



Chartered  
Institute of  
Environmental  
Health

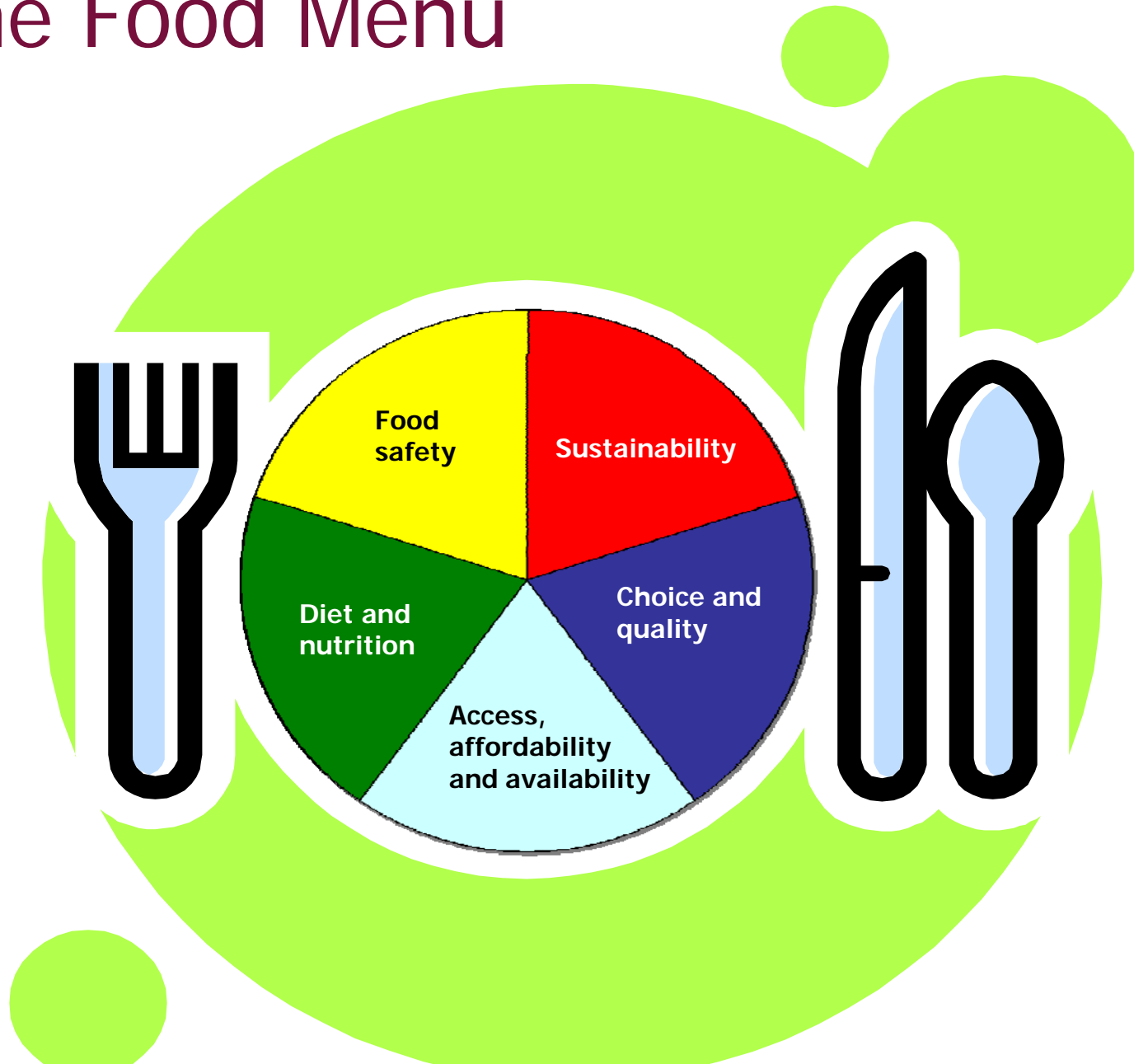
# Food policy and Environmental Health

Jenny Morris, Principal Policy Officer CIEH

# The Food Menu



Chartered  
Institute of  
Environmental  
Health



# So what can EH (and TS) do about fast food takeaways?



Holistic approach;

- Public health advocate
- Planning advisor
- Food inspector
- Business link and support
- Health promoter
- Partnership facilitator

# Getting on the Agenda



Chartered  
Institute of  
Environmental  
Health

## NI 56: OBESITY IN PRIMARY SCHOOL AGE CHILDREN IN YEAR 6

**BACKGROUND:** The Government's ambition on excess weight, is to be the first major country to reverse the rising tide of obesity and overweight in the population, by ensuring that all individuals are able to maintain a healthy weight. The initial focus is on children: by 2020, the target is to have reduced the proportion of overweight and obese children to 2000 levels.

**DEFINITION:** The percentage of children shown by the National Child Measurement Survey.

Good performance is:

- A minimum of 85% of eligible children are of a healthy weight
- A reduction in the proportion of overweight and obese children, and a reduction in the rate of increase

## NI 121: MORTALITY RATE FROM ALL CIRCULATORY DISEASES AT AGES UNDER 75

**BACKGROUND:** Circulatory disease is one of the main causes of premature death (under 75 years of age) in England, accounting for just over a quarter of all such deaths in this age group. Reducing mortality rates will therefore make a significant contribution to increasing life expectancy. This is a Department of Health PSA target. Substantially reduce mortality rates by 2010 from heart disease and stroke and related diseases by at least 40% in people under 75, with at least a 40% reduction in the inequalities gap between the fifth of areas with the worst health and deprivation indicators and the population as a whole.

**DEFINITION:** Directly Standardised Rates per 100,000 population aged under 75. Components of calculation are: Deaths from all circulatory diseases, classified by underlying cause of death. "Good" performance is typified by a reduction in rate. For Spearhead areas "Good" performance is typified by a reduction in rate that results in a reduction in the inequality gap with England.

And other strategic agendas

# Sharing good practice



Chartered  
Institute of  
Environmental  
Health

The screenshot shows the Food Vision website in a Microsoft Internet Explorer browser window. The browser's address bar displays the URL <http://www.foodvision.gov.uk/>. The website's header features the 'foodvision' logo with a red tomato icon and the tagline 'improving community health & well-being'. A navigation menu on the left lists various sections: Policy Areas, Case studies, Toolkits, Project Guidance, Useful Information, Submit Case Study, Feedback, Contact Us, About Us, and Food Champions. Below this menu is a search box. The main content area is titled 'Promoting safe, sustainable and nutritious food to improve local community health and well-being.' and includes a paragraph about the website's purpose as an information portal for local authorities and community members. A large image of red tomatoes is positioned below the text. To the right, a 'What's New' section lists recent updates with dates and titles, such as '11/06/10 - Food Champion winners announced'. Below this is a red button labeled 'what's new click here for more'. Further down is a map of the United Kingdom with a 'Select a region...' prompt and a green button for 'newsletters click here to subscribe'. The footer contains logos for LACORS, Food Standards Agency, Chartered Institute of Environmental Health, and I&DeA, along with a 'Site last updated' timestamp and a navigation menu.



Chartered  
Institute of  
Environmental  
Health

# Food Vision – What is it?

A web based joint project – LGA, LACORS,  
FSA, CIEH [www.foodvision.gov.uk](http://www.foodvision.gov.uk)

Recognises work beyond regulation

Promotes healthy eating, sustainability and  
partnership

Guidance for LAs, PCTs, Community groups,  
NGOs

Food Champion access point



Chartered  
Institute of  
Environmental  
Health

# Food Vision -Content

4 main areas

- Policy – relevant drivers for projects
- Case studies
- Toolkits
- Project guidance

# National Food Champion 2010

## Diet and Nutrition



Chartered  
Institute of  
Environmental  
Health

### Norfolk – Eat well to be well

#### Salt reduction projects

- Wide partnerships
- Healthy salt shakers
- Salt reduction in craft baked bread
- Salt reduction in sausages

20% salt reduction in sausages removes  
119kg each week from Norfolk diet

Business benefits for local food  
producers deliver health gains



Tony Perkins with his reduced salt sausages. Courtesy Eastern Daily Press

# Food Champions



Chartered  
Institute of  
Environmental  
Health

Business award working in partnership with private sector

Outcome aims;

- Reduced fat, salt and sugar consumed in area
- Appealing healthy options and healthier catering practices
- Supporting businesses in economic downturn- cost neutral and marketing advantage
- Reduction in health inequalities
- Cultural shift of health in food system (not necessarily a conscious choice)

Wigan Council, PCT, Lose Weight Feel Great, Active living, Slimming World, Leeds University



## Cooking from Scratch

For key workers in the community

Bristol City Council - National Food Champion 2008-2010

## Cooking from Scratch for Teenagers and Young Parents

Promoting enjoyable healthy eating

Bristol City Council - National Food Champion 2008-2010

## Healthy Kids Programme

Fun, school based, out-of-school hours healthy lifestyle programme

Bristol City Council - National Food Champion 2008-2010

## Nutrition Training for Early Years Sector

Providing learning opportunities for the early years workforce



Bristol City Council - National Food Champion 2008-2010

# Becoming a Food Champion

Bristol's recipe for success



In recent years food and diet has steadily risen up the agenda. In response Bristol City Council has revamped it's entire approach to the support and improvement of community health.

By critically assessing our working practices (and revising where necessary), working in active partnership with stakeholders, e.g. the PCT, hospital trusts and the community, and building an environment in which creativity and innovation can flourish, Health Diet and Nutrition has been put centre-stage by the Council. National Food Champion status raises the profile and recognises the dedication of everyone involved.



## Hartcliffe Health and Environment Action Group

Health and wellbeing for BS13

Bristol City Council - National Food Champion 2008-2010

## Transforming School Meals

Better school meals for Bristol's children

Bristol City Council - National Food Champion 2008-2010

## Exchange a Chef

Bringing together local businesses and schools

Bristol City Council - National Food Champion 2008-2010

## Bristol Allotments Strategy

Regeneration and promotion of allotments and food growing

Bristol City Council - National Food Champion 2008-2010



2005-2006 Promoting Racial Equality  
2006-2007 Transforming the Delivery of Services Through Partnerships  
2007-2008 Healthy Schools  
2007-2008 Promoting and Tackling Anti-social Behaviour

# But what will really make a difference?



Chartered  
Institute of  
Environmental  
Health

“It would be easy to just give the public (or business) information and hope they change behaviour but we know that doesn’t work very well.

Otherwise none of us would be obese, smoke or break the law”



# Starting from “where the customer is at”



Chartered  
Institute of  
Environmental  
Health

unaware or  
not considering

attempting but  
not succeeding

contemplating but  
not yet acting

actively resisting  
or entrenched

*“nothing to do with me”*

*“its just too hard”*

*“don't give a damn”*

## SOCIAL MARKETING

Tailoring interventions to take  
full account of where the  
customer is starting from

**INFORM**  
educate  
communicate  
advise

**SUPPORT**

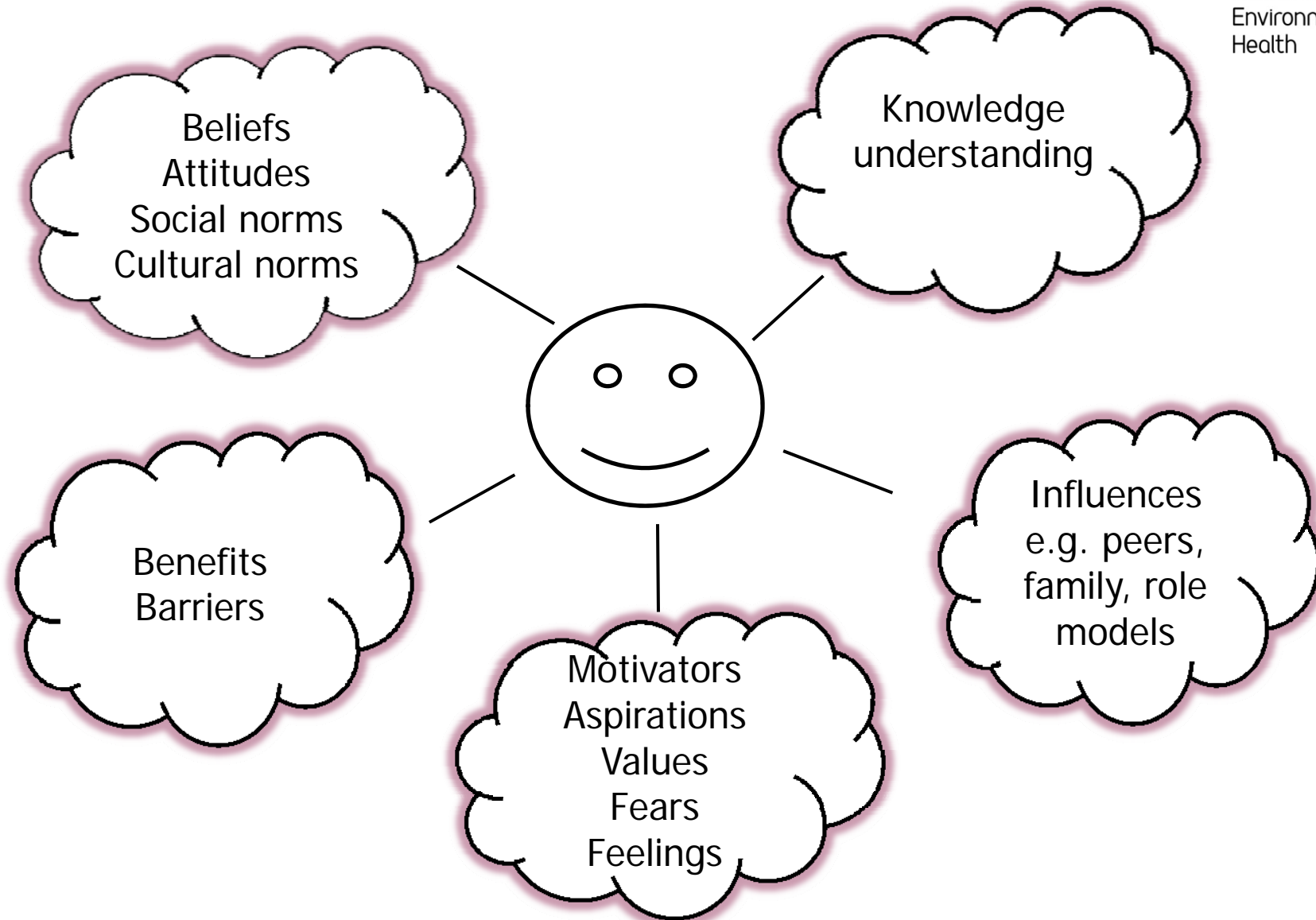
**DESIGN**

**CONTROL**  
require  
enforce  
legislate

# Gaining insight



Chartered  
Institute of  
Environmental  
Health



# Influencing behaviour – four key elements



Chartered  
Institute of  
Environmental  
Health

## Education

- Inform and advise
- Build awareness
- Persuade and inspire

## Design

- Environmental and physical context e.g. spatial planning
- Design and engineer
- Increase availability
- Improve distribution

## Control

- Legislate, regulate
- Enforce
- Set standards

## Support

- Toolkits e.g. Planning, sausage calculator
- Business support
- Recognise success eg Awards



Chartered  
Institute of  
Environmental  
Health

# Some current initiatives

Planning toolkit – Foodvision

Healthier sandwiches – FSA South West  
(Social marketing)

Promoting business solutions – FSA tips  
and LA Awards

Food Champions



Chartered  
Institute of  
Environmental  
Health

## So where next?

Find out “What’s going on, who’s doing it”

Build the evidence and understand “what works” to encourage behaviour change at both policy and operational level

Make friends and influence people – solutions and money can follow

Share your experiences e.g. through Foodvision



Thankyou