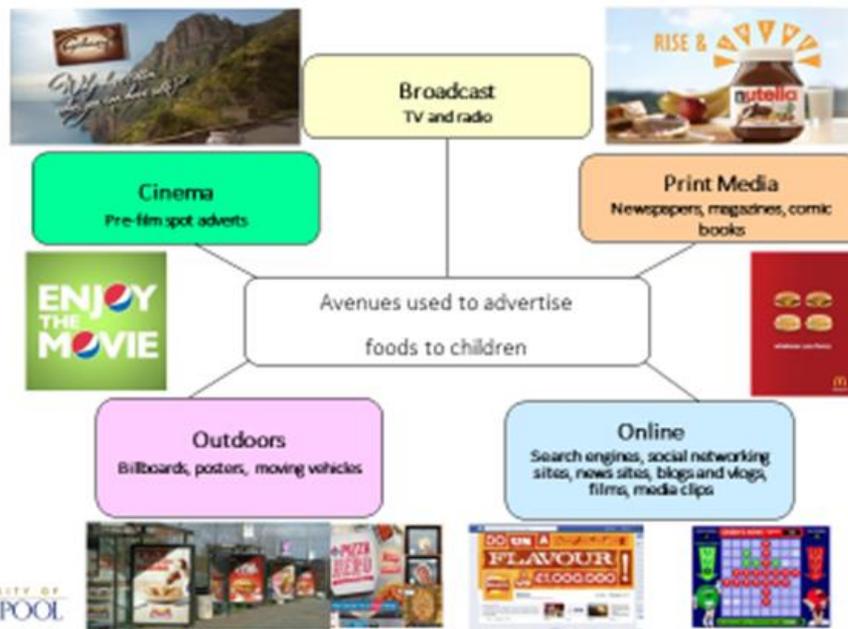


‘Setting the scene – The Childhood Obesity Plan, Chapter 2’

Jason C G Halford,
Emma J Boyland,
Charlotte Hardman,
Vicky Fallon,
Joanne Harrold

Childhood obesity: a plan for action

Chapter 2



Promotional characters

How do vloggers market foods?



<https://www.youtube.com/watch?v=CR9g5BKeivk>

Celebrity Endorsers



Licensed characters



Brand equity characters



Food Marketing to Children

- Original **childhood obesity plan** (2016) did not commit the Government to strengthen policies to further restrict food marketing to children despite robust evidence.
- **CAP** have introduced new rules (2017) to restrict non-broadcast unhealthy food marketing to children (came into effect summer 2017).
- Doubts remain about how effective these rules will be in reducing children's actual exposure (implementation, monitoring, enforcement).

Marketing: What did we get?

1. 9pm watershed

- Consult before end of 2018 on watershed for TV food advertising
- And on similar protection for children viewing adverts on line

2. Robust independent review of efficacy of CAP rules

- Will consider if self regulation basis of CAP continues to be the right approach or whether legislation is necessary
- New restrictions would be effective for digital space taking into account consumption of the media and enforcement options.

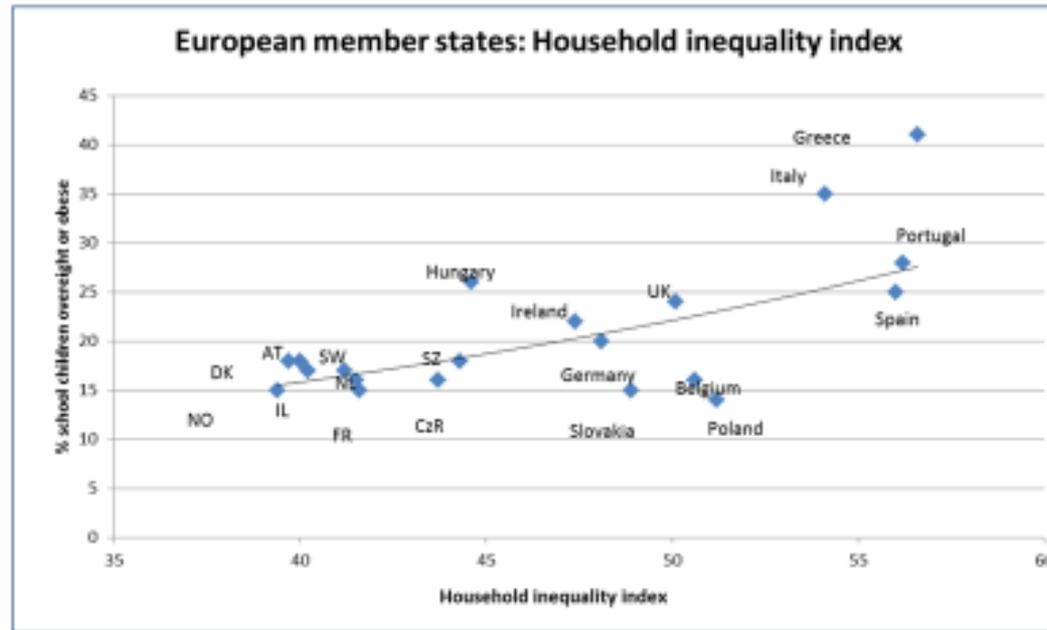
3. Develop policy to cover food packaging, in store promotion and sponsorship activities

- Ban price promotions (BOGOF, multi-buys and unlimited refills) in retail and out of home sector – consulting 2018
- Ban promotions at checkouts, end of aisles or store entrances – consulting before end of 2018

4. Adopt updated **Nutrient Profiling Model** from PHE anticipated to include more stringent thresholds for sugar for all food marketing policies?

- Not mentioned but seems to be happening

Higher child obesity rates in countries with higher social inequity (ratio of wealth, richest to poorest)



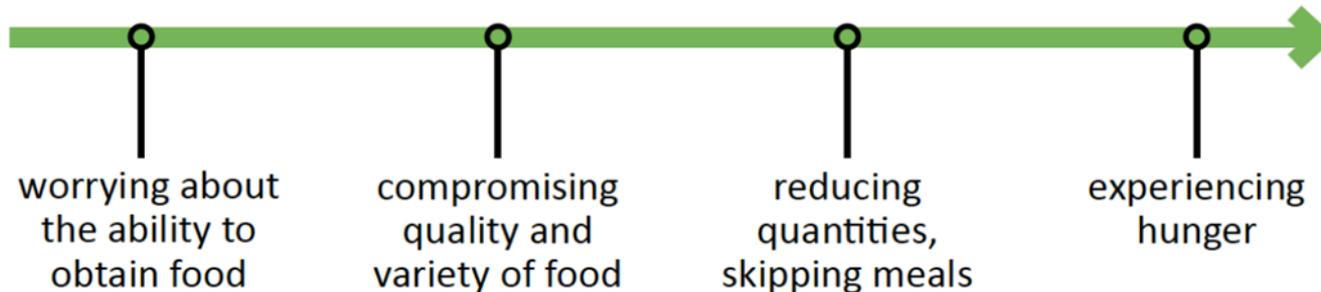
Source: Knai et al 2012 <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3366624/>

WHAT IS FOOD INSECURITY?

MILD FOOD INSECURITY

MODERATE FOOD INSECURITY

SEVERE FOOD INSECURITY



Family Food Insecurity

- Recommitment to **Healthy Start Scheme** to support those on low incomes purchase healthy food is welcome and does provide some level of nutrition and food security.
- Limited by i) price rises, ii) narrow eligibility restrictions and iii) only aimed at families four and under.
- Greater availability of energy dense foods (HFSS) and unhealthy food outlets in more deprived areas will drive SES disparities in obesity.

WE ACCEPT
**HEALTHY
START
VOUCHERS**



Food Security: Recommendations and responses

1. Legislation to prevent the proliferation of unhealthy food outlets in low income areas.
 - Trailblazer program for LAs to show what can be achieved with existing powers
 - Support for LAs who want use their powers
2. Widened fruit and veg voucher schemes to more families living in poverty and promote alternative models such as community food hubs.
 - Consult on using Healthy Start Voucher Scheme to support children from lower income families
3. School breakfast and holiday food clubs need to be funded (widen free school meal eligibility).
 - Funding for breakfast clubs in disadvantaged clubs mentioned (SSB levy?)

Childhood obesity: a plan for action

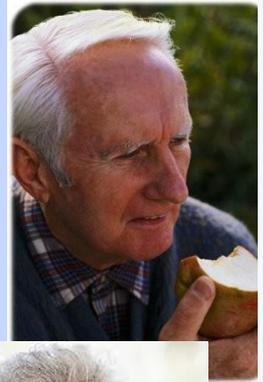
Chapter 2

Is this happening?

We have already seen the money raised by the Soft Drinks Industry Levy flowing into schools, funding breakfast clubs for the most disadvantaged children and being invested in PE and school sport.

Food choices and eating behaviour and learnt
and reinforced from an early age

Early food environmental, maternal diet and
feeding practices



Pregnancy and Early Nutrition.

Recommendations and response

- The childhood obesity plan (2016) made little commitment to the first 1001 days from conception to the age of 2 years. Despite cross party recognition in the **1001 Critical Days Manifesto**.
- Optimal nutrition during this period has a profound impact on a child's growth and development. Effect are observed across the lifespan - key window of opportunity for intervention.

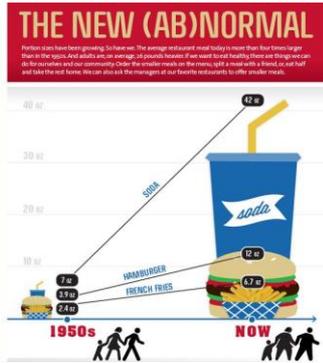
Consult on plans to use Healthy Start Vouchers for additional support for low income families.

INCREASES IN PORTION SIZES

1993 > NOW

1993	Weight:	Calories:	1993	Weight:	Calories:	1993	Weight:	Calories:
STEAK AND KIDNEY PIE (soft crust, individual)	160g	425kcal	SLICE OF WHITE BREAD (large loaf, medium thickness)	36g	85kcal	CHICKEN CURRY WITH RICE (frozen)	260g	305kcal
NOW	240g	640kcal	50% INCREASE	40g	95kcal	11% INCREASE	395g	460kcal

FROM THE BREAD ALONE, HAVING A SANDWICH FOR LUNCH EVERY DAY IS EQUAL TO 7,300 CALORIES A YEAR MORE NOW THAN IN 1993



 12oz NOW	 6.7oz NOW	 42oz NOW
 3.9oz 1950s	 2.4oz 1950s	 7oz 1950s



The Obesity Stigma

Low self-esteem

Sloppy

Linked to poverty

Eating Disorders

Depression

Earn less money than slimmer co-workers

Lazy

<http://www.bellyzonefat.com>

Other Recommendations:

What we got

1. Reformulation:

- Continued push 20% reduction in sugar (5% a year).
- Legislation in 2020 possible if industry fails to met target

2. The SSB levy:

- Sugary milk drinks may be included from 2020
- 2018 consultation on legislation banning sale of energy drinks to children

3. Calorie labelling:

- Legislate mandatory consistent labelling for restaurants, cafes & takeaways in 2018
- Post EU options for world leading simple nutritional labelling?



LEVY LOOPHOLES

Grams of sugar per 100ml

Costa chai latte	17.5
Caffe Nero hot chocolate (no cream)	17.0
Galaxy flavoured milk (pictured)	14.4
Starbucks white chocolate mocha with whipped cream	13.3
Tesco chocolate fudge brownie flavoured milk	13.1
Frijj chocolate fudge brownie milkshake (pictured)	12.9
Mars flavoured milk	12.8
Tesco chocolate flavoured milk	12.4
Caffe Nero strawberry & vanilla frappe creme	12.2
Galaxy thick shake	11.6

Source: TaxPayers' Alliance



Each serving (150g) contains

Energy 1046kJ 250kcal	Fat 3.0g	Saturates 1.3g	Sugars 34g	Salt 0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal