

	Health and Wellbeing Board
	16 January 2020
Title	Local Government Declaration on Healthier Eating: One Year On
Report of	Director of Public Health
Wards	All
Status	Public
Urgent	No
Key	No
Enclosures	Appendix 1: Local Government Declaration: One Year On Appendix 2: SUGAR SMART Public Campaign Poster
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Summary

The Local Government Declaration of Sugar Reduction and 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 in November last year, Barnet Health and Wellbeing Board committed to taking action across six different areas:

- 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

This report provides an update on the progress made across each theme since the declaration was signed. This report also proposes the 2020 launch of SUGAR SMART Barnet.

Recommendations

1. That the Health and Wellbeing Board considers the progress made, note and support future actions planned.

1. WHY THIS REPORT IS NEEDED

- 1.1 The food we eat is a primary determinant of mental and physical health. By promoting a healthier food environment alongside public education and awareness, the Local Government Declaration increases opportunities to adopt and maintain positive eating habits. In conjunction with wider strategic action, this commitment has a positive impact on population health outcomes across the life course.
- 1.2 The commitments made in the Local Government Declaration on Sugar Reduction and Healthier Eating (LGD), and the actions taken in 2019 (Appendix I) take concrete steps towards improving the availability of healthier options within Barnet. Furthermore, it builds the capacity of residents' to make informed choices when eating.
- 1.3 To build on the progress made, many actions are planned for 2020 (outlined in Appendix I), the largest of which will be the launch of SUGAR SMART Barnet in January 2020.
- 1.4 SUGAR SMART is a national campaign, delivered by local authorities which encourages various sectors to take simple steps to increase the accessibility of affordable healthy food options. It asks participants to take concrete steps towards this in the form of pledges via SUGAR SMART UK. There are a range of pledges that can be made, including the promotion of free drinking water, sugar awareness quizzes or a voluntary sugar levy on unhealthy foods.
- 1.5 When an organisation signs up to SUGAR SMART, they receive more than 100 resources to help them implement actions. Barnet Public Health also provides support to organisations who sign up to the scheme, delivering a webinar in January 2020 alongside the formal launch event on 20th January 2020. A public communications campaign has been launched on 31st December, with bus shelter and billboard posters going up throughout the borough. This is accompanied by relevant social media posts. An example of the billboard campaign can be found in Appendix II
- 1.6 To ensure the campaign has the greatest impact, year 1 of SUGAR SMART Barnet will focus on children < 11 years old. Therefore, we are aiming to work with primary schools, nurseries and early years settings, leisure facilities and businesses where families with younger children attend.
- 1.7 SUGAR SMART Barnet will help us deliver further actions across all six commitment areas outlined in the LGD. Further information on how it will achieve this can be found in Appendix I.

2. REASONS FOR RECOMMENDATIONS

- 2.1 LGD was signed off at full council. We have made a collective commitment to improve food options for residents. By reviewing actions and commenting on progress made in Year 1, we can ensure the LGD remains fit for purpose.

3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 3.1 The alternative option is to not consider progress made and actions proposed towards the commitments outlined in the LGD. This is not recommended as it is important to acknowledge where work has progressed and where it has stagnated.

4. POST-DECISION IMPLEMENTATION

- 4.1 There is already a programme of work which supports the actions planned for 2020 (outlined in Appendix I).

5. IMPLICATIONS OF DECISION

5.1 Corporate Priorities and Performance

- 5.1.1 In the Corporate Plan, Barnet 2024 the proposed outcome, “residents live healthy, happy, independent lives with the most vulnerable protected” is identified. All residents deserve the chance to thrive, and to achieve this, we need to ensure all our neighbourhoods provide healthy, affordable options for residents. Due to the nature of LGD & SUGAR SMART as a multi-sector approach, there are also many corporate priorities which will be addressed as a result of these actions, including:

“Focusing on the strengths of the community and what they can do to help themselves and each other.”

“Ensuring we are a family friendly borough.”

- 5.1.2 The LGD also supports multiple themes within the Barnet Joint Health and Wellbeing Strategy 2015-2020. These actions will help us achieve “wellbeing in the community”. The focus on children with SUGAR SMART year 1 will also help more families “prepare for a healthy life,” by increasing the availability of healthier options and helping residents become more informed about food choices.

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

- 5.2.1 As an ongoing action area, the actions outlined within the progress report do not require additional financial or staffing resources.

5.3 Social Value

- 5.3.1 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.

5.4 Legal and Constitutional References

5.4.1 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.

5.5 Risk Management

5.5.1 None identified

5.6 Equalities and Diversity

The LGD is a workstream within Barnet's Whole Systems Approach to Healthy Weight. 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.

5.6.1 Corporate Parenting

Although not measured at a local level, care leavers across the U.K. as a whole are more vulnerable to food insecurity. We have considered this within the action plan, identifying Care leaver services as an area who we will work with to integrate food secure policies within.

5.7 Consultation and Engagement

- 5.7.1 Public consultation on Healthy Weight took place in December 2018. This has helped inform our approach to SUGAR SMART Barnet. The delivery of SUGAR SMART pledges requires a bottom up approach, with residents' and stakeholders deciding which pledges they will make.

5.8 Insight

- 5.8.1 Insight for the Whole Systems Approach to Healthy Weight was taken from public health intelligence data and Office of National Statistics sources.

6. BACKGROUND PAPERS

- 6.1 Barnet's Whole Systems Approach to Healthy Weight.
<http://barnet.moderngov.co.uk/documents/s47620/A%20Whole%20System%20Approach%20to%20Healthy%20Weight.pdf>
- 6.2 Barnet's Local Government Declaration on Sugar Reduction and Healthier Weight.
<https://www.barnet.gov.uk/health-and-wellbeing/healthy-barnet/local-government-declaration-sugar-reduction-and-healthier>