

Diet and Health - Nutrition in the Department of Health and the Responsibility Deal

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Overview



- Transfer of nutrition policy to DH
- Responsibility Deal

Nutrition Science and Delivery Branch



- Reformulation (salt, saturated fat, trans fats, sugar)
- Dietetic foods
- Food supplements
- Nutrition and health claims
- Dietary surveys
- Scientific Advisory Committee on Nutrition (SACN)
- Nutrition Research programme
- Nutrition advice

Responsibility Deal



- “*Public health is everyone’s business*” – Andrew Lansley, Secretary of State for Health
 - Businesses
 - NGOs
 - Public health bodies
 - Academics
- Potential for RD partners to make a significant contribution to the Government’s strategy on public health

Responsibility Deal



- The RD supplements – not substitutes – for Government action
- Government will continue to
 - Develop national policy
 - Define priorities
 - Communicate public health messages (e.g. Change 4 life)

Responsibility Deal



- Chairs
 - Plenary group – Rt Hon Andrew Lansley CBE MP
 - Food – Dr Susan Jebb
 - Alcohol – Jeremy Beadles and Prof Mark Bellis
 - Physical activity – Fred Turok
 - Health at Work – Dame Carol Black
 - Behaviour change – Paul Lincoln

Core commitments



- We recognise that we have a vital role to play in improving people's health
- We will encourage and enable people to adopt a healthier diet
- We will foster a culture of responsible drinking which will help people to drink within guidelines
- We will encourage and assist people to become more physically active
- We will support our workforce to lead healthier lives

Action through pledges



- Core commitments – setting the scope of the Deal
- Collective pledges – collectively agreed action designed by the networks and signed by many organisations
- Individual pledges – individual organisations going further, faster
- Supporting pledges – operating principles and processes

RD Food Network



- Representation across sectors
- Network activity is wide-ranging and embraces 4 main areas:
 - Information to consumers
 - Content of food
 - Improving the food environment through better access
 - Promotion of healthier food choices

Food Network pledges



- Collective pledges – salt, trans fats, out of home calorie labelling
- Individual pledge – Association of Convenience Stores – access to fruit and vegetables

Salt Pledge



- We commit to the salt targets for the end of 2012 agreed by the Responsibility Deal, which collectively will deliver a further 15% reduction on 2010 targets. For some products this will require acceptable technical solutions which we are working to achieve. These targets will give a total salt reduction of nearly 1g per person per day compared to 2007 levels in food. We recognise that achieving the public health goal of consuming no more than 6g of salt per person will necessitate action across the whole industry, Government, NGOs and individuals

How to make this pledge work



- Business will reformulate their products in line with 2012 targets
- Food service providers will procure lower salt products, adapt their cooking practices and menu planning
- Government and businesses will provide information to consumers
- Mechanisms will be put in place for sharing information on best practice
- Government and businesses will work to influence the wider European and world agendas

Trans fats pledge



- Trans fats – We have already removed, or will remove, artificial trans fats from our products by the end of 2011
- How to make this work:
 - Major UK fats and oils suppliers and manufacturers pledge that fats and oils are pHVO free and <2% total trans
 - Food service providers will procure products and adapt their practices to remove artificial trans fats
 - Guidance for small businesses will be developed
 - Businesses will do everything possible to remove trans fats without increasing saturated fats in products

Out of home calorie labelling pledge



- Out of home calorie labelling – We will provide calorie information for food and non-alcoholic drink for our customers in out of home settings from 1 September 2011 in accordance with the principles for calorie labelling agreed by the Responsibility Deal

How to make this pledge work

- Calorie information is displayed clearly and prominently at point of choice
- Calorie information is provided for standardised food and drink items sold
- Calorie information is provided per portion/item/meal; and for multi portion or sharing the number of portions will be provided
- Reference information on calorie requirements is displayed clearly, prominently and in a way appropriate for the consumer

Responsibility Deal

- Information available on the DH web site
- Who has signed up
- Increasing awareness about the Responsibility Deal
- Call to action for other businesses to participate

Delivery of pledges



- Salt
 - Analysis of retail data
 - NDNS data and urinary sodium analysis
- Trans fats
 - Guidance for SMEs
 - NDNS data
- Calorie labelling
 - Technical guidance for businesses and enforcement community
 - Guidance for SMEs

Monitoring and Evaluation



- Details of where information is to be reported will be published on DH web site
- Self reporting by companies
- DH will publish an annual update on progress

Moving forward



- New format for the Food Network
- Steering group, task-specific working groups, wider e-Food Network
- Phase 2 – calorie reduction, access to fruit and vegetables
- Phase 3 – saturated fat replacement, promotions to healthier foods

Calorie reduction



- Workshop on 7 April to inform work plan
- All foods versus some foods?
- Might calorie reduction be weighted?
- Relative contributions from retailers, manufacturers and caterers?

Thank you