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| Title | Local Authority Declaration on Sugar Reduction and Healthier Food |
| Date | 13 th June 2018 |
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1. Context/summary

- The Obesity Strategic Partnership (OSP) is Hackney's whole-systems approach to supporting obesity reduction and promoting healthy weight in the borough.
- The OSP brings together senior partners including Transport, Parks, Business and Regeneration, Education, Housing, Young Hackney, Regulatory services and Environmental Health, Planning, the City and Hackney CCG, and Public Health, to coordinate a whole-systems response to this complex issue.
- At the February 2018 OSP meeting, senior officers within the Council and partner organisations agreed a number of local actions to support the six key areas of the Local Government Declaration on Sugar Reduction and Healthier Food.
- The purpose of the Local Government Declaration on Sugar Reduction and Healthier Food is to provide a framework to support local authorities to make a public commitment to improve the availability of healthier food and drinks and to reduce the availability and promotion of unhealthy options. This is a key contribution to reduce obesity and other diet related diseases such as dental decay, diabetes, cardiovascular disease and some cancers.
- This paper provides the background on obesity, the OSP, the Declaration, and sets out the actions agreed by the OSP for each of the priority areas for the Local Government Declaration.
- **Members of the board are requested to consider what complementary actions their organisations could take contribute to sugar reduction and healthier food.**
- **The report seeks the endorsement of the Health and Wellbeing Board prior to taking the proposed declaration to a full cabinet meeting in order for the Council to sign up to the declaration.**

2. Background on obesity, and the Obesity Strategic Partnership

Obesity is one of the major challenges of our generation - it has huge health, social and economic impacts. The national economic costs of obesity are significant - £27 billion in total. People who are obese have a shorter life expectancy, are less likely to be employed, and are much higher users of social care and health services.

In Hackney 26.6% of 10-11 year olds are obese (compared to 23.2% in London and 20% in England) and 41.5% have excess weight (obese or overweight) (compared to 38.1% in London and 34.2% England).

There are almost 90,000 adults (18+) in Hackney who have excess weight (obese or overweight), 36,000 of which are obese and 4,700 very obese. Hackney has higher obesity amongst Black/Asian residents (26%) than White residents (14%) and higher obesity amongst women than men.

The causes of obesity are complex. We are strongly influenced by the circumstances and environment in which we live – often described under three headings:

1. The 'food environment' – examples include the relative price and availability of unhealthy vs. healthy food, portion sizes, and the formulation/content of convenience food
2. The 'physical activity environment' – examples include local transport options, safety issues, technology and labour-saving devices, sedentary jobs, and the availability of PE in schools
3. The 'social environment' – advertising, education, social acceptability of overweight and/or obesity, peer pressure, family/social norms, and cultural practices.

This means that tackling obesity is complex. It requires a coordinated 'whole-systems' response by organisations, communities and individuals.

Much of this approach was outlined by the Government's 2007 Foresight Report, Tackling Obesity: Future Choices – Project Report.¹

The OSP is Hackney's whole-systems approach to supporting obesity reduction and promoting healthy weight in the borough. It brings together senior partners from transport, parks, business and regeneration, education, housing, Young Hackney, regulatory services and environmental health, planning, the CCG and public health, to coordinate a whole-systems response to this complex issue. It has been running since February 2016 and is chaired by the Council's Chief Executive, Tim Shields.

To date the OSP have worked to implement the Daily Mile in schools, produced an affordable recipe pack (designed by local residents), supported food businesses to improve their food offer (through the Healthier Catering Commitment), and worked with adult social care to improve access to support for service users who are overweight and obese. Work continues on these areas.

This year, the OSP has worked on four priority areas:

- Making healthy profitable – working with businesses to promote healthier food
- Connecting green spaces
- Borough-wide engagement

¹Foresight, Tackling Obesity: Future Choices – Project Report
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/287937/07-1184x-tackling-obesities-future-choices-report.pdf

- Making staff active, happy, and healthy

The Local Government Declaration is an action under the making healthy profitable priority area. The latest detailed update on this area of work for the OSP is provided as an appendix, to put this action in context.

We are expanding conversations about obesity in Hackney, to bring in a wider range of voices from the voluntary sector, healthcare providers, businesses and other sectors, and define together how best we should work to address obesity, as we redefine our strategic approach during 2018.

3. Background to the Local Government Declaration on Sugar Reduction and Healthier Food

The purpose of the Local Government Declaration on Sugar Reduction and Healthier Food is to provide a framework to support local authorities to make a public commitment to improve the availability of healthier food and drinks and to reduce the availability and promotion of unhealthy options. This is a key component of a strategy to reduce obesity and other diet related diseases such as dental decay, diabetes, cardiovascular disease and some cancers.

The Declaration was developed by Sustain, an alliance of over 100 national public sector organisations working to better food and farming policies, and is supported by Greater London Authority.

A number of London local authorities have signed up to the Declaration and have developed local action plans under the key areas.

The specific focus on sugar reduction was agreed in response to the recommendation from the Scientific Advisory Committee on Nutrition (SACN) that population average intake of free sugars should not exceed 5% of total dietary energy. The SACN evidence review highlighted that consumption of sugar sweetened drinks, compared to non-sugar sweetened drinks, results in greater weight gain in children and adolescents due to increased energy consumption as well as increasing the risk of dental caries and type 2 diabetes. Average intakes of sugar in England are three times higher than the maximum recommended level in school-aged children and teenagers and around twice the maximum recommended level in adults.

A recent Sugar Smart survey conducted in Hackney in October 2017 found that 83% of residents said they were 'concerned' or 'very concerned' about the amount of added sugar in food and drink with 66% stating they would like help in reducing the amount of sugar they ate. Almost all of the residents who responded to the survey stated they were worried about the effects of sugar on dental health, weight gain and increased risk of diabetes.

In 2017, the amount of sugar consumed by staff in the Hackney Service Centre was roughly 240,000 teaspoons.

The Great Weight Debate conducted nationally in 2017 findings saw 54% of residents in Hackney state tackling childhood obesity should be a high priority, with a further 35% stating it should be top priority. Of the options given for the things that made it harder for children to lead healthy lives, the highest response from Hackney residents was, 'too many cheap unhealthy food and drink options' (62%), whilst the top response for 'how do you think children can be better supported to lead healthier lives' was 'cheaper healthy food and drink' (44%).

4. Links to wider strategic aims

Signing up to the Declaration will support Hackney's Joint Health and Wellbeing Strategy priority: 'Improving the health of children and young people, in particular tackling childhood obesity and working with pregnant mothers and children under five years old'.

It will also support the Mayoral manifesto commitment to support everyone to lead a healthier life.

Signing the declaration will be an opportunity to demonstrate leadership and to communicate to residents all of the work that is being done locally on obesity, including reducing sugar and promoting healthier food.

The Declaration also links to and supports the borough-wide Sugar Smart campaign.

5. Hackney's Local Authority Declaration on Sugar Reduction and Healthier Food – in detail

By signing the Declaration the local authority commits to implementing at least one action from each of the six key areas. In addition, the local authority commits to report on progress annually. The longer term aim is that each year the local authority will build on their previous commitments and take on one or more new actions, as well as maintaining previous actions.

The six areas within the Declaration are: advertising and sponsorship, improving food controlled by the Council, reducing the prominence of sugary drinks, supporting businesses and organisations, supporting healthy public events, and raising public awareness.

The below actions were agreed at OSP meeting in February 2018, and lead officers and resources have been identified to support progressing these over the next year:

Area 1 – Tackle advertising and sponsorship

- The Council will make a case by case decision on accepting sponsorship from sugar-sweetened fizzy drinks companies and sponsorship from these companies will not be accepted for events targeting children, as per the Corporate Sponsorship Policy.
- Advertising billboards under LBH control/influence will not promote sugar-sweetened drinks, and opportunities will be explored to restrict commercial advertising of these products in the borough

Area 2 - Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer

- Ensure healthier catering standards (Government Buying Standards) are included in food contracts controlled/commissioned by the Council including the Council building café, meals on wheels, lunch clubs, schools catering contracts
- Promote healthier vending at leisure centres and Homerton Hospital to reduce the availability of sugar sweetened beverages and confectionary and increase the availability of healthier options
- Amend product placement and promote healthier options in Council Café and at cafes in leisure centres
- Remove sugar from Council office kitchens

Area 3 – Reduce the prominence of sugary drinks and actively promote free drinking water

- Propose a 10p surcharge at Council cafe for sugar-sweetened drinks, with proceeds to go to the Children’s Health Fund
- Encourage local businesses to provide free drinking water to customers, and highlight examples of those who do so through publicity and through apps

Area 4 – Support businesses and organisations to improve their food offer

- Continue to implement the Healthier Catering Commitment, to support food businesses to make food and drink provision and promotion healthier
- Identify businesses from different cultures well represented in Hackney (e.g. Turkish, African-Caribbean, African, White British) to promote Healthier Catering Commitment and to act as food champions with other businesses from the same communities
- Propose planning policies to restrict new hot food takeaways opening near schools, prevent over-concentration of takeaways in high streets, and require new takeaways to operate in compliance with the Healthier Catering Commitment
- Explore potential to provide discounts to business rates for businesses that are compliant with food hygiene and healthier catering standards

Area 5 – Public events

- Develop healthy standards for public events, to ensure that healthier food and drink is available at public events organised by the Council

Area 6 – Raise public awareness

- Continue to implement the Healthy Workplace Charter and take forwards actions to achieve excellence in the diet category of the charter (organisational healthy eating food plan or guidelines have been produced in consultation with staff, covering catering and events; Internal or external support is on offer for those who wish to lose weight)
- Publicise how the Council is supporting initiatives to become Sugar Smart, and results of resident surveys on attitudes towards sugar
- Promote a sugar-free fortnight at the Council, Homerton and the Clinical Commissioning Group (the three biggest employers in Hackney)

6. Governance

The OSP has committed to receiving an update on the progress of the actions within the Declaration on a quarterly basis.

If agreed, a member of the OSP will report back on progress of the Declaration to the Health and Wellbeing Board in 2019.

Appendix A:

Hackney Obesity Strategic Partnership (OSP) – Making Healthy Profitable **Summary and action plan - June 2018**

Group members

Gerry McCarthy (lead) Damani Goldstein
Nilesh Lad Jack Gooding
Olga Vandenberg

Overview

- The actions under each area of Hackney's Local Government Declaration on Sugar Reduction and Healthier food were agreed at the February OSP meeting
- Lead officers for each action have since been contacted to inform them that this will fall under their service area, and to identify what additional support, if any, is required to achieve the action over the next 12 months
- Initial work has progressed on the actions but the main focus has been on signing up to the declaration, by engaging with senior political leaders (Cllr Demirci) to take to the Health and Wellbeing Board for endorsement and then to a full Council meeting.
- The signing of the declaration will offer an opportunity to communicate to residents not only that we are signing up to the declaration, but also to highlight all of the wider work that the Council is doing to support promoting healthy weight in the borough, an action that has been discussed at previous OSP meetings.
- The funding for the Mayor's Business awards is not yet finalised, but the awards will likely take in March 2019.
- A four week staff campaign to reduce sugary consumption #ditchthefizz has run from mid-May to mid-June.
- A sugar smart debate for children and young people is scheduled for 21/06 at Clapton Girls academy.

Progress to date against the priority actions for 2017/18

| | Priority actions for 2017/18 | Timeframe/ Lead | Update |
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| 1 | Include a Healthier Business category in the Mayor's Business Awards | March 2019 Olga Vandenberg | Funding has not yet been finalised, the date for the awards has been pencilled in for March 2019. Discussions have taken place to include a Healthier rather than or in addition to a Healthy Business award, to include businesses such as takeaways who have made the most improvements to their food offer, and to tie in with the Healthier Catering Commitment. |
| 2 | Take a proposal for the Local Government Declaration to the OSP | June 2018 Gerry McCarthy / Damani Goldstein | Most of the work between now and the previous OSP meeting has been working to sign up to the declaration, including engaging with senior political leaders. The declaration will be signed off in June 2018. Lead officers for each action area have been followed up with, and initial work has started. |
| 3 | Ensure staff benefits/promotions include healthier choices | January 2018 Nilesh Lad | Vectis have agreed to revisit the imagery that they use when promoting items through the scheme. When advertising restaurants or food offers for example they will use images of the healthier options. Vectis have also agreed that we can nominate local businesses for the scheme, which means that we can promote healthier options locally. In addition, the food hygiene ratings guide will be checked as a default process before any restaurant is included in the program with any food outlets not achieving a minimum of 3 stars being excluded. |
| 4 | Expand Sugar Smart campaign into workplaces | February 2018 Kerry Littleford / Mary Atkinson | <u>Complete</u> A four week staff campaign to reduce sugary consumption #ditchthefizz has run from mid-May to mid-June. |
| 5 | Scope options for business incentives/business rate relief | February 2018 Olga Vandenberg | Initial conversations have taken place about what activity or schemes would qualify businesses to receive discounted business rates. |

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| | | / Damani Goldstein | Next steps would be to write a business case outlining the rationale behind the rates relief. |
| 6 | Scope options for licensing conditions to promote healthier catering | February 2018 David Tuitt / Damani Goldstein | Not progressed, update to be provided for next OSP meeting. |