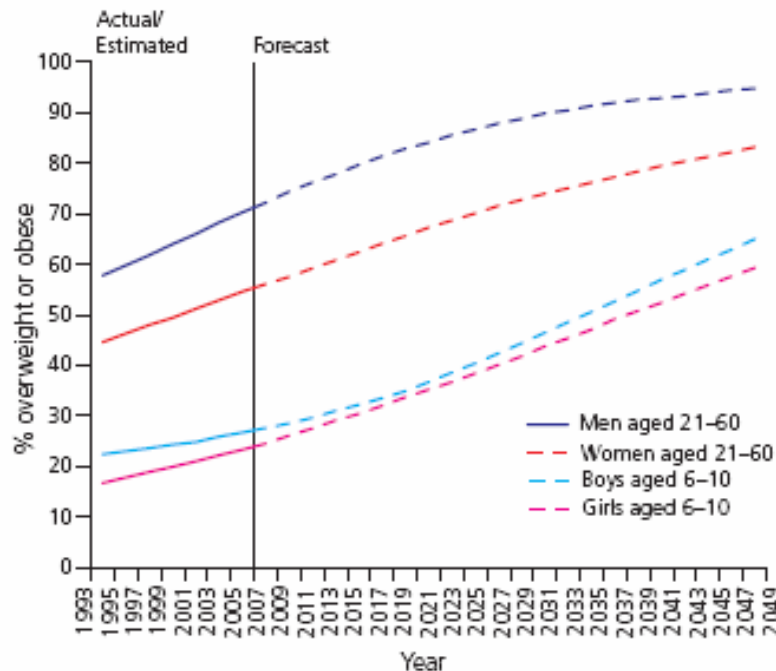


Healthy Weight, Healthy Lives: a cross-Government strategy for England

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Obesity is growing alarmingly, with significant impact on individuals, the health service and society as a whole

UK Foresight report: By 2050, 60% of men and 50% of women could be clinically obese



- **Health impact of obesity:**
 - 58% type-2 diabetes
 - 21% of heart disease
 - 10% of non-smoking related cancers
 - 9,000 premature deaths a year in England
 - Reduces life expectancy by, on average, 9 years.
- **Costs of obesity:**
 - National Health Service - £4.2bn
 - Wider economy - £15.8bn
 - Foresight estimate costs to economy of £50bn by 2050

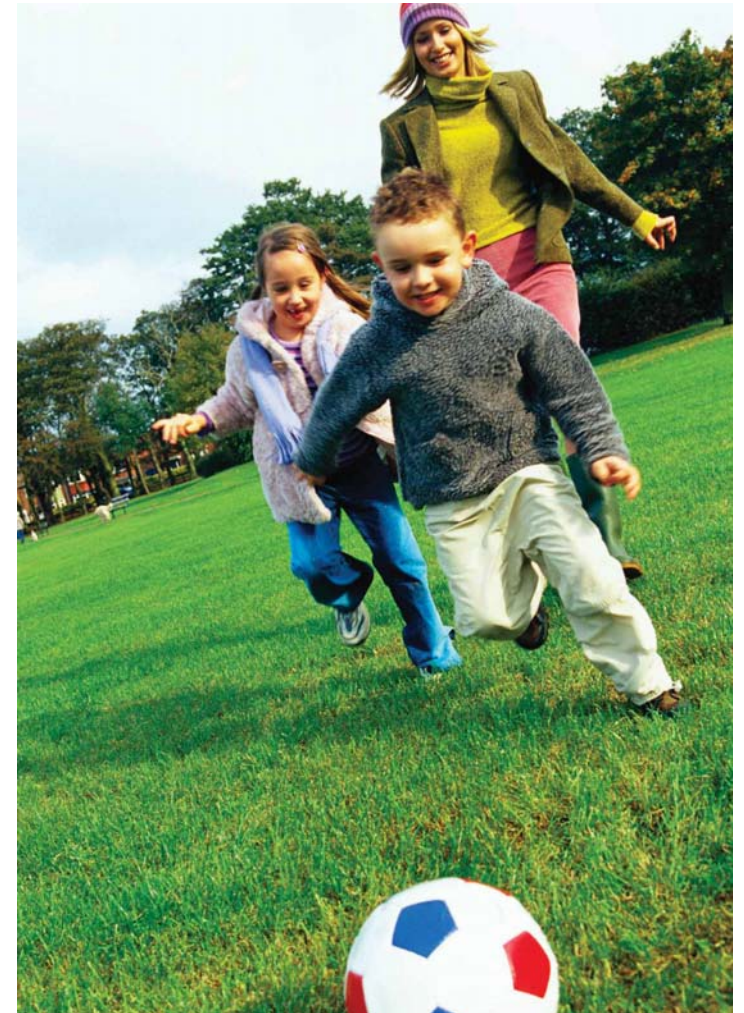
So as part of the recent CSR 07 announcement, we announced our new long-term ambition

“Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.”

- This new ambition was announced in October 2007 and forms part of the Government’s new commitment to Child Health and Well-being (children under 11)
- Tackling child obesity will be a national priority for the National Health Service (NHS) and local health care and delivery providers, from April 2008.

The Government has recently mapped out how it will deliver the ambition in a new £372 million strategy

- Healthy Weight, Healthy Lives: a Cross-Government Strategy for England was launched in January 2008.



The strategy sets out action in 5 themes, following the evidence provided by Foresight

- *Children: healthy growth and healthy weight* - early prevention of weight problems to avoid the 'conveyor-belt' effect into adulthood, with the focus on children part of government's "duty of care" to minors
- *Promoting healthier food choices* - reducing the consumption of foods that are high in fat, sugar and salt and increasing the consumption of healthier food such as fruit and vegetables
- *Building physical activity into our lives* - getting people moving as a normal part of their day
- *Creating incentives for better health* - increasing the understanding and value people place on the long-term impact of decisions
- *Personalised advice and support* - complementing preventative care with treatment for those who already have weight problems

Theme 2: The need to promote healthier food choices

Our vision for the future is one where the food we eat is far healthier, with major reductions in the consumption and sale of unhealthy foods such as those high in fat, salt or sugar, and everyone eating their 5 A Day

- **Advertising to children:** The Government's advertising and communications regulator has already placed restrictions on broadcast advertising of HFSS foods during programmes of particular interest to under 16s
- **Food labelling:** A very wide range of retail foods have front of pack labelling, with the "traffic-light" model (as recommended by the Government's Food Standards Agency) adopted by many major retailers and manufacturers across the UK.

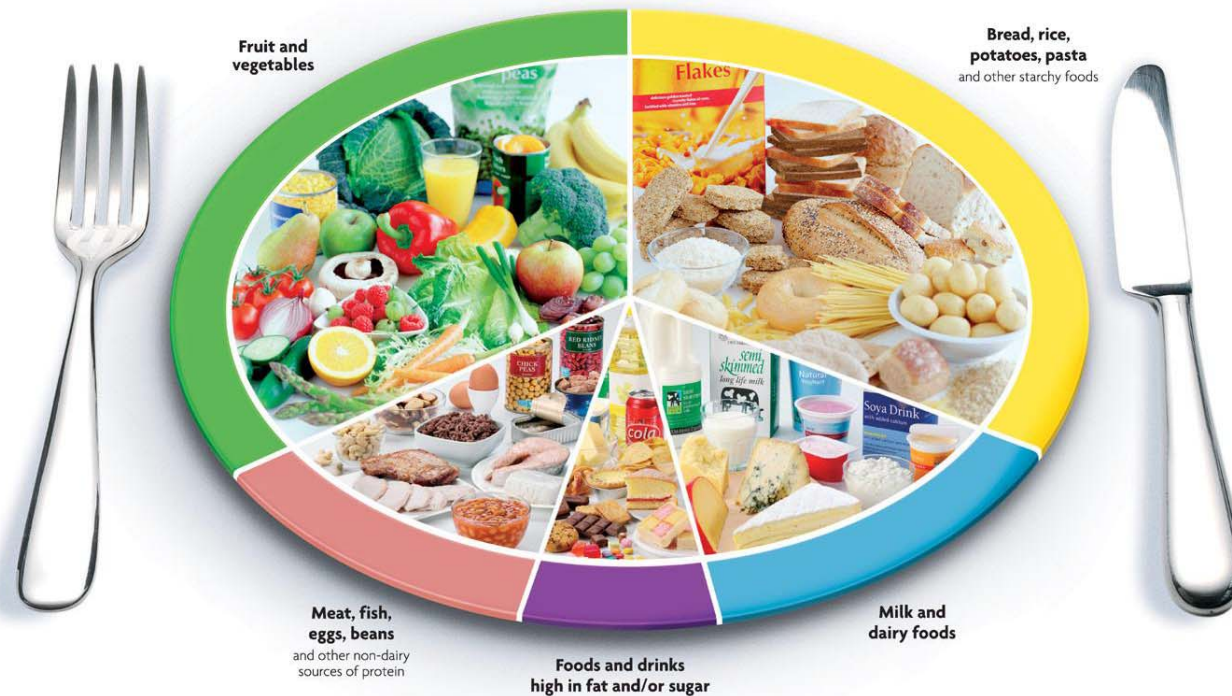
5 A DAY (A5) Leaflet



The Government's Food Standards Agency promotes messages around the importance of a balanced diet

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



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Building on this, HWHL set out the Healthy Food Code of Practice: the next stage in our ambitions to promote healthier food

- It codifies a coherent, cross-Government approach to health and food
- Effective stakeholder engagement will be key to delivery and implementation
- Progress will be monitored in the HWHL annual report

The code will challenge industry to achieve:

- A single, simple and effective approach to food labelling
- Smaller portion sizes for energy dense and salty foods
- Rebalanced marketing, promotion, advertising and point of sale placement to reduce the exposure of children to the promotion of HFSS foods, and increase their exposure to the promotion of healthier options
- Reductions in consumption of and levels of saturated fat and sugar in food particularly drinks with added sugar, along lines of the continuing action on salt
- Increased consumption of healthy foods, particularly fruit and vegetables
- All food businesses working with the FSA, DH and other stakeholders to deliver a single set of key healthy eating messages
- Clear, effective and simple to understand information on food nutritional content in a wide range of settings such as visitor attractions, restaurants, fast food outlets, and others

What success looks like for each element of the code, and who will lead us there:

Commitment	Goal	Lead
Food labelling	Consumers are supported in choosing healthier options through a single, simple and effective approach to front of pack labelling.	FSA
Portion size	Portion sizes for single portion foods reflect nutritional guidelines. Consumers recognise appropriate portion size and frequency.	FSA
Marketing Promotion Advertising	Children's exposure to marketing and promotion of HFSS foods is reduced, and their exposure to the marketing and promotion of healthier options is increased.	DH
Saturated fat and sugar	Intakes of salt, saturated fat and sugar fall to recommended levels.	FSA
Increased consumption of healthy foods	High percentage achieving 5 a day. Food consumption reflects a balanced diet according to nutritional guidelines, eg the eatwell plate. Intakes of fibre, salt , saturated fat, added sugar at recommended levels.	Joint lead: FSA and DH
Healthy eating messages	Single set of healthy eating messages give a consistent message to consumers and impact behaviour	Joint lead: FSA and DH
Information on nutritional content of food in a wide range of settings	Consumers have access to clear information on food when eating out of the home or purchasing take-out foods; and healthier choices are provided in all venues.	FSA

We must now work together to agree and finalise concrete baselines, goals and milestones for every commitment.

Government action alone will not be successful, and Healthy Weight, Healthy Lives makes clear that everyone must play their part

- Individuals and families must be supported in their efforts to maintain a healthy weight.
- This support must come from all parties (schools, employers, the food industry, leisure and hospitality sectors, voluntary groups and NGOs, the media, local Government, the health service...)

Government action will underpin this, providing clear leadership and support:

- Funding: an additional £372mn over 2008/9 to 2010/11
- (Childhood) obesity will be a priority for local healthcare providers from April 08, with far greater accountability
- Clear local guidance on how local partners can develop their plans to promote healthy weight and tackle obesity in their communities
- The cross-Government programme is being reinforced and given extra impetus via a Cabinet Committee on Health and Well-being
- A comprehensive marketing programme to support individuals and families in making healthier decisions about food and activity designed to recruit them to a positive lifestyle campaign