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HM Government



Working in partnership across government with people, their communities, local government, voluntary agencies and business



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White paper Key Messages

- Easier for everyone to choose health in the way they live their lives
- Health policy will inform and encourage individuals and also help shape the commercial and cultural environment we live in
- There will be specific interventions to help particularly disadvantaged people make more healthy choices and ensure that all other interventions meet their needs



The context

- Health in England has improved dramatically over the last century
- New challenges to health
- Inequalities in health persist
- A new approach to public health is required, responding to the needs and wishes of citizens as individuals



Key points for Diet

- Most people do not meet the dietary recommendations
- 1 in 3 deaths from cancer and CHD are related to diet
- Eating >5 portions of F&V can reduce your risk of stroke, CHD and cancer by 20%
- Reducing Salt intake to 6g/day could reduce the incidence of CHD by 6%, stroke by 15% and high blood pressure by 17%



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(Continued)

- Breastfed infants are five times less likely to be admitted to hospital in their first year with infections and less likely to become obese in later life
- Mothers who breast feed have a reduced risk of pre-menopausal breast cancer
- Diet related illness cost the NHS £4 billion each year
- obesity increase risk of the biggest killers



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(Continued)

- Prevalence of obesity has trebled since 1980s
- If trends continue 1/5th boys and 1/3rd girls will be obese by 2020
- Cost of obesity to the nation (included sickness absence) £7.4 billion a year
- You need to go on a 9 mile walk to burn of the calories from a cheeseburger, fries and milk shake!



Underpinning Principles

- Informed Choice

- Better clearer information
- More protection for those who are too young to make informed choice
- Protection from other peoples health decisions

- Personalisation

- Individual advice
- Given personally
- Realistic

- Working together

- Not just the responsibility of health!



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Food and Health Action Plan

March 2005

Aim

To improve health in England by reducing the prevalence of diet related disease and to reduce the prevalence of obesity by improving the nutritional balance of the average diet.

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Objectives

- Increase average consumption of F&V to at least five portions
- Increase average intake of dietary fibre to 18gm
- Reduce salt intake to 6 g
- Reduce average intake of saturated fats to 11% food energy
- Maintain current trends in fat intake at 35% energy
- Reduce average intake of added sugar to 11%



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Key Themes

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Health in the consumer society

- Food labelling

- Nutrient profiling high medium and low descriptors for salt, fat and sugar

- Advertising to children

- Voluntary or statutory guidance

- Communications

- Obesity campaign

- Health direct

- Marketing strategy



Children and Young People-Starting on the right path

- Healthy start
- Breastfeeding
- Review of infant and follow on formula
- Surestart
- Schools
 - HSS
 - Food in schoolsSchool
 - fruit and veg scheme
 - School meals



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Local communities

- leading for health

- 5 a day
 - PCT guidance
 - More initiatives
- Communities for Health programme
 - Local authorities led
- “Food Vision”
 - Local communities developing local strategic food vision



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Health as a way of life

- Care pathways for obesity

- Identify methodology for measuring children height and weight

- Advice on diets?

- Specialist obesity services

- Service available in all PCTs

- NHS trainers



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A health promoting NHS

- Promotes healthy eating

Work and health

- Healthy eating award
- Nutritional standards for food procured by the NHS, armed forces and HM prisons



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- Working together
 - Not just the responsibility of health!