

'Healthy Weight in all Policies'

Welcome on behalf of Food Active

Dr. Arif Rajpura

Director of Public Health, Blackpool Council

Five years on. How far have we come...?

Influenced national policy - Sugary Drinks Industry Levy (SDIL)

- Robust research
- Advocacy / lobbying
- GULP – a locally run campaign which has received national recognition



“**GULP** has grown from a small-scale North West campaign to a nationally recognised programme. Their message is simple – cut down on sugary drinks to improve your health.

This campaign has not only had a local impact, but also supporter the same goals as national action on sugary drinks and the introduction of the soft drinks industry levy. Campaigns like GULP are essential to the fight to tackle childhood obesity in the UK – we cannot do it alone.”

Emma Reed

Deputy Director, Childhood Obesity Branch, Population Health, Global and Public Health Group, Department of Health

Five years on. How far have we come...?

Influenced local policy – Local Authority Declaration on Healthy Weight

- 6 North West adoptees (so far...)
- Adopted in Greater London
- Interest from other areas of England
- Initial evaluation completed
- Continued momentum

National and local partnerships

- Our commissioning partners
- National campaigns (Children's Food Campaign, Children's Food Trust)



The focus for this year

- Healthy Weight in all Policies
- Local Authority Declaration
- GULP
- Junk food marketing
- Food in Care



Parents' perceptions of junk food marketing to children

The value of the programme

- Collective voice
- Population-based, preventative approach
- Structured programme of work
- Ambitious (edgy and ground-**breaking**...)
- Engaging (stakeholders, wider PH community and the public)
- Value for money

A question for you all...

'Healthy Weight in all Policies'

We know it is essential...how are we going to make it happen, and what can we learn from each other?