brazil, which took many months, since it was not easy to identify the right person to ask for permission to do the data collection in the stores. Also, there is the natural bureaucracy in multinational and national supermarkets. Instead of including only stores from low-income neighborhoods, as planned, we decided to include one store from a low-income neighborhood and another from a high-income one for each supermarket, since there might be differences in the types of products and brands sold in each of them.

One challenge that we faced was the case of the supermarket chain *Dia*, as they did not allow the data collection in their stores, but in their warehouse. Since all the products marketed in *Dia*'s stores were available in the warehouse and this supermarket was the last one in the data collection, remaining few products to be photographed, it did not affect our research methodology.

For the data collection, we hired and trained a team of 10 people, two to coordinate the activity and eight to photograph all the sides of each food package and developed a data collection guide and a data collection routine. In order to organize and streamline the data collection process, the data collectors were divided in pairs and specific food groups were assigned to each of them.

For the data entering, we hired and trained the same two coordinators and eight nutritionists, which were divided in the food composition data entering and the food promotional data entering. For that, we developed a data entering guide, and used two different templates. This is justified by the fact that the template for the food composition data was already developed by the University of North Carolina at Chapel Hill (UNC)

from the United States of America (USA) and the *Instituto de Nutrición y Tecnología de los Alimentos* (INTA) from Chile (REDCap), and was adapted to be used in Brazil, and the template for the food promotional data we needed to develop by ourselves (Epi Info).

For the food promotional data, we had some difficulties to classify each claim according to the INFORMAS protocol. To solve this problem, we frequently contacted the INFORMAS global team, who helped us promptly. However, since this information is not objective and took us more time to enter in the database, we randomly selected 30% of the total sample to have the promotional information entered. Since Brazil has the BDGs as the main recommendations for food and nutrition, we developed a new variable related to BDGs claims.

Since the discussions on the improvement of food nutritional labelling (including the development of a front-of-package labelling (FOPL) model), trans fat prohibition and whole-grains cereals regulation were in the 2016-2020 Regulatory Agenda of Anvisa, we took advantage of the opportunity window for the revision of these food regulations and developed studies related to these themes. For that, we maintained the partnership with NUPENS/USP and hired two consultants to help with the data analysis and writing of the scientific papers. Basically, we used our diagnosis data on food labelling with descriptive analysis to show to Anvisa, other decision-makers and the population that the food labels need to be improved and which improvements would be more adequate to each case.

Food composition

For the food composition analysis, we used the food label information on sodium, since Brazil already has a voluntary agreement between the government and the food industry, and laboratory analysis and food label information on sugar, since the voluntary agreement was not signed at the moment of the research.

For the sodium analysis, we selected the foods included in the voluntary agreements from 2011 to 2017 and compared the results with the targets. For the sugar analysis, we selected beverages and cookies/biscuits based on the participation of processed and ultra-processed food categories in free sugars intake. Since in Brazil the nutritional information about sugars is not mandatory on food labels, we could only analyse around 10% of the sample. Because of the costs of the laboratory analysis, we could only select 173 products for the sugar analysis.

Component 3

Original methodology relied on the realization of a new nationally representative Household Budget Survey (*Pesquisa de Orçamentos Familiares - POF*) (following the surveys conducted in 2002/2003 and 2008/2009), allowing the identification of stable and recent trends in food prices. However, the realization of this survey was successively postponed by the Brazilian Institute of Geography and Statistics (*Instituto Brasileiro de Geografia e Estatística - IBGE*) and data collection began only in July 2018 (finishing field work by July 2019). Thus, an alternative solution was developed. Three independent datasets were linked together allowing the

accomplishment of the objectives. Data from the POF 2008/2009 served as basis, complemented by data from the National System of Consumer Price Indexes (*Sistema Nacional de Índices de Preços ao Consumidor - SNIPC*) (monthly variations on price data) and from Vigitel (data on risk and protective factors for chronic diseases through telephone interview). The downside involves the fact that data had to be aggregated in order to be linked together (no individual level analysis was possible), but the greater benefit was the possibility to accurately identify nominal trend in food prices and its impact on obesity in Brazil, information that was unavailable for the country.

Component 4

For this component, we made a partnership with researchers of the *Universidade Federal de Minas Gerais* (UFMG) and we hired a consultant to help with the data analysis and writing of the scientific papers.

We based our methodology on the INFORMAS protocol for food promotion on TV. We decided to include only TV monitoring, since INFORMAS does not have protocols for magazines, internet or social media. Also, the TV monitoring was shown to be very detailed and time-consuming. Since TV is still the main media in the country, it did not harm the research conclusions.

According to the INFORMAS specifications for this subject, we decided to hire a clipping service company to record the TV programming of a selected month. In order to have a comparison over time, we repeated the data collection three times in different occasions: April 2018, April 2019 and September 2019. In the second data collection, we included payed TV channels targeted at children together with free-to-air TV channels. All the results were compared to the Brazilian regulations on marketing.

Component 5

In our initial approach we used the framework proposed by Mialon, Swinburn and Sacks (2015) for categorizing the CPA of the food industry with respect to public health. In September 2018, Mialon, Julia and Hercberg proposed another framework that adapted the policy dystopia model to the food industry, using the example of the Nutri-Score saga in France (MIALON, CHANTAL & SACKS, 2018). The authors explained that the framework from 2015 was adapted, following the publication of Ulucanlar, Fooks and Gilmore (2016), which presented an updated model for classifying the CPA of the tobacco industry. We then included this reformulation in our analysis. But in the process of analyzing materials collected using this framework, some limitations were identified, such as the lack of emphasis about the type of relation established between industry actors and government representatives in terms of length and scope of continued activity and exchange, but also in terms of informal practices used. Therefore, as an indication of the experts that are members of the Global Public Health Unit (GPHU) at the University of Edinburgh, who are contributing to the elaboration of the scientific materials for this project, we included in the analysis the original framework from Hillman and Hitt (1999), which is one of the

most cited taxonomy of CPA activity and that discuss about informal practices, that were found in the investigation of the policy processes studied.

Contexts where political systems and economic situations are less stable and less developed, such as the case of Brazil, open space for industry's practices to be less controlled and monitored. CPA approach is much more consolidated in the field of economics and management. It has been used in public health, initiating in tobacco industry studies. More recently it is being used in food industry studies. But to date, there is little evidence of the CPA of the UPP industry in Latin America and the Caribbean, specially those that use more than only publicly available information and that investigate cases when a regulatory policy is under discussion, such as the present study. Therefore, this study contributes to the knowledge both from a scientific and policy perspective, by analyzing how industry interferes in public policies in Brazil and proposing ways to approach the theme with different audiences.

It is also worth mentioning that in 2019, the World Cancer Research Fund (WCRF) launched the "Building the Momentum Report on Food Labelling", which presented another way to classify industry tactics: the 4 D approach, encompassing the actions of divide, deflect, delay and deny. We conducted the exercise of analysis of the industry's actions in the food labelling revision process that is taking place in Brazil using this approach (published in ACT's Industry Monitoring Bulletin from August 2019 and presented at the Health Surveillance Coordination (*Coordenadoria de Vigilância em Saúde – COVISA*) and the XXXIV National meeting of Nutrition Students (*Encontro Nacional de Estudantes de Nutrição – ENENUT*)).

Component 6

For this component, we hired freelancer journalist, translators and designers, a website developer, video producers and an event producer to help us develop all the communication materials.

After the launch and consolidation of the AAAS, we started to create the AP website to disseminate research findings on food and nutrition to policy makers and researchers. During the website development stage, we used user experience (UX) and search engine optimization (SEO) techniques, because we wanted to make a product that would be useful and enjoyable for users. Thus, from August to October 2018, we started to search for websites, colors and typography that served as a reference for the project and, also, we created our first wireframe. In November 2018, we developed our brand and visual identity, conducted interviews with our target audience, to understand if we were communicating correctly and if the website met their expectations, and we determined the objectives of each section. From December 2018 to April 2019, the stages of layout development and programming happened.

After the website development, we started the production of the other communication products. We hired a journalist, a designer and a video producer to help us in the production of the first materials. Close to the launch date, we saw an opportunity: the "XXII March to Brasília in defense of the municipalities", that

happened from April 8th to April 11th, 2019. As this is one of the most important events for the mayors of Brazil and their teams, we decided to change the launch date to expand and strengthen the dissemination of the project. On this event, we presented the AP to 285 policy makers from 192 different cities (25 Brazilian states + Federal District). From those, 92 were mayors (30% women) and 106 were city councilors (20% women). From April 1st to August 31st, 729 users assessed the website.

In June 2019, we started shooting our two short documentaries about food marketing and COI in food and nutrition policies in Brazil. The shooting happened in Rio de Janeiro, when main researchers on these themes were in Brazil to participate in an event about food systems. From November 2019 to February 2020, we filmed the last interviews and, right now, the films are being finished. We were supposed to shoot with actors for the food marketing documentary, however, because of the corona virus pandemic, we had to change the script, which delayed its conclusion. We have done 21 interviews with lawyers, nutritionists, researchers, psychologist, publicist from Brazil and other countries. In the beginning, we were planning to do only 10 interviews (five to each documentary), which delayed the finishing of the videos and, consequently the launch. The launch was supposed to happen in mid-March 2020, but we had to postpone it to June 2020. Because of the quality of the testimonials we recorded, we decided to make 20 min videos and 1 min pills for social media. The plan is to start launching this audiovisual material in June 2020.

Another opportunity we saw during the project was the launch of the Portuguese version of “The global syndemic of obesity, undernutrition and climate change: The Lancet Commission” report. Boyd Swinburn were invited to present his work on the Commission, and he participated in the three events that we produced (two in Brasília and one in São Paulo). These events received 467 participants and Dr. Swinburn had been interviewed by Correio Braziliense, Época, O Estado de S. Paulo, HuffPost, O Jôio e o Trigo, and these interviews were replicated in other medias in the country.

In September 2019, we organized “*Da ciência ao prato: políticas públicas para uma alimentação saudável*” event to present all the research findings from the project translated in a simple and clear language to reach policy makers. This event received 100 participants, among them, researchers, students, lawyers, nutritionists and police makers. One challenge faced in this event was the presence of more people. As the event happened in two days during the week, many people who registered were not able to go. The same happened with the presence of journalists. They are not currently leaving newsrooms to cover events, so their presence was very low. However, since we have the videos of the presentations are on our Youtube channel (<https://www.youtube.com/channel/UCKDc9-V7tWtYD4YidwfkQDA>), the reach of the event and the discussed themes can be increased.

Since the launch of AP platforms, we summarized eight studies, did infographics and fact sheets (some are still being produced by our designer), sent 14 emails (among them invitations to our events and

newsletters), produced 45 videos (21 about AP's project and objective, 13 about "Da ciência ao prato" event and 11 about the last event produced with FIC Argentina about front-of-package nutritional labelling, another IDRC project); most of them are available in Portuguese, English and Spanish. We also interacted with policy makers, researchers and the press on our Twitter, where we have 362 followers. From April 2019 to February 2020, the website was accessed by 18,915 users.

We hired a company to develop guidelines for journalists about the concept of healthy eating, the main mistakes committed by the press when approaching this subject, and best practices. To write the guidelines we did interviews with specialists and searches on magazines, newspapers and websites to find out DOs and DON'Ts for the press on this subject. The launch date for this material was mid-March 2020, however, since many interviews occurred during vacation time in Brazil, and because of the many reviews of each chapter of the guide that were required, the document is still being finalized and will be launched in May 2020.

The main challenge that we faced during this project was the publication of the scientific studies, since we need to wait for the publication of each study on scientific journals and this timing do not depend on us and is very variable. When we launched AP website, we only had two papers that were already published. The others were published at the end of 2019 and the beginning of 2020. So, the platform did not receive many new materials between its launch and the beginning of 2020.

With the end of the project and knowing its potential, we are studying the possibility of curating research from other universities and organizations and making them available on our website, including in other themes related to food and nutrition. We count on that to build effective food policies in Brazil.

4. Project activities

Component 1

With the available resources it was possible to hire field researchers (pro-labore and displacement), consultants (senior researchers who supported the development of teaching materials), printing of research protocols, per diem for researchers, registration in congresses to present the results of phases 1 and 2, printing of educational materials, payment of third-party who were involved in the project.

The biggest challenge of this component is to build and manage field team remotely, since the project center was in São Paulo and the research was developed in Jundiaí, in the country. The partnership with the local government and with local universities was essential for the success of the interventions, workshops and audits.

Component 2

Food labelling

The available financial resources were used to hire the data collection and data entering team (coordinators, data collectors and nutritionists), develop the data collection of food labels on the supermarkets,

hire consultants for data analysis and writing of the scientific papers, and publish papers on scientific journals.

The timeline of the activities on food labelling was:

- December 2016-July 2017: contact with the supermarkets
- April-July 2017: data collection
- July 2017-October 2017: food composition data entering
- November 2017-February 2018: promotional data entering
- March-June 2018: organization of the datasets
- July 2018-March 2020: data analysis, writing of scientific papers, writing of abstracts and presentation on scientific conferences

Food composition

The available financial resources were used to hire a consultant, do laboratory analysis on sugar content, and publish the results of the research on the *Revista do Idec*.

The timeline of the activities on food composition was:

- September 2017 – February 2018: contact with the laboratory for the sugar analysis and definition of the products to be analyzed
- February 2018: purchase of the samples for the laboratory analysis
- February-March 2018: laboratory analysis of sugar content
- March-May 2018: food labelling analysis of sodium and sugar contents
- April-July 2018: elaboration of the final report and the article for the *Revista do Idec*
- July 2018-March 2020: data analysis, writing and answer to the reviews of the scientific paper

It is important to consider the time spent on activities that do not depend on the research team, such as the contact with the supermarkets and the review process of the papers by the scientific journals. This kind of activities could take long times, and this should be considered when planning the schedule of the research, so it is not delayed. When working with people from other institutions, the time for them to respond to the demands, such as review of materials and papers, should also be considered, since each institution has their workflow, timing and priorities.

In the case of food labelling, since it became a priority of Anvisa, it is very important to consider the political timing, so we can deliver the scientific evidence to be used on the development or improvement of the public policy.

Component 3

All data employed was publicly available for access and use (made available from IBGE and from the Ministry of Health). Data was organized and processed in a partnership with technicians from UFMG, involving professors and graduate students. Project team analyzed the results and drafted the initial version of the

manuscripts. The UFMG team was responsible to finish the manuscripts. The project team approved the final version of the manuscripts. Financial resources were invested for the translation and open access publication of the manuscripts.

The partnership involving UFMG and Idec was important to assure that multiples dimensions of the problem could receive equal attention in the development of the studies. It also allowed the students involved to take place in national policies discussion what would not be possible without the project. Data organization and processing protocols were developed for the study, allowing innumerous other products to be generate in the future.

Component 4

The available financial resources were used to hire the clipping service company, the research team from the UFMG and a consultant for data analysis and writing scientific papers, and publish papers on scientific journals.

The timeline of the activities on food promotion was:

- January-March 2018: development and organization of the research methodology
- March 2018: contact with the clipping service company
- April 2018: data collection 1
- July-August 2018: typing of collected data (data collection 1)
- August-September 2018: organization the dataset (data collection 1)
- October 2018: data analysis (data collection 1)
- November 2018-April 2019: writing of scientific papers to journals and abstracts to conferences (data collection 1)
- December 2018-March 2020: reviews of the papers submitted to the journals (data collection 1)
- May 2019: presentation of the results of data collection 1 in CONAN (Ouro Preto, Brazil)
- May 2019: data collection 2
- June-July 2019: typing of collected data (data collection 2)
- August-September 2019: organization of the dataset (data collection 2)
- September 2019: data collection 3
- January-February 2020: typing of collected data (data collection 3)
- March 2020: organization of the dataset (data collection 3)

As in the component 2, it is important to consider the time spent on activities that do not depend on the research team and by other institutions working together.

Also, in the case of the clipping service hired to record the TV commercials, it was important to be in constant contact with them, so the errors were minimized, and the technical problems were solved quickly

without harming the methodology. Since we did three rounds of data collection, it was essential to talk to the clipping service company to recap the methodology to be followed and to solve any questions of the team, so the next round was with minimal mistakes.

Component 5

With the available resources, it was possible to cover expenses related to the interviews made (including to buy the recorder that was used, and travel expenses for interviews outside Rio de Janeiro), to the initial workshop held in 2017 and the final workshop organized with different stakeholders in August 2018. There are also expenses previewed for the open access publication of the manuscript and the elaboration of materials directed to civil society and policymakers. We managed to save resources by elaborating the manuscript in English from the beginning (with the revision made by the international experts from the University of Edinburgh), to make some of the interviews virtually, and by using a room at UERJ in the initial workshop and PAHO's office for the final workshop. Extra resources were needed in order to invite the 50 participants for the workshop in 2018 and to organize it in a two-day event.

Component 6

The available financial resources were used to hire freelancer journalist, translators and designers, website developer, video producers and event producer to help us develop all the communication materials.

The timeline of the activities on communication was:

- October 2018-April 2019: website development
- March 2019-February 2020: development, translation and printing of communication materials, such as research summaries, fact sheets and infographics.
- March-April 2019: organization and participation in the “XXII March to Brasília in Defense of the Municipalities”
- April 2019-February 2020: development of the videos for the AP website/YouTube
- June 2019-May 2020: production and dissemination of the two mini docs
- July 2019-July 2020: website maintenance and improvement
- July-December 2019: Production of the events to launch the Portuguese version of the Global Syndemic report and “*Da Ciência ao Prato*”
- November 2019-March 2020: Production of the guidelines for journalists

As in other components, it is important to consider the time spent on activities that do not depend on the communication team, such as the review process of the papers by scientific journals that can be long. Besides that, the communication team worked with the research team, freelancers and companies to develop all the products that were proposed in the project, so their time to do and respond to the demands, such as the

production of videos and review of research summaries, should also be considered, since each team and institution has their workflow, timing and priorities.

The AP is an important project to build effective food policies in Brazil. We do not know any other platform in Brazil that do the same thing, and, because of that, a lot of researchers have been contacting us to publish their studies and help us on the development of the website. After almost one year since its launch, its potential is very clear.

5. Project outputs

In relation to component 1, the educational intervention was able to impact the knowledge, self-efficacy, practice and autonomy development of health professionals, who seemed to recognize the interdisciplinarity of nutrition and began to disseminate recommendations based on the BDGs in various scenarios and situations of the primary care. The findings demonstrated that the implementation strategy was effective.

Results in this sense, with positive impacts mainly on changing behaviors and/or practices of the professionals, are scarce in the literature. Although there are a large number of studies that test educational interventions in the area of nutrition, interfering in the professional performance of individuals who are conditioned to established patterns of practice, within a health system, can be considered innovative and of great relevance in the area.

In Brazil, the inclusion of multiprofessional teams in the Unified Health System (*Sistema Único de Saúde* - SUS) culminated in a great advance in the capacity to address the population's health demands. The country has a long and internationally recognized track record in the implementation of nutrition-related programmes and strategies that have positive impacts on health indicators.

We recognize that the small sample size was a limitation of the intervention, which hinders the reproducibility and extrapolation of the results. However, it is believed that the population of the intervention was a representative sample of professional diversity in the Brazilian public health care system. Thus, the results have the potential to be replicated in other multiprofessional teams and legitimize the importance of investing in methodologies for the development and evaluation of human resource training to prepare professionals in the field of food and nutrition in public health.

As an institutional counterpart of this project, R\$46.354,30 was donated to the Municipal Health Secretary of Jundiaí for the purchase of equipments and utensils for the installation of an experimental kitchen of the Coexistence, Culture, Work and Income Generation Center (*Centro de Convivência, Cultura, Trabalho e Geração de Renda* - CECCO). The kitchen was launched in February 2020 with the aim to develop practical classes of dietary technique, nutrition, herbal medicine/herbs and gastronomy, thus allowing the development of active

individuals in order to contribute to the generation of work and income for the participants and/or techniques for preparing healthy food, using food from the local garden, food bank and others.

Regarding the component 2, in terms of research, the main achievements of this component were to produce quality and useful scientific evidence for the appropriate political timing, contributing to the discussions of the Regulatory Agenda 2016-2020 of Anvisa. The most complete and recent dataset of the country in food labelling enabled advocacy actions in different subjects related to consumers' right to adequate information and public health nutrition. Even the technical team of Anvisa demonstrated interest in using our dataset for regulatory purposes. At this moment, it is important to highlight that the dataset is managed by Idec together with Nupens/USP and the University of North Carolina at Chapel Hill (UNC) in the US since they are partners in the project funded by Bloomberg and built the dataset with us, as mentioned before.

For the future, with the dataset ready, we plan to participate on the next multi-country INFORMAS study on food labelling and food composition to share the Brazilian results on these subjects.

About component 3, the conduction of this project truly strengthen research on the relation between food prices and consumption and health outcomes in Brazil. Not only new original products were developed, but also new methods. Data linkage, as conducted in this component, provides an almost limitless source of possibilities for the use of secondary data, a valuable tool in developing countries where good data sources are not abundant. In terms of capacity building, important progress was also made. Mixing graduate students and junior researchers with more experienced ones proved to be an important learning opportunity. Some students involved in the activities recently concluded their PhD and are currently employed in tenured positions in public universities continuing their research on the subject and developing new research groups in the country. Regarding policy influence, by increasing the discussion on the subject, the project also reduced the distance between the researchers and policy makers. As the publication of the manuscripts received great press attention (on TV, radio and internet), research team was also contacted by local and national policy makers to be further involved in bills development and discussions.

Three new manuscripts will be released in near future as a result of this project, all of them directly involving methodology here developed. The first one relates price trends and body mass index for the Brazilian adults from 2006 to 2018, the second one relies on linear programming to assess feasibility of culturally approved healthy diets at low costs for Brazilian population, and the last analyzing the relationship between diet quality and diet cost.

As the main achievement of the component 4 we have the production of quality scientific evidence that is already being used to sensitize especially other researchers and policy and decision makers, such as those who work directly with the consumers' defense, and the development of a monitoring system on food marketing

on TV that is already being used to guide the subject with the population, other researchers and policy makers.

As we still have the data from the data collections 2 and 3 to publish, we will work on more scientific papers to analyze the differences between food commercials in payed-TV channels and free-to-air TV channels. We plan to work on the same papers from the data collection 1, but comparing the results of the three data collections regarding nutritional profile of the foods and beverages advertised on TV, abusive and persuasive marketing strategies, and INFORMAS benchmark. Since we have three datasets ready to be used, we plan to participate on the next multi-country INFORMAS study on food promotion to share Brazilian results in TV marketing.

Regarding the methodology used in components 2, 3 and 4 of this project, based on the INFORMAS protocols for food labelling, food prices and food promotion, respectively, we will keep on participating on the international INFORMAS meetings (online and during events), as well as holding Brazilian meetings with all country participants to discuss methodologies and results of the findings. Our next INFORMAS workshop to share information with other Brazilian researchers will be at the 11th Brazilian Congress of Epidemiology, in November 2020 in Fortaleza (*"Rede Internacional para Monitoramento de Ambientes Alimentares (INFORMAS)"*).

Different types of products resulted from the analysis of the component 5, many of them orientated to build capacity and create awareness to these themes. Results of the study conducted have been presented in international conferences, such as SLAN, ENAM and WPHNC.

The findings and knowledge constructed within the study were disseminated in different capacity buildings: investigative journalism workshops (focused in nutrition and UPP industry, an initiative conducted in partnership between ACT, the Brazilian Association of Investigative Journalism (*Associação Brasileira de Jornalismo Investigativo - Abraji*), O Joio e O Trigo and the AAAS) and advocacy capacity buildings to health professionals (in ABRASCÃO, CONBRAN and ENAM).

We have organized a course on COI and CPA in the post graduation program of Food, Nutrition and Health of UERJ, in partnership with researchers from UERJ and UFF, directed to masters and PhD students.

Reports about specific CPA and COI were published in ACT's Industry Monitoring Bulletin.

Results from this study will be presented in the WPHNC in the Workshop "Exposing Conflict of Interest and food and beverage industry interference in the Public Health Nutrition Agenda", which was planned to be a WPHNA-led pre-conference workshop aimed to provide an overview of what a COI situation is in the context of public health nutrition, where COI situations are occurring and what are the main actions the public health nutrition community ought to take to prevent it. The invitation is to approach "Action, prevention and management of COI and industry interference: the case of Brazil". Because of the coronavirus pandemic, the activity will be sent to the organization of the congress to be shared online with all delegates.

We also maintained the involvement in the production of videos, texts and materials that approach the themes of COI and CPA, such as a video about the 10th item of the agenda of the AAAS and a lecture devoted to local health policy managers, as part of the Project Facing Obesity in the State of Rio de Janeiro, which is being conducted by UERJ in partnership with other public universities and ACT.

The 'Corporate activities tent' will be part of the activities that will take place in the first semester of 2020 together with the exhibition of IBFAN's documentary *Tigers*, which shows COI and CPA related to the entry of Nestle in India to sell infant formula. These activities will happen in different universities in the State of Rio de Janeiro in partnership with the 4th Nutritionists Regional Council (*Conselho Regional de Nutricionistas – CRN*).

As another result of the development of this study, the research team is still being invited by different partners and organizations as consultants for the development of materials, research on the subject and to compose thematic working groups and discussions.

Regarding the component 6, we are still producing the Guidelines for Journalists and the two mini docs and their products, which were supposed to be launched in mid-March 2020. The guidelines are delayed because the interviews and the review process are taking longer than expected, so it will be launched in May 2020. After that, we are going to print the document and send it to the press. Regarding the mini docs, the interviews are also the reason for the delay, since the initial plan was to do 10 interviews, and we ended up doing 21. The vacation time in Brazil also justifies this delay. It is important to highlight that these materials are being developed to amplify the dissemination of our research findings and to sensitize its spectators.

In terms of communication, the main achievement of this component was the AP's project building and the events we have done to know our target audience. With all this, we were able to contribute to the discussion of effective public policies in food and nutrition.

Table 1. Outputs of the components 1-6 of the project.

Objective	Type of outputs	Output name or title	Author(s)	Date	Journal/ Website/ Event
Component 1					
To train researchers and data collectors to apply correctly and reliably the manual to audit food environments.	Technical document	<i>Manual de aplicação de instrumento de auditoria do ambiente alimentar baseado na nova classificação de alimentos do Guia Alimentar (NOVA)</i>	Camila Borges, Laura Scaciota, Alícia Gomes, Patrícia Serafim, Patrícia Jaime	Published in 2018	http://www.livrosabertos.sibi.usp.br/portaldelivrosUSP/catalog/book/296
To characterize the different types of food retail trades present in the food environment and describe their distribution in the neighborhood according to sociodemographic indicators.	Scientific paper	<i>Mapeando as desigualdades socioeconômicas na distribuição do comércio varejista local</i>	Mariana Fortes, Camila Borges, William Cabral-Miranda, Patrícia Jaime	Published in September 2018	<i>Segurança Alimentar e Nutricional</i>
To describe the development and validation of a workshop protocol for the implementation of the Dietary Guidelines for the Brazilian Population in primary healthcare units.	Scientific paper	Content validity of an educational workshop based on the Dietary Guidelines for the Brazilian Population	Patrícia Jaime, Cláudia Tramontt, Tarsis Maia, Kamila Gabe, Ligia Reis	Published in December 2018	<i>Revista de Nutrição</i>
To investigate availability and food sources in urban areas using the elements of the NOVA food classification system, adopted by the Brazilian Dietary Guidelines, in a Brazilian municipality.	Scientific paper	Urban food sources and the challenges of food availability according to the Brazilian Dietary Guidelines recommendations	Camila Borges, William Cabral-Miranda, Patrícia Jaime	Published in December 2018	Sustainability
	Educational videos	<i>Série "O Guia Alimentar na Atenção Básica"</i>	Ligia Reis, Patricia Jaime	Published in 2019	https://www.youtube.com/user/NUPENS/videos
To present a methodology model for the implementation of the Brazilian Dietary Guidelines for the teams of the Extended Family Health Centers and the Primary Care (NASF-AB).	Technical document	<i>Manual instrutivo: implementando o Guia Alimentar para a População Brasileira em equipes que atuam na Atenção Básica</i>	Brazilian Ministry of Health, Nupens/ USP	Published in 2019	http://189.28.128.100/dab/docs/portaldab/publicacoes/manual_instrutivo_guia_alimentar_pop_brasileira.pdf
To make the food environment of Jundiaí healthier by identifying the retail establishments which sell healthy foods, according to the BDG recommendations.	Website	<i>Ambiente alimentar de Jundiaí</i>	City hall of Jundiaí, Nupens/USP	Published in 2019	https://abastecimento.jundiai.sp.gov.br/ambiente-alimentar-de-jundiai/

To develop and assess the reliability of an instrument that enables auditing information on consumer food environment indicators, such as availability, price, promotional and advertising strategies, and quantity of brands available, using the food recommendations adopted by the Dietary Guidelines for the Brazilian Population as a theoretical basis.	Scientific paper	Development and evaluation of food environment audit instrument: AUDITNOVA	Camila Borges, Patrícia Jaime	Published in April 2019	<i>Revista de Saúde Pública</i>
To compare the knowledge and the perception of self-efficacy and collective efficacy to use the Brazilian Dietary Guidelines between nutritionists and the other health professionals in the Primary Health Care.	Scientific paper	<i>Conhecimento e percepção de autoeficácia e eficácia coletiva de profissionais de saúde para a implementação do Guia Alimentar na Atenção Básica</i>	Lígia Reis, Patrícia Jaime	Published in August 2019	<i>DEMETRA Alimentação, Nutrição & Saúde</i>
To develop, validate and test a scale for the evaluation of food and nutrition education practices in primary health care.	Scientific paper	<i>Escala de avaliação de práticas de educação alimentar e nutricional na Atenção Primária em Saúde</i>	Lígia Reis, Patrícia Jaime	Submitted in November 2019	<i>Revista de Nutrição</i>
To evaluate the impact of an educational intervention based on Brazilian Dietary Guidelines on the knowledge, self-efficacy and collective efficacy of interprofessional teams working in Primary Health Care.	Scientific paper	An interventional study for improving knowledge, self-efficacy and collective efficacy regarding the Brazilian Dietary Guidelines in primary health care professionals	Cláudia Tramontt, Patrícia Jaime	Submitted in August 2019	Health Education Research
To develop and validate a web-based and self-applied scale for measuring Primary Health Care (PHC) professionals' self-efficacy and collective efficacy to apply the Brazilian Dietary Guidelines.	Scientific paper	Scale to evaluate the implementation of the Brazilian Dietary Guidelines in Primary Health Care	Lígia Reis, Patrícia Jaime	Submitted in October 2019	Pan American Journal of Public Health
To evaluate the impact of an educational intervention developed to promote the implementation of the Brazilian Dietary Guidelines in the practice	Scientific paper	Promoting changes in health care practice: an interventional study to implement Brazilian Dietary Guidelines	Cláudia Tramontt, Tarsis Maia, Larissa Baraldi, Patrícia Jaime	Submitted in November 2019	Pan American Journal of Public Health

of multidisciplinary teams working in primary health care (PHC).					
To develop practical classes of dietary technique, nutrition, herbal medicine/herbs and gastronomy, thus allowing the development of active individuals in order to contribute to the generation of work and income for the participants and/or techniques for preparing healthy food, using food from the local garden, food bank and others.	Experimental kitchen	CECCO's experimental kitchen in Jundiaí	Municipal Health Secretary of Jundiaí, Idec	Launched in February 2020	
To evaluate the association between knowledge, self-efficacy and the health professionals' practices when using the orientation based on the Brazilian Dietary Guidelines (GAB) in Primary Health Care.	Scientific paper	Correlation between knowledge, self-efficacy and professional practices related to the Brazilian Food Guide in primary health care	Cláudia Tramontt, Tarsis Maia, Larissa Baraldi, Patricia Jaime	To be submitted in April 2020	Public Health Nutrition
To develop and validate a self-applicable scale for measuring primary health care (PHC) workers' knowledge of the Brazilian Dietary Guidelines.	Scientific paper	Scale to measure Primary Health Care workers' knowledge of the Brazilian Dietary Guidelines	Ligia Reis, Patricia Jaime	To be submitted in April 2020	Journal of Human Nutrition and Dietetics
To describe the procedures adopted in the development and validation of educational material to support managers and traders in promoting a healthy food environment.	Scientific paper	Development and validation of educational material to support managers and traders to promote a healthy food environment	Laura Scaciota, Patricia Jaime, Camila Borges	To be submitted in April 2020	<i>Revista de Nutrição</i>
To map healthy eating workforce capacity building strategies in primary care.	Scientific paper	Capacity building experiences for primary health care professionals regarding promoting healthy eating: a scope review	Tarsis Maia, Dana Olstad, Patricia Jaime	To be submitted in May 2020	Family Practice
To support public managers and all political actors involved with a food supply chain in a community / neighborhood / municipality in the reorganization of the food sector to act in line with the adequate	Technical document	<i>Comércio de alimentos saudáveis: um guia de ações para gestores e comerciantes varejistas promoverem um ambiente alimentar saudável na comunidade</i>	Laura Scaciota, Patricia Jaime, Camila Borges	To be published in May 2020	EDUSP

and healthy food recommended in the Food Guide for the Brazilian Population.					
To assess the relationship between the availability of suitable or unsuitable food retailers to purchase healthy foods and the obstacles present in the BDGs to achieve nutritional recommendations.	Scientific paper	Obstacles to get healthy food in the food retail trade	Camila Borges, Kamila Gabe, Daniela Canella, Patricia Jaime	To be submitted in May 2020	<i>Cadernos de Saúde Pública</i>
Component 2					
	Magazine article	<i>Açúcar “invisível”</i>	Idec	Published in July/August 2018	<i>Revista do Idec</i>
To compare the extent of the coverage of a new front-of-package nutrition labeling currently under discussion in Brazil using different nutrient profiling models.	Poster	Comparison of nutrient profiling systems for implementing new front-of package nutrition labeling in Brazil	Ana Clara Duran, Camila Ricardo, Laís Mais, Ana Paula Martins	Presented in November 2018	SLAN Guadalajara, México
	Website page	<i>A gordura trans que você não vê</i>	Idec	Published in June 2019	https://idec.org.br/gordura-trans
To quantify the prevalence and type of front-of-package health, nutrition and environment-related claims in the Brazilian food supply and to examine the prevalence of foods high in critical nutrients and therefore eligible to receive front-of-package warning labels on products with and without claims.	Oral presentation	Prevalence of health, nutrition, and environment-related claims in the Brazilian packaged food supply	Ana Clara Duran, Camila Ricardo, Laís Mais, Ana Paula Martins, Lindsey Taillie	Presented in June 2019	ISBNPA Prague, Czech Republic
To evaluate the different forms of added sugars and non-caloric sweeteners displayed on the list of ingredients of ultra-processed food products and compare the amounts of these ingredients against current recommendations, and to determine consumers' opinions on the presence of added sugars and non-caloric sweeteners used in these products.	Poster	Labeling of sugars and non-caloric sweeteners on ultra-processed foods targeting children	Andrea Waisenber, Terezinha Carvalho, Priscila Sato, Patricia Jaime, Laís Mais, Ana Paula Martins, Neha Khandpur	Presented in June 2019	ISBNPA Prague, Czech Republic

	Workshop presentation	<i>Composição e rotulagem nutricional de alimentos: aplicação da metodologia INFORMAS in Oficina: Monitoramento internacional de ambientes alimentares – “Rede INFORMAS”</i>	Laís Mais	Presented in June 2019	CONAN Ouro Preto, Brazil
To investigate the presence of trans fat information on the nutrition facts panel, in the list of ingredients, and the use of trans fat claims in packaged food and beverages marketed in Brazil.	Scientific paper	Trans fat labeling information on Brazilian packaged foods	Camila Ricardo, Isabela Peroseni, Laís Mais, Ana Paula Martins, Ana Clara Duran	Published in September 2019	Nutrients
To assess the prevalence of front-of-package claims in the Brazilian packaged food supply and examined whether foods with claims were more likely to be high in critical nutrients.	Scientific paper	Conflicting messages on food and beverage packages: front-of-package nutritional labeling, health and nutrition claims in Brazil	Ana Clara Duran, Camila Ricardo, Laís Mais, Ana Paula Martins, Lindsey Tallie	Published in December 2019	Nutrients
To compare the degree of strictness and agreement of different nutrient profiling models used to identify which foods would be required to show front-of-package warning labels.	Scientific paper	Role of different nutrient profiling models in identifying targeted foods for front-of-package food labeling in Brazil	Ana Clara Duran, Camila Ricardo, Laís Mais, Ana Paula Martins	Accepted for publication in December 2019	Public Health Nutrition
To assess the use of “whole grains” claims in food products marketed in Brazil, and to assess the nutritional profile of these products.	Scientific paper	The use of “whole grains” claims versus the nutritional quality of packaged foods marketed in Brazil	Giovanna Calixto, Laís Mais, Camila Ricardo, Ana Clara Duran, Ana Paula Martins	Submitted in March 2020	Public Health Nutrition
To assess the use of “whole grains” claims in food products marketed in Brazil, and to assess the nutritional profile of these products.	Conference abstract (oral presentation)	“Whole grains” claims on food packages marketed in Brazil	Giovanna Calixto, Laís Mais, Camila Ricardo, Ana Clara Duran, Ana Paula Martins	Supposed to be presented in April 2020*	WPHNC Brisbane, Australia
To address these gaps by mapping the presence and type of caloric and non-caloric sweeteners on selected products in Brazil and	Scientific paper	Assessing the content of caloric and non-caloric sweeteners in products directed at children in Brazil and consumer perceptions of them	Terezinha Carvalho, Andrea Waisenberg, Priscila Sato, Laís Mais, Ana Paula Martins, Patricia Jaime, Neha Khandpur	To be submitted in April 2020	To be decided

capturing consumer understanding of these ingredients.					
To evaluate the conformity of the food products marketed in Brazilian supermarkets to voluntary agreements of sodium reduction between food industries and the Brazilian Ministry of Health, and to compare its goals with sodium limit proposed by the Pan American Health Organization (PAHO).	Scientific paper	<i>Adesão aos acordos voluntários de redução de sódio no Brasil</i>	Camila Ricardo, Giovanna Andrade, Bianka Salvador, Laís Amaral, Ana Clara Duran, Ana Paula Martins	To be submitted in May 2020	Revista Panamericana de Salud Pública
To assess the availability of different advertising strategies in the UPF packages sold in Brazilian supermarkets.	Scientific paper	Promotion of ultra-processed foods in Brazil: combined use of claims and labeling promotional features	Giovanna Calixto, Laís Mais, Camila Ricardo, Ana Clara Duran, Ana Paula Martins	To be submitted in May 2020	Appetite
To evaluate the main ingredients in ultra-processed food packages marketed in Brazilian supermarkets.	Scientific paper	List of ingredients of ultra-processed foods available in Brazilian supermarkets	Giovanna Calixto, Laís Mais, Camila Ricardo, Ana Clara Duran, Ana Paula Martins	To be submitted in June 2020	To be decided
Component 3					
	Workshop presentation	<i>Preço dos alimentos: aplicação da metodologia INFORMAS in Oficina: Monitoramento internacional de ambientes alimentares – “Rede INFORMAS”</i>	Rafael Claro	Presented in June 2019	CONAN Ouro Preto, Brazil
To analyze the relationship between the price of ultra-processed food products and the prevalence of obesity in Brazil.	Scientific paper	Association between the price of ultra-processed foods and obesity in Brazil	Camila Passos, Emanuella Maia, Renata Levy, Ana Paula Martins, Rafael Claro	Published in December 2019	Nutrition, Metabolism & Cardiovascular Diseases
To measure change in price of food groups over time (1995-2030) in Brazil, considering the Brazilian Dietary Guidelines recommendations.	Scientific paper	What to expect from the price of healthy and unhealthy foods over time? The case from Brazil	Emanuella Maia, Camila Passos, Renata Levy, Ana Paula Martins, Laís Mais, Rafael Claro	Published in January 2020	Public Health Nutrition
To estimate the association between sweetened beverages price and its consumption among adults (≥ 18 years) from 10	Scientific paper	The association between sweetened beverages price and consumption among Adults in Brazilian State Capitals, 2007-2018	Camila Passos, Emanuella Maia, Rafael Claro	To be submitted in April 2020	Public Health Nutrition

Brazilian capitals and Federal District, from 2007 to 2018.					
To analyze the arguments raised by the Brazilian Association of Soft Drinks Industry against sweetened beverage taxation in Brazil.	Technical report	<i>Análise de argumentações contrárias à taxaço de bebidas açucaradas no Brasil/Taxação de bebidas açucaradas no brasil: análise de argumentações contrárias à implantação da medida</i>	Rafael Claro	To be submitted in 2020	
To analyze how the price of different groups influences diet composition in Brazil.	Scientific paper	What economic based policy would benefit the most the adoption of healthy eating: the case from Brazil	Emanuella Maia, Camila Passos, Fernanda Granado, Rafael Claro	To be submitted in June 2020	Nutrition
To analyze the impact of the Brazilian Dietary Guidelines (based on the NOVA system) on current diet cost.	Scientific paper	Replacing ultra-processed fresh foods, a matter of cost?	Emanuella Maia, Camila Passos, Fernanda Granado, Rafael Claro	To be submitted in May 2020	<i>Cadernos de Saúde Pública</i>
Component 4					
To describe nutrition-related ads broadcasted in Brazilian television, and to determine the potential exposure of individuals to unhealthy food advertising in Brazil.	Poster	Nutrition-related advertisements on Brazilian television	Rafael Claro, Paula Horta, Julia Guimarães, Laís Mais, Ana Paula Martins	Presented in November 2018	SLAN Guadalajara, México
To analyze types and brands of (UPP) and fast food restaurants on Brazilian free-to-air television advertisements.	Poster	Ultra-processed food products and fast food restaurant advertisements on Brazilian television	Rafael Claro, Paula Horta, Julia Guimarães, Laís Mais, Ana Paula Martins	Presented in November 2018	SLAN Guadalajara, México
To assess the nutritional profile of foods and non-alcoholic beverages advertised on Brazilian television by applying the Pan American Health Organization (PAHO) and the World Health Organization (WHO)-Europe nutrient profiling models.	Poster	Nutritional quality of foods and non-alcoholic beverages advertised on the major Brazilian free-to-air television channels	Fernanda Villamarin, Laís Mais, Giovanna Andrade, Julia Guimarães, Camila Ricardo, Rafael Claro, Ana Clara Duran, Ana Paula Martins	Presented in June 2019	ISBNPA Prague, Czech Republic
	Workshop presentation	<i>Promoção de alimentos: aplicação da metodologia INFORMAS in Oficina: Monitoramento</i>	Fernanda Villamarin	Presented in June 2019	CONAN Ouro Preto, Brazil

		<i>internacional de ambientes alimentares – “Rede INFORMAS”</i>			
To analyze and monitor the marketing strategies of food and beverages on the three most popular free-to-air channels on Brazilian TV according to the INFORMAS protocol.	Oral presentation	<i>Estratégias de marketing da publicidade de alimentos na televisão aberta brasileira</i>	Marina Santana, Julia Guimarães, Laís Mais, Fernanda Villamarin, Paula Horta, Ana Paula Martins, Rafael Claro	Presented in June 2019	CONAN Ouro Preto, Brazil
To analyze the nutritional profile of foods and non-alcoholic beverages marketed on the three most popular free-to-air channels on Brazilian TV according to the INFORMAS protocol.	Oral presentation	<i>Qualidade nutricional de alimentos e bebidas não alcóolicas publicizados nos três principais canais da televisão brasileira</i>	Fernanda Villamarin, Julia Guimarães, Marina Santana, Laís Mais, Paula Horta, Ana Paula Martins, Rafael Claro	Presented in June 2019	CONAN Ouro Preto, Brazil
To analyze and monitor the marketing abusive aspects of food and beverages on the three most popular free-to-air channels on Brazilian TV according to the INFORMAS protocol	Oral presentation and award for one of the best oral works presented in the congress	<i>Abusividade da publicidade de alimentos na televisão aberta brasileira</i>	Julia Guimarães, Marina Santana, Laís Mais, Fernanda Villamarin, Paula Horta, Ana Paula Martins, Rafael Claro	Presented in June 2019	CONAN Ouro Preto, Brazil
To analyze the extent and nature of abusive advertising techniques according to the Consumers Defense Code and the National Council for Children and Adolescents’ Rights’ Resolution, and to determine patterns in the use of these techniques in food and drink ads on the three major Brazilian free-to-air TV channels.	Scientific paper	Abusive advertising of ultra-processed food and drink products on Brazilian television	Julia Guimarães, Laís Mais, Fernanda Villamarin, Paula Horta, Marina Santana, Ana Paula Martins, Rafael Claro	Submitted in July 2019	Health Promotion International
To disclose the results of the scientific paper “Abusive advertising of ultra-processed food and drink products on Brazilian television”	Magazine article	<i>Ultra divulgados para crianças</i>	Idec	Published in July/August 2019	<i>Revista do Idec</i>

To disclosure and discuss the recent research findings about marketing to children, including the monitoring of the <i>Brazilian Guidelines for the Marketing of Baby Food, Pacifiers and Bottles</i> (NBCAL) and TV food marketing. To discuss, in the point of view of the consumers, the challenges in choosing food products, and, in the point of view of the law actors, the importance of referring denounces related to food marketing.	Presentation	<i>Evidências científicas em publicidade de alimentos</i> in <i>Publicidade de alimentos: velhos e novos desafios</i>	Laís Mais	Presented in November 2019	<i>XV Encontro Nacional de Aleitamento Materno (ENAM)</i> Rio de Janeiro, Brazil
To investigate the use of persuasive advertising strategies in food and drink ads broadcast on the three most popular Brazilian free-to-air TV channels.	Scientific paper	Use of persuasive marketing strategies in ultra-processed foods and beverages advertisements on Brazilian free-to-air television	Marina Santana, Julia Guimarães, Fernanda Villamarin, Laís Mais, Paula Horta, Ana Paula Martins, Rafael Claro	Submitted in January 2020	International Journal of Public Health
To analyze the extent and nature of food and beverage advertising on the three most popular free-to-air channels on Brazilian TV by applying, for the first time, the INFORMAS protocol.	Scientific paper	Ultra-processed food and beverage advertising on Brazilian television by INFORMAS benchmark	Julia Guimarães, Laís Mais, Fernanda Villamarin, Paula Horta, Marina Santana, Ana Paula Martins, Rafael Claro	Accepted for publication in February 2020	Public Health Nutrition
To assess the nutritional profile of foods and non-alcoholic beverages advertised on Brazilian TV by applying the Pan-American Health Organization and the World Health Organization Regional Office for Europe nutrient profiling models.	Scientific paper	Nutritional quality of foods and non-alcoholic beverages advertised on Brazilian television	Fernanda Villamarin, Laís Mais, Camila Ricardo, Giovanna Calixto, Julia Guimarães, Rafael Claro, Ana Clara Duran, Ana Paula Martins	Published in March 2020	Food Policy
To analyze and monitor the persuasive and abusive strategies aimed at children on food and non-alcoholic beverage advertising on Brazilian TV.	Oral presentation	Persuasive and abusive strategies directed to children on food and beverage advertising	Julia Guimarães, Marina Santana, Fernanda Villamarin, Laís Mais, Paula Horta, Rafael Claro, Ana Paula Martins	Supposed to be presented in March 2020*	WPHNC Brisbane, Australia
To investigate the main ultra-processed food and beverage companies' advertisements on Brazilian free-to-air television.	Oral presentation	Big Food/Soda's role in promoting unhealthy food advertising on Brazilian television	Fernanda Villamarin, Laís Mais, Julia Guimarães, Camila Ricardo, Rafael Claro, Ana	Supposed to be presented in March 2020*	WPHNC Brisbane, Australia

			Clara Duran, Ana Paula Martins		
To investigate the marketing of food products high in sodium on Brazilian television.	Poster	Marketing of food products high in sodium on Brazilian free-to-air television	Fernanda Villamarin, Laís Mais, Julia Guimarães, Paula Horta, Rafael Claro, Ana Paula Martins	Supposed to be presented in April 2020*	WPHNC Brisbane, Australia
Component 5					
To discuss about the position paper of the AAAS and to collect expectations and needs to guide the formulation of guidance documents targeted at third sector organizations and policymakers.	Seminar	<i>Encontro sobre conflitos de interesses</i>	Ana Paula Martins, Camila Maranhã, Marília Albiero, Paula Johns	Held in August 2017	<i>Universidade Federal do Rio de Janeiro (UERJ)</i> Rio de Janeiro, Brazil
To have a position paper of the agenda item 10 of the AAAS: to monitor and expose practices and practices that stimulate harmful eating habits to health.	Position paper	<i>Monitoramento e exposição de práticas e políticas que estimulem condutas alimentares nocivas à saúde e que comprometam o sistema e a soberania alimentar dos brasileiros</i>	Ana Paula Martins, Camila Maranhã, Marília Albiero, Paula Johns	To be published in 2020	
To discuss about how to develop a global research agenda on governance, ethics and conflicts of interest from corporate interactions in public health research, practice and policy.	Meeting	Towards a global research agenda on governance, ethics and conflicts of interest from corporate interactions in public health research, practice and policy	Camila Maranhã	Held in February 2018	Organized by the American University of Beirut (AUB) with IDRC support in Beirut. Lebanon, the meeting originated the "Governance, Ethics and Conflict of Interest in Public Health" - GECl Group
To present the investigation of the industry's tactics used in the Case of the Legal Framework for Early Childhood.	Oral presentation	<i>Análise de atividades políticas corporativas usadas no processo de construção do Marco Legal da Primeira Infância</i>	Camila Maranhã, Paula Johns, Marília Albiero, Ana Paula Martins, Laís Mais	Presented in July 2018	<i>Congresso Brasileiro de Saúde Coletiva (Abrascão)</i> Rio de Janeiro, Brazil
To publicize conflict of interest situations.	Online report	Jamie Oliver and Sadia in Schools	Alliance for Adequate and Healthy Diets	Published in August 2018	https://www.wphna.org/conflict-of-interest/list

To present preliminary results of the study and to gather contributions from participants, including civil society organizations, researchers and policymakers.	Workshop	Conflict of interest (COI) and industry interference in food and nutrition policies in Brazil	Ana Paula Martins, Camila Maranhã, Laís Mais, Marília Albiero, Paula Johns	Held in August 2018	Pan American Health Organization (PAHO) Brasília, Brazil
To present the industry's tactics used in the Case of the Legal Framework for Early Childhood.	Poster presentation	<i>Actividades políticas corporativas usadas en la construcción del Marco Legal de la Primera Infancia</i>	Camila Maranhã, Paula Johns, Marília Albiero, Ana Paula Martins, Laís Mais	Presented in November 2018	SLAN Guadalajara, Mexico
To describe the industry's tactics used in the process of revision of the food labelling in Brazil.	Opinion paper	<i>Táticas da indústria no processo de revisão da rotulagem de alimentos – Exercitando a análise no caso brasileiro</i>	Camila Maranhã	Published in August 2019	Industry Monitoring Bulletin from ACT
To create awareness of the theme of conflict of interest in public policies.	Folder	<i>Conflito de interesses em políticas públicas</i>	ACT and Idec	Published in September 2019	
To disseminate the analysis of products, practices and policies in respect to food and nutrition corporations.	Folder	<i>Empresas de alimentação X nutrição: como discernir?</i>	ACT and Idec	To be published in 2020	
To create awareness of the theme of corporate political activities in food and nutrition policies.	Thematic tent	<i>Tenda de atividades corporativas</i>	Alliance for Adequate and Healthy Diets	Held in November 2019	<i>XV Encontro Nacional de Aleitamento Materno (ENAM)</i> Rio de Janeiro, Brazil
To present conflict of interest situations in the Case of the Framework for Early Childhood.	Oral presentation	<i>Conflitos de interesses no processo de construção do Marco Legal para Primeira Infância no tocante à publicidade infantil</i>	Camila Maranhã, Paula Johns, Marília Albiero, Ana Paula Martins, Laís Mais	Presented in November 2019	<i>XV Encontro Nacional de Aleitamento Materno (ENAM)</i> Rio de Janeiro, Brazil

To present conflict of interest situations in the case of the Legal Framework for Early Childhood.	Oral presentation	Conflict of interest in Brazilian Legal Framework for Early Childhood	Camila Maranhã, Marília Albiero, Paula Johns, Ana Paula Martins, Laís Mais	Supposed to be presented In March 2020*	WPHNC Brisbane, Australia
To debate about what a COI is in the context of public health nutrition, where COI situations are occurring and what the main actions the public health nutrition community ought to take to prevent it.	Workshop	“Exposing conflict of Interest and food and beverage industry interference in the public health nutrition agenda”	Camila Maranhã, Angela Carriedo, Kathrin Lauber, Mélissa Mialon, Claudio Schuftan, Marcello Boati	Supposed to be held in March 2020*	WPHNC Brisbane, Australia
To explain the 10 th item of the AAAS’ agenda.	Video	Monitor and expose practices and policies that encourage unhealthy eating habits	Alliance for Adequate and Healthy Diets	To be launched in April 2020	AAAS’ website (https://alimentacaosaudavel.org.br/) and social medias
To present corporate political activities in the Case of the Legal Framework for Early Childhood.	Paper	Private and personal: corporate political activity, social networks, and the undermining of marketing regulation in Brazil	Camila Maranhã, Marília Albiero, Paula Johns, Ana Paula Martins, Laís Mais, Jeff Collin, Rob Ralston, Sarah Hill	To be submitted in April 2020	PLOS ONE
Component 6					
To disclose the AAAS and its actions for the whole population.	Website	www.alimentacaosaudavel.org.br	Alliance for Adequate and Healthy Diets	October 2016	A website created to disclose AAAS’ information and actions on the 10 items of interest in food and nutrition, including marketing, labelling, conflict of interests and healthy eating
To disclose the AAAS and its actions for the whole population and to stimulate the public interaction and participation.	Social media	https://www.facebook.com/aliancapelaalimentacao/ https://twitter.com/aliancaalimenta https://www.instagram.com/aliancaalimentacao/?hl=pt-br	Alliance for Adequate and Healthy Diets	October 2016	Facebook, Twitter and Instagram created to disclose AAAS’ information and actions and to encourage population’s engagement with the themes
To disclose the research from components 1 to 5 to policy and decision makers.	Website	http://alimentandopoliticas.org.br/	Ana Paula Martins, Laís Mais, Hélen Freitas	April 2019	A website created to disclose all the research from components 1 to 5 and to help policy and decision

					makers to create public policies for healthy food environments
To disclose the research and to stimulate the non-governmental organizations, academy, journalists and opinion leaders' interaction.	Twitter	https://twitter.com/politicalimenta	Ana Paula Martins, Laís Mais, Hélen Freitas	April 2019	We created a Twitter account to inform and to encourage NGOs, academy and opinion leaders' engagement on the subject
To explain the objective of the website and to introduce the main themes.	YouTube	https://www.youtube.com/channel/UCKDc9-V7tWtYD4YidwfkQDA?view_as=subscriber	Ana Paula Martins, Laís Mais, Hélen Freitas	April 2019	We created a YouTube channel to disseminate all the videos produced by our communication team to introduce and explain the objective of the website and the main themes
To disclose the research and to disseminate the content related to the project to non-governmental organizations, academy, journalists and opinion leaders.	Newsletter	<i>Boletim Alimentando Políticas</i>	Ana Paula Martins, Laís Mais, Hélen Freitas	May 2019	We are sending a newsletter to NGOs, academy, opinion leaders and others who signed up to inform them about the research disclosures and contents related to the project
To present the results of the project to policy and decision makers.	Event	XXII March to Brasília in Defense of the Municipalities	Ana Paula Martins, Laís Mais, Hélen Freitas	April 2019	We launched the website at the March of Mayors and presented the project results to policy and decision makers
To present the website and to launch the Portuguese version of the Global Syndemic report.	Seminars	Correio Braziliense newspaper, UnB and USP	Ana Paula Martins, Laís Mais, Hélen Freitas	August 2019	We developed seminars to present the project results and to launch the Portuguese version of the Global Syndemic report to NGOs and academy
To disseminate the content related to the project to non-governmental organizations, academy, journalists and opinion leaders.	Policy brief	<i>A sindemia global da obesidade, desnutrição e mudanças climáticas</i>	Idec	August 2019	Portuguese version of the policy brief of the "The global syndemic of obesity, undernutrition and climate change: The Lancet Commission"
To disseminate the content related to the project to non-governmental	Report	<i>A sindemia global da obesidade, desnutrição e mudanças climáticas</i>	Idec	August 2019	Portuguese version of the "The global syndemic of obesity, undernutrition and

organizations, academy, journalists and opinion leaders.					climate change: The Lancet Commission”
To teach journalists about how to talk about healthy eating.	Guidelines	Not decided yet	Idec	To be published in May 2020	We are developing guidelines for journalists to know how to talk about healthy eating in the press
To disclose the research and to disseminate the content related to the project to non-governmental organizations, academy and opinion leaders.	Mini doc on conflicts of interest	BIG FOOD “O poder das indústrias de ultraprocessados”	Ana Paula Martins, Laís Mais, Hélen Freitas	To be released in May 2020	We are producing a short documentary and a movie trailer about conflict of Interest in food and nutrition policies in Brazil
To disclose the research and to disseminate the content related to the project to non-governmental organizations, academy and opinion leaders.	Mini doc on food marketing	<i>O que se vê, o que se come</i>	Ana Paula Martins, Laís Mais, Hélen Freitas	To be released in May 2020	We are producing a short documentary and a movie trailer about food marketing
To disclose the research and to disseminate the content related to the project to non-governmental organizations, academy and opinion leaders.	20-minute videos	<i>Alimentando Políticas: entrevista com</i> (name of interviewee)	Ana Paula Martins, Laís Mais, Hélen Freitas	To be released in May 2020	We are producing 21 videos with each of the interviews recorded for the documentaries
To disclose the research and to disseminate the content related to the project to non-governmental organizations, academy and opinion leaders.	1-minute pills for social media	<i>Alimentando Políticas: entrevista com</i> (name of interviewee)	Ana Paula Martins, Laís Mais, Hélen Freitas	To be released in May 2020	We are producing 21 videos with each of the interviews recorded for the documentaries
To translate the scientific research published on Alimentando Políticas’ website for policy and decision makers in a simple and comprehensive language	Fact sheets and infographics	Fact sheets and infographics	Ana Paula Martins, Laís Mais, Hélen Freitas	Published when the scientific papers are published in the journals	Alimentando Políticas’ website

* Because of the corona virus pandemic, the World Public Health Nutrition Congress (WPHNC), that was planned to be held in Brisbane, Australia, from March 29th to April 2nd, 2020, was cancelled. The research team will send the posters and oral presentations about the research on food labelling, food marketing and conflicts of interest to the congress team to be made available for all the delegates.

6. Project outcomes

Component 1

Phase 1

The transformation of food patterns and weight status of individuals and communities, as a result of the food and nutritional transition and the changes in the food system and environment, directly reflects the population's health. The new epidemiological reality found in the country shows a new challenge to be faced by the governments and policy implementers: the development of actions for the promotion of healthy and sustainable diets in the context of the global syndrome – represented by three pandemics: obesity, undernutrition and climate change – which affects most people in all countries and regions of the world.

An important step is qualifying the workforce to act in the face of new emerging food issues. It is essential that health professionals from different areas of knowledge are qualified to promote health, understanding food as an integral part of the general well-being of individuals and strongly related to health-disease issues, in the search for comprehensive care for the assisted population. Advancing on evidence on the best methods and means to integrate the theme of food and nutrition in the continuing education of health professionals is an important step to properly qualify these professionals.

In this sense, dietary guidelines are intended to serve as educational tools to guide educational interventions and governmental policies, programmes and strategies to promote adequate and healthy diets. The intervention presented here the main proposed objective to impact on health professionals' practices, who started to provide more guidance on healthy eating according to the BDGs.

These results open new ways to discuss the perspectives on the public health nutrition field, considering environmental and individual characteristics, nutrition practice's barriers and facilitators for health professionals working in SUS, in a proposal elaborated and applied in a real performance scenario. The methodological process described here allows the opening of a discussion about the barriers and potentialities of the implementation of dietary guidelines, and about the nutrition practice in the interdisciplinary and multiprofessional scope of the Primary Health Care in SUS.

In view of the challenges of qualifying health professionals, the developed, validated, applied and evaluated intervention study, and the publication of the *“Manual instrutivo: implementando o Guia Alimentar para a População Brasileira em equipes que atuam na Atenção Básica”* aim to support the permanent educational processes in the field of food and nutrition across the country and legitimize the importance of investing in the development of methodologies and the in evaluation of human resources training to work in the public health food and nutrition field.

The prior publication of the detailed development and validation of the intervention protocol developed in the matrix project, and its subsequent publication as the *“Manual instrutivo: implementando o Guia*

Alimentar para a População Brasileira em equipes que atuam na Atenção Básica” supported by the Ministry of Health makes a major contribution to the food and nutrition education research field. Usually, it is hard to find scientific publications about a detailed elucidation on the stages of developing technologies in education. The publications are usually out when the technologies or protocols are already tested and validated, focusing on describing the results and the final intervention impact, leaving only a brief and succinct description of the steps and methodological references. This publication sought to contribute to reducing the existent gap in the description and scientific publication of validated methodologies in the food and nutrition education field at the national and international levels.

Although the training of the workforce is one of the main aspects for a successful implementation of strategies related to nutrition, this factor alone does not solve the complexity of the scenario of nutritional problems in the population. It is essential that the developing countries – specifically those in Latin America, due to their regional, economic, environmental and cultural specificities – strengthen their own mechanisms and methodologies using the health professionals and researchers experience and building robust studies for the generation of great scientific evidence. Through intersectoral and multidisciplinary articulation and decision makers’ policy will, the produced evidences can be used and adapted to the complexity of the food environment and to the health reality, with the aim to guarantee the universality and integrality principles of care in each country.

Phase 2

Phase 2 of the project generated changes in the knowledge about food and nutrition of public managers in the supply sector of Jundiaí. Before the audit process, they knew little about the types of commercial food establishments in the city and about what these places sell. Upon becoming aware of the data, the managers became involved in a technical partnership agreement between the Faculty of Public Health/USP and the local town hall to develop action to modify the food environment in the city following the BDGs recommendations. Besides, the approach with the local authorities enabled the dissemination in the city’s website of the NOVA classification system and the places where healthy foods are sold in Jundiaí, which was the result of the maturing of ideas between researchers and managers.

The project generated innovations in the audit process of the consumer’s food environment, as it contributed to the development and validation of a national tool adapted to national recommendation on healthy eating and to the its incorporation in retail stores in the level of food processing, according to the issues identify in each establishment. Until then, tools used in Brazil for auditing were either adapted from foreign versions or did not include the level of food processing. In addition, we also developed the first national guidelines to guide managers and traders in building a healthy food environment.

The greatest learning of this phase was to understand that it is not feasible to establish an

intervention plan on the local retail trade without first approaching the government and understanding the current political moment, the wishes and objectives of the managers in the nutrition, health and supply fields. Trying to reach a common goal, which in the case was to make the consumer's food environment more conducive to healthy choices in the community is a challenge that can only be overcome by the union of researchers and social-political actors involved.

Component 2

This component allowed the development of a series of studies about the food labelling regulation in Brazil that led to political changes and improved regulations for the removal of the information obstacle for the promotion of healthy diets. We took advantage of the political timing to use this research findings to influence policy makers and regulatory processes. Since the themes "food nutritional labelling", "trans fat" and "whole grains" are in the Regulatory Agenda 2016-2020 of Anvisa, we selected the data and developed analysis to answer the regulatory questions. Then, all the scientific evidence produced by this research was effectively used by Anvisa during the regulatory processes and were cited in the respective regulatory documents.

In the case of food nutritional labelling, scientific evidence regarding nutrient profile models for FOP labelling and nutrition and health claims were considered by Anvisa in the technical reports and in the final regulation proposal. The proposals are not the best because of political influence, but we got to have a nutrient profile more rigorous and not the one presented by the food industry, and the prohibition of claims related to the nutrient on excess according to the FOP labels in the product.

Regarding the trans fat discussion, we analyzed all the information about the ingredient available on food labels and how it can be misleading for the consumers because of Anvisa's current regulation on this subject. To communicate the findings to the general public we developed a website page (<https://idec.org.br/gordura-trans>) and sent a press release, which generated many interviews in big medias. The evidence on trans fat was used on both food nutritional labelling and trans fat regulations by Anvisa. In December 2019, the ban of the trans fat passed in a specific regulation. Now, we are waiting for the food nutrition labelling regulation so the whole recommendations for trans fat on label will be concluded and the protection of the consumers are complete.

The discussions about whole grains are delayed because of the other two regulations above mentioned. However, our scientific evidences regarding this subject were delivered to Anvisa and a proposal of the regulation will probably be presented on a public consultation in the first semester of 2020.

Since Idec and NUPENS/USP are reliable sources of information because of the quality of its research, all the results of this project guided the media and were highly cited in journal and magazine articles, and TV and radio news.

Since this dataset is very complete and the most recent on food labelling information in the country, other institutions are working on this data so we can produce as much scientific evidence possible to help Anvisa

and decision-makers to build better public policies on food and nutrition. This dataset will also work as a baseline, considering that the revised food nutritional labelling regulation will be approved until the end of 2020.

Component 3

Overall, this is by far the most comprehensive set of studies analyzing the influence of food price over its consumption and health outcomes relying on NOVA classification system and the recommendations of the BDGs. Only a single study respecting evolving this framework was available up to the moment of the publication of the first outputs of this project. Thus, the impact of changes in the price of UPP on its consumption and on the prevalence of NCDs was unknown. The same holds true for price trends. Even though general knowledge indicates that the market was evolving in favor of unhealthy choices, this was not scientifically measured.

Political changes suffered in Brazil (specially at Federal level) during the development of the studies surely hampered the translation of the knowledge generated in the project into political actions, since they made political environment less prone to general regulations and marketing interventions.

Component 4

The scientific evidence generated in this research will serve as inputs for advocacy and communication activities that Idec is already implementing with the Bloomberg Philanthropies funding, such as the *Observatório de Publicidade de Alimentos* (OPA – www.publicidadedealimentos.org.br) and the capacity building on food marketing and consumers rights for law actors. For the OPA, the cases identified as misleading and/or abusive food marketing will be included as denounces to be referred to the competent bodies, and for the capacity building, the cases will serve as examples for the presentations and practical activities with the professionals who will denounce or receive and forward the denounce.

The scientific evidence was extensively presented in national conferences, which can stimulate other researchers to research on this topic. Also, the evidence is being used in advocacy strategies to avoid setbacks on the regulation of marketing target at children and to advance with bills to better specify rules against misleading and abusive marketing.

Component 5

In August 2018, invited by PAHO Brazil, we helped in the development of the Brazilian adapted version of the tool “WHO draft approach for the prevention and management of COI in the policy development and implementation of nutrition programs at country levels”. Unfortunately, the process of testing the tool has stopped, because of changes inside the Ministry of Health. But we have been involved in different discussions to adapt it to other types of institution, such as civil society organizations (the AAAS, organizations from the AAAS (Desiderata and CRN-4), and others, for example, Instituto Fernandes Figueira/Fundação Oswaldo Cruz (IFF/Fiocruz)).

As another consequence of the research conducted, we are now part of the Conflict of Interests Committee of the World Public Health Nutrition Association (WPHNA), which is responsible for evaluating COI cases submitted, to update and discuss the COI policy of the association, its conference and all of the statements on this regard.

Regarding the theme of COI, results of the analysis of the interviews and the contributions received in the workshop in 2018 indicated that the COI theme still need to be 'denaturalized'. The review of the publications demonstrated that such materials approaching the scope of food and nutrition are still missing. Data gathered in the study included different actors' understanding on this theme. This material is useful to approach the topic with heterogeneous audiences in events, workshops and meetings. When examples or definitions of COI held by different actors are initially exposed to people, this is a much more interesting way to enter this theme. People usually feel uncomfortable in commenting on COI, as it is a topic that generates clashes and divisions. But when exposed to different understandings about it, people are more easily connected with the content that is being passed.

Component 6

We developed communication materials to disseminate all the strong body of evidence by this project and contribute to the discussion of the effective public policies in food and nutrition. Our materials were used both during events, in which we had either participated or organized, and by the advocacy team during visits to policy and decision makers.

One of the main goals achieved was the proportion and strength that AP reached. In the beginning of the project, we did not expect researchers from all over the country to get in touch with us to spread their research on the website. However, AP is going way beyond what it was built for. The idea is to keep feeding the website with research from our team and partners, and soon, through a curation process, to include research from all over the country and of other subjects related to food and nutrition, always taking into account the absence of conflicts of interest and the scientific and methodological robustness.

7. Overall assessment and recommendations

This was an audacious research project, focusing on the development of scientific evidence, capacity building and knowledge innovation in four different determinants of the food environment (information, supply, cost and marketing) and the transversal theme of COI and CPA. All these aspects were developed with the goal to be used to change and advance in public policies on food and nutrition through advocacy and communication strategies.

This project was conducted as a consortium between Idec, Nupens/USP and ACT Health Promotion, in partnership with researchers from UFMG, the University of Edinburgh and the city hall of Jundiaí, SP, Brazil.

This structure, with a multidisciplinary team working together, allowed the achievement of each of the strategic objectives, increasing the number of thinking heads and amplifying the voices studying and talking about food environment in the country. The inclusion of graduate and post graduate students on the research teams supported the capacity building of new researchers in the country focusing on this important subject and being trained with rigorous methodologies and critical thinking.

It is important to highlight that the project was designed four years ago, when the political scenario in Brazil was completely different from the one we are currently facing. From 2016 to 2020, new challenges appeared: the value of scientific evidence to support public policies has been questioned, the participation of civil society on political discussion was underestimated or removed, and the more liberal position of the current government on the set of public policies increased. Because of that, some detours and changes were necessary to guarantee the effectiveness of this project.

A great learning was to take advantage of the political timing, since the discussion about effective food regulation and food and nutrition public policies is not always prioritizing public health objectives. Even if the scientific evidence takes time to be published because of the timing of the journals, we learned to offer results and findings to the government and to the population when the time was right. It is essential to present scientific evidence when it is needed and not only when it is officially published.

Despite that, our research findings helped us to guide the media and the government narrative about food and nutrition by presenting quality and robust scientific evidence to address a national problem that is the excessive weight and NCDs. This project also influenced other food and nutrition researchers across the country. By sharing scientific evidence and by stimulating them to participate on public discussions, we gathered many other actors to fight for quality and adequate public policies, especially with the AAAS. By having research partners, the level of scientific evidence was increased, as well as the credibility of the narrative. By presenting scientific evidence when talking to policy makers and decision makers, our narrative and positioning have strong basement, either at the local or federal level, either in the diagnosis, intervention or proposition phases.

A timing result of this project is to increase the knowledge of the population about the BDGs. Considering the political context of Brazil and the possibility of losing important rights and documents such as these guidelines, it is very important to disseminate, communicate and strengthen its recommendations, so it and the NOVA classification system will not depend on the existence of the physical document.

The achievement of appropriate public food policies guarantees that the food environments facilitate the consumption of healthy foods while hinder the consumption of unhealthy foods. If people can find healthy foods easily, in many different places, at cheap prices, with adequate and comprehensive nutritional information, and without misleading and/or abusive information, the food choices will be much more conscious and healthier.

As above mentioned, this project showed us that it is very important to consider different timings

when working with other institutions, as well as with public policies, since our goal is to advance with them and the political timing is essential to guide a specific subject in the government.

Focusing almost exclusively on national policies is possibly the main thing to change in future projects. With a less favorable environment at Federal level, we realize that local or regional policies would have been also important steps (even to influence Federal policy makers) and could have resulted in more tangible progress, but time and other resources were scarce to work in two different fronts.

For future projects, we would like to continue working on these determinants of the food environment, since the political goals were not fully achieved yet. It is highly recommended that the educational kit for health professionals about the BDGs recommendations is widely spread in other municipalities and even other states of the country. Moreover, keep the pressure at Anvisa to finish both regulatory processes about food nutritional labelling and whole-grains cereals information, and start a monitoring system to follow the implemented regulations is essential to guarantee that the policies are working without any interference of the industry. Having more scientific evidence about the need of taxation for unhealthy food products and stricter regulations on misleading and/or abusive food marketing is important to guide the narrative and to advance and improve policies that are not enough in the current scenario. Finally, discussing about COI and CPA and making people aware of this issue at either individual or institutional level is the only possible way to make adequate public policies and to produce robust scientific evidence on food and nutrition. It is visible the increasing concern about these themes, but few researchers are devoted to analyzing it and few funding organizations direct resources to study it.

To keep spreading these and other findings regarding public health nutrition, we plan to maintain the AP website updated with the research from this project that are not published yet and with new research about the AP themes and others related to food and nutrition and public policies. The AP is a tool of great potential to translate and disseminate scientific evidence to the general public, to other media vehicles and, especially, to policy and decision makers. With that, we have the possibility to keep setting the narrative, sensitizing and informing people, and advancing with food environment discussions on policy tables of discussion.

Besides continuing the work started with this project, we would like to focus more on the aspects of gender inequalities and the problems arose from it regarding food environment and food policies. Moreover, researching food environments and sustainability, such as access and price of healthy foods, is one of the greatest issues to be solved together with the other food regulation aspects.

8. References

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9. Appendices

Appendix	Type of document	Content	Language
Component 1			
Appendix 1	Technical document	<i>Manual de aplicação de instrumento de auditoria do ambiente alimentar baseado na nova classificação de alimentos do Guia Alimentar (NOVA)</i>	Portuguese
Appendix 2	Scientific paper	<i>Mapeando as desigualdades socioeconômicas na distribuição do comércio varejista local</i>	Portuguese
Appendix 3	Scientific paper	Content validity of an educational workshop based on the Dietary Guidelines for the Brazilian Population	English
Appendix 4	Scientific paper	Urban food sources and the challenges of food availability according to the Brazilian Dietary Guidelines recommendations	English
Appendix 5	Technical document	<i>Manual instrutivo: implementando o Guia Alimentar para a População Brasileira em equipes que atuam na Atenção Básica</i>	Portuguese
Appendix 6	Scientific paper	Development and evaluation of food environment audit instrument: AUDITNOVA	English
Appendix 7	Scientific paper	<i>Conhecimento e percepção de autoeficácia e eficácia coletiva de profissionais de saúde para a implementação do Guia Alimentar na Atenção Básica</i>	Portuguese
Appendix 8*	Scientific paper	<i>Escala de avaliação de práticas de educação alimentar e nutricional na Atenção Primária em Saúde</i>	Portuguese
Appendix 9*	Paper abstract	An interventional study for improving knowledge, self-efficacy and collective efficacy regarding the Brazilian Dietary Guidelines in primary health care professionals	English
Appendix 10*	Scientific paper	Scale to evaluate the implementation of the Brazilian Dietary Guidelines in Primary Health Care	English
Appendix 11*	Paper abstract	Promoting changes in health care practice: an interventional study to implement Brazilian Dietary Guidelines	English
Appendix 12**	Report	CECCO's experimental kitchen in Jundiaí	Portuguese
Appendix 13*	Paper abstract	Correlation between knowledge, self-efficacy and professional practices related to the Brazilian Food Guide in primary health care	Portuguese
Appendix 14*	Scientific paper	Scale to measure Primary Health Care workers' knowledge of the Brazilian Dietary Guidelines	English
Appendix 15*	Paper abstract	Development and validation of educational material to support managers and traders to promote a healthy food environment	Portuguese

Appendix 16*	Paper abstract	Capacity building experiences for primary health care professionals regarding promoting healthy eating: a scope review	English
Appendix 17*	Technical document	<i>Comércio de alimentos saudáveis: um guia de ações para gestores e comerciantes varejistas promoverem um ambiente alimentar saudável na comunidade</i>	Portuguese
Component 2			
Appendix 18	Magazine article	<i>Açúcar “invisível”</i>	Portuguese
Appendix 19	Conference poster	Comparison of nutrient profiling systems for implementing new front-of package nutrition labeling in Brazil	English
Appendix 20	Conference presentation	Prevalence of health, nutrition, and environment-related claims in the Brazilian packaged food supply	English
Appendix 21	Conference poster	Labeling of sugars and non-caloric sweeteners on ultra-processed foods targeting children	English
Appendix 22	Conference presentation	Composição e rotulagem nutricional de alimentos: aplicação da metodologia INFORMAS	Portuguese
Appendix 23	Scientific paper	Trans fat labeling information on Brazilian packaged foods	English
Appendix 24	Scientific paper	Conflicting messages on food and beverage packages: front-of-package nutritional labeling, health and nutrition claims in Brazil	English
Appendix 25*	Scientific paper	Role of different nutrient profiling models in identifying targeted foods for front-of-package food labeling in Brazil	English
Appendix 26*	Scientific paper	The use of “whole grains” claims versus the nutritional quality of packaged foods marketed in Brazil	English
Appendix 27	Conference abstract	"Whole grains" claims on food packages marketed in Brazil	English
Appendix 28*	Scientific paper	Assessing the content of caloric and non-caloric sweeteners in products directed at children in Brazil and consumer perceptions of them	English
Appendix 29**	Research report	<i>Monitoramento para redução da quantidade de sódio e açúcar em alimentos processados e ultraprocessados</i>	Portuguese
Appendix 30*	Scientific paper	<i>Adesão aos acordos voluntários de redução de sódio no Brasil</i>	Portuguese
Appendix 31*	Scientific paper	Promotion of ultra-processed foods in Brazil: combined use of claims and labeling promotional features	English
Component 3			
Appendix 32	Conference presentation	<i>Preço dos alimentos: aplicação da metodologia INFORMAS</i>	Portuguese
Appendix 33	Scientific paper	Association between the price of ultra-processed foods and obesity in Brazil	English

Appendix 34	Scientific paper	What to expect from the price of healthy and unhealthy foods over time? The case from Brazil	English
Appendix 35*	Scientific paper	The association between sweetened beverages price and consumption among Adults in Brazilian State Capitals, 2007-2018	English
Appendix 36*	Technical report	Análise de argumentações contrárias à taxaço de bebidas açucaradas no Brasil/Taxação de bebidas açucaradas no brasil: análise de argumentações contrárias à implantação da medida	Portuguese
Appendix 37*	Scientific paper	What economic based policy would benefit the most the adoption of healthy eating: the case from Brazil	English
Appendix 38*	Scientific paper	Replacing ultra-processed fresh foods, a matter of cost?	English
Component 4			
Appendix 39	Conference poster	Nutrition-related advertisements on Brazilian television	English
Appendix 40	Conference poster	Ultra-processed food products and fast food restaurant advertisements on Brazilian television	English
Appendix 41	Conference poster	Nutritional quality of foods and non-alcoholic beverages advertised on the major Brazilian free-to-air television channels	English
Appendix 42	Conference presentation	<i>Promoção de alimentos: aplicação da metodologia INFORMAS</i>	Portuguese
Appendix 43	Conference presentation	<i>Estratégias de marketing da publicidade de alimentos na televisão aberta brasileira</i>	Portuguese
Appendix 44	Conference presentation	<i>Qualidade nutricional de alimentos e bebidas não alcóolicas publicizados nos três principais canais da televisão brasileira</i>	Portuguese
Appendix 45	Conference presentation	<i>Abusividade da publicidade de alimentos na televisão aberta brasileira</i>	Portuguese
Appendix 46*	Scientific paper	Abusive advertising of ultra-processed food and drink products on Brazilian television	English
Appendix 47	Magazine article	<i>Ultra divulgados para crianças</i>	Portuguese
Appendix 48	Conference presentation	<i>Evidências científicas em publicidade de alimentos</i>	Portuguese
Appendix 49*	Scientific paper	Use of persuasive marketing strategies in ultra-processed foods and beverages advertisements on Brazilian free-to-air television	English
Appendix 50*	Scientific paper	Ultra-processed food and beverage advertising on Brazilian television by INFORMAS benchmark	English
Appendix 51	Scientific paper	Nutritional quality of foods and non-alcoholic beverages advertised on Brazilian television	English
Appendix 52	Conference presentation	Persuasive and abusive strategies directed to children on food and beverage advertising	English
Appendix 53	Conference presentation	Big Food/Soda's role in promoting unhealthy food advertising on Brazilian television	English

Appendix 54	Conference poster	Marketing of food products high in sodium on Brazilian free-to-air television	English
Component 5			
Appendix 55**	Seminar report	<i>Encontro sobre conflitos de interesses</i>	Portuguese
Appendix 56	Position paper*	Monitoramento e exposição de práticas e políticas que estimulem condutas alimentares nocivas à saúde e que comprometam o sistema e a soberania alimentar dos brasileiros	Portuguese
Appendix 57	Conference presentation	Análise de atividades políticas corporativas usadas no processo de construção do Marco Legal da Primeira Infância	Portuguese
Appendix 58	Online report	Jamie Oliver and Sadia in Schools	English
Appendix 59**	Workshop report	Conflict of interest (COI) and industry interference in food and nutrition policies in Brazil	English
Appendix 60	Conference poster	Actividades políticas corporativas usadas en la construcción del Marco Legal de la Primera Infancia	Spanish
Appendix 61	Opinion paper	<i>Táticas da indústria no processo de revisão da rotulagem de alimentos – Exercitando a análise no caso brasileiro</i>	Portuguese
Appendix 62	Folder	<i>Conflito de intereses em políticas públicas</i>	Portuguese
Appendix 63*	Folder	<i>Empresas de alimentação X nutrição: como discernir?</i>	Portuguese
Appendix 64	Folder	<i>Quem decide o que você come?</i>	Portuguese
Appendix 65	Folder	<i>Painel de ações corporativas</i>	Portuguese
Appendix 66	Conference presentation	Conflitos de interesses no processo de construção do Marco Legal para Primeira Infância no tocante à publicidade infantil	Portuguese
Appendix 67	Conference abstract	Conflict of interest in Brazilian Legal Framework for Early Childhood	English
Appendix 68	Instructions for the workshop	“Exposing conflict of interest and food and beverage industry interference in the public health nutrition agenda”	English
Appendix 69*	Scientific paper	Private and personal: corporate political activity, social networks, and the undermining of marketing regulation in Brazil	English
Component 6			
Appendix 70	Folder	<i>Como está a alimentação em seu município? Vamos nutrir esse debate!</i>	Portuguese
Appendix 71	Newsletter	<i>Boletim Alimentando Políticas 1</i>	Portuguese
Appendix 72	Newsletter	<i>Boletim Alimentando Políticas 2</i>	Portuguese
Appendix 73	Newsletter	<i>Boletim Alimentando Políticas 3</i>	Portuguese
Appendix 74	Newsletter	<i>Boletim Alimentando Políticas 4</i>	Portuguese

Appendix 75	Newsletter	<i>Boletim Alimentando Políticas - edição Marcha dos Prefeitos</i>	Portuguese
Appendix 76	Report	<i>Lançamento: Alimentando Políticas</i>	Portuguese
Appendix 77	Table	<i>List of visitors at the Alimentando Políticas stand during the March of Mayors</i>	Portuguese
Appendix 78	Report	<i>List of learnings from the March of Mayors</i>	Portuguese
Appendix 79	Summary of media appearance	Boyd Swinburn in Brazil	Portuguese
Appendix 80	Policy brief	<i>A sindemia global da obesidade, desnutrição e mudanças climáticas — relatório da Comissão The Lancet</i>	Portuguese
Appendix 81	Report	<i>A sindemia global da obesidade, desnutrição e mudanças climáticas — relatório da Comissão The Lancet</i>	Portuguese
Appendix 82	Fact sheet	<i>Desertos alimentares</i>	Portuguese
Appendix 83	Infographic	<i>Desertos alimentares no Brasil</i>	Portuguese
Appendix 84	Fact sheet	<i>Entre desertos e pântanos</i>	Portuguese
Appendix 85	Infographic	<i>Imagine viver cercado por... Comida não saudável</i>	Portuguese
Appendix 86	Fact sheet	<i>Nova rotulagem nutricional de alimentos</i>	Portuguese
Appendix 87	Infographic	<i>Advertência ou semáforo: Qual é o melhor modelo de rotulagem frontal de alimentos para os brasileiros?</i>	Portuguese
Appendix 88	Fact sheet	<i>Compreendendo as preferências alimentares das crianças</i>	Portuguese
Appendix 89	Infographic	<i>5 dicas infalíveis para vender alimentos ultraprocessados para crianças e ajudar o Brasil a atingir índices ainda mais altos de obesidade e outras doenças crônicas</i>	Portuguese
Appendix 90*	Fact sheet	<i>Evolução dos preços dos alimentos no Brasil</i>	Portuguese
Appendix 91*	Infographic	Association between the price of ultra-processed foods and obesity in Brazil	Portuguese
Appendix 92*	Infographic	What to expect from the price of healthy and unhealthy foods over time	Portuguese
Appendix 93*	Fact sheet	<i>De olho na publicidade de alimentos</i>	Portuguese
Appendix 94*	Infographic	Conflicting messages on food and beverage packages	Portuguese
Appendix 95*	Infographic	<i>Judicialização do processo de revisão do modelo de rotulagem nutricional</i>	Portuguese
Appendix 96**	Report	Planning of the mini docs	Portuguese
Appendix 97*	Movie script	<i>BIG FOOD "O poder das indústrias de ultraprocessados"</i>	Portuguese
Appendix 98*	Movie script	<i>O que se vê, o que se come</i>	Portuguese
Appendix 99**	Report	Dissemination plan of the mini docs	Portuguese

Appendix 100*	Guidelines for Journalists' chapter	Chapter 1 - <i>Cobertura em alimentação: por onde começar</i>	Portuguese
Appendix 101*	Guidelines for Journalists' chapter	Chapter 2 - <i>A alimentação dos brasileiros</i>	Portuguese
Appendix 102*	Guidelines for Journalists' chapter	Chapter 3 - <i>Doenças crônicas</i>	Portuguese
Appendix 103*	Guidelines for Journalists' chapter	Chapter 4 - <i>Alimentação infantil</i>	Portuguese
Appendix 104*	Guidelines for Journalists' chapter	Chapter 5 - <i>Dietas</i>	Portuguese
Appendix 105*	Guidelines for Journalists' chapter	Chapter 6 - <i>Agriculturas e alimentos</i>	Portuguese
Appendix 106*	Guidelines for Journalists' chapter	Chapter 7 - <i>Indústria alimentícia</i>	Portuguese

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