

FOOD ACT!VE

**Matt Ashton – Chair, Lead Director of
Public Health for Food Active**

**TACKLING
THE GROWING
OBESITY CRISIS.
ACT NOW!**

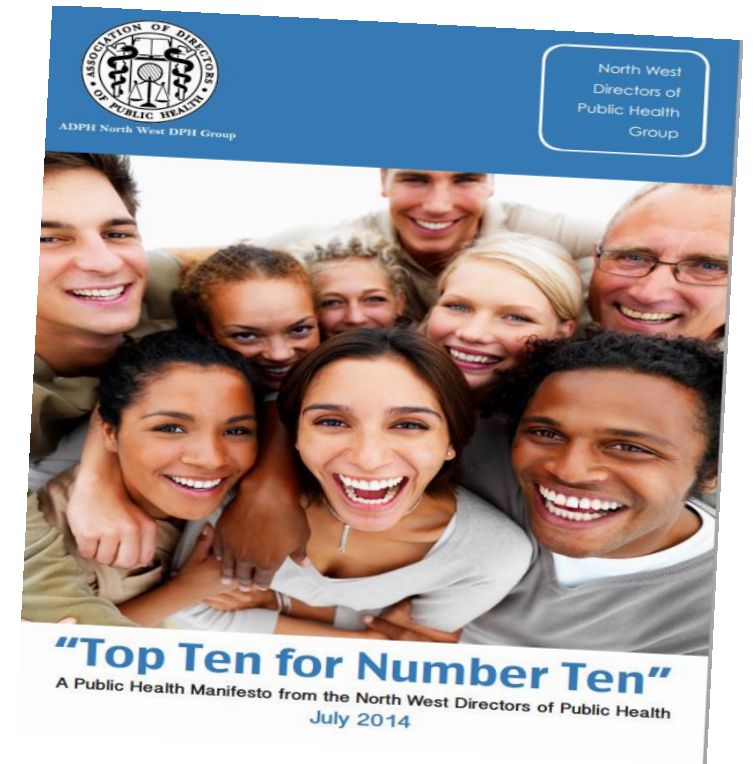
When launched in 2013, Food Active called for:

- A duty on sugar-sweetened beverages
- Stronger national regulatory controls on the marketing of junk food to children and young people
- Improved spatial planning measures to encourage physical activity (e.g. 20mph zones in urban areas)

NORTH WEST DIRECTORS OF PUBLIC HEALTH...

In 2014, their 'Top Ten for Number Ten' public health manifesto included:

- A call for a sugar sweetened beverage duty at 20p per litre
- A ban on the marketing of HFSS foods before 9pm to reduce children's exposure to unhealthy food marketing
- Introduce policies to encourage active travel and use of public transport to improve the quality of local environments and improve road safety, health and wellbeing.



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So, where are we now after the publication of the Childhood Obesity Strategy in August 2016?

Today provides an opportunity to:

- Hear more about the Childhood Obesity Strategy
- Hear more about some of the work being undertaken around healthy weight in the North West
- Specifically, find out more about Food Active and its 'offers' for local action and ...
- from hear some Food Active's key partners. Partnerships are essential to share knowledge, learning and funding!

And, before we start, some 'Rules of Engagement'

- If you have brought a presentation, we would like to circulate these;
- Chatham House rules;
- There will be a brief report produced after the meeting but any comments noted will not be ascribed to individual speakers (apart from the presentations themselves);
- The general questions and discussion at the conclusion of the meeting will remain confidential.
- Anything else?