

Feedback from Workshop 1: The Healthy Weight Declaration Pledges: What are we doing and what could we do?

Table 1: Consider the Impact of Advertising and promotion of food and drink high in fat/salt/sugar products

- Be prepared and have response for events such as the Coca-Cola truck
- Unhelpful supersize foods and encouragement to increase portion sizes to supersize in retail and commercial settings
- Placement of food products often unhelpful
- Advertising skills for all- to help readdress the balance
- Children are influenced by online advertising
- Sports club associations at local, regional and national level are concerning
- Availability of foods, fast food, supermarkets
- Use social media to give positive messages
- Perceptions- green coca cola and mango coca cola
- Advertising- early influence- undermine positive messages- cultural impact

Table 2: Reformulation and reducing portion sizes

- Confusing labelling, e.g. nutrition values on front relate to ½ or 1/3 of packet
- Cut portion sizes at work cafes
- Children self selecting fruit in schools (SW growing minds)
- Food services in schools understanding and reducing portion sizes (SW growing minds)
- Discussion around access to local green grocers and handling/growing fruit and veg
- Food advocacy in LSEG (deprived communities) requires more thought- some only have a kettle and microwave
- Do calorie indications on menu's work? (High sugar/fat on eyesight level or next to tills on commercial premises)
- Generational influence 'post-war' clean your plate.

Table 3: Licencing and Event planning/organisation

- Complexity of planning, locally and nationally
- Learn from other regions
- Better connections with District and Town councils
- Identify how to make vending machines viable with healthy options
- Free fruit for customers/participants after sessions
- Promote bring your own water bottle to be sustainable/environmentally friendly and drink more water
- Policy with vendors- e.g. 25% of food/drink must be healthy

Table 4: Workplace food and drink provisions/wellbeing

- Consider workplace policies- a Housing association have introduced a no eating at your desk policy and provide a staff area to eat and socialise. It means staff take a lunch break and connect with each other. You may need to consider your workplace though and consider what healthy/unhealthy influences there might be if such a policy was adopted i.e. is there a fast food outlet within easy walking distance that might negatively influence the food choices of the staff. We don't want people to feel done to either.
- All institutions should only provide healthy options (leisure centres, schools, hospitals, youth clubs, local government, beach outlets)
- Healthy vending.
- Restrict unhealthy vending on council land.
- Priority for preferred provider status for healthy food outlets.
- Whole systems approach for an area, i.e. North Devon

Table 5: Planning policies to restrict density of fast food outlets/and other planning influences

- Issues that need to go into the local plan
- Empty premises unfilled (so can see pressures to fill it with something)
- Better to work with take-away premises to improve offerings
- Enforcement needs to be robust and workable
- Share best practice and improve policies
- Primary legislation would help
- CIEH toolkit
- What is a take-away? Are ready meals a takeaway? Is M+S Food one?

Table 6: Monitoring of the impact and evaluation of our actions

- Use NCMP data and intelligence we already have to monitor changes
- Use Schools Health Education Unit survey info across themes and share results
- Use the Healthy Weight Declaration Monitoring and Evaluation toolkit
- Don't reinvent the wheel, use the measures we've already got if there are suitable.
- Take care not to look for short term measures.

Table 7: Ensure clear and consistent messaging is given on healthy eating in line with government guidance

- Better information for children
- Fruit and Veg stall in hospital entrance (University West of England have this)
- Sugar SMART
- Healthier vending/Meal deal options
- Product placements by retailers in hospitals
- Free water refill stations
- Free fruit at Tesco for children

- School meal providers
- Emotional messages in food
- Calorific information
- Education for children
- Cost of healthy food/fresh food
- Weaning age conflict with shelf guidance

Table 8: Work with NHS partners, educational establishments and communities to address the causes of obesity

- Gap in skills, de-skilled communities
- Food tech is back in schools but unhealthy recipes and budgeting
- CMO guidelines
- Early Years food standards are voluntary- make them mandatory
- Increase uptake amongst mothers and babies, baby yoga, baby massage, music and moves in Leisure centres- low provision and where provided poor take up
- Needs these initiatives to be advertised on Net mums and via midwifery and Public Health Nursing teams and on PinPoint
- More calorific information needs to be shared in schools to include an age appropriate guide
- Challenge in getting past teachers and board of governors
- Review all policies and embed health and wellbeing in all policies, partnership agreements with School nurses
- Pressures of budgets and day to day work a barrier
- Whole school approach- sweets are still being given out at birthdays and as prizes.
- Offsite issues children going to local shops for lunch.
- School food standards- tie in with caterers, parents and after school clubs
- Work with councillors and educate them in the impact of obesity and on communities- use their influence
- Better community facilities for breastfeeding
- Base on a community led approach e.g. Sugar SMART and ambassadors
- Work with social housing providers- community engagement roles, cooking skills
- Messages around food treats in moderation

NHS Partners

- Hospital vending machines, retail on site, sponsorship with retail/large vendors/bakers
- Breastfeeding in hospital settings
- Psychology and emotional eating- how do we address this? Stress and coping
- How to keep workforce well- dietary advice and keeping well

- Trust gets money for Bounty advertising and sponsors advisers subtle marketing- encouraging baby food- development and weaning higher in salt and sugar