



Food Active: A regional healthy weight campaign

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Food Active

Local approaches to tackle obesogenic environments
22nd March 2016

HEALTH
EQUALITIES
GROUP





Learning from the battle against tobacco?



House of Commons
Health Committee

Childhood obesity— brave and bold action

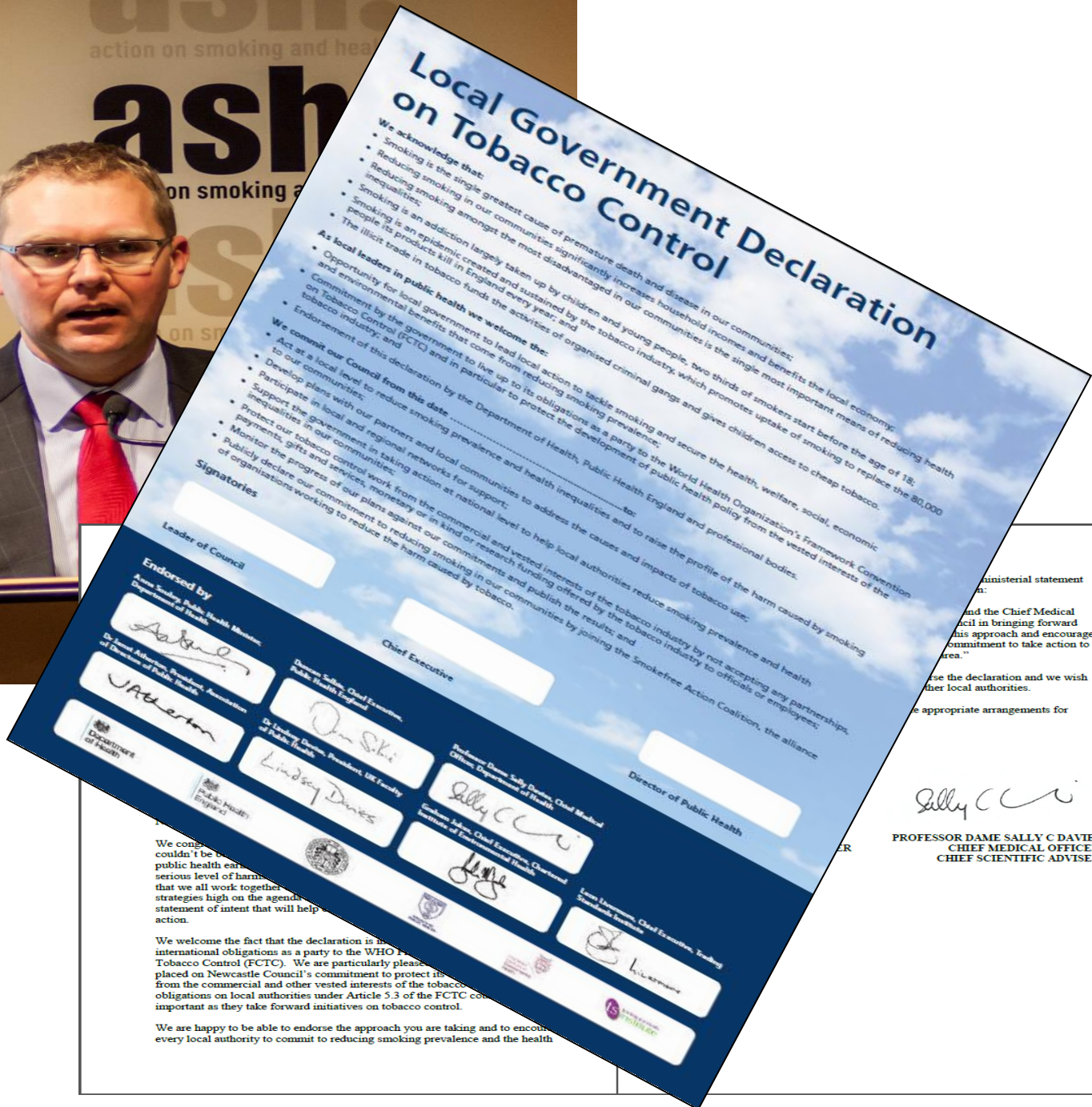
First Report of Session 2015–16

Health Committee (Nov. 2015): “Childhood obesity – brave and bold action”

- Controls on price promotions of unhealthy food and drink
- Tougher controls on marketing and advertising
- Reformulation programme to reduce sugar
- A sugary drinks tax
- Labelling showing sugar content in teaspoons
- Improved education and information
- Universal school food standards
- **Greater powers for local authorities to tackle the obesogenic environment**
- Early intervention to offer help to families

What can be done at Local Authority level?

- Children and adults should have access to healthy food in care settings including hospitals, schools, nurseries, residential care.
- Local authorities should procure food and drink intelligently (both in-house and in public venues)
- Town planning needs to encourage active travel and restrict fast food outlets wherever possible
- Local authorities should consider not accepting funding associated with industries that produce food and drinks high in sugar, salt and saturated fat.



Declaration agreed by Newcastle City Council May 2013

[The Local Government Declaration on Tobacco Control

We acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year; and
- The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

As local leaders in public health we welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment by the government to live up to its obligations as a party to the World Health organization's framework convention on Tobacco control (FCTC) and in particular to protect the development of public health policy from the vested interests of the tobacco industry; and
- Endorsement of this declaration by central government and Public Health England.

We commit our Council from this date

- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use;
- Participate in local and regional networks for support;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities;
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees;
- Monitor the progress of our plans against our commitments and publish the results; and

We could not be a public health emergency of a serious level of harm to our communities that we all work together strategies high on the agenda. statement of intent that will help action.

We welcome the fact that the declaration is in line with our international obligations as a party to the WHO Framework Convention on Tobacco Control (FCTC). We are particularly pleased to see placed on Newcastle Council's commitment to protect its people from the commercial and other vested interests of the tobacco industry. We are also pleased to see the declaration in line with our obligations on local authorities under Article 5.3 of the FCTC which is so important as they take forward initiatives on tobacco control.

We are happy to be able to endorse the approach you are taking and to encourage every local authority to commit to reducing smoking prevalence and the health

Ministerial statement
and the Chief Medical Officer in bringing forward this approach and encourage commitment to take action to
use the declaration and we wish other local authorities.
make appropriate arrangements for

Sally C Davies
PROFESSOR DAME SALLY C DAVIES
CHIEF MEDICAL OFFICER
CHIEF SCIENTIFIC ADVISER

Local Authority Declaration on Healthy Weight

- Based upon the principle of the Local Authority Declaration on Tobacco Control from ASH
- Support and develop action locally on sugary drinks and/or junk food / commercial determinants
- The declaration will aim to support Local Government to take action to prevent excess weight and secure the health and wellbeing of residents
- The declaration will require Local Government officers and politicians to support the implementation of policies that will encourage healthy weight.

HEALTHY WEIGHT:
WHY LOCAL AUTHORITY
ACTION IS NEEDED:
THE EVIDENCE BASE



BRIEFING PAPER
LOCAL AUTHORITY DECLARATION
ON HEALTHY WEIGHT



LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT



THIS LOCAL GOVERNMENT
DECLARATION ON HEALTHY WEIGHT IS A
STATEMENT, INDIVIDUALLY OWNED BY
BLACKPOOL COUNCIL.

It encapsulates a vision to promote
healthy weight and improve the health
and well-being of the local population. We
recognise that we need to exercise our
responsibility in developing and implementing
policies which promote healthy weight.

Thank you

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**FOOD
ACT!VE**

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