

Food plays an important role in our day to day lives, our relationships with friends, family and neighbours and our personal health and wellbeing. A healthy balanced diet, high in fruit and vegetables, is one of the key determinants of lifelong health and wellbeing.

Over consumption of foods high in sugar, fat and salt including sugary drinks are a major contributor to the rise in unhealthy weight and increases the risk of diabetes, heart disease, some cancers and tooth decay. Additionally, it makes a significant contribution to health inequalities because people living in more socially deprived areas tend to have less access to healthy foods. Foods that are high in sugar, fat and salt are often easier and cheaper to buy than healthier foods. Consumption of unhealthy food is actively promoted through advertising, sponsorship deals and price promotions.

In Barnet almost one-fifth (19%) of 4–5year olds and almost one-third (32%) of 10–11 year olds are either overweight or obese. More than half (53%) of all adults aged 16+ years are overweight or obese.

Over one third (36%) of Barnet residents who participated in the Great Weight Debate survey felt that advertising of unhealthy food and drink inhibited healthy lifestyles and almost two thirds (63%) felt there were too many unhealthy food and drink options.

Londoners are getting too many of their calories from sugars – for children on average three times the governments new recommended level.

Whilst efforts are being made to enable healthier choices, a strategic effort across local government to align further efforts and coordinate these by committing the Council is now needed to support Barnet residents who are taking steps to be more healthy and assist those who wish to

### **1. Tackle advertising and sponsorship**

Building on the banning of price promotions, advertising and positioning of foods at checkouts high in sugar, fat and salt at Barnet Hospital In addition to reviewing and developing guidance on Council advertising content.

### **2. Improve the food in settings controlled by the Council**

Ensure the new Council office catering provider is Healthier Catering Commitment certified and that all Greenwich Leisure Ltd (GLL) premises in the Borough are signed up to the Healthier Catering Commitment programme by the end of Year 2 of the contract with the Council.

### **3. Reduce prominence of sugary drinks and actively promote free drinking water**

GLL has free water-filling stations and policies on the sugar content of its drinks, e.g. minimum of 80% of drinks are no added sugar or there are lower sugar alternatives.

Free drinking water to be provided in the new Council offices including a free water refill station for the public which is clearly advertised.and advertise itself as such.

### **4. Support business to improve their food offer**

Increase the number of businesses that are signed up to the Healthier Catering Commitment scheme & Healthy Workplace Charter from current baseline (over 100)

Develop guidance in Local Plan on hot food takeaways informed by evidence review

### **5. Deliver healthier public events**

Ensure that catering for Council public events is Healthier Catering Commitment Silver certified

### **6. Raise public awareness**

Ensure ongoing public and workplace-based communications on healthy food no commaand oral health