

Childhood Obesity Strategy 2016



Rob Bailey
Principal Advisor

The Outlook



- 1/3 children 2 to 15 are overweight or obese
- Obese adults 7 times more likely to develop type 2 diabetes
- NHS estimated to spend £5.1 billion on weight related ill health in 2014/14
- Obesity highest in low-income households
- Due to energy imbalance:



Proposed Actions



- A soft drinks levy
 - This is designed to encourage producers to reduce sugar in their products and will appear in the 2017 Finance bill. The levy can apparently be avoided if they comply within the next 2 years. The proceeds, assuming there are some, will be used to invest in physical activity and diets for school age children. The sports premium will be doubled and £10 million put into healthy breakfast clubs

Actions (continued)



- Taking out 20% of sugar in products
 - Industry is challenged to reduce overall sugar content of a range of products by at least 20% by 2020. Nine categories are identified including breakfast cereals, yoghurts, biscuits, cakes, confectionary, pastries, puddings, ice cream and sweet spreads
 - The reductions will be assessed by Public Health England and targets set for reductions in calorie intake. Unspecified other actions may be taken if there has been insufficient progress by 2020.



Actions (continued)

- Supporting innovation in making products healthier
£10 million available for R&D to produce healthier food choices
- Updating the Nutrient profile model
Current restrictions on advertising relate to a nutrient profile which is 10 years old and will be updated
- Making healthy options available in the public sector
Public sector buildings including hospitals and leisure centres should provide healthy choices in food. Local authorities should be encouraged to adopt Government Buying Standards for Food and Catering Services (GBSF)
- Continued support with the cost of healthy food for those who need it
Re-commitment to the Healthy Start scheme providing £60 million vouchers to low income families

Actions (continued)



- **Helping children to enjoy an hour of physical activity everyday**
Every primary school child should get 60 minutes of exercise a day; 30 minutes through active break time and 30 minutes extra-curricular activity or out of school
Physical activity to be made a key part of the new healthy schools rating scheme. PHE to issue guidelines for the 2017/18 academic year. An online tool to be developed to assist schools in planning activities
- **Improving coordination of schools sport and physical activity programmes**
- **Creating a healthy rating scheme for primary schools**
From 2017 a voluntary healthy rating scheme to encourage children to eat better and move more. The scheme will be taken into account by Ofsted who are undertaking a review of obesity, healthy eating and physical activity in schools in 2017.



Actions (continued)

- **Making school food healthier**
Acknowledgement of the School Food Plan and a rewrite of the School Food Standards to reflect new advice on sugar. Academies will be encouraged to adopt the new standard and breakfast clubs will be supported
- **Clearer food labelling**
Present clearer labelling of food products and especially sugar content
- **Supporting early years settings**
Children's Food Trust commissioned to develop revised menus for early year settings with an awareness campaign in 2017
- **Harnessing the best new technology**
Development of Apps to inform eating habits
- **Enabling Health Professionals to support families**
Suite of health resources to support 'Make Every Contact Count'



Contact details

Rob Bailey, Principal Advisor

Email: rbailey@apse.org.uk

Mobile: 07789 844495

Association for Public Service Excellence

2nd floor Washbrook House, Lancastrian Office Centre, Talbot Road,
Old Trafford, Manchester M32 0FP.

telephone: 0161 772 1810

fax: 0161 772 1811

web: www.apse.org.uk



INVESTOR IN PEOPLE



ISO 14001
REGISTERED FIRM

GB 11409



ISO 9001
REGISTERED FIRM

GB 11132



ISO 27001
REGISTERED FIRM

GB 14074