

Country Name: Thailand

1. Please provide the latest data on consumption of unhealthy diet (food and beverages) and data on NCD risk factors prevalence (i.e. obesity, high blood pressure, high blood sugar, etc)

School Children group

Situation of overweight/obesity in school children group (age 6 – 14 years) in Thailand

Source	Year	Prevalence of overweight/obesity
NHES: The 5 th National Health Exam Survey, 2014 as follow national standard growth chart (Weight for Height)	2014	13.9
1 st semester Reporting from Health Data Center as follow national standard growth chart (Weight for Height)	2016	11.1
	2017	11.2
	2018	11.7
	2019	13

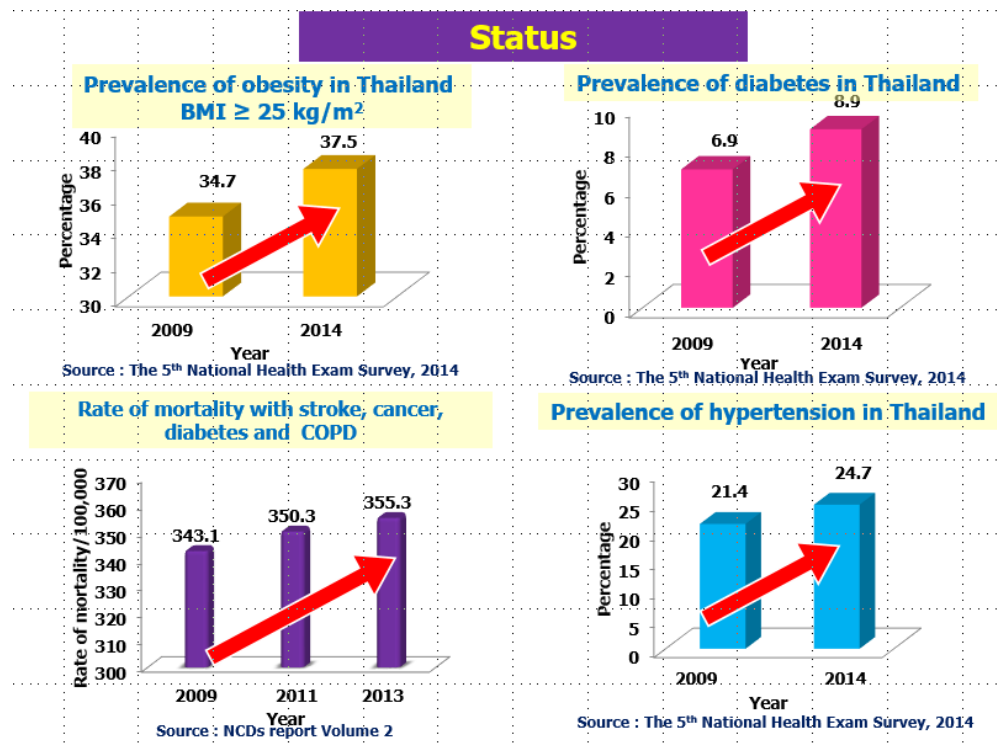
The result from expected healthy behavior survey in 2017, 2018

Behavior in working group	2017 (%)	2018 (%)
Eat vegetable for 5 ladles per day	26.5	29.58
Don't add additional ingredient and seasoning (fish sauce, sugar, chili, vinegar etc.) every time during consuming	16.4	26.26
Don't drink sugar sweetened beverages every day	10.5	18.02
Do physical activities until feeling tired than normal at least 30 minutes/day*	19.4	26.85
Don't sit or lean back over 2 hours	33.1	43.25
Sleep 7 hours*	37.5	88.58
Brush teeth before going to bed	66.8	48.71
Brush teeth for 2 minutes	87.3	Brush teeth 2 mins before sleeping*
Receive dental/oral service	-	-
Don't smoking	85.0	87.24
Don't drink beer more than 4 cans or 2 bottles, or alcohol liquor more than 150 ml.	61.2	66.91
Wear a helmet while riding motorbike	41.6	37.53
Fasten seatbelt while driving or sitting in the vehicle	52.9	52.49

* **expected healthy behavior in working-aged group**

Source: The expected healthy behavior survey and development of health promotion in working group surveys in all 12 Regional Health Promotion Centers covered all area in Thailand and Metropolitan Health and Wellness Institution. The survey done by Bureau of Dental Health, Department of Health, Thailand

Obesity and NCDs Situation in working-aged group



2. Please provide latest Policies/regulations/measurement within health and economic that are related to food and beverages in your country which may include but not limited to the following:

- Tax

Fiscal Measures on Sugar Sweetened Beverages (SSBs)

SSBs tax was formulated to tackle NCDs issue which is raising higher in Thailand, along with SDG target 3.4. From the statistic, trend of overweight, diabetes and hypertension prevalence of Thai people age more than 15 years is rising up as well. Thai people also consumed sugar 4 times more than WHO recommendation.

According to the fact, Thailand initiated reducing sugar consumption policy, started in 2006 with collaboration with Thai FDA, we have #286 Ministerial regulations to prohibit sugar addition to follow-on milk formula. Then in 2007, Thailand has healthier choice logo by enacting Ministerial regulations #305: simple label of nutrition fact and warning in 5 popular snacks. The warning word is “minimize your consumption and exercise, for your good health”.

For SSBs Tax, Thailand started in 2008 for reviewing tax and price intervention to tackle obesity, then in 2009 this policy was recommended by National Health Assembly resolution. From 2010 – 2014, there was cooperation between networks to generate evidence for movement. And lastly, National Reform Steering Assembly has passed the approval.

For current SSBs taxation, Vat is still at 7% but excise tax has been implemented to calculated tax percentage of suggested retail price plus specific rate (baht/litre). Production cost is calculated with administrative cost plus average profit.

The unit tax based on sugar contained has classified into five levels based on the 100ml volume: below 6 g., 6-10g, more than 10-14g, more than 14-18g and more than 18g. There will be a grace period of two years, from 16 September 2017 to 30 September 2019, to allow the commercial sector to adjust their products. Under a progressive increase every two years, Thailand will tax SSBs at a range of 0.10 to 5 Baht per litre from October 2019 to September 2021, before further lowering the threshold for higher tax and at a range of 0.30 to 5 Baht per litre from October 2021 to September 2023, and finally from October 2023 onwards. The outputs after implemented the new SSBs tax are 1) increase the revenues 2) reduce the consumption of beverages among Thai people and 3) adaptation of beverages companies on healthier products.

After SSBs tax, the consumption of sugary drink is reduced. The data showed a decreasing trend of beverages industry value in the first half of 2018 especially for ready to drink tea and fruit juice. Due to SSBs are ordinary goods, the higher the price the lower the demand. Moreover, there was no taxation for juice and herbal drinks in the former Excise Act 1984, the consumption was higher impacted by the higher price increase than other beverages.

The key success of introducing SSBs tax in Thailand are

1. The concrete evidences of both positive and negative aspect of SSBs tax
2. Responding to the NCDs challenge requires coordinated action by multisectoral not only the health sector but many others, including other Ministries and also the beverages industry. The SSBs producers are not in the opposite side of SSBs tax but should act as a partnership to reformulate and develop new products to reduce the sugar content
3. Communication to the public to increase concern of healthy diet and increase healthy diet literacy among people

- **Healthy food campaign**

School based intervention through The Health Promoting School Project

The Department of Health (DOH) is reforming its school health activities in accordance with recommendations from the World Health Organization (WHO) to place a greater emphasis on health education and environmental sanitation under the slogan: "A health promoting school is a school constantly strengthening its capacity as a healthy setting for living, learning and working."

objective:

1. objective of a "health promoting school" is to help students, school staff, parents, and the local community to gain knowledge, understanding, and correct health values to help them to participate in minding their own health status and that of those close to them.
2. Taking care of the health of the environment as a basis for overall good health.
3. Integrating supportive activities toward these objectives in the areas of disease prevention and environmental sanitation into the routine school curriculum.

The Health Promoting School Project consists of 10 interventions for assessing

1. Establish a health promoting school policy
2. Adapt aspects of school management to allow effective health promotion
3. Conduct health promotion activities with collaboration between the school and the local community
4. Give appropriate attention to the school environment
5. Provide school health services such as physical exams and first aid
6. Provide school-based health education
7. Promote proper nutrition and consumption of safe foods
8. Promote regular physical exercise, sports, and healthy recreational activities
9. Provide counseling and social support for students
10. Support the health status of school staff

In school, we have measure to reduce intake of sugar, fat and salt through the 7th intervention: Promote proper nutrition and consumption of safe foods as follows;

1. To control and produce lunch with proper nutrition and no additional ingredients and seasoning shown and placed in the area of services and food shops in the cafeteria or in the school areas.
2. To control, avoid, reduce food contained high sugar, fat and salt, and food that doesn't give any health benefit to human health. The school shall not sell or provide unhealthy food/refreshment/snack and no nutritional value, has rich taste of sweet, oily and salty such as candy, snack, crunchy snack, including using repeated fried oil to cook sausage, fried tomatoes, sugary drinks, sugar-sweetened beverages, carbonate drinks and ice-cream.

- **Bans unhealthy food and beverage product**

Soda ban in schools, which aimed to restrict SSBs, especially carbonated SSBs or soda, in schools to promote healthy eating among schoolchildren. This soda ban policy provides a good example of policy success driven by the non-governmental sector. The influence of a professional association called Sweet Enough Network

(SEN), supported by its close relationship with the government, its country-wide network of public-sector health professionals (i.e. dentists), and multi-sectoral partnerships, facilitated the engagement of different Ministries and local governments around the policy. The SEN also used media to get the attention of the government and public on the policy, and provided technical assistance and consultation during the implementation process. Through this capacity, the Network applied collective pressure to the government, especially to the Ministry of Education to be responsive and accountable for its implementation of the soda ban policy in schools

Thailand Bans the Use of Partially Hydrogenated Oils in Foods, Not Trans Fat

On July 13, 2018, The Ministry of Public Health Notification No. 388 Re: Prescribed Prohibited Food to be Produced, Imported, or Sold was published in the Royal Gazette. This notification bans partially hydrogenated oils (PHOs) and food products containing PHOs. To allow for an orderly transition in the marketplace, the Thai FDA has given a 180-day grace period, with the official enforcement date in January 9, 2019. The notification has generated widespread market concern among Thai consumers and retailers after its publication in the Royal Gazette. Several news articles have incorrectly portrayed the notification as a ban on trans fat. Articles identifying food products that frequently contain trans fat have also appeared in newspapers and social media platforms.

Key provisions of the ministerial order are as follows:

- Under the new requirement, PHOs are banned for foods that are produced, imported for sale, and sold in Thailand;
- The regulation will be officially enforced beginning on January 9, 2019. Importers or food manufacturers that violate this regulation by importing, manufacturing, or selling PHOs and products contain PHOs will be fined THB 5,000 to THB 20,000 and face prison sentences ranging from six months to two years;
- This regulation prohibits PHOs and foods containing PHOs due to evidence indicating that the intake of trans fats derived from partially hydrogenated oil increases the risk of coronary heart disease. However, trans-fat still can be found naturally in foods, especially products derived from ruminants;
- Importers of food products to Thailand have to ensure that imported products do not contain PHOs or use ingredients containing PHOs. Importers may request from U.S. suppliers evidence to guarantee that their products do not contain PHOs. Acceptable evidence would be a letter of confirmation, product specification, or a certificate of analysis;
- Thai FDA inspectors at the port may request proof that the products do not contain PHOs for the following products or ingredients:
 - Margarine,
 - Shortening
 - Creamer
 - Whipping cream
 - Bakery products (i.e. biscuits, cakes, pastries, and cookies).

- The Thai FDA permits the display of actual amounts of trans-fat only in the nutritional facts box on the food label and prohibits the display of wording alike or akin to “trans-fat free” or “0 gram trans fat” outside the designated nutrition facts box. However, the Thai FDA is in the process of drafting regulations on the requirements and conditions of trans fat free claims.
- **Front of pack food and nutrition labeling**

Nutrition labeling regulation

(Notification of Ministry Public Health (No. 182) B.E. 2541 (1998))

Mandatory

1. Food products with nutrition claims
2. Food products defining consumer groups
3. Food products utilizing food value in sale promotion
4. Other foods to be notified by FDA

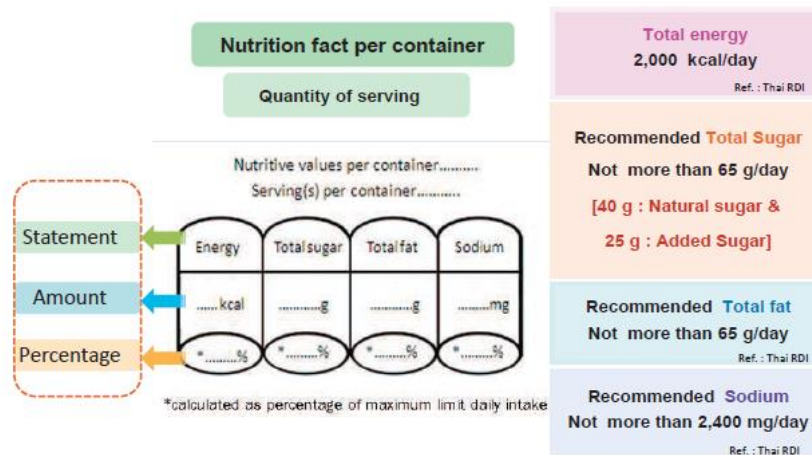
*Nutrition information is difficult to use

GDA labeling (Guideline Daily Amounts) Regulation

Ministerial Notification (2011) B.E. 2554 Re: Labeling Requirement of Snack Foods

(No.2) 5 priority types of Snack Foods

1. Fried or baked potato chips
2. Fried or baked corn chips
3. Rice crisps or Extruded snack
4. Crackers or Biscuits
5. Filling Wafer



Healthier Logo

- Reformulation: Reduce sugar fat and salt
- Tool: For consumers to make decision based on the labelling information
- Set Criteria of Nutrient Profiles for Particular Products for Healthier Choice Certification
 1. Beverage
 2. Seasoning: Fish Sauce, Soy Sauce
 3. Dairy Product

4. Instant Food: Instant noodle, Instant rice porridge
5. Meal
6. Ice-cream
7. Snack
8. Fat And Oil: Margarine Mayonnaise, Salad Dressing etc.

- **Products that have been verified and certified by the Nutrition Promotion Foundation, Institute of Nutrition, Mahidol University**

(Updated: March 2018; 583 products)

1. 427 Beverage products
 2. 72 Dairy products
 3. 23 Instant foods
 4. 14 Ice-cream products
 5. 12 Seasoning products
 6. 29 Snacks
 7. 6 Meals
- **Monitoring** by the Nutrition Promotion Foundation, Nutrition Institute, Mahidol University

4. Please provide Economic evaluation and other study/ies on policy options/measurement related to unhealthy diet, and prevention and control of NCD in your country

5. Please provide stakeholder analysis related to healthy food and beverages options, including identification of food industry roles and responsibilities

- Ministry of Public Health
- Ministry of Education
- Institute and Academic Section
- Sweet Enough Network
- Thai Health Promotion Foundation
- Nutrition Institute, Mahidol University
