

IMPROVING  
SCOTLAND'S  
HEALTH



## A Healthier Future –

Action and Ambitions on Diet, Activity  
and Healthy Weight  
Consultation Document

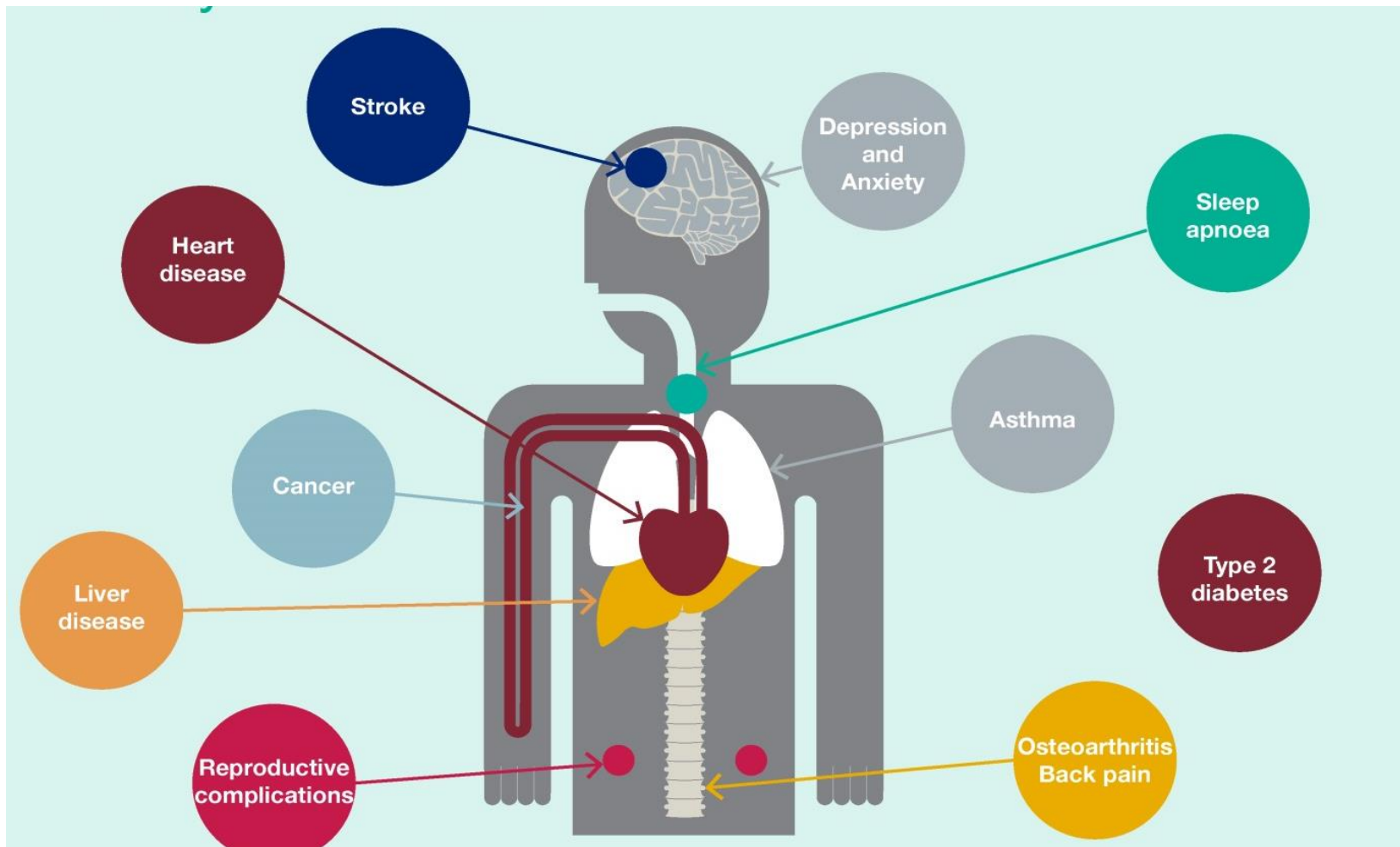


Scottish Government  
Riaghaltas na h-Alba  
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# ***A Healthier Future*** ***– Action and Ambitions*** ***on Diet, Activity and*** ***Healthy Weight***

## **Scottish Government Diet and Obesity Consultation**

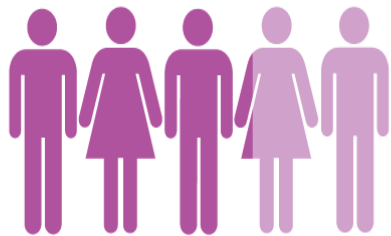
**Claire Hislop**



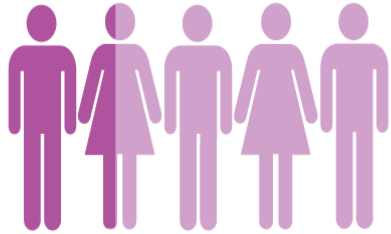
## **OBESITY HEALTH HARMS**

**Source: Public Health England**

## Scottish Health Survey 2016: Obesity



**Two thirds**  
(65%) of adults in Scotland  
were overweight, including



**29%**  
who were  
obese, in 2016

These figures are largely  
unchanged since 2008

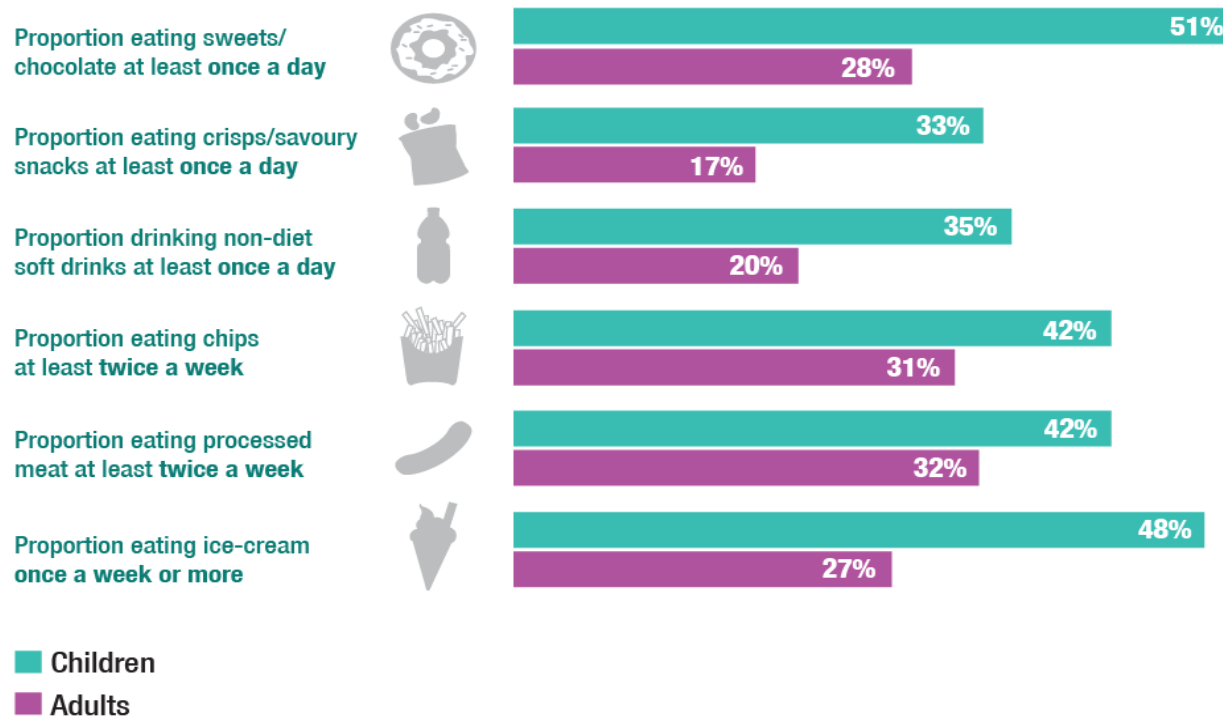


**29%**

of children overweight  
or obese

# Scottish Health Survey 2016: Children's diets

Overall, children in Scotland tended to consume **foods and drinks high in fat and/or sugar** more often than adults



# Guiding principles

- Can't be solved by health alone; system-wide
- No single intervention; a multi-pronged long-term approach
- Rely less on individual choice and more on structural changes to the food environment
- Education & physical activity are necessary but not sufficient to produce the results we need
- Start young, prioritise disadvantage groups
- Include totemic policy to demonstrate the scale of political commitment

# Programme for Government

- Our focus is on delivering an early intervention and prevention approach to public health, balanced by efforts to support everyone to lead healthier lives regardless of their circumstances.
- Support for children and families in the very earliest years, through expansion in Health Visitor numbers and roll-out of Family Nurse Partnerships
- We will progress measures to limit the marketing of products high in fat, sugar and salt which disproportionately contribute to ill health and obesity.
- We will consult this year on a range of actions to deliver a new approach to diet and healthy weight management - including on support to lose weight for people with, or at risk of, type-2 diabetes.

# **A Healthier Future-**

## **Action and Ambitions on Diet, Activity and Healthy Weight**

- Launched on 26 October 2017 by Minister for Public Health
- Bold package of proposals designed to enable healthier choices, empower personal change and show exemplary leadership.
- Whole population approach
- Three sections:
  - **Transforming the Food Environment**
  - **Living Healthier and More Active Lives**
  - **Leadership and Exemplary Practice.**

# The Food Environment

USAGE

PURCHASE





# Transforming the Food Environment – Key Proposals

- Restrict price promotions on food and drink high in fat, salt and sugar.
- Press UK Government to extend current restrictions for broadcast advertising of foods high in fat, salt and sugar to all programmes before the p.m. watershed.
- Explore scope to extend the current CAP restrictions for non-broadcast advertising on products high in fat, salt and sugar to include locations used by high proportions of children e.g. visitor attractions and Safer Routes to Schools.
- Produce Scotland's first sector specific 'Out of Home' Strategy which include action in relation to nutritional labelling, portion size and calories caps.
- Invest an initial £200k over 3 years to support Scottish SMEs innovate and reformulate to produce healthier products.

# Living healthier & more active lives – Key proposals

- Invest £42 million over 5 years to establish supported weight management interventions for people with or at risk of Type 2 diabetes.
- Engage with families through the health visitor pathway and wider early years workforce to promote healthy eating, portion control and mealtime behaviours.
- Work with NHS Boards to maintain and examine expanding the child healthy weight work.
- Complete the school food and drink regulation review with a view to moving them closer to the Scottish Dietary Goals.
- Use our increased investment in active travel to ensure more to walk and cycle and link this with our efforts to support weight management.

# Leadership and exemplary practice – Key proposals

- Invite and support a select number of local government and health leaders to enhance and share their improvement work on weight and diet.
- Develop plans to further support the health and wellbeing on Scottish Government staff, setting an exemplar and encourage others across all sectors to commit to action.
- Ensure that health and environmental sustainability are key considerations in the public procurement of food.
- Expand the Healthyliving Award to publically funded catering locations.

# How can LAs get involved?

- Tackling obesity and supporting healthy diets needs to be a priority – at local and national level.
- Local authorities have a key role to play.
- Opportunity to show leadership and be an exemplar.
- Lots of great work already underway e.g. school food, active travel, procurement, Healthy Living Award – how to build on this?

# Where to find the consultation

- The Scottish Government Website  
<http://www.gov.scot/>
- Listed under the Consultation Hub
- **A healthier future - action and ambitions on diet, activity and healthy weight**
- Opened 26 Oct 2017 - Closes 31 Jan 2018
- <https://consult.gov.scot/health-and-social-care/a-healthier-future/>
- Contact 0131 244 4022 [dietpolicy@gov.scot](mailto:dietpolicy@gov.scot)