

# Transforming the food environment

APSE Seminar

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## Food Scotland Act 2015

- Among other things, the Act places a statutory duty on FSS to:

*“improve the extent to which the Scottish population have diets conducive to good health”.*



# Why does Scotland's diet matter: a public health perspective



**2 out of 3 people**  
are either overweight  
or obese



of type-II diabetics are  
overweight or obese



**6727**  
deaths from coronary  
heart disease in 2017

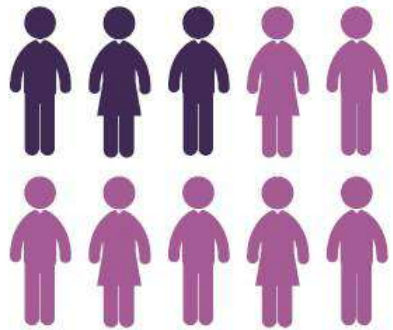


**2112**  
deaths from stroke  
in 2017

**Overweight and obesity can cause**



types of cancer\*



**29%**  
of children overweight  
or obese

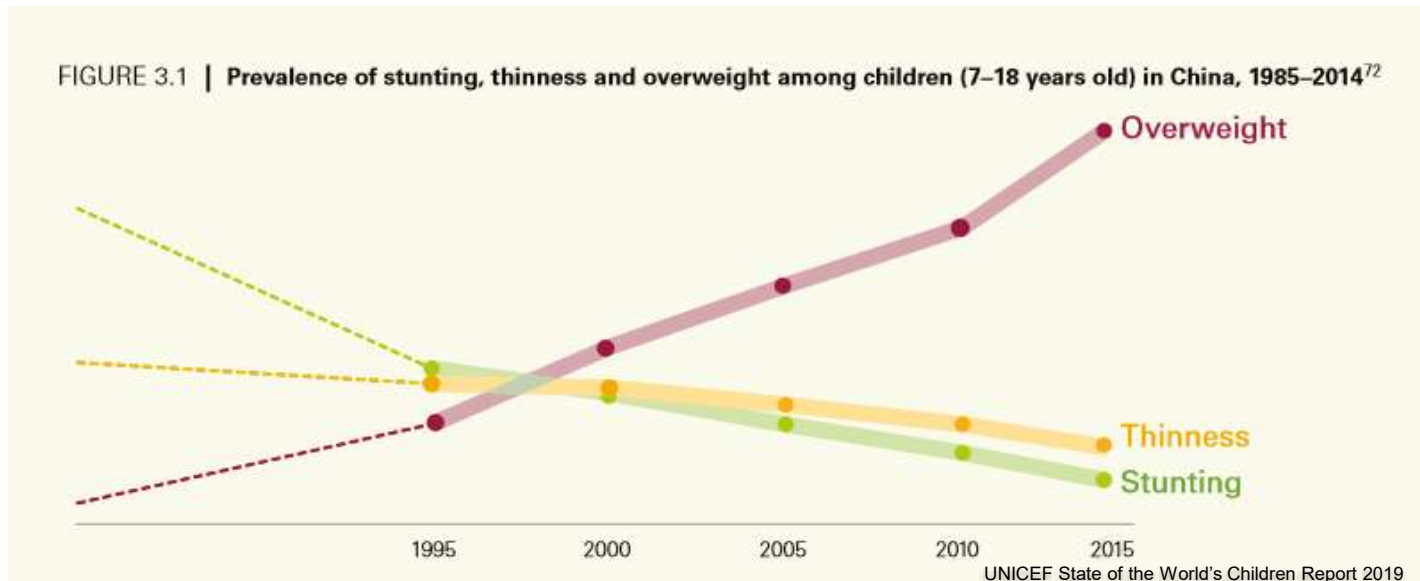


**20%**  
of primary 7 children  
had obvious dental  
decay in 2019

# Why change the food environment?

## Global context:

- Overweight and obesity increasing across all continents
- Since 2000, the proportion of overweight and obese children aged between 5 and 19 years rose from 1 in 10 in 2000 to almost 1 in 5.
- Of the 41 OECD countries , only Japan has a childhood overweight prevalence of less than 20%. In the UK its around 30% and in the USA its over 40%
- In China, rates of overweight and obesity in school children increased from 1% to 20% between 1985 and 2014



## Why change the food environment?

*“Today's food environments **exploit people's biological, psychological, social, and economic vulnerabilities**, making it easier for them to eat unhealthy foods.”*

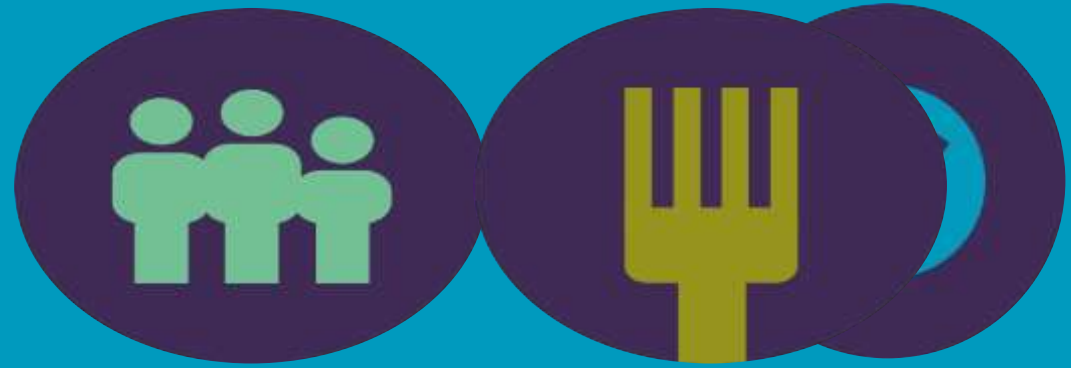
*Roberto et al. (2015). Lancet Obesity Series.*

*“If children aren't eating the right foods, why can't parents, or even children themselves, simply choose to prepare and eat healthier foods?”*

*The answer lies in understanding **food environments**.”*

*“Globalisation is shaping the food options and choices: **77 per cent of processed food sales worldwide are controlled by just 100 large firms**”*

*UNICEF (2019). State of the World's Children.*



# Recommendations for changing the out of home environment in Scotland

## What do we mean by Out of Home (OOH)?



- Cafes, all types of restaurants, takeaways, pubs/bars, vending machines, workplace canteens, hotels, leisure and entertainment venues
- Supermarkets and convenience stores who provide “food on the go”
- Places where we purchase food when commuting or travelling
- Manufacturers and suppliers of food and drink to the out of home sector
- Food delivery services, including online
- Out of home businesses in the public sector, including food provided for staff and visitors in health care settings

**Approx 39,000 food businesses in Scotland**

## Out of Home Landscape in Scotland



- 98% of the population ate OOH in 2018.
- Average of four times, and spending £20 a week.
- Mostly to convenience stores, bakery and sandwich shops, supermarkets, fast food restaurants, coffee shops and cafes (76%).
- Lunch and ‘snack time’ are the most popular times to eat out.
- Estimated to contribute approx. **25% of the calories we consume.**

**“No longer the occasional treat”**





## Food and drinks we buy and eat OOH

- Much of the food we buy OOH is high in fat, sugar and/or salt.
- Children tend to have less healthy choices compared to the adults they are with.
- Eating OOH is associated with obesity.
- Food from fast food outlets and take-aways shown to have higher calorie content, especially when compared to food eaten at home.
- Growth in the OOH sector which is predicted to continue, including use of delivery services.



# Calorie content of common menu items



| Food Type                                    | Approximate calorie ranges |
|----------------------------------------------|----------------------------|
| <b>Cooked Breakfasts</b>                     | 500 - 1570                 |
| <b>Fish and Chips</b>                        | 650 - 1900                 |
| <b>Burger and Chips</b>                      | 470 - 1900                 |
| <b>Pizzas</b>                                | 380 - 1600                 |
| <b>Starters and Small Plates</b>             | 140 - 1730                 |
| <b>Sandwiches and wraps</b>                  | 160 - 700                  |
| <b>Paninis and Baguettes</b>                 | 220 - 1000                 |
| <b>Chips/Fries</b>                           | 220 - 1440                 |
| <b>Sides (excl. regular chips/fries)</b>     | 70 - 910                   |
| <b>Desserts</b>                              | 150 - 1420                 |
| <b>Cinema popcorn</b>                        | 210 - 1180                 |
| <b>Cakes and pastries</b>                    | 60 - 760                   |
| <b>Specialty Coffee (excl. black coffee)</b> | 50 - 420                   |
| <b>Milkshakes</b>                            | 200 - 1030                 |
| <b>Food on the go meal deals</b>             | 200 - 1500                 |

Source: consumer information, available online or on printed materials.

# What are the calorie contents?



### Coffee Republic

Strawberry Yogurt Granola - Contains low fat yogurt, granola and fruit compote.

**411 cal**



### KFC

Large popcorn chicken, regular fries, coleslaw and regular soft drink.

**1260 cal**



### Zizzi

Lasagne. Contains mince, onions, pasta and cheese.

**947 cal**



### Wagamama

Yasai Katsu Curry. Contains sweet potato, aubergine and butternut squash in a curry sauce (vegan).

**1094 cal**



### Pizza Express

Pollo Salad. Contains chicken, salad, dressing and breadsticks.

**954 cal**

# FSS Recommendations for an Out of Home Strategy

# FSS Strategic Principles for eating OOH

1. Consumers have the right to information
2. OOH businesses need to know, and act upon, the calorie content of the food they provide
3. Children are able to eat healthily when eating out
4. The public sector should be tasked to become the exemplar for OOH food provision
5. Collaborative working
6. Addressing health inequalities must be a priority



## FSS Recommendations for an OOH Strategy

- Food businesses to display calorie content at point of choice
- Calorie reduction in OOH industry
- Code of Practice for children's menus
- A standard for healthier food in the public sector
- Review of planning framework
- Greater coherence across Government Policy



## How we developed our recommendations

- **Consultation:** Following in SGs Healthier Futures Delivery Plan, FSS undertook a public consultation between November 2018 and February 2019 to seek views on how the OOH food.
- **Engagement:** Consumer engagement with predominantly lower socioeconomic groups, plus engagement with local authorities, food and drink industry representatives and public health professionals.
- **Analysis:** wide range of evidence, including FSS commissioned data, rapid evidence reviews and desk based research.
- **Recommendations agreed** by the FSS Board 21 Aug 2019.
- **Recommendations sent** to Scottish Ministers Sept 2019.



# Thank you.

## Links to FSS reports:

### **FSS Diet and Nutrition Board paper**

August 2019: [https://www.foodstandards.gov.scot/downloads/Diet\\_and\\_Nutrition\\_-\\_Recommendations\\_for\\_an\\_out\\_of\\_home\\_strategy\\_for\\_Scotland.pdf](https://www.foodstandards.gov.scot/downloads/Diet_and_Nutrition_-_Recommendations_for_an_out_of_home_strategy_for_Scotland.pdf)

### **Research:**

The Out of Home Environment in Scotland (June 2015-June 2018):

<https://www.foodstandards.gov.scot/publications-and-research/publications/the-out-of-home-environment-in-scotland-june-2015-june-2018>

Qualitative consumer research on eating out of home:

<https://www.foodstandards.gov.scot/publications-and-research/publications/qualitative-consumer-research-on-eating-outside-the-home>

Analysis of a Food Standards Scotland Public Consultation on Improving the Out of Home Food Environment in Scotland: <https://www.foodstandards.gov.scot/publications-and-research/publications/analysis-of-a-food-standards-scotland-public-consultation-on-improving-the>