

	Health and Wellbeing Board 15 November 2018
Title	Local Government Declaration on Sugar Reduction and Healthier Eating
Report of	Director of Public Health
Wards	All
Status	Public
Urgent	No
Key	No
Enclosures	Appendix 1 Draft Project Commitments for London Borough of Barnet's Declaration of Sugar Reduction and Healthier Eating Appendix 2 LGD Statement Wording Appendix 3 Healthy Weight Approach
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Summary	
<p>The Local Government Declaration of Sugar Reduction & Healthier Eating (LGD) is an initiative promoted by Sustain and the Mayor of London to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks. By signing the declaration, Barnet Health and Wellbeing Board commits to taking action across six different areas:</p> <ul style="list-style-type: none"> • Advertising and sponsorship • Improving the food controlled or influenced by the council • Reducing prominence of sugary drinks and promoting free drinking water • Supporting businesses and organisations to improve their food offer • Holding related public events • Raising public awareness <p>Although six distinct actions must be taken, only three of these must be new project commitments. With partners, we have identified twelve action areas where we are currently promoting sugar reduction and healthier eating, or where future action is appropriate.</p>	

Recommendations

1. That the Health and Wellbeing Board comments and agrees on the actions proposed in appendix A.

2.. That the Health and Wellbeing Board signs the Local Government Declaration on Sugar Reduction and Healthier Eating (LGD) and recommends to present LGD to the Full council.

1. WHY THIS REPORT IS NEEDED

1.1 The food we eat is a primary determinant of health. By promoting a healthier food environment alongside public education and awareness, the Local Government Declaration will increase opportunities to adopt and maintain positive eating habits. In conjunction with wider strategic action, this commitment will have a positive impact on population health outcomes across the lifespan.

1.2 The vision of Barnet's whole systems approach to healthy weight is;

"Those who are born, grow up, live, work and study in Barnet have every opportunity to adopt behaviours which support healthy weight maintenance.

Barnet is a borough where residents are health literate and well-informed. Where a healthy option is an easier option."

As one of the workstreams identified as part of Barnet's whole systems approach to Healthy Weight, agreeing the actions proposed as part of the LGD, is an important step in achieving the vision set out in the Healthy Weight approach.

1.3 With the renewal of the Mayor of London's Food Strategy, there is increasing priority placed on London boroughs to sign up to the Local Government Declaration on Sugar Reduction and Healthier Food. By signing the declaration we are demonstrating our commitment to a healthier London.

2. REASONS FOR RECOMMENDATIONS

- 2.1 As stated in our Whole Systems approach to healthy weight, meaningful action requires the integration of health policies into all aspects of what a council does. This philosophy applies directly to the LGD and its proposed actions.

In order to agree priorities which would be appropriate, achievable and sustainable for all internal and external stakeholders; areas for action were discussed with those involved. Each existing and proposed action was found to meet the dual needs of each stakeholder.

- 2.2 As evidenced by the extensive list of existing actions outlined in Appendix A, Barnet council and Barnet CCG are already engaging in activities which are tackling the proliferation of unhealthy food. By signing the declaration we are acknowledging the positive work that is currently undertaken. Furthermore, proposed actions demonstrate the seriousness of our commitment to improving the food environment in Barnet.
- 2.3 By seeking to have Full Council engaged in this we are aiming to commit the wider council community to support the achievement of the LGD.

ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 2.4 The alternative option is to not agree and sign the LGD. Although there is no statutory requirement for London boroughs to create and agree a LGD, the purpose of the declaration at a regional level is to demonstrate a commitment to achieving the Mayor's Food and Health Inequalities Strategies. More than 20 boroughs have already signed a LGD.
- 2.5 At a local level, creating and agreeing a LGD is one of the workstreams in our whole systems approach to healthy weight. By choosing not to sign the LGD we are failing to achieve our wider priorities.

3. POST-DECISION IMPLEMENTATION

- 3.1 Following the agreement that Full Council sign the LGD, Barnet Public Health will publish the final LGD and proposed actions will be lead by appropriate stakeholders. Actions will be monitored regularly as part of wider healthy weight work.

4. IMPLICATIONS OF DECISION

4.1 Corporate Priorities and Performance

- 4.1.1 The purpose of the Joint Health and Wellbeing Strategy 2015-2020 is to improve the health and wellbeing of the local community and reduce inequalities for all ages. Healthy Weight is recognised as one of the main Health and Wellbeing Strategy Priorities and Local Government Declaration is a workstream underneath that priority. As the healthy weight needs assessment (Appendix B) identifies, there are many inequalities which exist in the realm of unhealthy weight and healthy food environments. Therefore, the agreement of the LGD complements the strategic aims of the Health and Wellbeing Strategy, making specific, measurable changes.

4.1.2 As a principle outlined in the Corporate Plan 2015-2020, Fairness is defined as making the step change towards early intervention and prevention. The purpose of this shift is to prevent increased need and dependence later in life. The actions identified in the LGD are an example of this shift in priorities. By reducing the prevalence of sugary beverages & improving the food offer in hospitals and council offices, supporting local private businesses to do the same and tackling advertising of unhealthy food, we are giving residents the opportunity to make healthier choices wherever they are. Congruently, we are raising awareness and health education through communication campaigns so that residents are informed and empowered to make the healthier choices presented to them.

4.2 **Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

4.3 None of the proposed actions identified within the LGD require additional financial resources. Where there is potential for loss of profit (e.g reducing the advertising of unhealthy food & drink), we are drawing on policies piloted in other boroughs before defining what is most appropriate for Barnet, finding a solution which addresses our priorities as well as the priorities of wider commissioning and delivery units. Additionally, in the longer-term, all actions are expected to contribute in better health outcomes for residents, reducing expenditure required to treat chronic conditions and provide social care.

4.4 Financial resources attached to existing actions identified within the LGD are included within existing budgets. Similar to the proposed actions, the majority of them require little or no financial resources to implement. Furthermore, there are no new staffing resources required to drive and monitor each existing and proposed action.

4.5 **Social Value**

4.5.1 The Public Services (Social Value) Act 2013 requires those who commission public services to think about how they can also secure wider social, economic and environmental benefits. To agree the actions proposed in the LGD, we worked with stakeholders from wider council commissioning and delivery units to agree the LGD. Together, we have considered the ways that these service areas could promote healthier food & drinks, considering each of the benefits identified in the Social Value Act (2013). We will look to quantify this once the LGD has started to take effect.

4.6 **Legal and Constitutional References**

4.6.1 Article 7 Committees, Forums, Working Groups and Partnerships of the Council's Constitution sets out the terms of reference of the Health and Wellbeing Board which includes:

- To jointly assess the health and social care needs of the population with NHS commissioners, and apply the findings of a Barnet Joint Strategic Needs Assessment (JSNA) to all relevant strategies and policies.
- To promote partnership and, as appropriate, integration, across all necessary areas, including the use of joined-up commissioning plans across the NHS, social care and public health. To explore partnership

work across North Central London where appropriate

- To work together to ensure the best fit between available resources to meet the health and social care needs of the population of Barnet (including children), by both improving services for health and social care and helping people to move as close as possible to a state of complete physical, mental and social wellbeing.
- Specific responsibilities for overseeing public health and developing further health and social care integration

The LGD fits within this and seeks to support population health through the promotion of healthier choices. It also assists with the local authority's prevention duty under the Care Act in that it seeks to promote health and wellbeing which may in turn reduce the need for Care Act services

4.7 Risk Management

4.7.1 None identified.

4.8 Equalities and Diversity

A whole systems approach to healthy weight asks policy makers to critically explore issues using the social determinants of health theory. This theory identifies the economic and social factors that influence health choices. A core value of this approach is the consideration of health inequalities which persist amongst groups with protected characteristics. By consulting and engaging with appropriate stakeholders, it is expected that a whole systems approach to healthy weight will prevent unintended harms against marginalised groups and promote health equity. Any further consultation will seek to ensure that protected characteristics are prioritised.

4.9 Corporate Parenting

5.7.1 No direct impact on children in care are expected as a result of the LGD. Indirectly, the food environment they are exposed to will be more conducive to healthy eating, as is the case for all residents in Barnet.

4.10 Consultation and Engagement

4.10.1 Wider council commissioning and delivery units, Sustain and the GLA have all be consulted with as part of the development of these actions. Public consultation has also been undertaken as part of the development specific actions (e.g. hot food takeaway restriction(s) evidence review). We would seek to obtain further comments on the implementation of the LGD.

4.11 Insight

5.9.1 As a workstream which is situated within our wider approach to healthy weight, the data used to identify this action as appropriate was gathered from public health intelligence from national data sources and publications, which were up to date at the time of writing. An audit of existing actions was also undertaken by the public health team.

5. BACKGROUND

- 5.1 The Department of Health's 'Healthy Lives, Healthy People: A Call to Action on Obesity in England' calls for a sustained downward trend in the level of excess weight in children and adults by 2020 and proposes greater partnership working and an increased focus on making the environment more enabling for achievement of a healthy weight.
- 5.2 In December 2017, the Local Government Association (LGA) published 'Making obesity everybody's business: A whole systems approach to obesity', which aims to explore evidence and local practice to develop guidance and tools to help councils develop whole systems approaches to obesity in their local areas.
- 5.3 The London Health Commission set out ten ambitions for making London the healthiest major global city. One of the key ambitions is to enable individuals to be active and eat healthily through initiatives such as the Healthy Workplace Charter, promotion of active Travel and development of healthy food environments. These are further reiterated within other Mayor strategies including the draft London Plan, Health Inequalities Strategy, Transport Strategy and Food Strategy.
- 5.4 The draft Mayor's Food Strategy identifies *encouraging London Boroughs to sign up to the LGD* as one of the actions that the Mayor will take forward to support the aim, "tackling rising levels of household food insecurity and ensure all Londoners can eat well at home".
- 5.5 At the July 2018 HWB, A Whole Systems Approach to Healthy Weight for Barnet was presented and agreed by the HWB. The LGD was one of eight workstreams identified as helping us achieve our vision for a healthier Barnet.

6. BACKGROUND PAPERS

London Borough of Barnet (2018) Healthy Weight Needs Assessment:

Barnet HWB (July 2018). Item 7, Appendix I, A Whole Systems Approach to Healthy Weight, July 2018. <https://barnet.moderngov.co.uk/documents/s47636/Appendix%201%20-%20Healthy%20Weight%20Strategy%20A%20Whole%20Systems%20Approach%20to%20Healthy%20Weight.pdf>

Mayor of London. (2018). Draft London Mayor's Food Strategy. Retrieved from, https://www.london.gov.uk/sites/default/files/london_food_strategy_2018_15.pdf

Good Food For London report (2017), <https://www.sustainweb.org/gffl/?m=12&b=0&y=2017&v=2>

Sustain, briefing & support pack, Local Government Declaration on Sugar Reduction & Healthier Eating. Retrieved from, <https://www.sustainweb.org/londonfoodlink/declaration/>

Department of Health. (2011). Healthy Lives, Healthy People: A Call to Action on Obesity in England. Retrieved from, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/213720/dh_130487.pdf