



Public Health  
England

# Tackling Childhood Obesity

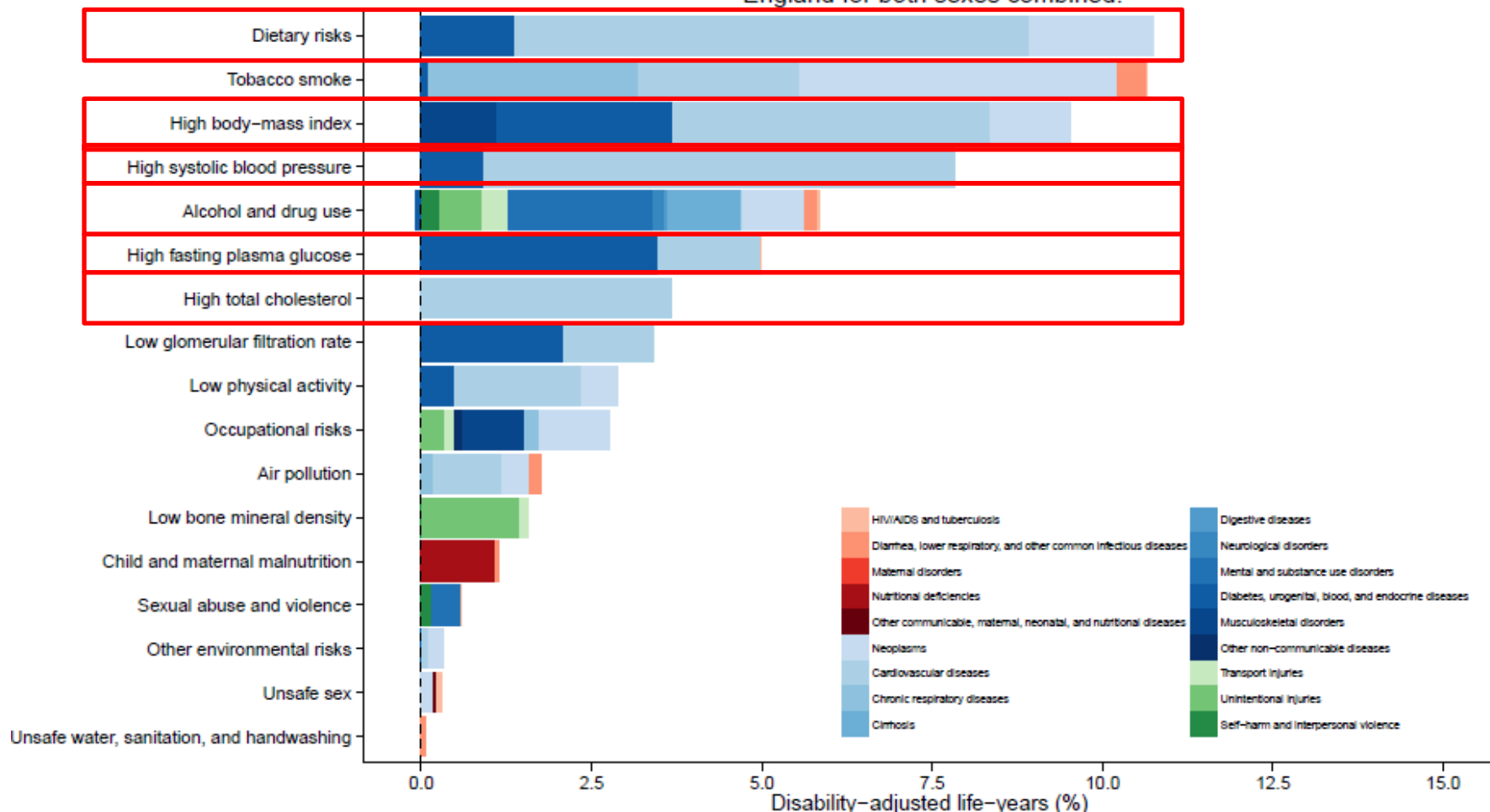
Caroline Holtom  
PHE North West

APSE Healthy Catering Advisory Group



# Disease risk factors

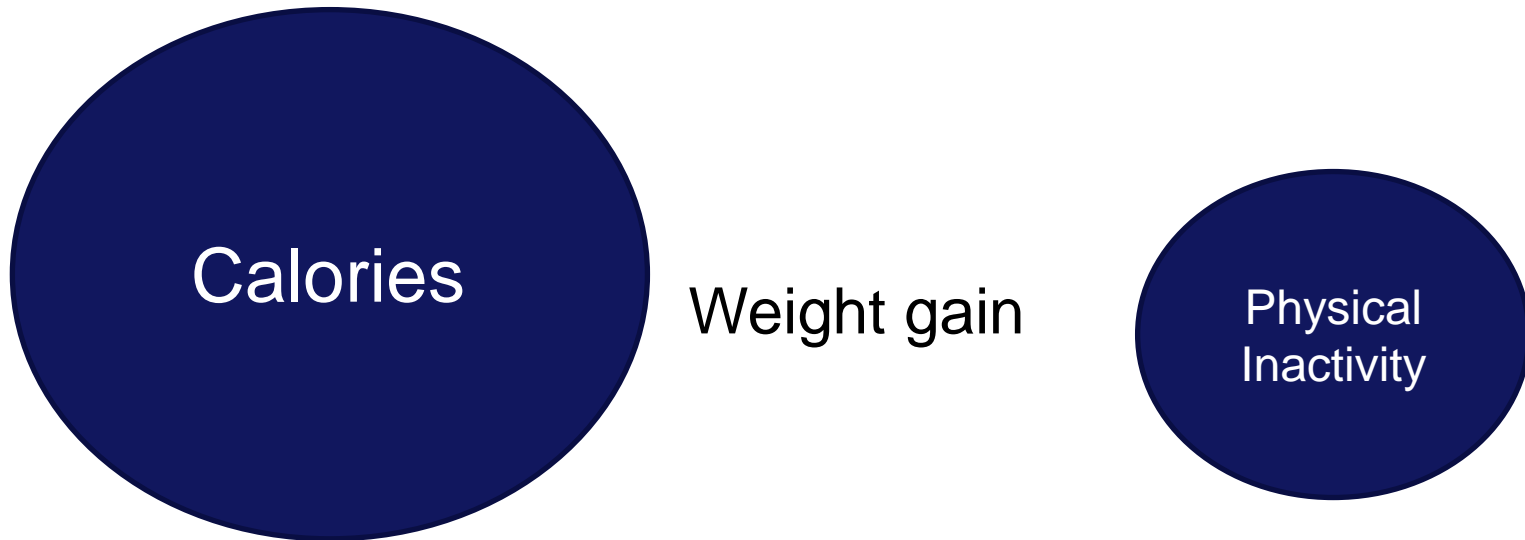
Figure 8a. DALYS attributed to Level 2 risk factors in 2013 for England for both sexes combined.





# What is the problem?

## Cause of obesity



- **Excess calorie intake is the main reason for weight gain**
- Average man consumes 300 calories more than they need each day ~ equivalent to 4 chocolate digestives
- To burn this off requires an average of 60 minutes walking/cycling or 30-40mins running
- Physical activity is important for health but it will not solve the obesity crisis
- The environment is also a driver for weight gain



# Key Challenges

- **Identification:** We may not identify ourselves or our children as obese
- **Inequality:** Obesity does not affect groups equally
- **Complexity:** Obesity is the outcome of a complex set of factors

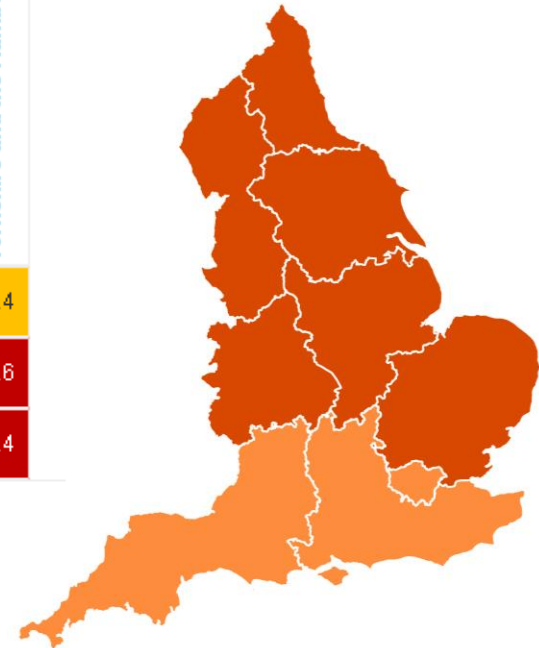


# Obesity in the North West

Compared with benchmark



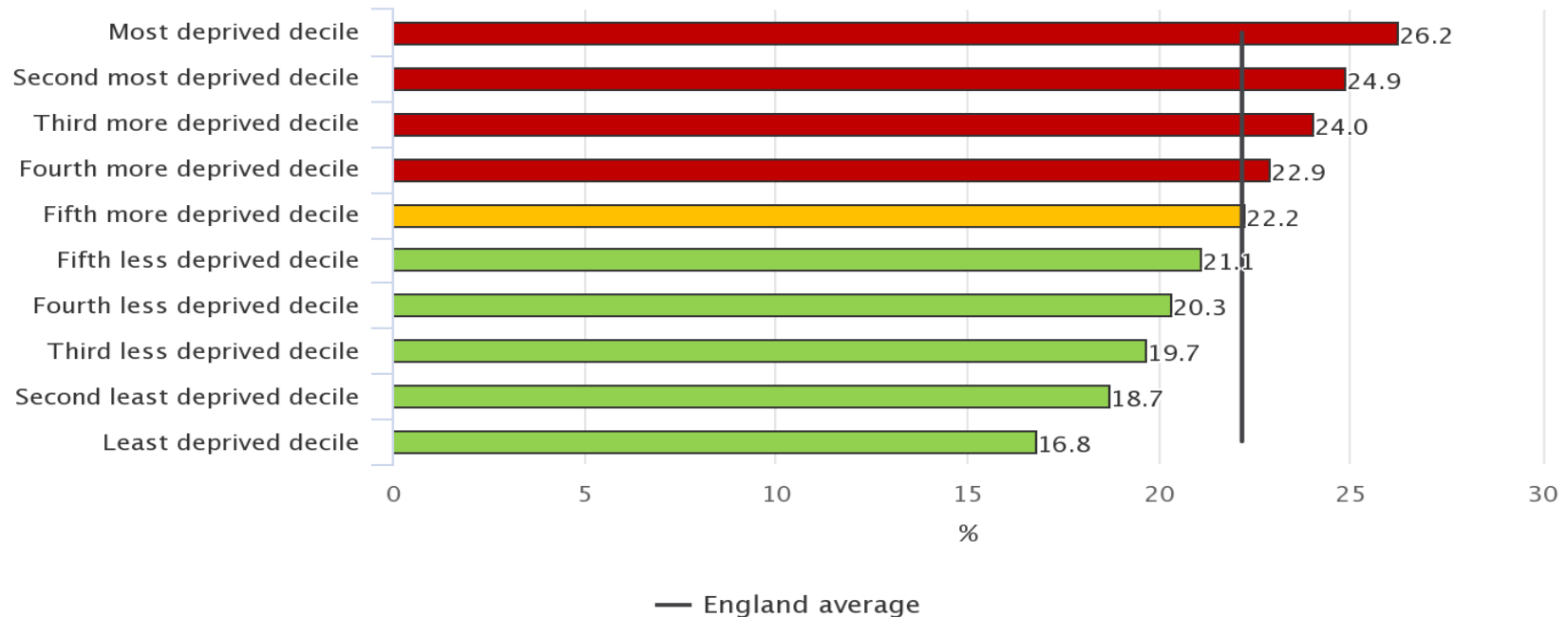
Indicator	Period	England	East Midlands region	East of England region	London region	North East region	North West region	South East region	South West region	West Midlands region	Yorkshire and the Humber region
Reception: Prevalence of overweight (including obese)	2015/16	22.1	21.9	20.9	22.0	24.5	23.2	20.9	21.9	23.3	22.4
Year 6: Prevalence of overweight (including obese)	2015/16	34.2	33.3	31.7	38.1	37.0	35.2	30.8	30.3	36.6	34.6
2.12 - Excess weight in Adults	2013 - 15	64.8	66.8	65.6	58.8	68.6	66.6	63.3	64.7	66.8	67.4





# Tackling inequalities

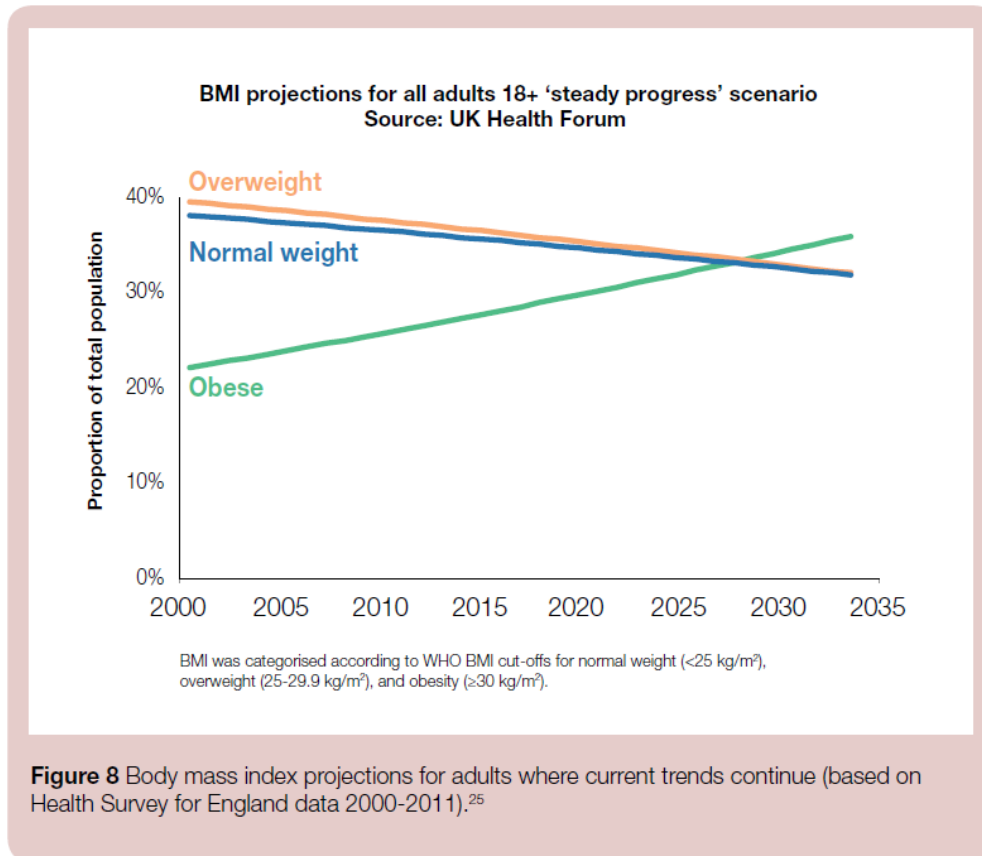
Reception: Prevalence of overweight (including obese) – England, 2015/16 – Data partitioned by LSOA11 deprivation deciles in England (IMD2015)



Children aged 5 and from the poorest income groups are twice as likely to be obese compared to their most well-off counterparts.....**and by 11 three times as likely**



# Projections: obesity prevalence



- If current trends persist 1 in 3 people will be obese by 2034.
- This would increase the risk of other chronic diseases, e.g. type 2 diabetes, even further.
- Serious impact on health care and social costs, quality of life and productivity
- Serious impact on self esteem and mental health

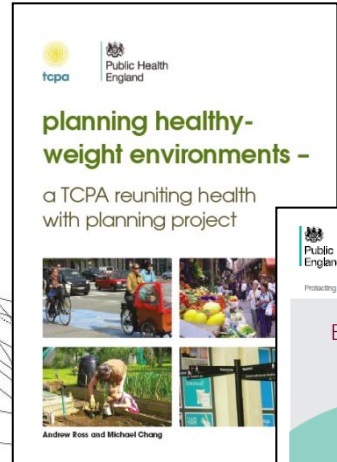
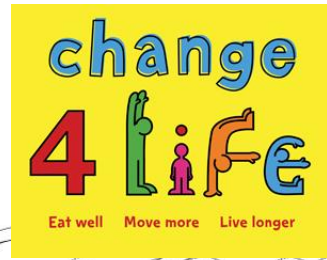
The **treatment of obesity and diabetes** costs us more each year than the police, fire service and judicial system combined.



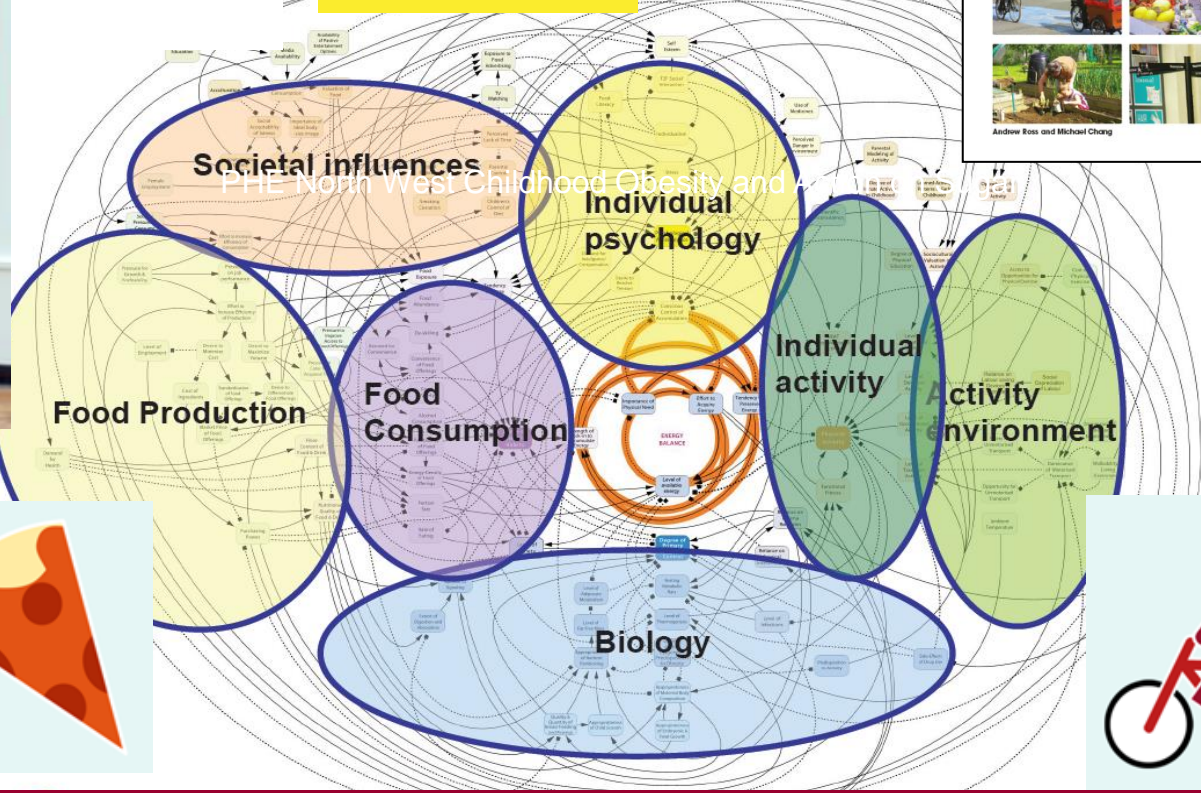
This includes the **£5.1bn** cost to the NHS of obesity-related ill-health.



# Realising a whole systems approach to tackle such a complex issue



**BOGOF!**



THE North West Childhood Obesity and Physical Activity Research Programme

# Eatwell Guide

Check the label on packaged foods

Each serving contains

Energy 1048kJ 250kcal	Fat 5g	Saturated 1.3g	Sugars 34g	Salt 0.9g
12.5%	LOW	LOW	HIGH	MED
	7%	6.5%	38%	15%

of an adult's reference intake

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

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.  
Limit fruit juice and/or smoothies to a total of 150ml a day.

Eat at least 5 portions of a variety of fruit and vegetables every day



Choose wholegrain or higher fibre versions with less added fat, salt and sugar  
Potatoes, bread, rice, pasta and other starchy carbohydrates



Beans, pulses, fish, eggs, meat and other proteins  
Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Dairy and alternatives  
Choose lower fat and lower sugar options



Choose unsaturated oils and use in small amounts



Eat less often and in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Source: Public Health England in association with the Welsh government, Food Standards Scotland and the Foods Standards Agency in Northern Ireland

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Public Health England

FT

Financial Times @FT · 16m  
Sugar tax - new UK levy on soft drinks to tackle childhood obesity  
on.ft.com/1RNVRHc #Budget2016



INDEPENDENT

# Budget 2016: George Osborne announces sugar tax on soft drinks companies

Kashmira Gander | @kashmiragander | 2 minutes ago | 70 comments



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## NEWS

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# Budget 2016: George Osborne unveils sugar tax on soft drinks

7 minutes ago | UK Politics



16 March 2016 at 1:25pm

## New sugar levy on the soft drinks industry announced

A new sugar levy on the soft drinks industry will be introduced, the Chancellor said.

It will be introduced in two years time to ensure companies reduce the sugar content of drinks and promote low sugar brands.

He said it was a "perfectly reasonable step" to protect children's health.

"Money from this new [sugar] levy will be used to double the funding we dedicate to sport in every primary school," Mr Osborne said.

Last updated Wed 16 Mar 2016



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# A World-Leading Plan

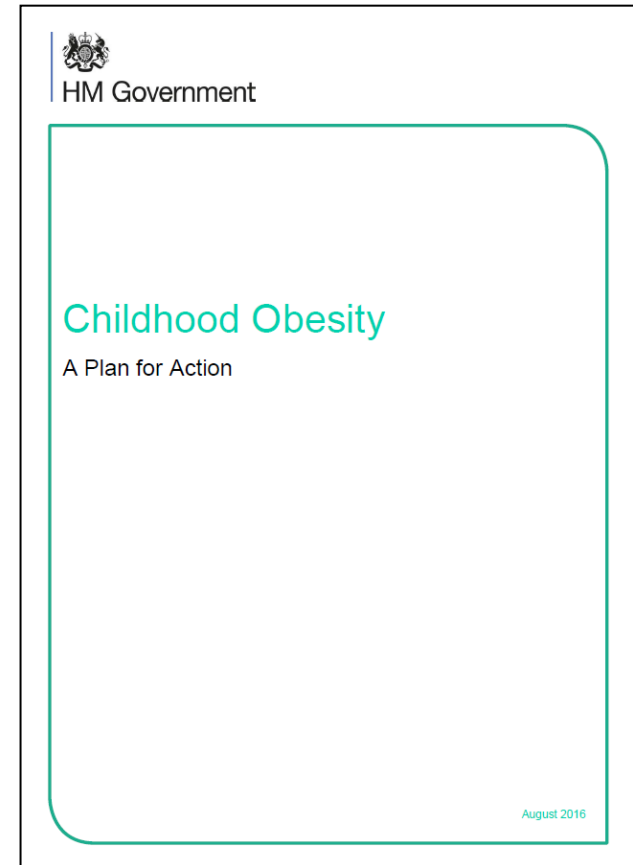
**Published August 2016**

Set of over 20 ambitious actions, focusing on:

- Schools
- Healthier environment
- Working together

Built on the best evidence

Sets out a challenge for the whole system





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# We will take 20% of sugar out of products

Overall sugar reduction of 20%, including  
5% in year one

Breakfast cereals, yoghurts, biscuits, cakes,  
confectionery, morning goods (e.g.  
pastries), puddings, ice cream and sweet  
spreads

4-year, category-specific targets to be  
published in March 2017



## Key Progress

- Constructive meetings with industry on reformulation
- Baseline data and targets to be published in March
- Waitrose, Petits Filous and Nestlé announcements



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## We will make the public sector healthier

Encouraging adoption the  
Government Buying Standards  
for Food (GBSF), particularly in  
leisure centre vending  
machines

Healthier food environment in  
leisure and fitness centres

Behavioural interventions in NHS  
hospitals

### Key progress

- NHS consultation on sale of sugary drinks in hospitals in underway





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# We will make schools healthier

Ofsted thematic review on obesity,  
healthy eating and physical activity  
in schools in 2017

Healthy rating scheme for primary  
schools from September 2017

Schools to deliver at least 30 minutes  
of physical activity for children  
every day, with parents supporting  
children to get an additional 30  
minutes





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# We will support early years settings

Revised menus for early years settings to form part of updated guidelines on meeting dietary recommendations

Raising awareness of the guidelines amongst early years providers

Updating Early Years Foundation Stage framework to reference physical activity guidelines







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# Helping people make healthier choices

## Get the NEW Be Food Smart app

See how much sugar, sat fat and salt is really inside your food and drink





# Out-of-home food and drink



Chartered  
Institute of  
Environmental  
Health

## Scope:

- Support local authorities work with independent businesses to improve the “out of home” food offer consumed by children, young people and their families
- Aim to provide a range of options that recognize the diversity of local authority needs and priorities, differing business and community make up and the variation in resources available to support interventions



<https://publichealthmatters.blog.gov.uk/2017/03/31/health-matters-obesity-and-the-food-environment/#comments>



<https://publichealthmatters.blog.gov.uk/2017/02/24/health-matters-obesity-and-the-food/>

More than a **quarter** of adults **27%** and **one fifth** of children eat food from **out of home food outlets** at least once a week



Meals eaten **outside of the home** tend to be associated with higher intakes of **sugar, fat, and salt** and portion sizes tend to be bigger



The **increasing consumption of out-of-home meals** has been identified as an important factor contributing to **rising levels of obesity**

Food outlets increasingly cluster around schools



**18%** of meals were eaten out of the home in 2015, up 5% on 2014





By gradually making the following simple changes, local authorities can help businesses help their customers make healthier choices



Reduce portion size



Reduce fats & frying practices



Reduce salt



Reduce sugar



Increase the content of fruit, vegetables and fibre



Promote healthier options

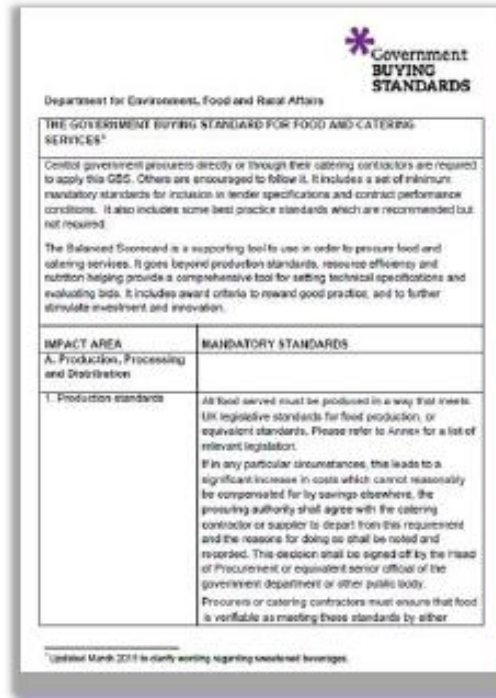


Procuring healthier ingredients and food products from suppliers



Provide calorie information

# Healthier catering national documents and tools



**PHE guidance available at:**

<https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

# Making healthy options available in the public sector (and beyond...)

Key to delivery is through adoption of **Government Buying Standards for Food and Catering Services (GBSF)**

- Useful for everyone involved in food provision to help choose healthier ingredients and products and prepare, cook and serve healthier food and drink options
- Mandatory for central government and their agencies
- Recommended more widely across public sector and beyond
- Form part of the NHS standard contract
- Included in school food standards
- One of the eight levers set out in PHE's report Sugar reduction: the evidence for action

# Government Buying Standards for Food and Catering Services (GBSF)

- Help ensure food is produced to higher sustainability and nutritional standards and that a more sustainable catering service provision is provided across a range of settings
- Useful for everyone involved in food provision to help choose healthier ingredients and products and to prepare, cook and serve healthier food and drink options
- Government's Childhood Obesity Plan has called for action to encourage local authorities to adopt the GBSF standards

GBSF available at:

<https://www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-food-and-catering-services>

Department for Environment, Food and Rural Affairs

**Government BUYING STANDARDS**

**THE GOVERNMENT BUYING STANDARD FOR FOOD AND CATERING SERVICES\***

Central government procurers directly or through their catering contractors are required to apply this GBS. Others are encouraged to follow it. It includes a set of minimum mandatory standards for inclusion in tender specifications and contract performance conditions. It also includes some best practice standards which are recommended but not required.

The Balanced Scorecard is a supporting tool to use in order to procure food and catering services. It goes beyond production standards, resource efficiency and nutrition helping provide a comprehensive tool for setting technical specifications and evaluating bids. It includes award criteria to reward good practice, and to further stimulate investment and innovation.

IMPACT AREA	MANDATORY STANDARDS
A. Production, Processing and Distribution	
1. Production standards	All food served must be produced in a way that meets UK legislative standards for food production, or equivalent standards. Please refer to Annex for a list of relevant legislation.  If in any particular circumstances, this leads to a significant increase in costs which cannot reasonably be compensated for by savings elsewhere, the procuring authority shall agree with the catering contractor or supplier to depart from this requirement and the reasons for doing so shall be noted and recorded. This decision shall be signed off by the Head of Procurement or equivalent senior official of the government department or other public body.  Procurers or catering contractors must ensure that food is verifiable as meeting these standards by either

\* Updated March 2015 to clarify wording regarding sweetened beverages.

# GBSF nutrition-related elements

	<b>Aims to <u>reduce</u>:</b>	<b>Aims to <u>increase/promote</u>:</b>
<b>Mandatory*</b>	<ul style="list-style-type: none"><li>• Salt</li><li>• Saturated fat</li><li>• Sugar</li></ul>	<ul style="list-style-type: none"><li>• Fruit &amp; vegetables</li><li>• Fibre</li><li>• Fish</li></ul>
<b>Best practice</b>	<ul style="list-style-type: none"><li>• Sugary snacks</li><li>• Confectionery</li><li>• Packet sweet snacks</li><li>• Sugar sweetened beverages</li></ul>	<ul style="list-style-type: none"><li>• Menu analysis</li><li>• Calorie and allergen labelling</li></ul>

\*For central government departments and their agencies



# Key themes

## **Mandatory standards**

- Healthier cooking methods
- Pricing policies
- Wider catering provision
- Procurement of healthier ingredients/products

## **Best practice standards**

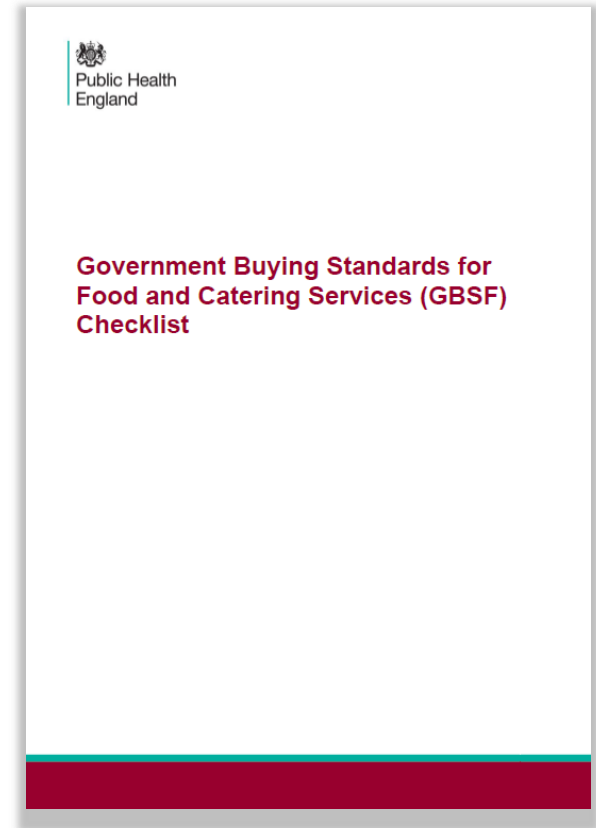
- Procurement/availability
- Limits on portion size
- Limits on energy per portion
- Menu analysis and labelling

# GBSF checklist

- Simple, user friendly checklist
- Includes all GBSF elements separated into mandatory and best practice
- See the specific nutrition-related sections within the checklist under the 'mandatory' and 'best practice' areas

**Available at:**

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/347877/GBSF\\_Checklist.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/347877/GBSF_Checklist.pdf)



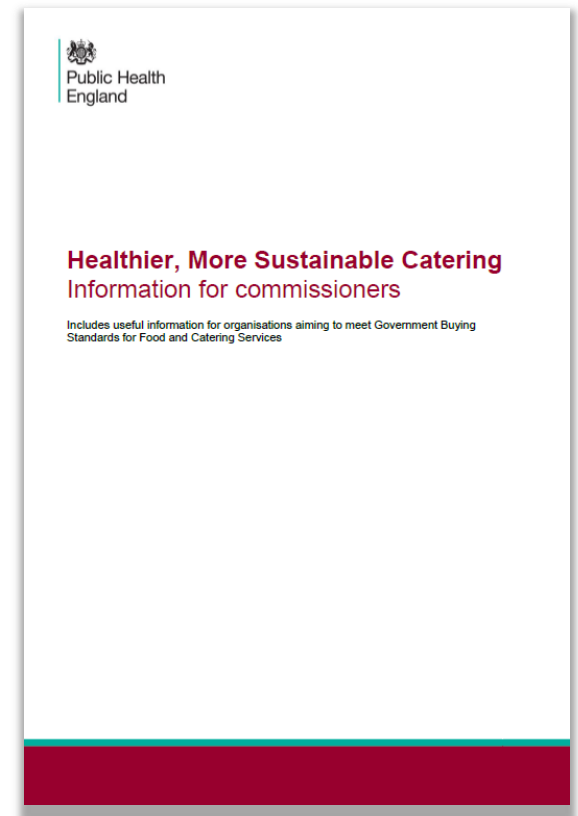
# Toolkit for commissioners

## This toolkit contains:

- Guidance, tailored for commissioners, on what to consider when commissioning a food service to ensure it is healthier and more sustainable
- Example of wording for catering contracts
- Things to consider stipulating within catering contracts to help meet a healthier and more sustainable food service (drawing on GBSF)
- Refers to the GBSF checklist

## Available at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/347892/Tools Information for Commissioners.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/347892/Tools_Information_for_Commissioners.pdf)



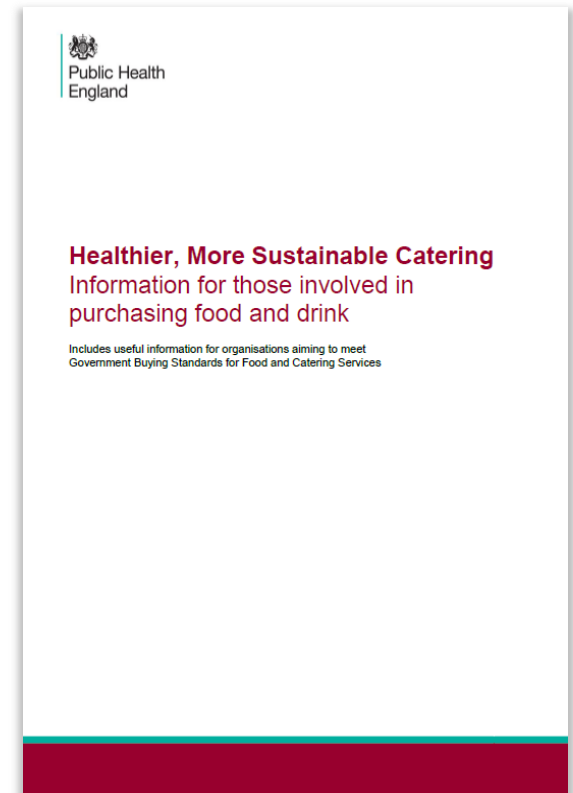
# Toolkit for procurers

## This toolkit contains:

- General advice, tailored for those involved in purchasing of foods and ingredients, to ensure that their service provides both health and sustainability benefits
- Tabulated information on buying foods/ingredients to meet GBSF or when looking for healthier and more sustainable procurement of food generally
- Criteria to select those products that are lower in fat, saturated fat, salt and sugar
- Refers to GBSF checklist

## Available at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/347895/Tools\\_variety\\_and\\_choice\\_purchasing.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/347895/Tools_variety_and_choice_purchasing.pdf)



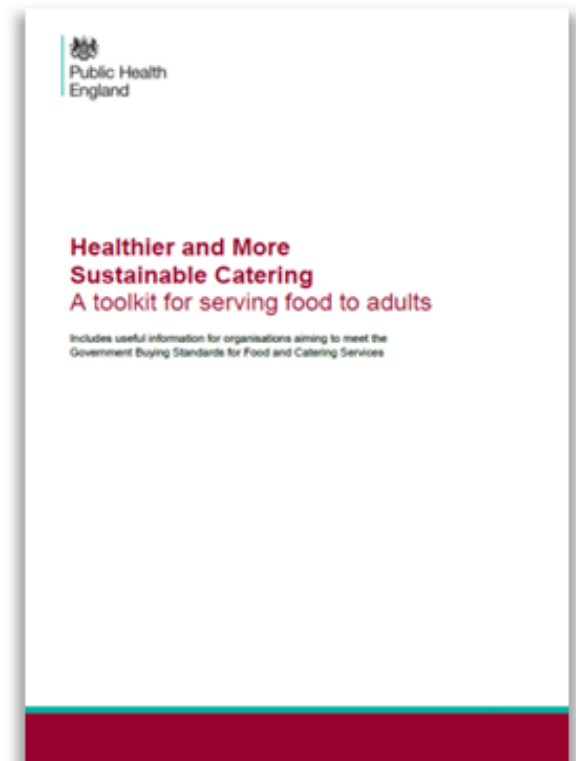
# Adults Toolkit

## This toolkit contains:

- Table 2 therein provides summary information to help those buying, preparing and serving food generally
- Food-based guidelines for caterers to choose, cook and serve healthier food to adults
- Criteria to select those products that are lower in fat, saturated fat, salt and sugar
- Refers to GBSF checklist

## Available at:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/347873/Adults\\_toolkit.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/347873/Adults_toolkit.pdf)



# Examples...

- PHE Colindale and Porton Down sites
  - pre, and post, implementation of Government Buying Standards for Food and Catering Services (GBSF).
- PHE catering specification
  - GBSF and beyond

# Food Events to Promote Healthy Eating

**refresh** Food Events  
January

**life** leap into food energy In Season \_\_\_\_\_



Rhubarb contains many noteworthy flavonoid antioxidants, minerals and vitamins that have proven health benefits. They are low in calories. 100g of fresh stalks contain 41 calories. Also their elongated stalks provide good amounts of silica and inulin fibre. Leeks are a great source of minerals and vitamins that are essential for optimum health.



Rhubarb is an excellent source of Vitamin C, which is important to help support a healthy immune system. It is high in dietary fibre which helps to maintain regularity within the digestive system and is a good source of calcium which is essential for strong bones and teeth.

**This Month's Specialities** \_\_\_\_\_



A hearty winter ploughman's sandwich is available this month - Sliced cheddar, salad and pickle in a thick sliced bread



Enjoy a warming bowl of seasonal leek and potato soup with crisp croutons and bread roll

**Promotions and Offers** \_\_\_\_\_



Redeem your life card today to receive a free Rhubarb Compote Yoghurt with Crumble Topping



Collect 5 LIFE tags to receive the rewards LIFE Promotion

Collect your life card today with your next purchase

**boffs** Food Events  
February

**life** leap into food energy In Season \_\_\_\_\_



The cauliflower is a flowering vegetable. It provides phytochemicals that the body needs to stay healthy. Cauliflower contains allicin which can improve heart health and reduce the risk of strokes and Selenium (which works with Vitamin C to strengthen the immune system). Cauliflower also helps maintain healthy cholesterol levels.



Spinach and other leafy vegetables such as kale, chard and bok choy are crisscrossed with calcium, essential for healthy bones. These leaves are also rich in vitamin C, useful in fighting infection and fibre for the digestive system.

**This Month's Specialities** \_\_\_\_\_



Try a warming Reggie Reggie chicken sandwich with spinach leaves and sweet chilli dressing

**Promotions and Offers** \_\_\_\_\_



Redeem your life card today to receive a free Spinach and tomato pasta with low fat mayonnaise



Collect 5 LIFE tags to receive the rewards LIFE Promotion

Collect your life card today with your next purchase

**refresh** Food Events  
March

**life** leap into food energy In Season \_\_\_\_\_



Even though fresh cucumbers are mostly composed of water, they still pack a lot of nutrition. The skin of cucumbers is a very good source of vitamins A, C and folic acid. The skin is rich in fibre and a variety of minerals including magnesium, silica, molybdenum, and potassium. Cucumber is an excellent source of silica, which is a trace mineral that contributes to the strength of our connective tissue.

Cucumbers are effective when used for various skin problems. They also contain ascorbic and caffeic acids. These acids prevent water retention. That may explain why, when cucumbers are applied topically they are often helpful for swollen eyes and bumps.

**This Month's Specialities** \_\_\_\_\_



Try a chilli infused tuna ciabatta - Pole and line caught tuna with light mayonnaise, cucumber, watercress and lightly infused with sweet chillies



Why not enjoy your chilli infused tuna ciabatta with a white potato and onion soup, served with crisp croutons

**Promotions and Offers** \_\_\_\_\_



Redeem your life card today to receive a free Fruit compote seed crumble



Collect 5 LIFE tags to receive the rewards LIFE Promotion

Collect your life card today with your next purchase

# Seasonal Salad Bar





# Root Bakes



# Salad Bar and Spicy Mackerel



# Overview

- Focus on healthy, sustainable, freshly cooked ingredients
- Passionate and skilled Chefs and Caterers
- Consider the whole lifecycle to achieve the goal
- Communication and engagement
- Financial performance should follow if we can tick all of the above!



## Monthly Sales Colindale



## Monthly Sales Porton Down



# Going forward...

- Existing catering guidance and supporting tools refresh
  - Initial update
  - Subsequent refresh to distil and consolidate – feedback and comments to inform this most welcome.
- ‘Local Out of Home Toolkit’ due for publication in 2017 will:
  - Support local authorities to enhance the role of the local ‘out of home’ food and drink offer and facilitate implementation of healthier options
  - Provide a reference to existing guidance
  - Support the decision making process and ‘making the case’ for working to tackle the obesogenic environment
- ‘Healthier catering tips’ and accompanying posters will also be published that will:
  - Describe simple practical changes that different types of businesses can make when procuring, preparing, cooking, serving and promoting food



Public Health  
England

Thank you for listening  
Have you any questions

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