

**FOOD  
ACTIVE**

# A local whole systems approach to Healthy Weight

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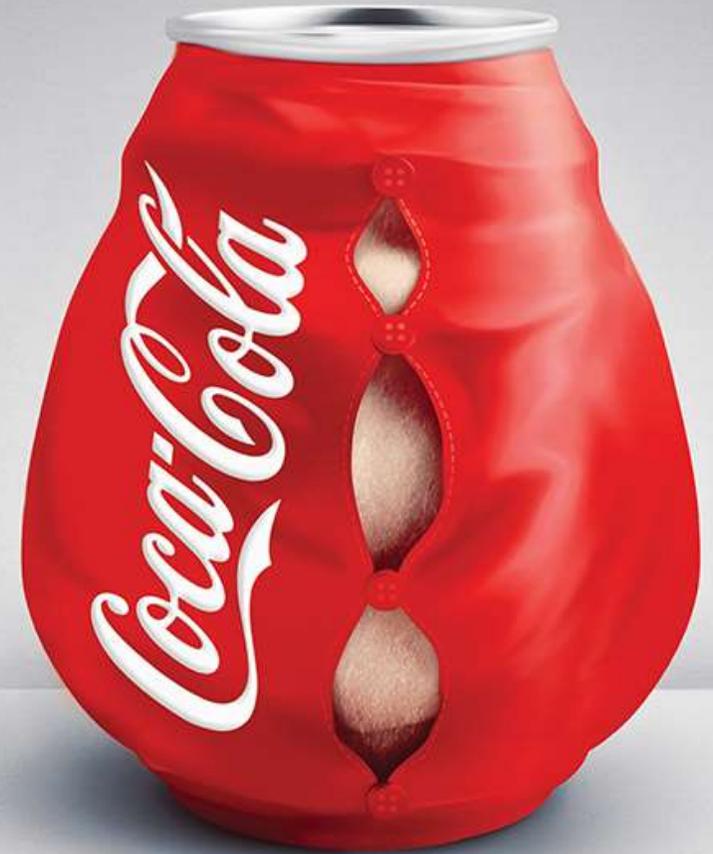
Food Active Conference, Manchester, September 2017

Credit and thanks for slides borrowed, stolen and gracefully provided from friends and colleagues. Interpretation is my own.





**Learning from tobacco control**



# Tobacco Control



"3As": Reduce:

## **Affordability**

↑Tax, ↑Price, Stop smuggling

## **Acceptability**

Advertising bans, SmokeFree Laws, PlainPacks

## **Availability**

Licensing retailers, Age checks

Thanks to Simon Capewell

**SmokeFree  
Liverpool**

**SmokeFree  
Liverpool**

**SmokeFree  
Liverpool**

**SmokeFree  
Liverpool**

Local and regional campaigns and advocacy can lead to and/or support national action

[WWW.SMOKEFREELIVERPOOL.COM](http://WWW.SMOKEFREELIVERPOOL.COM)



*I want  
to work,  
Smoke free*



Count yourself in - put 'em out!  
**Liverpool**<sup>1st</sup>

[WWW.SMOKEFREELIVERPOOL.COM](http://WWW.SMOKEFREELIVERPOOL.COM)

LOCAL  
GOVERNMENT  
DECLARATION ON  
HEALTHY WEIGHT



**A local authority led momentum taking a policy approach to addressing healthy weight in the North West**

August 2017

# Timeline for Declarations on Healthy Weight in the NW



January 2016

Adopted by Blackpool Council – first to adopt nationally

May 2016

Adopted by St Helens Council

December 2016

Adopted by Knowsley Council

January 2017

Adopted by Lancashire County Council – first two-tier council to adopt

April 2017

Blackpool Teaching Hospitals – first NHS Declaration

April/July 2017

Adopted by Blackburn with Darwen Council and developed to be a Joint Declaration with Blackburn with Darwen CCG

July 2017

Adopted by Sefton Council

**On the way?:** Cumbria, Halton, Liverpool and Rochdale

# Local Declarations on Healthy Weight: What's Needed?

- **Leadership**
- **Accountability**
- **Momentum**
- **Sharing good practice**
- **Supported by local awareness campaigns**



# We need 'mature conversations':

**“We’ve recognised that a community that’s unwell and reliant on lots of services is a drain on resources and a drain on the economy, so really to have a healthy, resilient population will help us with our other objective of regenerating Blackpool”**

**Dr Arif Rajpura, Director of Public Health,  
Blackpool Council**





**Lancashire leading the way – from local authorities to local hospital**

# And it's happening in hospitals:

## Blackpool Teaching Hospitals will strive to;

- Review the provision of food in all buildings and venues to make the healthier choice the easier choice
- Reduce sugary drink availability
- Consider weighted / financial support for healthier catering
- Promote drinking water to improve hydration
- Ensure food provided at events and meetings includes healthier provisions
- Increase the knowledge of staff on the importance of leading a healthy lifestyle, creating a culture and ethos that supports healthy weight
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- Continue to promote active commuting and encourage staff to achieve the recommended exercise guidelines
- Develop a food and drink policy focusing on the Hospital Food Standards Report
- Share the agreement with Trust Executives, Blackpool Council's Public Health and Health and Wellbeing Board
- Monitor progress through the Healthier Workforce Taskforce and the Nutrition Steering Committee

# Sugary drinks campaigns have impact

## #GULPChallenge

**gulp.** *give up loving pop*

Four week challenge to Give Up Loving Pop  
April 2017 – lots of residents engaged



**SEFTON!** #GiveUpLovingPop  
IT IS TIME TO... CAN YOU CUT OUT SUGARY DRINKS FOR FOUR WEEKS?  
The GulpChallenge starts Monday 3rd April  
sign up at [www.giveuplovingpop.org.uk/gulp-challenge](http://www.giveuplovingpop.org.uk/gulp-challenge)

 ONE IN FOUR CHILDREN IN RECEPTION ARE NOW OVERWEIGHT OR OBESE

 BY YEAR 6 THIS RISES TO OVER ONE IN THREE

 NEARLY ONE QUARTER OF FIVE YEAR OLDS HAVE DECAY IN THEIR MILK TEETH

 AND SUGARY DRINKS ARE A MAJOR PART OF THE PROBLEM

 SWOP SUGARY DRINKS FOR WATER AND LOW FAT MILK TO HELP YOU #GIVEUPLIVINGPOP

[www.giveuplovingpop.org.uk/gulp-challenge](http://www.giveuplovingpop.org.uk/gulp-challenge) **gulp.** *give up loving pop*

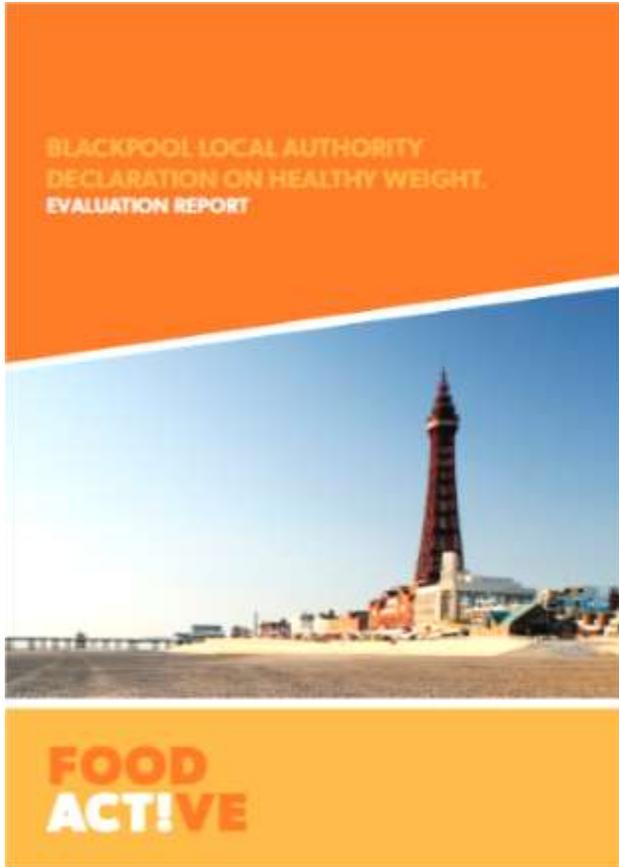
Sefton Council

# What else is needed? Nationally

- Food policy post-Brexit
- More action on junk food marketing
- Controls on promotions for multi-buys
- Address the link between food and drink companies and sport
- Food Active will continue to support national partnerships such as the Obesity Health Alliance



# What next? And locally?



- Developing monitoring and evaluation tools
- Regional approaches?
- More developments in the NHS
- Declarations in the private and third sectors?

# Thank you

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