



Department
of Health

Childhood Obesity & Food Policy in the UK

High Level Group on Nutrition & Physical Activity Meeting

Brussels, Wednesday 6th April 2016

Emma Reed

Deputy Director, Obesity and Food Policy

Childhood Obesity Strategy

- Tackling obesity, particularly in children, is one of our major priorities. We will be launching our Childhood Obesity Strategy in the summer.
- Our strategy will look at everything that contributes to a child becoming overweight and obese.
- **The causes of obesity** are complex - diet, lifestyle, environment and genetic factors. Tackling it will require action across Government, businesses, schools, local government, health professionals, and individuals.

Topics

Obesity in the UK

Sugar reduction

Soft drinks levy

Consumer awareness

Nutrition Labelling

Advertising to children

Obesity and women's health

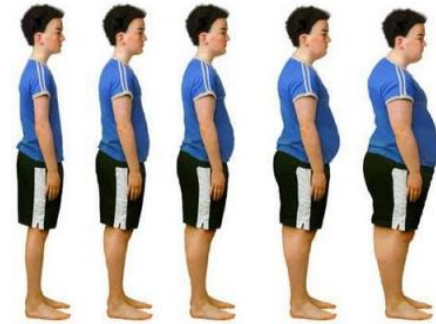
Salt reduction

Physical Activity



Obesity is a national problem

- The UK currently has one of the highest overall obesity rates amongst developed countries.
- About 62% of adults are either overweight or obese, of these 26% are obese.
- In England **1 in 10** children are obese when they start primary school, and this rises to **2 in 10** by the time they leave.
- Obesity among children in the most deprived areas is double that of those living in the least deprived areas.



Evidence for action - Sugar reduction

- Consuming too much sugar increases the risk of consuming too many calories, which, if sustained, causes weight gain and obesity.
- The Scientific Advisory Committee on Nutrition (SACN) recommends reducing 'free sugars'* intake to 5% of total dietary energy, and minimising consumption of sugar-sweetened beverages.
(*sugars added to food, naturally present in honey, syrup and fruit juice/smoothies)
- In England children and teenagers consume up to 3 times more sugar than this recommendation.
- Evidence shows a wide range of measures could be used to reduce sugar consumption - rebalancing promotions, sugar levy, reformulation. There is no single solution for reducing sugar intake.
- Sugar reduction will be part of the Childhood Obesity Strategy, and this report is being used to inform our thinking.



Soft drinks levy

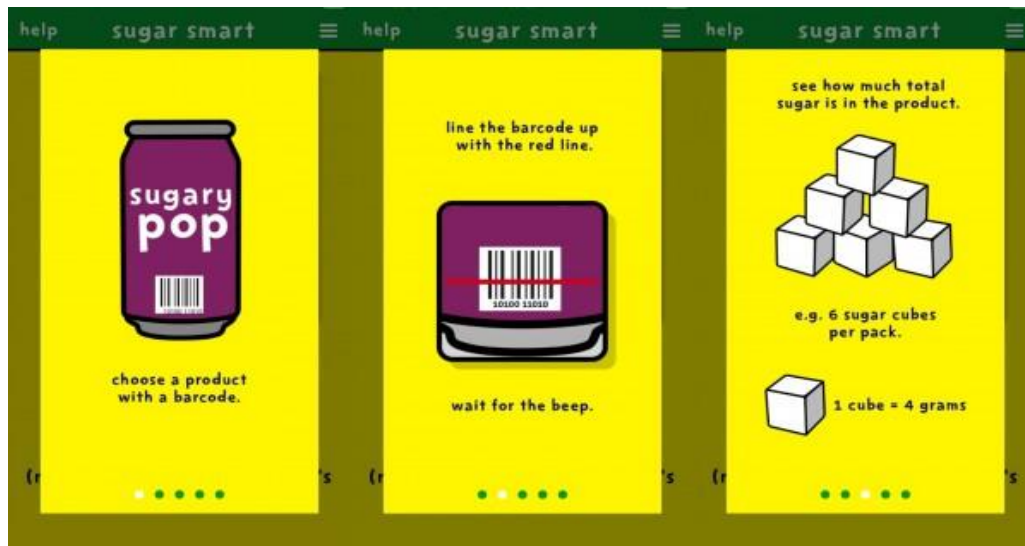
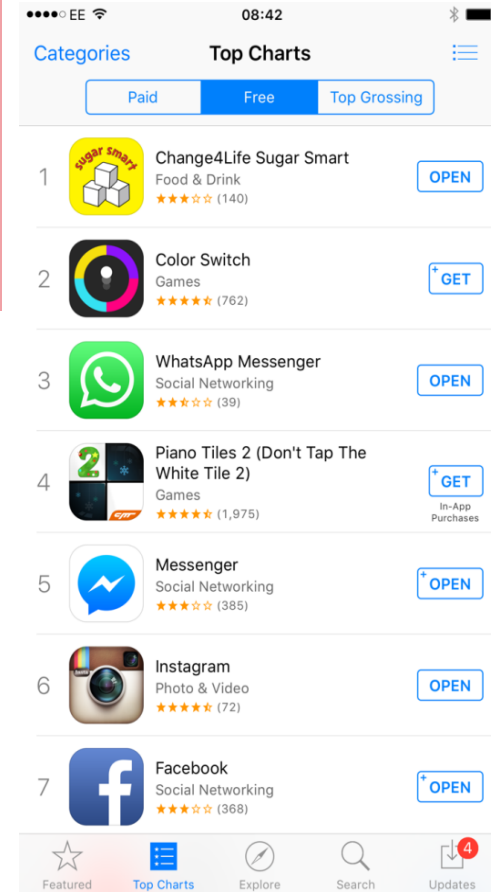


- Announced last month, the new sugary drinks levy is the first step in our Childhood Obesity Strategy.
- Comes into force from April 2018, and aimed at the producers and importers of added sugar soft drinks.
- Will apply to soft drinks with added sugar, but excludes milk-based drinks and pure fruit juices.
- Designed to encourage producers to **reformulate** their products, by reducing added sugar content, and move consumers towards lower sugar alternatives, and reducing the portion sizes for high sugar drinks.
- Revenue will be used towards increasing physical activity in schools, and expanding school breakfast clubs.

The Change4Life Sugar Smart App



1.9+m downloads
and 7m+ successful product scans so far



Extensive Promotion to Surround Families with Messaging and Support



TV, outdoor and digital advertising



Email support



PR and social media

Roadshows



mySupermarket partnership

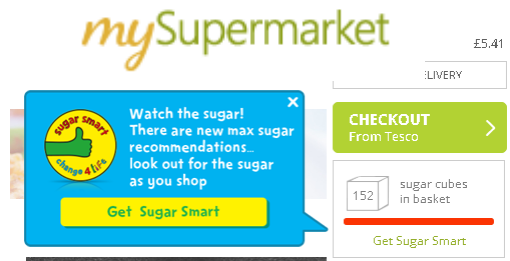
Schools Materials



5m packs given to school children



In-store



Eatwell Guide

Check the label on packaged foods

Each serving contains

Energy 1046kJ 250kcal	Fat 5g	Saturates 1.3g	Sugars 34g	Salt 0.9g
	LOW	LOW	HIGH	MED
12.5%	7%	6.5%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Eat at least 5 portions of a variety of fruit and vegetables every day

Fruit and vegetables



Choose wholegrain or higher fibre versions with less added fat, salt and sugar

Potatoes, bread, rice, pasta and other starchy carbohydrates



Eat less often and in small amounts

Beans, pulses, fish, eggs, meat and other proteins

Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Dairy and alternatives

Choose lower fat and lower sugar options



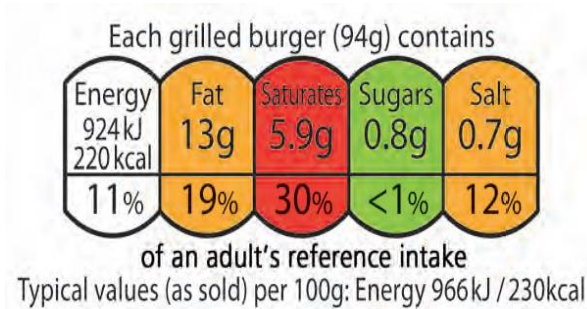
Oil & spreads

Choose unsaturated oils and use in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Front of Pack Nutrition Labelling

- Our voluntary scheme combines colour coding and percentage reference intakes.
- Introduced in 2013 it has been voluntarily adopted by businesses that represent two-thirds of the packaged food and drink market in the UK.
- It enables consumers to see, at a glance, the level of energy, fat, saturated fat, sugar, and salt in a product, and make informed choices to balance their overall diet.



- It enables comparisons between products from different retailers and manufacturers and within product categories.
- It does not give a single overall health rating for individual foods, but gives a high, medium or low content indication for fats, saturates, sugars and salt.

Advertising to children

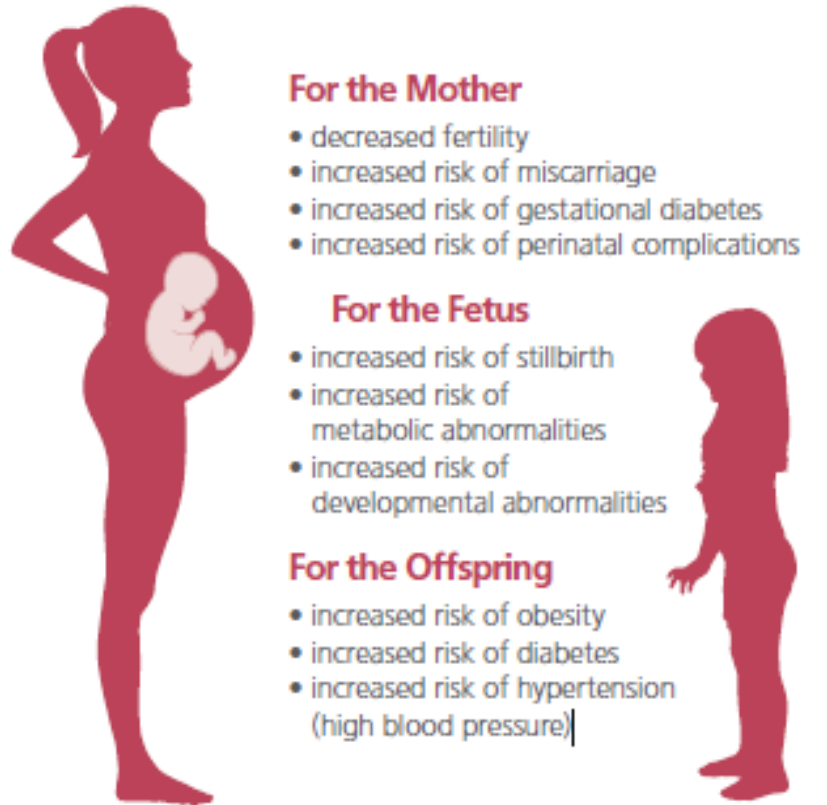


- The Committee of Advertising Practice (CAP) sets industry codes for advertising practice in non-broadcast media (newspaper, magazines, cinema, billboards, online advertising).
- Standards enforced by the Advertising Standards Authority (ASA) who can require changes, issue rulings and fines.
- In September 2015, CAP announced a public consultation for 2016 on introducing new rules governing non-broadcast advertising to children of HFSS food and drink.
- Current rules require that:
 - ads must not condone poor nutritional habits or an unhealthy lifestyle in children;
 - celebrities and licensed characters are banned in food and soft drink ads directed at younger children.
- The review is in response to changes in children's media habits and advertising techniques, such as advergames.
- Non-broadcast rules are less strict than the very specific ones for broadcast (television) so there is scope for these standards to be improved.

Chief Medical Officer Annual Report 2014

'The Health of the 51%: Women'

EFFECTS OF MATERNAL OBESITY



- Obesity - the greatest risk to women's health.
- Being overweight or obese increases the likelihood of certain non communicable diseases, pregnancy complications, and can affect offspring.
- Tackling obesity can help to alleviate the burden of disease in the population, and preventative action is likely to reduce future disease burden.
- One of the report's recommendations is that the government should include obesity in its national risk planning.

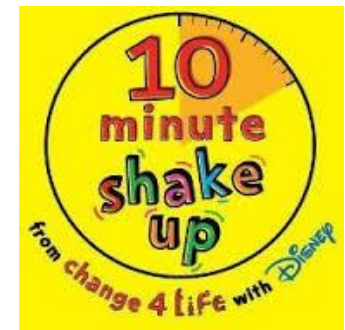
New salt intake data

- The latest figures from 2014 show adult salt intake at 8g/day in England.
- Also show that salt intake was 8.5g/day in 2011, and 8.8g/day in 2005/06 - **11% decrease** from 2005/06 to 2014.
- Engaging with industry through the Public Health Responsibility Deal, and our Front of Pack Labelling Scheme played a big role in encouraging reformulation to reduce salt.
- Food industry working towards 2017 salt targets for 76 food categories.



Physical Activity - What is the Government doing?

- UK signed up to the EU Health Enhancing Physical Activity (HEPA) programme and works closely with WHO Europe and EU Commission to deliver HEPA's work packages.
- Cross- Government work between the Department of Education, DH and the Department for Culture, Media & Sport to support physical activity and sport in schools.
- DH confirmed funding for school games organisers (SGOs).
- Public Health England continue to invest in Change4Life 10 Minutes Shake Up, in partnership with Disney.
- Important that SGOs help us to promote the Change4Life brand and work closely with sports National Governing Bodies to co-ordinate different offers.



Physical Activity Guidelines

Supporting health professionals



Start Active,
Stay Active

A report on physical activity for health
from the four home countries'
Chief Medical Officers



Physical activity for children and young people (5 – 18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS	MAINTAINS HEALTHY WEIGHT
DEVELOPS CO-ORDINATION	STRENGTHENS MUSCLES & BONES
IMPROVES CONCENTRATION & LEARNING	IMPROVES HEALTH & FITNESS
	IMPROVES SLEEP
	MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least 60 minutes everyday

All activities should make you breathe faster & feel warmer

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	<p>Include muscle and bone strengthening activities</p> <p>3 TIMES PER WEEK</p>	SPORT
CLIMB	PE		WORKOUT
SKIP	CLIMB	DANCE	

Sit less

LOUNGING

Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

The new Strategy for Sport

- Published by the Department for Culture, Media & Sport (DCMS) before Christmas.
- First strategy in the last 13 years.
- Recognises the synergies between sport and physical activity.
- Promotes the integration of sport and physical activity into care pathways and maximize potential of advice, prescribing and referral interventions.
- Announced an extended remit for Sport England to now cover 5+.

