



FOOD ACTIVE

ANNUAL REPORT: 2017/2018

EXECUTIVE SUMMARY

Food Active is a regional healthy weight programme of work, commissioned in 2017/18 by 11 local authorities across the North West of England.

This annual report provides an overview of the following:

- Obesity in the UK – the scale of the problem and challenges faced by local authorities
- National successes over the past year, including the introduction of the long-awaited Soft Drinks Industry Levy.
- Our specific priorities and objectives for 2017/18
- Key outputs against these priorities in 2017/18, which include:
 - Healthy weight in all policies: including our annual event and the further adoption of the Local Government Declaration on Healthy Weight by 10 North West county, district and borough councils bring the total number of adoptees to 14.
 - Sugar-sweetened beverages: including six Give Up Loving Pop campaigns delivered this year.
 - Junk food marketing to children: including two exciting research projects in partnership with national organisations, including the Children’s Food Campaign and UK Health Forum.
 - Active travel: consultation on the Transport for the North plan and a series of guest blogs.
- Looking forward to 2018/19, including funding for the next financial year and new work priorities.

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WELCOME

It is my pleasure to welcome you to the fifth Annual Report from Food Active.

This year has been another eventful year for the programme with significant national successes aligned to Food Active's key priorities.

The sugary drinks industry levy finally came into action in April this year, and Food Active was recognised nationally for our important contribution towards this landmark day for public health. It is estimated that so far 40% of sugary drink companies have reformulated their drinks to contain significantly less sugar, in some cases up to a 70% reduction. Early 2018 saw a significant movement by leading supermarkets in the UK, with a ban on the sale of energy drinks to under 16s in response to pressure from academia and campaign groups. This will have positive implications on the number of energy drinks and sugar consumed by children and young people.

Public Health England followed up its Sugar Reduction Programme with a Calorie Reduction Programme, aiming to challenge industry to reduce the number of calories contained in a wide range of food categories by 20% by 2024; including ready meals, pizzas, meat products, prepared sandwiches and savoury snack products. The programme was launched in response to figures suggesting the UK population consumes between 140-500 excess calories every day, depending on age and gender. We know that frequent excess consumption of calories can contribute towards gradual and accumulative weight gain, and this excess consumption in the UK population will undoubtedly be playing its role in the development of the obesity crisis.

The Committee for Advertising Practice also introduced advertising codes of practice on non-broadcast media to foods high in fat, sugar and salt marketed at children. These regulations aimed to bring regulations on non-broadcast media in line with regulations on broadcast media, in a bid to reduce children and young people's exposure to cues to consume unhealthy food and drink.

Indeed, these are promising steps towards effectively tackling the rising tide of obesity. However, these measures merely scratch the surface of the problem, and with levels of childhood obesity continuing to rise, it is more important than ever

that programmes of work such as Food Active continue to advocate for further policy change.

At a local level, we are delighted to report further adoption and expansion of Food Active's Local Authority Declaration on Healthy Weight in a further four local authorities (and an additional six district councils), bringing the total to 14 across the North West. Congratulations to these councils for committing to tackling obesity in their area by driving healthy weight across all policy areas. 2017/18 also brought about conversations with local authorities outside of the North West who have committed to working with us to adopt a declaration on healthy weight.

Our priorities in 2018/19 will include; working with local authorities to get healthy weight into all policies, this will support the continued work around the Local Government Declaration on Healthy Weight. We will continue our work to reduce consumption of sugar-sweetened beverages, including delivering local GULP campaigns and further development of the Kind to Teeth campaign. We will continue to be involved in research to strengthen the evidence base around restrictions on junk food marketing to children. Furthermore, we will support shared learning through communications such as the Food Active Supporters E-bulletin, guest blogs, position statements and the development of a commissioners-only information sharing platform to help share good practice.

I'd like to thank all the support from our commissioners over the past year; it has been paramount to the success of the programme and we hope you enjoy this report as a chance to reflect on some of the successes we have achieved as a collaborative.

Yours faithfully,

Matthew Ashton

Director of Public Health, Sefton and Knowsley Council

Lead Director of Public Health at Food Active



BACKGROUND AND AIMS OF THE CAMPAIGN

Food Active is a regional healthy weight programme, commissioned in 2017/18 by 11 local authorities across the North West of England. The programme was initiated in 2012 as a collaborative commitment by Directors of Public Health to consider population level policies to address obesity that add value to local programmes and services. The Food Active brand was successfully launched in late 2013 and continues to grow in recognition. Food Active is often invited to speak at a national level and provide a North West perspective on national boards and campaigns.

Since the programme's launch, the evidence base and rationale for the focus on population level policies that are effective in addressing unhealthy weight has grown substantially:

- ❖ Top Ten for Number Ten, A Public Health Manifesto from the North West Directors of Public Health. ADPH North West DPH Group. July 2014.
- ❖ Carbohydrates and Health. Scientific Advisory Committee on Nutrition. July 2015.
- ❖ Sugar Reduction, The evidence for action. Public Health England. October 2015.
- ❖ Calorie Reduction: The scope and ambition for action. Public Health England. March 2018.
- ❖ Childhood Obesity— brave and bold action. House of Commons Health Committee, First Report of Session 2015–16. November 2015.
- ❖ Report of the Commission on Ending Childhood Obesity. World Health Organisation. 2016.

Adult obesity:

Nationally, 61.3% of adults carry excess weight, of which 27% are classified as obese with a Body Mass Index of 30kg/m².

Obesity prevalence is disproportionately burdened in areas of deprivation and adults living in the most deprived areas of England are 46% more likely to be obese than adults living in the least deprived areas. As such, in deprived areas in the North West such as Knowsley, as many as three quarters (74.9%) of adults carried excess weight in 2016/17 ¹.

In a report published earlier this year, the OECD found the UK to be the most obese country in Western Europe, claiming a 92% increase in obesity since the 1990s. A sobering statistic indeed ². Furthermore, based on current trends, the World Obesity Federation predicts that over one third of the adult population in the UK, equating to 17 million adults, will be obese by 2025 ³.

We are now facing a situation whereby an adult living in the UK is more likely to be overweight or obese, than to maintain a healthy weight.

Childhood obesity

Latest figures on childhood obesity indicate that 22.6% of reception aged children are overweight or obese. In the North West, this rises to as many as 28.2% across Cumbria. Nationally, a further 34.2% of children leave primary school an unhealthy weight. In Knowsley, Merseyside, this rises to over two fifths (42.2%) ⁴.

A report on 10 years of the National Child Measurement Programme was published late last year, a summary of which can be seen in Figure 1. Whilst there were some positives to take from the report, such as reduced incidence of children starting school obese, on the whole trends paint a disappointing picture and future for children and young people. As illustrated in Figure 1, trends in obesity in Year 6 girls and boys continue to show year on year increases – the rate of increase is also speeding up on previous year's data (2014/15).

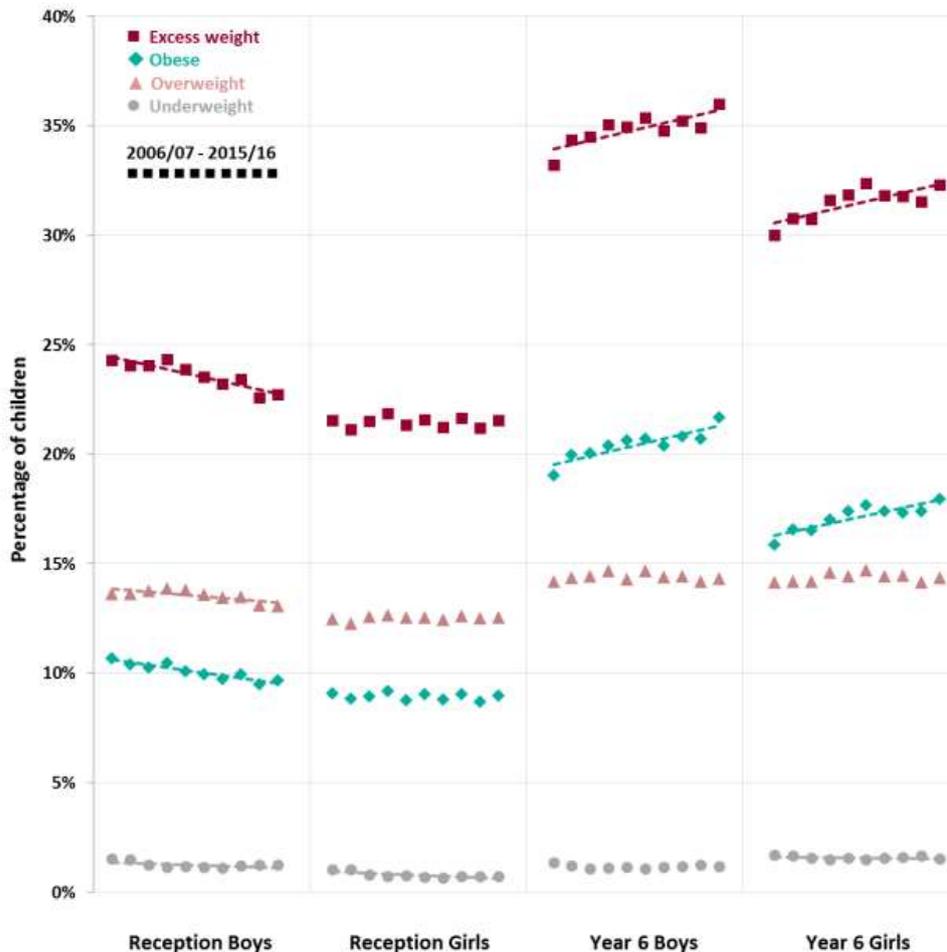


Figure 1: Prevalence of obesity, excess weight, obesity and underweight by year of measurement, school year and sex. NCMP 2006/07 to 2015/16.

The report also demonstrated widening inequalities in excess weight, overweight and obesity prevalence by deprivation centile, with the most deprived children being twice as likely to be obese compared to the least deprived. Increasing prevalence of obesity was also reported in Year 6 and among certain ethnic minorities⁵.

These latest findings provide an indication of the magnitude of issues facing the UK at present. Research shows that obesity during childhood and adolescence is likely to translate into adulthood, therefore could have a devastating and chronic impact on health throughout the life-course. This evidence reinforces the importance of plans at both a local and national level to tackle the obesity epidemic.

The Food Active programme aims to continue to add value locally by tackling obesity through a collaborative approach, with a specific focus on population level policies that will have an impact on excess weight.

Our priorities for 2018/19, decided through consultation with stakeholders, to:

1. Advocate for healthy weight in all policies and support measures to tackle obesity at local, regional and national levels
2. Continue to advocate for the use of fiscal measures and supply restrictions to change consumption behaviour of sugar-sweetened beverages
3. Advocate for stronger national regulatory controls on the advertising of junk food to children
4. Advocate for measures to increase physical activity through:
 - Active travel, specifically walking and cycling, and improved spatial planning measures e.g. 20mph zones
 - Physical activity promoting settings, particularly workplaces and schools

A stakeholder group, chaired by Matthew Ashton, on behalf of the Directors of Public Health in the North West supports the governance of the Food Active programme. Stakeholder membership of this group includes representation from the public health community including local authority officers, academia, and other regional and national public health bodies and third sector organisations. The stakeholder group meets twice per year, to support the delivery of Food Active and assess progress against agreed targets.

Annual conferences or events are also facilitated to engage stakeholders and in addition a network of 400 plus stakeholders has been established with an interest in the programme, receiving regular e-bulletins. We engage with over 1850 followers on the Food Active Twitter account and over 800 followers on the Give Up Loving Pop Twitter account.

SPECIFIC OBJECTIVES 2017/18

1. To advocate for healthy weight in all policies and support measures to tackle obesity at a local, regional and national level.
2. Continue to advocate for the use of fiscal measures and supply restrictions to change consumption behaviour of sugar-sweetened beverages
3. Advocate for stronger national regulatory controls on the advertising of junk food to children
4. Advocate for measures to increase active travel, specifically walking and cycling, and improved spatial planning measures e.g. 20mph speed restrictions.

PROGRAMME ACTIVITIES

- To add value to local programmes, services and plans to prevent obesity through a collaborative approach
- To work with partners to bring in additional funding to meet the key objectives of the programme
- To raise the profile of healthy weight including spatial planning and active travel in all policies and at all levels
- Investigate public perception and level of support for specific policy interventions that are shown to be effective in achieving and maintaining healthy weight
- Produce a range of resources, policy briefings, communications, resources and events to disseminate best practice in the implementation of local programmes and initiatives to promote healthy weight
- To build and strengthen partnership working in preventing overweight and obesity across the North West
- Develop research papers and research partnerships to establish further evidence to enable policy change at a national and local level.

OUTPUTS

1. HEALTHY WEIGHT IN ALL POLICIES

ADVOCACY

Local government declaration on healthy weight

In August 2014, Food Active, invited Action on Smoking and Health (ASH) to give a presentation in Manchester on their Local Authority Declaration on Tobacco Control to consider if this approach would work for overweight and obesity. Following a period of stakeholder engagement the declaration was launched in late 2015. Since this date, the declaration has grown from strength to strength, and 2017/18 was a particularly successful year with numerous presentations delivered across the country and more local authorities committing to taking action to improve the health of their local population.

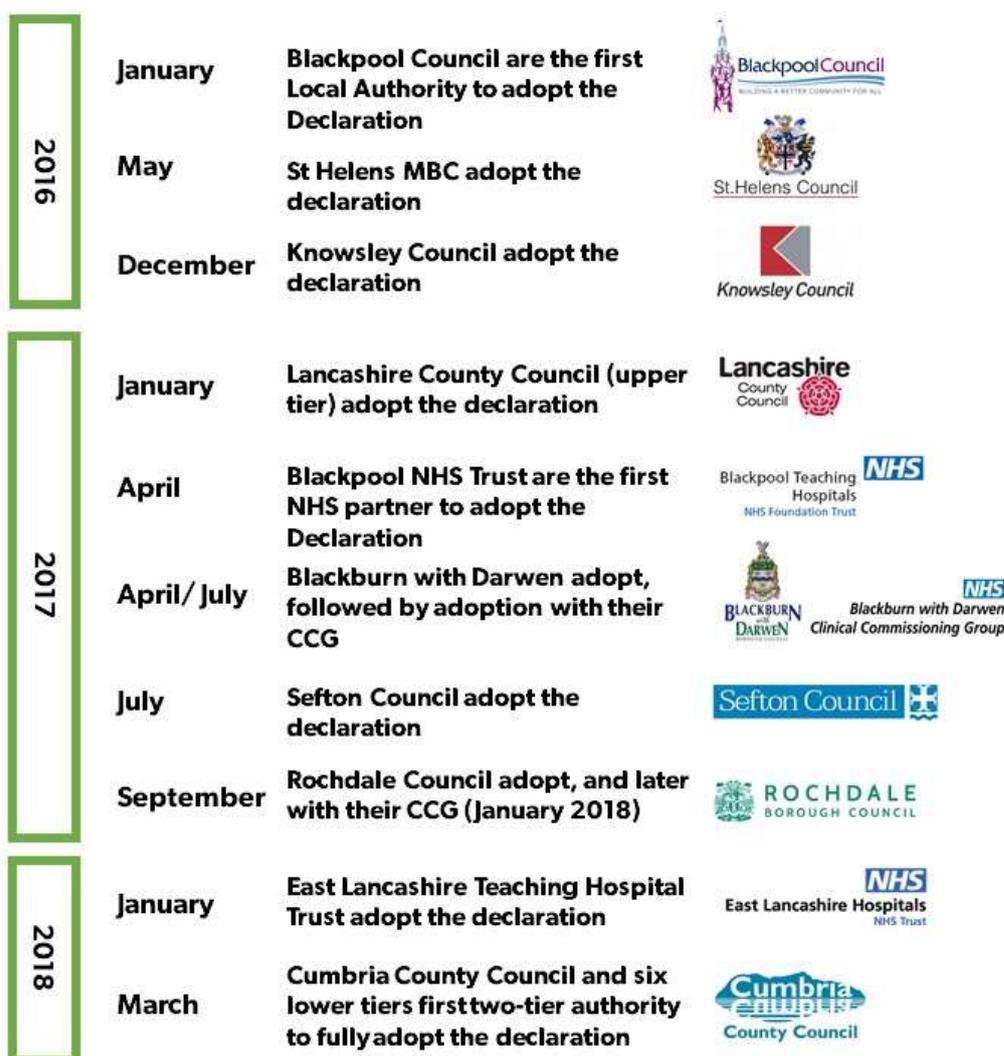


Figure 2: Timeline of the Local Authority Declaration on Healthy Weight

This year, we have seen Blackburn with Darwen (with the CCG), Sefton and Rochdale Borough Council adopt the declaration. In March 2018, Cumbria County Council, alongside its six district councils also joined the roster of adoptees. Becoming the first two-tiered council to sign up to the declaration at both district and county council level. Cumbria celebrated this landmark by hosting a Healthy Weight Summit at which our Director of Research, Robin Ireland, was delighted to speak. The event was attended by a wide range of stakeholders, including transport, environmental health and housing to encourage discussions about their roles in addressing obesity across Cumbria.

The addition of Cumbria County Council takes the number of councils signed up to the declaration to 14, with two hospital trusts also signing their own NHS-style declaration in Blackpool and East Lancashire.



Figure 3: Local Authorities sign up to the declaration.

Left - Sefton signs the Declaration (Matthew Ashton, Director of Public Health and Cllr Ian Moncur, Sefton Borough Council, and Robin Ireland, Food Active).

Right – Blackburn with Darwen and CCG joint declaration (Dominic Harrison, Director of Public Health, Cllr Mustafa Desai, Chris Clayton, Clinical Chief Officer CCG and Cllr Mohammed Khan, Leader of the Council, Blackburn with Darwen Council).

The declaration continues to grow in recognition as a whole systems approach to tackling obesity, and in February was featured in the latest update of the World Cancer Research Fund International [NOURISHING database](#). The database provides an overview of implemented policy actions from around the world to promote healthy diets and reduce obesity.

An evaluation report of Blackpool's declaration was published by Food Active in June 2017, along with a support pack for local authorities who wish to consider the declaration. We are currently in the process of refreshing this support pack one-year-on, with updates, case studies and learning from the last 12 months. During this year, we also started a task and finish group to develop a monitoring and evaluation tool, with the tool expected to be ready in autumn 2018.

Looking to the future, we already have a number of local authorities currently in process or planning to adopt the declaration, including significant interest from outside the North West in the South West and Yorkshire and the Humber. In addition to this, we are pleased to say Food Active has acquired funding to develop a NHS declaration, supported by Public Health England, South West. We fully anticipate 2018/19 to bring more successful adoptions and further recognition for the declaration as a vital step for local authorities to tackle obesity in their local area through a multi-faceted approach.

KNOWLEDGE SHARE

Food Active annual conference - healthy weight in all policies

On 22nd September 2017, Food Active held an event titled 'Healthy Weight in all Policies' at the Mechanics Institute, Manchester. Over 60 delegates were in attendance on the day, including a wide range of stakeholders from academia, public health professionals, nutritionists, students and community group members.

The event aimed to promote the Local Authority Declaration on Healthy Weight, share good practice in national and regional approaches to healthy weight and provide an opportunity for learning and discussion around incorporating healthy weight into all policies.

The event was opened by Dr Arif Rajpura, Director of Public Health at Blackpool Council and chaired by Cllr Graham Cain, Cabinet Secretary for Resilient Communities, Blackpool Council.

To follow, speaker presentations included Professor Simon Capewell (University of Liverpool), Jamie Blackshaw (Obesity and Healthy Weight Lead, Public Health

England), Alison Cox (Cancer Research UK), Cathy Weatherup (Strategic Lead, Public Health Wales), Sarah Price (Executive Lead, Health and Social Care Partnership, Greater Manchester), Robin Ireland (Director of Research, Health Equalities Group) and Ken Perry (Do-Well UK). Presentations were split into two sessions and at the end of each session a panel discussion was facilitated, taking any questions from delegates in the audience.



Figure 4: Panel Discussion One - From left to right, Professor Simon Capewell, Dr Arif Rajpura, Cllr Cain, Alison Cox and Jamie Blackshaw.

Feedback from the meeting was very positive and delegates found the event useful for networking opportunities, topics covered both in the presentations and in panel debates relevant to their work and sharing good practice around healthy weight. The feedback was later compiled into an evaluation report and was sent to delegates and speakers in attendance and published on the Food Active website, which can be found by [following this link](#).

The event gained significant social media coverage of over twitter 6,840 impressions, using the hashtag #FoodActive2017 and the European Public Health Alliance also published an article on the event, which can be viewed [here](#).

Perspective pieces report: promoting healthy weight across all policy areas

On the back of the Healthy Weight in all Policies conference, Food Active prepared a 'Perspective pieces' report to look at how healthy weight is considered in a variety of local authority departments and public-sector organisations.

Evidence from seven local authority departments (outside of Public Health, such as early years, catering, forward planning and business development) and other public-sector organisations (involved with local transport, activity, sports and regeneration) was gathered to highlight good practice in tackling overweight and obesity. The perspective pieces work aims to share good practice relating to the promotion of healthy weight from different stakeholders and highlight the need for all policy areas to address healthy weight. The report contributes to the wider work undertaken by Food Active on whole systems approaches to addressing overweight and obesity and is available to view and download on [the Food Active website](#).

Position statement: Childhood obesity

A [position statement on childhood obesity](#) was prepared and published by Food Active earlier this year. The statement frames the issue of childhood obesity at a regional and national level, provides an overview of the current evidence, reviews the current regulatory landscape and outlines our action and commitments to tackle the problem.

2. SUGAR-SWEETENED BEVERAGES ADVOCACY

The Give Up Loving Pop Campaign

The GULP 'Give Up Loving Pop' Campaign was originally launched during 2014/15 across the North West with a strong visual campaign, factual information and social media to demonstrate the harm associated with excessive consumption of sugary drinks.

Since its launch, we have developed a range of tested school-based resources for use at KS2 and KS3, including a series of PSHE lessons, assemblies and sugary drinks policy toolkits. We also offer a 'roadshow' style range of resources for use in the community, including a gazebo, roll up banners and banners.



Figure 5: GULP in 2017/18 from left to right, Year 8's at St Patricks RC, Salford; Everton in the Community delivery in Sefton, Year 4's in Rochdale.

In 2017/18, a total of six GULP campaigns were delivered across the North West, including Sefton, Knowsley, Tameside, Blackpool, Rochdale and Salford, with another being delivered for the first time outside of the North West with Sheffield City Council. Owing to the wide range of resources now available for the GULP campaign, each local authority implemented a different style of campaign to help deliver these ever-important messages in their local population. For example, earlier in the year we trained a number of community coaches from Everton in the Community to deliver sessions to primary school pupils in Sefton. Knowsley on the other hand organised a series of roadshows across the borough, which involved GULP ambassadors engaging with the community, raising awareness of

the health harms associated with excess consumption of sugary drinks and encouraging sign ups to the #GulpChallenge.

Already planned for 2018/19 are some exciting campaigns with our sister organisation, Healthy Stadia, working with sports clubs using a train-the-trainer model to deliver the campaign in schools in Lancashire. We are also in talks with several other local authorities, both commissioning and non-commissioning, about developing a campaign in their local area.

#NotForChildren campaign

Food Active was invited to feature on the BBC Radio 5 Live programme on Energy Drinks in December. The hour-long programme, aired on Sunday 10th December, discussed the evidence concerning the health harms associated with consumption in children and young people. Director of Research, Robin Ireland, was interviewed on the programme. The programme was a catalyst for more significant action that followed in the next coming weeks, including the #NotForChildren campaign from Jamie Oliver and The Daily Mirror. Food Active actively supported the campaign through our social media and newsletter platforms.

KNOWLEDGE EXCHANGE

Commissioners Meeting: Gulp – **where's next?**

At our bi-annual commissioners meeting in July, we consulted with commissioners as to which focus the GULP campaign should take next. Options included energy drinks, early years and a black, minority and ethnic group targeted campaign. Following a group exercise on exploring each of these themes, the group consensus was to target sugary drinks consumption in the early years.

A steering group was then set up, including a range of commissioners specialising in children's and oral health. The group met monthly for a number of months to shape the campaign messages, materials and branding. Following facilitating a feedback session with parents in the North West on the materials, the

findings and final design proofs were shared with commissioners at the next commissioners meeting in January 2018.

The campaign is planned to be launched in May 2018 to coincide with National Smile Month, and a communications toolkit will be shared with commissioners to promote the campaign in their local area.

Position statement: Sugar sweetened beverages

A [position statement on sugar-sweetened beverages](#) was prepared and published by Food Active earlier this year. The statement frames the issue with consumption of sugary drinks, provides an overview of the current evidence, reviews the current regulatory landscape and outlines our action and commitments to tackle the problem.

Sugar Reduction Summit – Award Success

We presented GULP at the Sugar Reduction Summit during the poster and networking sessions, and also entered the campaign into the ‘Best Sugar Reduction Awareness Campaign’ category.

We were pleased to have received a Highly Commendable Award, shared with national advocacy group Action on Sugar.

3. JUNK FOOD MARKETING KNOWLEDGE EXCHANGE

Research project with the Children’s Food Campaign

In late summer of 2017, we launched a new research project with the Children’s Food Campaign titled ‘Parents perspectives on junk food marketing to children’. Owing to the significant gap in the current evidence, the research aimed to provide a North West perspective on parent’s views on the extent, platform and influence junk food marketing has on their child’s eating habits. We also collected views on what policy measures they would support to tackle childhood obesity.

A total of 380 parents from the North West took part in the online survey. The findings are currently being analysed and we hope to publish the final report in

June 2018. These findings will help feed into the wider work being undertaken by the Children's Food Campaign. We also hope the findings will have some context in the current political debates around restrictions to junk food marketing to children and provide an insight into the perspectives of parents on the matter.

Availability and marketing of unhealthy food and drink in traditional non-food retailers

Food Active has been working with the UK Health Forum on a new research project, looking at the availability and marketing of unhealthy food and drink in the traditional non-food retail sector.

Data collection is ongoing and a project report, with full analysis and recommendations, is due to be produced in May 2018. The findings will be used to inform colleagues at Public Health England about the extent and appropriate recommended action on this marketing of food and beverages on the high street.

Position statement: Junk food marketing to children

A [position statement on junk food marketing to children](#) was prepared and published by Food Active earlier this year. The statement frames the issue of childhood obesity at a regional and national level, provides an overview of the current evidence, reviews the current regulatory landscape and outlines our action and commitments to tackle the problem.

ADVOCACY

Coca-Cola Christmas truck

Food Active has long campaigned against the arrival of the Coca-Cola Christmas Truck Tour during the festive period. This year, we worked with SUGAR SMART (an organisation from Sustain and Jamie Oliver Food Foundation) to co-ordinate an open letter to Coca Cola, objecting their exploitation of the festive period for commercial gain and calling for more responsible marketing to children. The letter was signed by many of our commissioning Directors of Public Health and was picked up by our local press and other regional press elsewhere in the country.

We were also invited to write a blog for our colleagues at FUSE (centre for translational research in public health), which was publicised on social media and was shared by many during the truck's tour of the UK.

In the aftermath of Christmas, Food Active and Matthew Ashton wrote a letter to Duncan Selbie (Chief Executive of Public Health England) on the matter. We raised concerns about the lack of powers local authorities currently have to prevent the truck from setting up on private land and potential licensing and planning rights that could be explored to solve this. We received an extremely positive and prompt response from Mr Selbie, and will use these discussions to inform our future advocacy efforts against the Coca-Cola truck.

House of Commons Junk Food Marketing debate

Food Active was interviewed live on BBC Radio Merseyside's breakfast show, alongside Dr Emma Boyland (Senior Lecturer at the University of Liverpool), on the morning of the House of Commons debate on junk food marketing to children in January 2018. We cited the work of the Obesity Health Alliance (a collaboration of 40 health charities and academics, of whom Food Active is a member) and backed calls for a 9pm watershed on junk food marketing.

4. ACTIVE TRAVEL AND 20MPH ADVOCACY

Consultation on the Transport for the North Strategic Plan

We submitted a response to the Transport for the North Strategic 30-year plan, raising concerns about the significant missed opportunities for recognising active travel as a sustainable method of transport in the North.

KNOWLEDGE SHARE

We also made links with Living Streets, a charity advocating for everyday walking, of whom drafted a guest blog for Food Active last summer. The blog discussed

the upcoming National Walking Month and highlighted the wide range of physical and mental benefits of incorporating walking into our daily routine.

FOOD ACTIVE FUNDING 2018/19

We are delighted to report that Cheshire West and Chester and Bolton Council are re-commissioning Food Active in 2018/19, securing funding from a total of 13 North West Local Authorities.

Further funding will be sought through grant applications where necessary, additional GULP campaigns and from the outstanding research project with the UK Health Forum we are currently involved in.

PROGRESS AGAINST OBJECTIVES

To advocate for healthy weight in all policies and support measures to tackle obesity at a local, regional and national level

Milestones have been met: A further four local authorities have adopted the declaration, plus six district councils in Cumbria. Two NHS bodies have also adopted their own declaration. An evaluation of Blackpool's Declaration has been published, alongside a support pack to provide prospective adoptees with step-by-step guidance and advice on adopting the declaration. Work on a monitoring and evaluation tool has commenced. Position statement produced.

Continue to advocate for the use of fiscal measures and supply restrictions to change consumption behaviour of sugar-sweetened beverages

Milestones have been met: Give Up Loving Pop campaigns were delivered in six local authorities this year, also developing a new mechanism of delivery with sports coaches. Supported advocacy efforts to ban the sale of energy drinks to under 16s. Development of a new campaign targeted at sugary drinks consumption in the under-fives has commenced. Position statement produced.

Advocate for stronger national regulatory controls on the advertising of junk food to children

Milestones have been met: Launched research study with Children's Food Campaign to investigate parent's perspectives of junk food marketing to children in the North West. Undertaken study on the availability and marketing of unhealthy food and drink in non-food retailers with the UK Health Forum. Co-ordinated open letter to Coca-Cola with SUGAR SMART to call for more responsible marketing during the Coca-Cola Christmas Truck tour.

Advocate for measures to increase active travel, specifically walking and cycling, and improved spatial planning measures e.g. 20mph

Milestones have been met: Advocated for active travel options in the Transport for the North plan and linking with physical activity organisations initiated.

NEXT STEPS

Important next steps for the programme include:

- ❖ Consult and produce a bold and ambitious programme of work for 2018/19.
- ❖ To continue to provide support for further stakeholders in adopting the Local Authority declaration on healthy weight, to develop a partner pledge for local partners to sign in support of the declaration and develop a monitoring and evaluation framework for those authorities signed up to the declaration.
- ❖ To continue to support authorities to deliver local GULP campaigns and ensure an impactful launch of the new early year's campaign in the summer.
- ❖ Continue to support the wider national calls to restrict junk food marketing to children across all platforms of advertising.
- ❖ Continue to represent the North West at national meetings to add a North West perspective and to promote the work being carried out in the region.

- ❖ Develop and disseminate the Food Active Supporter's E-bulletin and to host and facilitate a minimum of one event per year.
- ❖ Continue to showcase value for money to both commissioning and non-commissioning local authorities, in a bid to continue to maintain and increase the number of commissioners for Food Active.

CONCLUSIONS

2017/18 was another successful year for important national policy changes that contribute to the obesity agenda. However, this provides little respite as we continue to see levels of childhood obesity increase in some demographics and areas of the country. There are discussions of a second chapter of the Childhood Obesity Plan, and given the initial plan was proclaimed as *'the start of the conversation'*, we sincerely hope there are more concerted measures in the pipelines to help effectively tackle the drivers of the obesity epidemic.

Food Active continues to be an influential and important voice at both a local and national level, being involved in a range of advocacy activities nationally and supporting a number of local authorities around policy and targeted interventions.

We are delighted to increase our number of commissioners for next year, which we believe is a testament to the importance, value and support third sector organisations can provide to local authorities in tackling obesity in their local population.

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