

Report for: Health and Wellbeing Board - 31 January 2017

Title: Haringey and Islington: Tackling Obesity Together

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1. Describe the issue under consideration

This report sets out a proposed approach to working together to tackle obesity across Haringey and Islington.

2. Recommendations

2.1 The Health and Wellbeing Board is asked to consider and agree the following recommendations that Haringey and Islington work together to:

1. Create healthier food environments and reduce sugar consumption

- Sign up to London's Sugar Smart Campaign and agree a joint pledge to make healthier food more affordable and accessible for our residents.
- Encourage sign up to the Sugar Smart Campaign from our partners (including schools and community organisations).
- Undertake a snapshot audit of the current food offer in public sector facilities across both boroughs in order to understand the quality and nutritional value of food on sale to our residents.
- Develop a food standards policy and toolkit to work with providers to improve the food offer for all our residents.
- All organisations on the joint board work towards Healthy Workplace Charter 'Excellence'.

2. Building capacity and knowledge within the wider public health workforce

- Promote Making Every Contact Count (MECC) within all organisations represented in the Haringey and Islington Health and Wellbeing Board.

3. Work together to identify joint funding to increase levels of physical activity

- The Health and Wellbeing Board are asked to support a joint Haringey and Islington bid for the Local Area Fund pilot.

3. Background information

3.1 Haringey and Islington face similar challenges with over 1 in 3 children aged 10-11 classed as overweight or obese. Tackling obesity through the partnership emerged as a priority area following the scoping of the CVD/diabetes, children's and prevention work streams.

3.2 Haringey and Islington Public Health teams held a joint workshop in December 2016 aiming to:

- Identify and agree areas of collaboration and joint action on obesity across Haringey and Islington
- Develop a proposal of recommendations for the Haringey and Islington Health and Wellbeing Boards meeting in January.

3.3 Key elements of the two borough's approaches are outlined below:

Haringey Council's approach to tackling obesity:

- Co-ordinating and galvanising action from the whole community to tackle obesity by co-ordinating action at scale through a wide range of partners which include Schools, Hospital Trusts, Community and Voluntary Sector organisations. This is being achieved through Haringey's Obesity Alliance which has 65 members.
- Creating healthier environments and changing society norms through physical and socio-economic regeneration

Islington Council's approach to tackling obesity

- Creating an environment that supports good health and wellbeing by improving the food offer and promoting physical activity. Long established multi-sectoral partnerships (Proactive Islington and Islington Food Strategy Group) oversee action in these key areas.
- Encouraging settings such as workplaces, schools and children's centres to promote good health (UNICEF baby friendly, healthy schools/children's centres).
- Supporting people to adopt healthy lifestyles. These include the Families for Life programme, healthy living nurses, 'This Girl Can' and work with disabled young people.

3.4 Areas for collaborative work were identified (see table below).

| Areas for potential collaboration | Haringey | Islington | Haringey and Islington |
|---|-----------------------------|-----------------------------|--|
| FOOD | | | |
| Sugar Smart Pledges (using Lewisham initiative) | | | Area to collaborate |
| Food Audit – council owned households | In progress | Potential to explore | Area to collaborate |
| Healthy Start vouchers – work in markets | | | Potential to explore |
| PHYSICAL ACTIVITY/ ACTIVE TRAVEL | | | |
| 'No Ball Games' | Well established | Potential to explore | |
| Walking campaigns ie. Daily Mile | Well established | In discussion | Potential to explore |
| Weekend of Play (April 17) | established | Potential to explore | |
| 'This Girl Can' (14+ girls) | Potential to explore | established | |
| Physical activity and older people in care homes | Scrutiny review underway | Potential to explore | Area to collaborate (Sport England bid) |
| PUBLIC AND COMMUNITY SETTINGS | | | |
| Health Social care and other settings –Embedding advice and support around physical activity and diet | | | Potential to Explore |
| Healthy Social care and other settings – Sugar Tax / Healthier Catering /Healthier options / Procurement etc. | | | Area to collaborate |
| Healthy Children's Centres | Potential to explore | established | |
| Healthy Workplaces | Established | Established | Area to collaborate |

3.5

Re

commended areas for collaboration:

1. Creating healthier food environments and reducing sugar consumption
2. Building capacity and knowledge within the wider public health workforce

3. Working together to identify funding opportunities to increase physical activity.

3.5.1 Working together to create healthier food environments and reduce sugar consumption

The Scientific Committee on Nutrition (SACN) published its final report 'Carbohydrates and Health' in July 2015. This included recommendations that the average population intake of sugar should not exceed 5%. This applies to all age groups from 2 years upwards. It identified particularly high consumption of sugar and sugar sweetened drinks amongst school age children and recommended that the consumption of sugar sweetened drinks should be minimized in children and adults.

Sugar Smart

Sugar Smart is a national campaign started by the Jamie Oliver Foundation and Sustain. The campaign was originally developed in Brighton and first launched in London by Lewisham Council and the Royal Borough of Greenwich. The Lewisham pledge is given as an example in Appendix 1.

Sugar Smart is an ambitious campaign helping boroughs, cities and towns, to raise awareness and reduce consumption of sugar across all age groups. The campaign aims to promote healthy alternatives and remove or reduce unhealthy food and drink. The principles of the campaign are aligned to the levers identified by Public Health England to reduce sugar consumption.

By signing up jointly as Sugar Smart boroughs, we have the opportunity to increase healthier affordable food for our residents.

Food audit of public sector catering facilities

Many Haringey and Islington residents use public sector catering facilities on a regular basis. The food and drink sold in a number of these facilities are often high in sugar, fat and salt and in some circumstances there are no healthy options available. This undermines both borough's ambitions to reduce obesity by creating a healthier environment to make the healthy choice the easier choice.

A review of food provision in our boroughs will give us a baseline and will inform the development and implementation of food standards policies; we will then work with providers to improve the food offer for all our residents.

The Healthy Workplace Charter

The Healthy Workplace Charter is a structured framework to recognise and support business investment in employee health well-being. Physical activity and healthy eating are two of the award criteria. Initiatives include: promotion of 5 a day and the “ONE YOU” website, reduced price gym membership, running clubs, walks at lunchtime, cycle to work schemes and the provision of showers and lockers for people to promote cycling and running to work.

NHS organisations have shown a keen interest and there is a CQUIN target attached to making the workplace healthier. To date Islington Council, Haringey Council and Haringey Clinical Commissioning Group have attained ‘Achievement status’ and The Whittington Hospital has ‘Excellence status’.

Recommended action:

- Sign up to the Sugar Smart Campaign and agree a joint pledge and policy which aims to make healthier food more affordable and accessible for our residents.
- Encourage sign up and commitment from respective partners including schools and community settings to sign up to the Sugar Smart Campaign.
- Undertake a snapshot audit of the current food offer in public sector facilities across both boroughs in order to understand the quality and nutritional value of food on sale to our residents. This will provide a baseline for improving the food offer.
- Develop a food standards policy and toolkit to work with providers to improve the food offer for all our residents.
- All organisations on the Health and Wellbeing Board work towards Healthy Workplace Charter ‘Excellence’.

3.5.2 Building capacity and knowledge within the wider public health workforce

Making Every Contact Count

MECC is a straightforward, evidence-based approach to behaviour change which aims to empower people to inform and enable others to make positive changes to their lifestyles and, in turn, to their health and wellbeing. MECC involves training, at minimal cost, non-specialist staff from a wide-range of service organisations in the basic skills of health promotion and disease prevention. This training embeds preventive thinking into the work of a wide-range of health and social care, local authority, private and third sector employees. It provides them with the knowledge and skills needed to offer brief, appropriate advice, and ‘signposting’ to services, as part of their everyday contact with members of the public. If staff working for all the organisations represented on the joint HWBB were involved in a MECC programme, the impact on population health and reducing obesity could be significant. There is the opportunity to build on already established and

developing MECC programmes in both Haringey and Islington Councils, including locally developed and tailored MECC training for staff.

Recommended action

- Promote MECC within all organisations represented in the Haringey and Islington Board.

3.5.3 Work together to identify joint funding to increase levels of physical activity

Sport England Local Area Pilot Fund

In late December 2016 Sport England announced a new funding opportunity called 'Local Delivery Pilots'. Sport England, working closely with Public Health England, want to find a range of places across England where they can work to develop and deliver local pilots.

There is a desire to use local facilities and structures to deliver sustainable increases in physical activity. Sport England want to work within these local areas across the 'Whole Place'; not just the sporting infrastructure, in a truly collaborative way, investing time, expertise and money into 10 local areas.

There is £130M of funding available over 4 years. Both revenue and capital projects within local areas are likely to be considered.

The application process is in 3 stages:

- Attendance at a workshop (February 2017)
- The submission of an Expression of Interest (April 2017)
- Full application (TBC)

If this work stream is adopted by the Board, it could ultimately lead to the development of a truly transformational project. The funding stream and the bid process aligns to the Haringey and Islington Wellbeing Partnership's approach of; *'Shifting care upstream by supporting people to stay and be healthy, to reduce the level of ill health within our population'*

Recommended action

- The Health and Wellbeing Board is asked to support a joint Haringey and Islington bid for the Local Area Fund pilot.

4. Contribution to strategic outcomes

Tackling obesity together and the recommendations outlined in this report aligns to the Haringey and Islington Wellbeing Partnership's approach of; 'Shifting care

upstream by supporting people to stay and be healthy, to reduce the level of ill health within our population’.

Our joint approach to tackling obesity also support both Haringey and Islington’s Health and Wellbeing Stratgeies and Corporate Priorities.

In Haringey it supports the Council’s Corporate Plan, Building a Stronger Haringey Together 2015-18, in particular Priority 1 and 2 and cross- cutting themes, specifically: prevention and early intervention as outlined in Objective 1 ‘Become an organisation focused on prevention and early help’.

In Islington, it supports the Council’s Corporate Plan 2015-2019, contributing towards the commitment “Making Islington a place where residents have a good quality of life”, as well as being an important part of tackling some of the deep rooted and complex social challenges that are also the focus of the corporate plan. The underpinning principles of the Islington Corporate Plan, such as focusing on prevention and early intervention, making every contact count and building strong partnerships, are also key features of the proposed collaborative work on obesity.

5. Statutory Officers comments (Chief Finance Officer and Legal)

5.1 Legal

For Haringey, the reommenmdations sought are in line with Haringey Health and Wellbeing Board’s operating principles and responsibilities to to promote prevention and collaborate and involve local stakeholders to secure better health outcomes for the local population.

5.2 Finance

There are no financial implications arising from the recommendations in this report. Officers will need to ensure the implications of accepting any grant funding are understood before entering into any new commitments. This might include any requirements for matched funding or prescribed use of monies or clauses relating to repayment in particular circumstances.

6. Environmental Implications

There are no significant environmental implications arising directly from this report.

7. Resident and Equalities Implications

The council must, in the exercise of its functions, have due regard to the need to eliminate discrimination, harassment and victimisation, and to advance equality of opportunity, and foster good relations, between those who share a relevant protected characteristic and those who do not share it (section 149 Equality Act 2010). The council has a duty to have due regard to the need to remove or minimise disadvantages, take steps to meet needs, in particular

steps to take account of disabled persons' disabilities, and encourage people to participate in public life. The council must have due regard to the need to tackle prejudice and promote understanding.

A resident impact assessment has not been completed because an assessment is not necessary in this instance.

8. **Use of Appendices**

Appendix 1: Lewisham Sugar Smart pledge

Appendix 2: Tackling Obesity Together presentation

Join the Sugar Smart Lewisham revolution

Why Sugar Smart?

Everyone is eating too much sugar and it is bad for our health. Children and adults in the UK consume two to three times the recommended amount of sugar.

Consuming too much food and drink that is high in sugar is causing high rates of tooth decay, obesity and type 2 Diabetes.

We want to reduce the amount of sugar in our diets by raising awareness of these issues and providing an environment in which it is easier to make the healthier and less sugary choice.

What is Sugar Smart Lewisham?

We are working with local businesses, schools, children's centres, hospitals and other organisations to promote healthier, lower-sugar alternatives and to limit less healthy choices.

You can help by joining the campaign and pledging to make some simple changes to what you provide for your customers, you can help people become 'sugar smart'.

Our vision

To be a **Sugar Smart** borough, where our community is supported to make healthier, lower-sugar choices.

Our aim

To increase awareness of and reduce sugar consumption across all age groups and communities in Lewisham.

How to sign up to be Sugar Smart

The campaign recognises premises that already promote healthier alternatives and supports those that want to become Sugar Smart. By joining the campaign you are pledging to take the appropriate steps to reduce the amount of high sugar products sold and promote healthier food and drink.

To join the campaign and be promoted through the Lewisham Council website (www.lewisham.gov.uk/sugarsmart), you need to agree to the following:

- 1) **State your commitment:** tell your employees and customers that you are developing and implementing a Sugar Smart policy.
- 2) **Pledge to make healthy food and drink more affordable and accessible, and to promote healthy food more:** you can adapt the pledges on the policy overleaf for your needs.
- 3) **Spread the word:** spread the message about reducing the amount and prominence of products high in fat, salt and sugar to your customers, employees, suppliers and other key stakeholders and publicise your involvement in Sugar Smart Lewisham.

4) Complete the policy document.

If you would like to sign up to Sugar Smart Lewisham, we can support you. Once you have decided on your pledges and filled in the form, we will contact you to discuss your pledges. You can also contact Alexander Allen at alex.allen@lewisham.gov.uk for additional information or support.

Sugar Smart Lewisham policy

We are a Sugar Smart premises. We are raising awareness of the health impact of high levels of sugar in foods and drinks and encouraging action to reduce sugar intake.

On behalf of.....
(business/organisation name), I agree to:

1. tell our employees and the public that we are developing and implementing a Sugar Smart policy
2. change the type of food and drinks we offer and promote in order to make healthy food and drink more affordable and accessible
3. spread the message about reducing the amount and profile of products high in fat, salt and sugar, to our customers, employees, suppliers and others and publicise our involvement in Sugar Smart.

Our pledges

There are many ways to become Sugar Smart. Please tick at least one pledge from each section below. You can also add your own pledges.

| | |
|---|--------------------------|
| Pledge 1. Drinks | |
| ✓ Reduce the amount of fizzy and high-sugar drinks we sell and offer healthier options | <input type="checkbox"/> |
| ✓ Actively promote free drinking water e.g. by putting in a drinking fountain | <input type="checkbox"/> |
| ✓ Increase the price of fizzy and high-sugar drinks and sign up to the Children's Health Fund | <input type="checkbox"/> |
| ✓ Deliver workshops or displays on sugar content in drinks | <input type="checkbox"/> |
| ✓ Display information on the sugar content of drinks at point of sale | <input type="checkbox"/> |
| ✓ Other: | <input type="checkbox"/> |
| Tell us how you will deliver this pledge: | |
| Pledge 2. Adverts, promotions and sponsorship | |
| ✓ Remove all adverts for products high in sugar, salt and fat, wherever possible | <input type="checkbox"/> |
| ✓ Provide information on healthy food e.g. posters, flyers, training | <input type="checkbox"/> |
| ✓ Run promotions on healthier food and drink options | <input type="checkbox"/> |
| ✓ Sign up to the Healthy Workplace Charter | <input type="checkbox"/> |
| ✓ Other: | <input type="checkbox"/> |
| Tell us how you will deliver this pledge: | |
| Pledge 3. Improve the food and drink we supply or control | |
| ✓ Provide more healthy food and drink options | <input type="checkbox"/> |
| ✓ Remove unhealthy vending from premises, or work with vending suppliers to ensure only healthy produce is sold | <input type="checkbox"/> |
| ✓ Remove junk food from checkouts | <input type="checkbox"/> |

| | |
|--|--------------------------|
| ✓ Improve catering by working towards the Healthier Catering Commitment and encourage this in businesses that cater for us | <input type="checkbox"/> |
| ✓ Work towards healthy food standards, and encourage organisations we have influence over to do the same | <input type="checkbox"/> |
| ✓ Work with suppliers and encourage them to sign this policy themselves | <input type="checkbox"/> |
| ✓ Other: | <input type="checkbox"/> |
| Tell us how you will deliver this pledge: | |
| Additional | |
| ✓ Sign up to the Breastfeeding Friendly Scheme | <input type="checkbox"/> |

Signed

Date

Print name

Job title

Address

Return address required

Example of Sugar Smart Lewisham pledges

For a school:

- Make sure caterers do not serve non-diet soft drinks.
- Use the student voice and student council meetings to debate and educate about sugar, the sugar tax, what should be done at the school and how to promote it in local communities.
- Make sure citizenship and food technology classes promote the benefit of healthy choices and nutrition.
- Display and promote Sugar Smart messages around the school, including the amount of sugar in common drinks and snacks.
- Run competitions for healthy eating within the school, e.g. between houses, forms or year groups.
- Hold a 'sugar assembly' to educate children and parents on levels of sugar in foods and healthy alternatives.
- Include nutritional workshops in the core PE lesson programme.
- Provide healthy food at breakfast clubs. When using food provided by FareShare for breakfast clubs, choose the Sugar Smart profile of foods.
- Work with caterers to provide healthier options for school meals.
- Provide cookery lessons for parents.
- Sign the Lewisham Food Partnership charter.
- Use Sugar Smart activity as evidence for Healthy Schools and Food for Life award programmes.

For a sports club:

- Impose a 10p levy on non-diet versions of soft drinks, the proceeds of which can be used to fund initiatives that support child health, either locally or via the Children's Health Fund.

- Put up signs showing the amount of sugar in common snacks or drinks, and highlighting more healthy options. Display these around cafés and food stalls and where families or children are likely to gather.
- Elect a player ambassador for Sugar Smart, and encourage staff to ‘swap the pop’ – switch to only diet drinks at work.
- Include a greater variety of healthy options at conference events. Only provide fruit for dessert.
- Use the scoreboard before matches or games, where appropriate, to promote Sugar Smart messages.

For a leisure centre:

- Make free water easily available via water fountains.
- Remove or reduce the number of vending machines and restock them with low-sugar drinks and snacks.
- Display Sugar Smart messages on signs in on-site cafés.

For a food or catering business:

- Put diet soft drinks/water at the front of the counter/fridge to encourage people to choose them.
- Reduce the soft drink portion size e.g. smaller cups, or from 500ml bottles to 330ml cans.
- Work with suppliers to provide healthier food e.g. desserts without icing or with lower sugar content.
- Add a 10p levy to non-diet drinks, the proceeds of which can be donated to the Children’s Health Fund.
- Provide a healthy option for dessert e.g. low-sugar version or fruit.
- Display signs showing the amount of sugar in soft drinks on menus, fridges and tables.
- Automatically provide free tap water with table service.

For a nurse or childcare

- Only provide milk or water between meals
- Sign up to the voluntary food and drink guideline for early years settings
- Display menu for meals and snacks for parents and carers to see
- Promote eating well for early years message in their setting
- Share healthy recipes with families

Questions and answers

Why is Sugar Smart important?

Everyone is consuming too much sugar and it’s bad for our health. In 2015 it was recommended that the population’s intake of free sugar should be halved and consumption of sugar-sweetened drinks should be minimised by both children and adults. The new recommendations are as follows:

| Age | Recommended maximum free sugar intake | Sugar cubes |
|-----------|---------------------------------------|---------------|
| 4–6 years | No more than 19g per day | 5 sugar cubes |

| | | |
|-------------------|--------------------------|---------------|
| 7–10 years | No more than 24g per day | 6 sugar cubes |
| 11 years to adult | No more than 30g per day | 7 sugar cubes |

Sugar Smart Lewisham hopes to support people to reduce their sugar intake by working to reduce the sugar content of foods and drinks and enabling people to make healthier choices.

Why should I get involved with the campaign?

On average we consume too much sugar and sugar intake is particularly high in school-aged children, (teenagers in England are the biggest consumers of sugar-sweetened drinks in Europe). Sugar is a common ingredient in a wide range of foods, from biscuits, buns, cakes, breakfast cereals and confectionery to soups, ketchup and sauces. Soft drinks and juices are a major source of sugar.

By making simple changes to what you provide or promote you can help change the food environment and encourage action to reduce sugar intake.

When you sign up to Sugar Smart Lewisham your organisation and your pledges will be promoted on Lewisham Council's website to show that you are supporting people to make healthier choices.

Are all types of sugar the same?

No. The concern is free sugar, sometimes referred to as added sugar. Free sugars are any sugars added to food or drink products by the manufacturer, cook or consumer, including those naturally found in honey, syrups and unsweetened fruit juice. It does not include the sugars found in, for example, bread and other cereals.

What is the Children's Health Fund?

The Children's Health Fund was set up by Sustain with Jamie Oliver's help in August 2015. The aim is to get restaurants and cafés to put a voluntary 10p 'sugar drinks levy' on soft drinks that contain added sugar. The money raised by the self-imposed levy will be paid into the Children's Health Fund administered by Sustain. An independent board oversees the allocation of grants to programmes and schemes that aim to improve children's health and food education.

What if we have our own charity?

If you have your own charity that can support children's health, the money raised from your levy could go there.

What is the Healthy Workplace Charter?

The Healthy Workplace Charter is a pan-London initiative backed by the Mayor of London, and provides a clear framework for business to improve the health and wellbeing of their employees, and doesn't just include physical health. You can sign up here: <https://www.london.gov.uk/what-we-do/health/healthy-workplace-charter>

What is involved and how much does it cost to join?

There is no cost to signing up to the Sugar Smart campaign. We just ask that:

- you sign the policy and return it to us (address at the end of the form)
- agree a minimum of three pledges, at least one from each area:
 - drinks

- adverts, promotions and sponsorship
- improve the food and drink you supply or control
- display the Sugar Smart sticker or certificate on your premises.

What is the difference between Sugar Smart Lewisham and the Change4Life Sugar Smart campaign?

The Change4Life Sugar Smart campaign is an NHS-funded campaign (www.nhs.uk/sugar-smart) which aims to educate about the dangers of sugar at a personal level. It includes a wealth of resources for individuals, including an app which shows the amount of sugar in common snack and drinks.

Our Sugar Smart campaign, supported by the food charity Sustain and the Jamie Oliver Foundation, aims to tackle the over-consumption of sugar from a higher level, working with businesses and other organisations to alter the obesogenic environment we live in. Both campaigns have the same overall goal, but are attacking the problem from different fronts. We would strongly encourage the use of both campaigns, as they complement each other.