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1. Which of the following best explains why most highly processed foods are considered less healthy?
 - a. Their extended shelf life reduces nutrient variability and diet quality.
 - b. Their elevated levels of saturated fat, salt, and sugar are associated with increased overall energy intake and a higher body mass index.
 - c. The number of preservatives used in highly processed foods has been associated with a higher body mass index.
2. Which of the following policy approaches is recommended by the World Health Organisation to improve unhealthy food environments?
 - a. Implementing mandatory front-of-pack labelling, taxation of unhealthy foods, and restrictions on marketing.
 - b. Promoting voluntary industry self-regulation without government oversight.
 - c. Focusing on individual-level nutrition education interventions.
3. Which of the following best explains why children are particularly vulnerable to food marketing?
 - a. Children are more likely to base food choices on visual and associative cues, such as colours and brand characters, without critically evaluating the product.
 - b. Children prioritise nutritional quality over marketing cues but lack access to accurate food information.
 - c. Children demonstrate advanced cognitive processing of marketing messages but are influenced primarily by peer behaviour.
4. What distinguishes food packaging as a particularly influential form of marketing in shaping consumer behaviour?
 - a. Its primary role is to provide detailed nutritional information that enables consumers to make fully informed decisions.
 - b. Its continued presence at both the point of purchase and during consumption allows repeated exposure to marketing cues that reinforce brand recognition and product desirability.
 - c. Its influence is limited to initial product awareness, with minimal impact on longer-term food preferences and purchasing behaviour.
5. The methodology of this study was guided by:
 - a. The FAO/WHO Codex Alimentarius General Standard for the Labelling of Prepackaged Foods.
 - b. The International Network for Food and Obesity/NCD Research, Monitoring and Action Support (INFORMAS) Food Labelling Protocol.
 - c. The WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children.
6. Which of the following best describes the methodological approach used to assess the nutritional quality of foods in this study?
 - a. An international nutrient profiling model was applied to classify foods based on nutrients to limit per 100 g/ml.
 - b. Dietary intake data were collected from consumers and analysed to determine the nutritional quality of foods available in supermarkets.
 - c. Two South African nutrient profiling models included in draft Regulation R.3337 were applied to classify foods based on nutrients to limit and/or encourage per 100 g/ml.
7. What is a key methodological difference between the nutrient profiling models applied in this study?
 - a. The one model uses a scoring approach incorporating both nutrients to limit and encourage, whereas the other applies threshold criteria to identify foods high in nutrients to limit.
 - b. The one model is based on portion size, whereas the other is based on daily nutrient requirements.
 - c. The one model is designed for clinical dietary assessment, whereas the other is used exclusively for food composition analysis.
8. What is the primary purpose of nutrient profiling in the context of public health nutrition?
 - a. To quantify individual nutrient deficiencies at the population level for the development of supplementation programmes.
 - b. To systematically classify foods based on their nutritional composition to support disease prevention and health promotion strategies.
 - c. To standardise dietary intake assessment methods used in nutrition research.
9. What do the findings on cereals and cereal products suggest in relation to South Africa's draft Regulation R.3337?
 - a. Only a small proportion would qualify for front-of-pack warning labels due to variability in nutrient composition.
 - b. Most products would be exempt from front-of-pack warning labels, as staple foods are automatically classified as healthy.
 - c. The majority would require mandatory front-of-pack warning labels, reflecting their classification as less healthy.
10. Which marketing technique was most frequently identified on food products in the study?
 - a. Promotional characters, particularly cartoons and company-owned characters.
 - b. Premium offers, such as competitions and giveaways.
 - c. Nutrition and health claims presented on packaging.

ACTIVITY 194

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ACTIVITY 194

11. What is the potential impact of combining promotional characters with nutrition or health claims on less healthy foods?
 - a. It improves consumers' ability to distinguish between healthier and less healthy food options accurately.
 - b. It may enhance perceptions of healthfulness among children and parents, thereby reinforcing unhealthy purchasing decisions and dietary patterns.
 - c. It reduces the overall influence of marketing by providing balanced product information to support informed decision-making.
12. What was a key outcome observed in Chile following the implementation of regulations on child-directed food marketing?
 - a. Reduction in children's exposure to food advertising and a decrease in child-directed marketing on pre-packaged cereals, alongside product reformulation.
 - b. An increase in the use of child-directed marketing techniques due to improved regulatory clarity.
 - c. No measurable change in marketing practices, as regulations had limited influence on industry behaviour.
13. What is a key reason for discrepancies in how foods are classified across different nutrient profiling models?
 - a. Variations in model design, including the selection and weighting of nutrients, the application of threshold versus scoring approaches, and differences in food categorisation.
 - b. Differences in how dietary intake data are collected and analysed across populations, influencing the interpretation of food healthfulness.
 - c. Inconsistencies in food composition databases and laboratory analytical methods used to quantify nutrient content.
14. Which of the following best reflects the author's recommendation regarding the use of nutrient profiling models in food policy?
 - a. The simultaneous use of multiple nutrient profiling models is recommended to maximise product classification coverage across all food categories.
 - b. Careful selection and validation of the nutrient profiling models are required to ensure alignment with public health objectives, promote nutrient-dense foods, and support effective regulations.
 - c. Standardising food composition databases should be prioritised over refining nutrient profiling model design to improve consistency in food classification.
15. Which of the following best reflects the authors' overall recommendation based on the study findings?
 - a. Regulatory approaches alone are sufficient to address unhealthy food environments without the need for additional nutrition education strategies.
 - b. Further research on behavioural outcomes should precede any implementation of food marketing and labelling regulations.
 - c. The implementation of comprehensive regulations to restrict child-directed marketing of unhealthy foods should be supported by coherent nutrition messaging and education to enhance effectiveness.