

# Overview of the three White Papers on 'Delivery' of Choosing Health

## 1. White Paper - Delivering Choosing Health

This delivery plan outlines the key steps that will be taken over the next 3 years to deliver the objectives outlined in the November 2004 White Paper Choosing Health: making healthy choices easier. This delivery plan is supported by the two further more specific action plans - choosing a better diet: a food and health action plan and choosing activity: a physical activity action plan.

### Smoking

Aim: reducing adult smoking rates to 21% or less by 2010, with a reduction in prevalence amongst routine manual groups to 26% or less.

"Big Wins" - (It would appear that "big wins" refers to proposals made in the White Paper which have been accepted by Government and stakeholders and will be objectives going forward. The delivery paper does not establish why these elements are called "big wins" as they appear to be aims and objectives at this stage as opposed to completed targets. The delivery paper states that *"some 'big wins' are based on expert advice rather than evidence. Further research and improved monitoring will mean that in future all 'big wins' will reflect strong evidence base."*)

- Support for smoking cessation;
- Reducing exposure to second hand smoke;
- Reducing tobacco advertising promotion;
- National Smoking communication campaigns and education;
- Reducing availability and supply of tobacco including illicit and smuggled tobacco.

Proposals and their time line outlined in this delivery plan are as follows:

Action	Suggested Date
<p>Under age sales: It is proposed that legislation is brought forward to create new powers to ban retailers from selling tobacco products, on a temporary or permanent basis, if they repeatedly flout the law. This should be used in conjunction with work already way to improve proof of age scheme. The Government is looking at higher fines and updated guidance for magistrates, along with education for retailers on better complaints with the under age sales law. Before these measures are introduced there will be consultation with local authorities, the retail industry and other key stakeholders.</p>	<p>Ongoing under current legislation. 2006/07</p> <p>Enforcement activity by Trading Standards will be ongoing under current legislation.</p> <p>Timetable for legislative amendment 2006/07.</p>
<p>Reducing exposure to second hand smoke - subject to consultation.</p> <p>It is proposed to regulate, "with legislation where necessary," in order to ensure that:</p> <ul style="list-style-type: none"> <li>• All enclosed public spaces and work places (other than licensed premises) will be smoke free; and</li> <li>• Licensed premises will be treated as follows: <ul style="list-style-type: none"> <li>• All restaurants will be smoke free;</li> <li>• All pubs and bars preparing and serving food will be smoke free;</li> <li>• Other pubs and bars will be free to choose whether to allow smoking or to be smoke free; and</li> <li>• In membership clubs the members will be free to choose whether to allow smoking or to be smoke free;</li> <li>• Smoking in the bar area will be prohibited everywhere.</li> </ul> </li> </ul>	<p>2006 for the promotion of voluntary agreements, enforcement of legislation. End 2006 all Government departments and the NHS to be smoke free (subject to consultation).</p> <p>End 2007 (all enclosed public places and work places to be smoke free).</p> <p>End 2008 (all arrangements for licensed premises to be in place).</p>
<p>Reducing tobacco advertising and promotion: It is stated that by the end of the year, the size of tobacco advertising still allowed in shops will be</p>	<p>The enforcement of existing regulations by Trading Standards will be ongoing.</p>

Action	Suggested Date
restricted to a total area the size of an A5 piece of paper - a third of which will be a health warning featuring the NHS smoking line number, and in 2005 the Government states it will end internet advertising and brand sharing (using a non tobacco product [to promote a tobacco product]) in the UK.	<p>The enforcement of new regulations by Trading Standards will take place from July 2005.</p> <p>Powers on internet advising and brand sharing come into force July 2005</p>
The Government will also consult on how to use picture warnings on tobacco products in any campaign to reduce the number of smokers.	<p>Enforcement activity by Trading Standards Autumn 2006.</p> <p>Receipt of final image library for picture warnings from EC Spring/Summer 1005 (subject to EC).</p> <p>Complete consultation on and finalising picture warning regulations Autumn/Winter 2005.</p> <p>Subject to consultation, new pack warning start to appear Summer 2006.</p>

## Alcohol

Aim: Reducing harm and encouraging sensible drinking.

### "Big Wins"

- Placing information for the public on alcohol containers and in alcohol retail outlets.
- Raising awareness.
- Local authority enforcement.
- Increasing access to effectiveness of alcohol treatment.
- Screening and brief intervention (e.g piloting interventions in primary care and A&E).
- Planning local responses (e.g. involving local authorities, the police and licensing trade for example through crime and disorder reduction partnership).

Action	Suggested Date
<p><b>Placing information for the public on alcohol containers and in alcohol retail outlets:</b></p> <p>It is proposed that Government will work with industry to develop a <u>voluntary</u> social responsibility for alcohol producers and retailers, to protect young people by placing information for the public on alcohol containers and in alcohol retail outlets and including reminders about responsible drinking on alcohol advertisements, checking identification and refusing to sell alcohol to people who are under 18.</p>	<p>Enforce implementation of local code of practice/report breaches from June 2005.</p> <p>Local code of practice implementation to be overseen and co-ordinated on a reasonable basis from June 2005.</p> <p>Industry stakeholder group to meet on the code of practice and evaluation plans March 2005.</p> <p>Launch of code of practice April 2005.</p> <p>Plans for the national fund May 2005.</p>
<p>The revision to the OFCOM Code on broadcast advertising of alcohol to strengthen the rules in many areas, particularly to protect the under 18s.</p>	<p>This took effect from January 2005.</p>
<p>Government to work in partnership with the Portman Group to develop a new and strengthened information campaign to tackle the problems of binge drinking.</p>	<p>Terms of reference on developing campaign (subject to support from industry) to be agreed and working group to be convened.</p> <p>The development of a network of local heads to disseminate information campaign to be agreed.</p>

Additional social and educational aim and objectives referred to.

## **Obesity**

Aim: Tackling obesity, in particular halting the year on year rise in obesity among children under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole.

## “Big Wins”

- Simple labelling of packaged food: a clear and simple set of food labels developed with the FSA, retailers and industry; simplified and mandatory food labelling; action by industry to reduce fat, salt and sugar in foods and reverse the trend in increasing portion sizes.
- National Obesity Awareness campaign
- Helping who want to lose weight
- Food promotion to children: restricting further advertising and food promotion to children of foods high in fat, sugar and salt; push to amend EU directive to restrict advertising of infant follow on formula
- Health schools
- Encouraging activity
- High quality family and early years support

Action	Suggested Date
Simple labelling of packaged food:  The Government proposes to “press vigorously” for progress before and during the UK presidency of the EU in 2005 to simplify nutrition labelling and make it mandatory on packaged food	EU draft Regulation (expected) mid 2006
By mid 2005 the Government state they aim to have introduced a system that could be used as a standard basis for sign posting food.  This is expected to build on the nutrient criteria for the 5 a day logo. Their criteria will also be used among other things to identify which foods can be promoted to children. The criteria for use of the 5 a day logo will be extended to processed foods and foods targeted at children.	Publication of FSA nutrition criteria June 2005.  Use of 5 a day logo extended to processed foods and foods targeted at children September 2005.  Consultation on use of criteria in sign posting July 2005.

	<p>2005.</p> <p>Adoption by industry of nutrition sign posting criteria stated to be expected from March 2006.</p> <p>Communication of 5 a day messages ongoing.</p>
<p>It is stated the Government will work with the food industry to develop the sign posting approach further on the completion of FSA consumer research.</p> <p>The goal of government is, by early 2006, for there to be:</p> <ul style="list-style-type: none"> <li>• A clear straightforward coding system;</li> <li>• That is in common use; and</li> <li>• That busy people can understand at a glance which food can make a positive contribution to a healthy diet and which are recommended to be eaten only in moderation or sparingly.</li> </ul>	<p>The FSA to monitor and evaluate sign posting from October 2006.</p>
<p>Health Ministers and the FSA are leading discussions with industry to identify and implement a range of action to increase opportunities for people to make healthy choices in what they eat. These are aimed at:</p> <ul style="list-style-type: none"> <li>• Increasing the availability of healthier food.</li> <li>• Reversing the trend towards bigger portion sizes.</li> <li>• Adopting consistent and clear standards for information on food, including sign posting.</li> </ul>	
<p>National Obesity Awareness Campaign to include promoting health by influencing</p>	

<p>people's attitudes through a health strategy.</p> <p>As part of this the Government will support the setting up of a "National partnership for obesity". The partnership will act to promote practical action on the prevention of management of obesity and as a source of information on obesity (for both diet and physical activity) and evidence of effectiveness.</p>	<p>The decision to be made on partnership at first programme board and consultation with relevant professional groups Sprince 2005.</p>
<p>Food Promotion to Children:</p> <p>In line with the research conclusions and the responses to the consultation, the Government considers there is a strong case for action to restrict further the advertising of promotion to children of those food and drinks that are high in fat, salt and sugar. To have a maximum effect, action needs to be comprehensive and taken in relation to all forms of food advertising and promotion including: broadcast, non broadcast, sponsorship and brand sharing, and point of sale advertising, including vending in schools, labels, wrappers and packaging.</p>	<p>Membership and TOR for Food and Drink advertising and promotion form established early 2005.</p> <p>Forum established early 2005.</p> <p>Changes to codes adopted following consultation December 2005.</p> <p>Industry code of conduct forum established early 2005.</p> <p>Changes to codes adopted following consultation December 2005.</p> <p>Industry code of conduct agreed and adopted January 2006.</p> <p>Review effectiveness of voluntary measures early 2007.</p> <p>[It is clear that measures until early 2007 will remain voluntary].</p>
<p>OFCOM to consult and proposals on tightening the rules on broadcast advertising, sponsorship and promotion and securing their effective implementation by broadcasters in order to ensure that children are properly protected from encouragement to eat too many high fat, salt and sugar foods - both during children's programmes and at other</p>	<p>Ongoing work between OFCOM and government.</p>

times when large numbers of children are watching. It should also include options for broadcasters and advertisers to participate in healthy living promotions.



<p>The Government to work with industry, advertisers, consumer groups and other stakeholders to encourage new measures to strengthen existing voluntary codes in non broadcast areas, including:</p> <ul style="list-style-type: none"> <li>• Setting up a new food and drink advertising and promotion forum to review, supplement, strengthen and bring together existing provisions; and</li> <li>• Contributing funding to the development of new health initiatives, including positive health campaigns.</li> </ul>	<p>This to be part of the voluntary measures dealt with above.</p> <p>Forum expected to be established early 2005.</p>
<p>The Government is stated to be committed to ensuring that measures to protect children's health are rigorously implemented and soundly based on evidence of impact. The success of measures will therefore be monitored in relation to the balance of food and drink advertising information to children, and children's food preferences to assess their impact. If, by 2007, they have failed to produce change in the nature and balance of food promotion, it is stated the Government will take action through existing powers or new legislation to implement a clearly defined framework for regulating a promotion of food to children.</p>	<p>Success measures chosen for monitoring and evaluating success of voluntary industry action to take place by summer 2005.</p> <p>A review of the effectiveness to take place by early 2007.</p>

## 2. White Paper - Choosing a better diet

A further delivery paper "Choosing a better diet" adds little further to the main paper "Delivering choosing health".

It helpfully reiterates the requirements set out in the delivering choosing health paper for food industry.

The main points are summarised as follows:

- **Signposting**

*"We will press for progress, before and during the UK presence of the EU 2005, to simplify nutritional labelling and make it mandatory on packaged foods.*

*We will work with the food industry to develop the sign posting approach further on the completion of FSA consumer research. **Our goal is, by early 2006, for there to be a clear, straightforward coding system that is in common use, and that busy people can understand at a glance, to find out which foods can make a positive contribution to a healthy diet, and which are recommended to be only in moderation or sparingly. By mid 2005 we aim to have introduced a system that could be used as a standard basis for sign posting food.** This will build on the nutritional criteria for the 5 a day logo. The criteria will also be used, among other things, to identify which foods can be promoted to children. The criteria for use of the 5 a day logo will be extended to processed foods and to foods targeted at children."*

- **Advertising**

In relation to advertising and promotion of food to children it is confirmed that OFCOM will be consulting on proposals to tighten the rules on broadcasting advertising, sponsorship and promotion of food and drink, and to secure effective implementation by broadcasters in order to ensure that children are properly protected from encouragement to eat too many foods high in fat, salt and/or sugar. The proposal should include options for broadcasters and advertisers to participate in healthy living promotion.

In particular, a new food and drink advertising promotion forum is proposed: *“We will work with industry, advertisers, consumer groups and other stakeholders to encourage new measures to strengthen existing voluntary codes in non broadcast areas and will establish a new food and drink advertising promotion forum to review, supplement and strengthen and bring together existing provision.”*

These measures will be monitored by the Government.

### **Working with the food industry**

It is stated that the Government will continue to work with the food industry to reduce levels of salt in prepared and processed foods and provide long term targets for salt reduction. Additionally, the Government will work with the food industry to reduce levels of added sugars and fat, using new long term and interim targets for reducing levels in different categories of food, with regular monitoring. Further, the Government will develop and publish guidance on portion sizes to produce energy, of fat, sugar and salt intake.

The following timetables were set out in the choosing a better diet paper:

#### Advertising and Food Promotion to Children

<b>What</b>	<b>Who</b>	<b>When</b>
Publish nutritional criteria, which we used as a basis that advertising and food promotion to children	FSA	June 2005
Success criteria for monitoring and evaluate effectiveness of voluntary industry action established	DH/FSA	Summer 2005
First meeting of Food and Drink advertising and promotion forum	DH/FSA	Early 2005
Consult on tighter broadcast rules	OFCOM	Mid-2005
Identify how to strengthen voluntary non broadcast codes	DH/New Forum/FSA	Mid-2005

Consult and propose how industry can have a positive impact on children's food choices	Industry/OFCOM with DH/FSA	
Consult on draft codes for non broadcast media	New forum/Partners	August/October 2005
Industry Code of Conduct agreed and adopted		Early 2006
Assess change to nature and balance of food advertising and promotion and children's food preferences	DH/FSA/DCMS	Early 2007
Take decision on whether or not to introduce legislation	DH with OGDSS (including DCMs and FSA)	Mid-2007

### Working with the Food Industry

<b>What</b>	<b>Who</b>	<b>When</b>
Agree scoping plan on reducing fat and sugar levels in processed foods	DH/FSA	By May 2005
Work with industry to identify interim and long term targets of salt reduction in key product categories and consider interim targets for overall reduction	FSA/DH	By September 2005
Set interim target for salt reduction	FSA/DH	By 2007
Consult on Regulatory Impact Assessment on "action on reducing fat and sugar intakes in England"	FSA	By March 2006
Work with industry to identify interim and long term targets for sugar and fat	FSA/DH	By December 2005
Publish final targets for sugar and fat	FSA/DH	June 2006
Publish a tool kit for health professionals on salt and hypertension	DH/Funded	May 2005
Facilitate industry action to reduce sugar, fat and salt levels through jointly sponsored scientific scoping studies and research	DEFRA	March 2006
Monitor and facilitate industry action on salt towards interim and final salt target (6 grams per day) by 2010	FSA/DH	Ongoing
Survey current range of portion sizes	FSA/DH	March 2006
Publish guidance on portion sizes with stakeholder consultation	FSA/DH	Autumn 2006

### **3. White Paper - Choosing activity: a physical activity action plan**

This paper deals mainly with the development of further sports in schools and the community and healthy activities such as alternative means of transport such as walking and cycling.

Whilst it is emphasised that physical education in schools should be promoted and set times provided no specifics as to the facilities within schools such as sports pictures are referred to. But reference is to increased time spent on “high quality PE and sport at school” and targets and school sports partnerships are provided.