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Healthy eating, the challenges

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Healthier diets

The key issues

- High salt, sugar, saturated fat
- Energy density
- Portion size
- Calories

Health impacts of a poor diet

Poor diet

Too much salt, saturated fat and added sugars

Increases risk of obesity

Obesity

Increased risk of cancer, diabetes and CHD

- Economic costs (2002) approx £7 billion
- Healthcare costs (2002) £991 to £1,124 million

70,000 premature deaths each year

Expanding the costs

Obesity

Increased body fatness is associated with:

- 10% cancer deaths amongst non smokers
- 20 x risk of Type 2 diabetes (BMI over 35)
- Coronary Artery Disease x 3.6. every unit BMI
- 90% obese have fatty liver, precursor for cirrhosis

Obesity epidemic



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BMJ



Move a little more, eat a little less

Both sides of the energy equation must be tackled p1339, p1354, p1357, p1360

Introducing a healthy eating award

Shropshire County Council (LAA)

- Healthy eating in caterers
- Same criteria used across all district councils
- 170 premises
- £90,000 funding
- Training EHPs and some caterers level 1 and 2 nutrition



Award schemes

Demand for national framework?

- LACORS/CIEH/TSI workshop
- London authorities exploratory discussions
- Olympics as a focus?
- LOCOG interest?
- Partnership as a way forward



Thank you