

Social Media Examples

Front-of-Package Warning Labels

The following are examples of partners' posts on Facebook, Instagram and X/Twitter to inspire your own digital advocacy assets.

X/Twitter



Graphic from Brazil calling audience to sign FOPWL petition (Aliança Pela Alimentação Adequada e Saudável)

Caption: There are already over 50,000 people in favor of our labeling proposal, but we still need many more! Don't let the industry tell you only part of the truth. Sign the petition and join us on our journey to 100,000 signatures! Click here:

<http://alimentacaosaudavel.org.br/rotulagem>

Text on Image: Proper labeling now! More than 50 thousand people support the fight for #properlabelingnow! Join us and sign the petition!



Graphic from Colombia calling audience to sign FOPWL petition (Red PaPaz)

Caption: Clear, visible and truthful labelling on the front of packaging of ultra-processed products high in sugar, fat or sodium is a key tool for us to make informed choices about the foods we give to our children. Sign in <http://goo.gl/ZMCyRp>

HEALA @heala_SA

🔔 Last Call! We have just 24 HOURS left to demand warning labels on unhealthy food. Share bit.ly/44Z7HuW with at least 3 people and ask them to submit a comment. It's our last chance to stand up to big food businesses and prioritize health! 🙌 #DemandWarningLabels



Graphic from South Africa calling on audience to submit a public comment in favor of the FOPWL law (HEALA)

Red PaPaz @RedPaPaz

No es lo mismo que lees en letras pequeñas "Azúcar 20g" que tener frente al empaque: Alto en Azúcar. Firma en goo.gl/ZMCyRp #YoDigoBasta #NoComasMásMentiras



Graphic from Colombia calling on audience to sign petition on FOPWL (Red PaPaz)

Caption: It's not the same to read 'Sugar 20g' in small print than to see on the front of the packaging: High in Sugar. Sign at [http://goo.gl/ZMCyRp](https://goo.gl/ZMCyRp) #ISayEnough #DontEatMoreLies

Text on Image: "I thought I was giving her natural juice and didn't know it had too much sugar."

Facebook

Healthy Caribbean Coalition
September 25, 2023 · 🌐

To combat misleading claims on food packaging, we need labels with clear facts that let us quickly, correctly and easily identify unhealthy products.

Visit <https://bit.ly/HCC-OWL-AOF> to show your support for the #OctagonalWarningLabels

#ActOnFacts



Graphic highlighting misleading claims on food packaging (Healthy Caribbean Coalition)

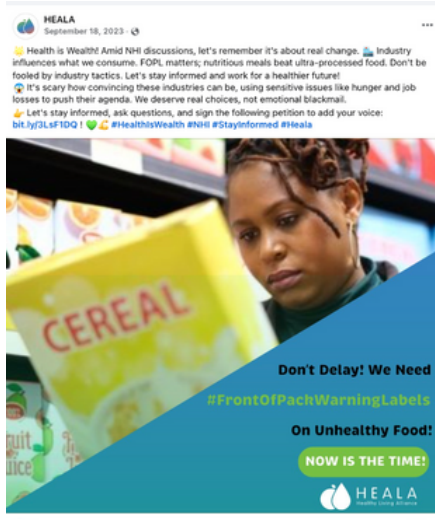


Video from Brazil featuring a nutrition and economic global expert speaking in favor of FOPWL (Aliança Pela Alimentação Adequada e Saudável)

Caption: American Barry Popkin, a professor of nutrition and economics who has researched obesity in Brazil for 25 years, is one of the supporters of adopting the warning label model on ultraprocessed products in the Brazilian market. Watch the video and share this idea. After all, we have the #RightToKnow what we eat! #ProperLabelingNow



Post highlighting news article about the regional call to action for front-of-package warning labeling in the Caribbean (Healthy Caribbean Coalition)



Post calling on audience to sign a petition to the Ministry of Health on passing an FOPWL law (HEALA)



Carousel of graphics highlighting new evidence on gaps in the implementation of the FOPWL law in Argentina (SANAR Nutrición)

Caption:

#NoLoDejemosPasar These are the results of the first citizen report on compliance with the #LeydeEtiquetado:

- Stamps are not properly located: they are not located on the front face of the product or do not have the correct size or location.
- Hidden Stamps: In many cases, the product stamped face was not visible on the gondolas.
- Cookies, sodas and yogurts were the most reported products.

- More than one non-compliance was reported on the same packaging. For example, the combination of products with labels that are not on the main face, that are not properly placed in the gondolas, and that include promotions.
- AMBA was the most reported area.
- Missing stamps: the lack of stamps was identified in products that should have them.

Get to know more on nolodejemospasar.org

Text on Selected Images:

Is the labeling law being enforced? One year after seeing the octagons, this is what we found.

Results: 153 valid reports were received.

We need: more state oversight and better mechanisms for citizen participation.

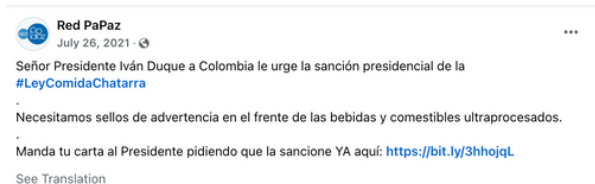


Graphic from Colombia (Red Papaz)

Text on Image: Since Colombia does not yet have mandatory front labels on ultra-processed products, it is not easy for those who donate food, such as the presidential advisory council for children and adolescents, to identify whether junk food is included.

Caption: Ultra-processed products do NOT contribute to the health and well-being of vulnerable populations. We invite the Presidential

Advisory Council for Children and Adolescents to implement a donation protocol that promotes the delivery of nutritious food. #DoNotDonateJunk



Carousel of graphics from Colombia calling audience to send a letter to the President in support of FOPWL law (Red Papaz)



Caption: Mr. President Iván Duque, Colombia urgently needs the presidential approval of the #JunkFoodLaw. We need warning labels on the front of ultra-processed food and beverage products. Send your letter to the President, requesting immediate approval here.

Text on Images: Sign the presidential approval and prioritize the health of Colombians, especially that of girls, boys, and adolescents. Take into account the available scientific evidence, free from conflicts of interest. The time has come to approve the #JunkFoodLaw.

Instagram



Photo of an offline protest in Colombia about the need for FOPWL (Red PaPaz)

Carousel of graphics about what kind of products are covered under the front-of-package warning label law in Argentina (FAGRAN)

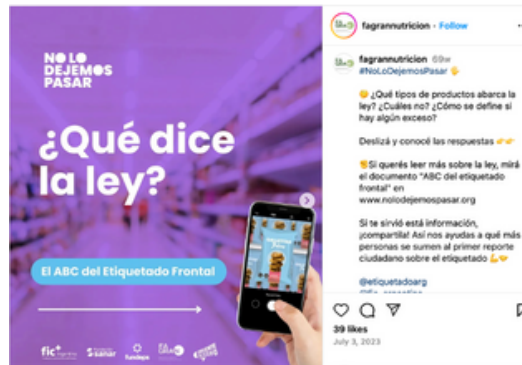


Image on Text: What does the law say?



“Label for packaged food products or non-alcoholic beverages.”



“Which products are not labeled?”



“How is it determined if a product has excesses? With a nutrient profiling system that indicates maximum levels for the presence of sodium, sugar, or fats in products.”



“This law is based on the best available scientific evidence. It is key to defend our rights as consumers. If you see violations, don’t let them slide.”