

Public
DERBYSHIRE COUNTY COUNCIL

CABINET

12th November 2013

Report of the Director of Public Health

HEART OF DERBYSHIRE HEALTHY EATING CAMPAIGN

Health and Communities

1 Purpose of the Report

To seek approval to proceed with the development of a Derbyshire healthy eating campaign

2 Information and Analysis

2.1 At the meeting on 30th July 2013 Cabinet approved an approach related to healthy eating and agreed funding for the campaign in 2013/14 and 2014/15.

2.2 The 'obesogenic' environment, with an abundance of easily accessible and heavily marketed energy-dense food, has seen a shift in the public's relationship with food. People have become heavier just by simply living in the environment of today. This is termed 'passive obesity'.

- Obesity is directly linked to diet. This is clearly demonstrated in Derbyshire:
 - There are approximately 160,000 obese adults in Derbyshire (25.3%). Within Derbyshire there is significant variation in obesity prevalence ranging from 23.0% in Derbyshire Dales to 27.4% in Bolsover.
 - Derbyshire (28.1%) is below the national average (28.7%) for healthy eating adults. This means that over 450,000 adults in Derbyshire do not eat the recommended 5 portions of fruit or vegetables a day, which is a proxy measure for healthy eating. Within Derbyshire there is significant variation ranging from 22.6% in Bolsover to 33.9% in Derbyshire Dales.
 - It is estimated there are over 1000 fast food outlets in Derbyshire. Chesterfield has one of the highest takeaway proliferation rates in the country.

- Obesity and unhealthy eating are linked to the prevalence of adults diagnosed with Diabetes. Derbyshire (6.4%) is significantly higher than the national average (5.8%)

2.3 The proposal is to develop an approach to improve the health of people in Derbyshire through healthier eating by aiming to change the content and amount of food sold by Derbyshire food producers and retailers. This would include lowering salt content to help reduce heart attacks and strokes, reducing the fat content of food and controlling portion size in some takeaway businesses and other food outlets.

2.4 Key findings the Derbyshire Review of Obesity, Physical Activity and Nutrition state that Derbyshire does not have a consistent approach in regards to nutrition and recommends the Heart of Derbyshire approach.

2.5 The approach consists of a Heart of Derbyshire Awards Scheme supported by a promotional campaign on portion size and a practical series of 'Basic Cookery Skills on a Budget' sessions, events and courses. The components of the approach work collaboratively and link to part of an integral system to best achieve the health outcomes for the people of Derbyshire.

2.6 Following discussions with stakeholders, agreement has been reached that the proposed approach could be delivered as a partnership between Derbyshire County Council (Public Health, Trading Standards, Derbyshire Adult Community Education Service (DACES) and Public Relations) and the eight District and Borough Locality Environmental Health Teams. There will also be input from a small business network representative.

Public Health will centrally manage each element, provide appropriate information to determine the demographic groups and geographic locations to target and support local delivery.

2.7 The 'Heart of Derbyshire Award Scheme' is partially modelled on an approach named 'Heart of Mersey'. The scheme is a localised version of the national Responsibility Deal utilising a toolkit produced by the Department of Health. The scheme aims to:

- increase the range and variety of healthy options and healthy food available to the people of Derbyshire
- recognise the contributions and achievements of the food service sector to improving the health of Derbyshire
- encourage and support the development of healthier options by providing advice and guidance
- link in with a healthy communities approach
- encourage networks and links between food service providers to share good practice

Local businesses are encouraged to sign up to a series of pledges that contribute to health, such as smaller portion options or reduced salt in products. Pledges will be linked to the saleable product and to the environment and culture in which it is sold. Bronze, Silver or Gold awards will be presented based upon the number of pledges and participating businesses will be encouraged to sustain current pledges and make additional ones each year. Businesses making pledges will strengthen their case to win the Derbyshire Food and Drink Awards Best Healthy Eating Venue category.

The scheme will be coordinated centrally by Trading Standards. Locality Environmental Health Teams will perform audits on participating businesses and promote the scheme in alignment with their food hygiene role. Communications will develop branding. The scheme will be open to all eligible businesses in Derbyshire, but will be more specifically targeted at identified sectors or geographical areas.

It is proposed that participating businesses will be entered into a countywide award to recognise those that make the most impact within their retail sector, for example the Chinese takeaway sector.

- 2.8** A promotional campaign supports the scheme. The campaign will be developed to provide information to all residents of Derbyshire, to target specific groups and to local businesses.

The campaign aims to:

- raise the issue of portion size
- provide appropriate, accessible information on portion size
- engage people to consider their personal situation
- encourage businesses to consider the portions they offer
- raise the profile of appropriate support and services
- link tools, resources and services

- 2.9** To fill a countywide deficit and to link a targeted practical element to the campaign some 'cooking on a budget' practical skills sessions will be delivered by DACES. These will be targeted at identified demographic groups and geographical areas and a flexible, locally determined approach will be taken to maximise engagement.

The approach aims to:

- engage people who would benefit most from the courses
- equip people with basic skills on budgeting and shopping for food
- equip people with basic skills on preparing balanced nutritious meals
- provide an ongoing support mechanism in regards to food
- link in with a healthy communities approach

2.10 The scheme will be evaluated in 2014/15 to assess the level of its success and effectiveness. The 'cooking on a budget' sessions will be evaluated using the Dietary Standard Evaluation Framework.

2.11 The focus of the funding period will be to establish efficient and sustainable approaches and to evaluate these in order to propose sustainable and cost effective methods that can be continued post 2014/15.

3 Financial Considerations

The agreed overall budget for this new service is £270,000; consisting of £70,000 in 2013/14 and £200,000 in 2014/15.

The funding will be balanced between the three programme approaches as follows; this may be subject to some redistribution.

	2013/14	2014/15
Heart of Derbyshire	£49,718	£101,857
Promotional Campaign	£10,000	£65,000
Cooking on a budget	£4,000	£16,000
Total	£63,718	£182,857

4 Other Considerations

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

5 Key Decision

No

6 Call-in

Is it required that call-in be waived in respect of the decisions proposed in the report? No

7 Background Papers

Public Health Cabinet Report 30th July 2013 and other reports

Derbyshire Review of Obesity, Physical Activity and Nutrition 2013

Localising the Public Health Responsibility Deal – a toolkit for local authorities

7 OFFICERS RECOMMENDATION

That Cabinet:

- (i) Approves the proposal to establish a 'Heart of Derbyshire' healthy eating campaign;
- (ii) Supports the proposed evaluation as set out in the report; and
- (iii) Agrees to receive further reports on the progress of the campaign.

Elaine Michel
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