

# CHOOSING HEALTH:

Making healthier choices easier

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# Choosing Health – the context

- Health in England has improved dramatically over the last century
- New challenges have emerged which must be tackled
- Unfair inequalities in health persist
- Traditional methods of improving health are becoming outdated
- A new approach to public health is required, responding to the needs and wishes of citizens as individuals

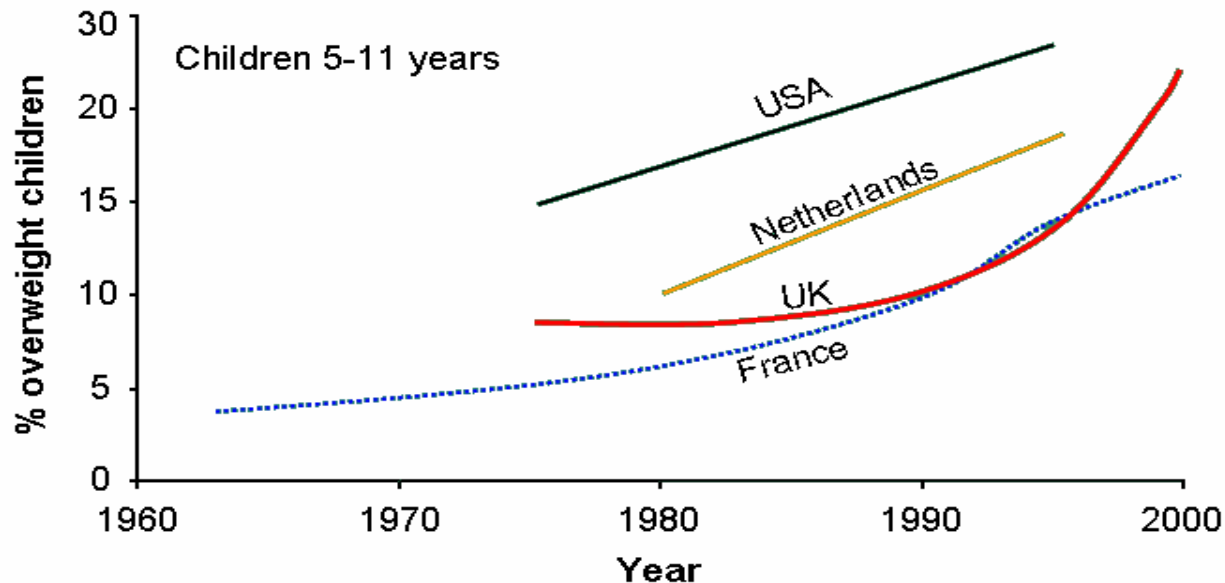
# Poor Diet and Nutrition has a significant impact on health

- **Cancer and cardiovascular disease, account for almost 60% of premature deaths.**
- **A third of cancers can be attributable to poor diet and nutrition.**
- **Obesity - responsible for 9,000 premature deaths p.a.**
- **22% of men and 23% of women obese in 2003**

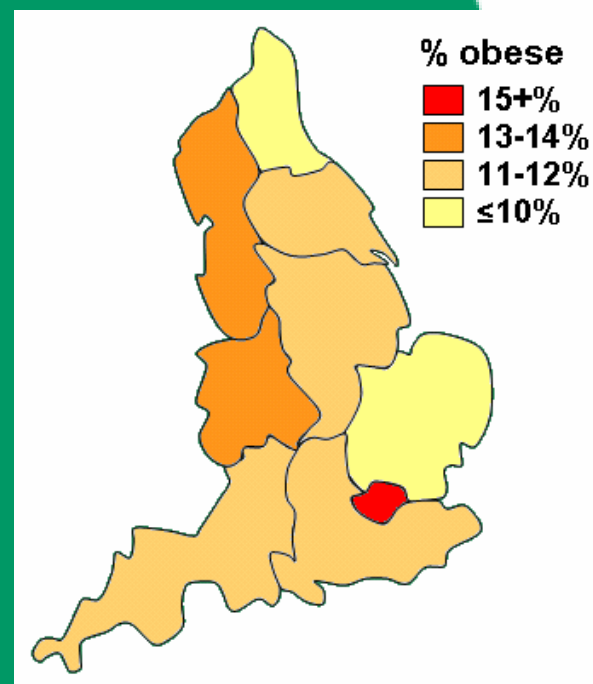
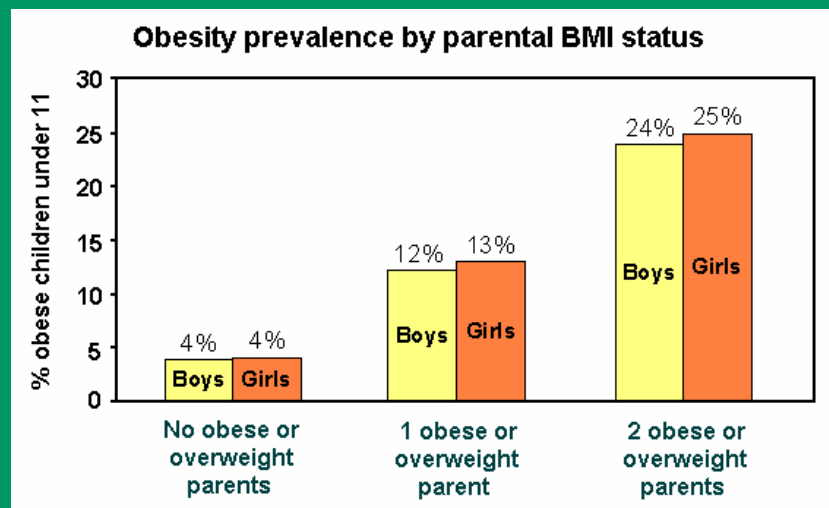
# Obesity is rising in children

Based on 2003 figures by 2010 1.4m children in England and Wales will be obese or overweight.

International trends of rising prevalence of overweight children



# Risk of Children being overweight increases by having overweight parents, and living in certain regions and cities



# Risk of obesity to children is driven by the attitudes of their parents to health

- Parents fail to value health and wellbeing, through diet and activity, over other needs
- Perception that eating healthily is too hard
- Lack of parental responsibility in food choices
- Parents are not prioritising physical activity for their kids (or as family)

# 5 A DAY awareness is high but consumption is still low

- A significant proportion of the population:
  - consumes less than the recommended amount of fruit and vegetables and fibre;
  - consumes more than the recommended amount of fat, saturated fat, salt and sugar
  - in a typical week 1 in 5 children eat no fruit, and 3 in 5 eat no leafy green vegetables



Just Eat More  
(fruit & veg)

# Government has set challenging targets

## ■ Obesity

*“to halt the year on year rise in the prevalence of obesity in children under 11 by 2010, in the context of a broader strategy to reduce obesity in the population as a whole”*

## ■ CHD

*“to substantially reduce mortality rates by 2010 from heart disease and stroke and related diseases by at least 40% in people under 75*

## ■ Cancer

*“to substantially reduce mortality rates by 2010 from cancer by at least 20% in people under 75*

# And set out delivery plans

## Delivering Choosing Health: making healthier choices easier



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



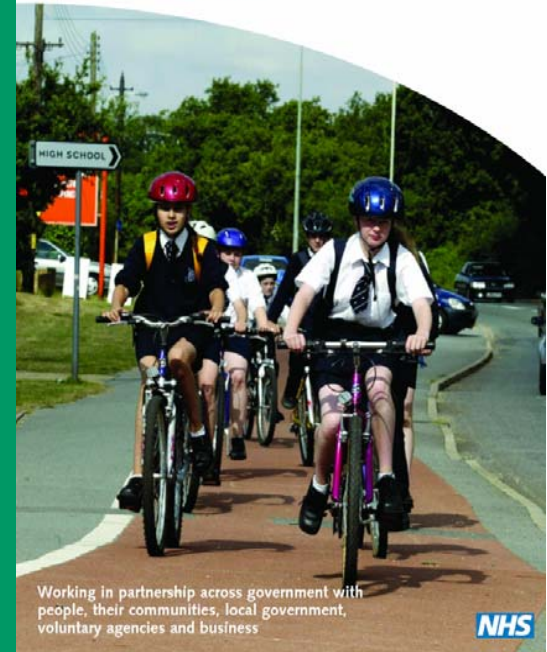
## Choosing a Better Diet: a food and health action plan



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



## Choosing Activity: a physical activity action plan



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



# Key elements of the Food and Health Action Plan are :

- Changing the nature and balance of food promotion to children
- Improving nutrition in schools
- Community Initiatives
- Maternal & infant nutrition

## £74m spent on kids food and drink advertising in 2005

- Ofcom figures show that over 90% of food advertising in children's airtime is for foods high in fat, salt and sugar.
- TV is the most important kids media, much more than for adults.
- Non-broadcast media, particularly 'new media', is growing in popularity with food advertisers

# Improving Nutrition in schools

- **Improving School Meals**
- **School Fruit and Vegetable Scheme**
- **Healthy Schools**
- **Extended schools**
- **Food in Schools Toolkit**
- **School Food Trust**

# **We want food promotion to better represent a balanced diet**

- **Ofcom currently consulting on new rules for TV advertising**
- **Food & Drink Promotion Forum looking at non-broadcast promotion**
- **Developing healthy living and social marketing campaign**

# Community Initiatives

- Between 2002-4 £10 million was made available from the New Opportunities Fund (now Big Lottery Fund) to support 66 PCT-led local 5 A DAY initiatives,

There are a number of different models for community initiatives including

- Food Co-ops
- Providing transport to shops/markets
- Food Delivery Services
- Growing clubs