



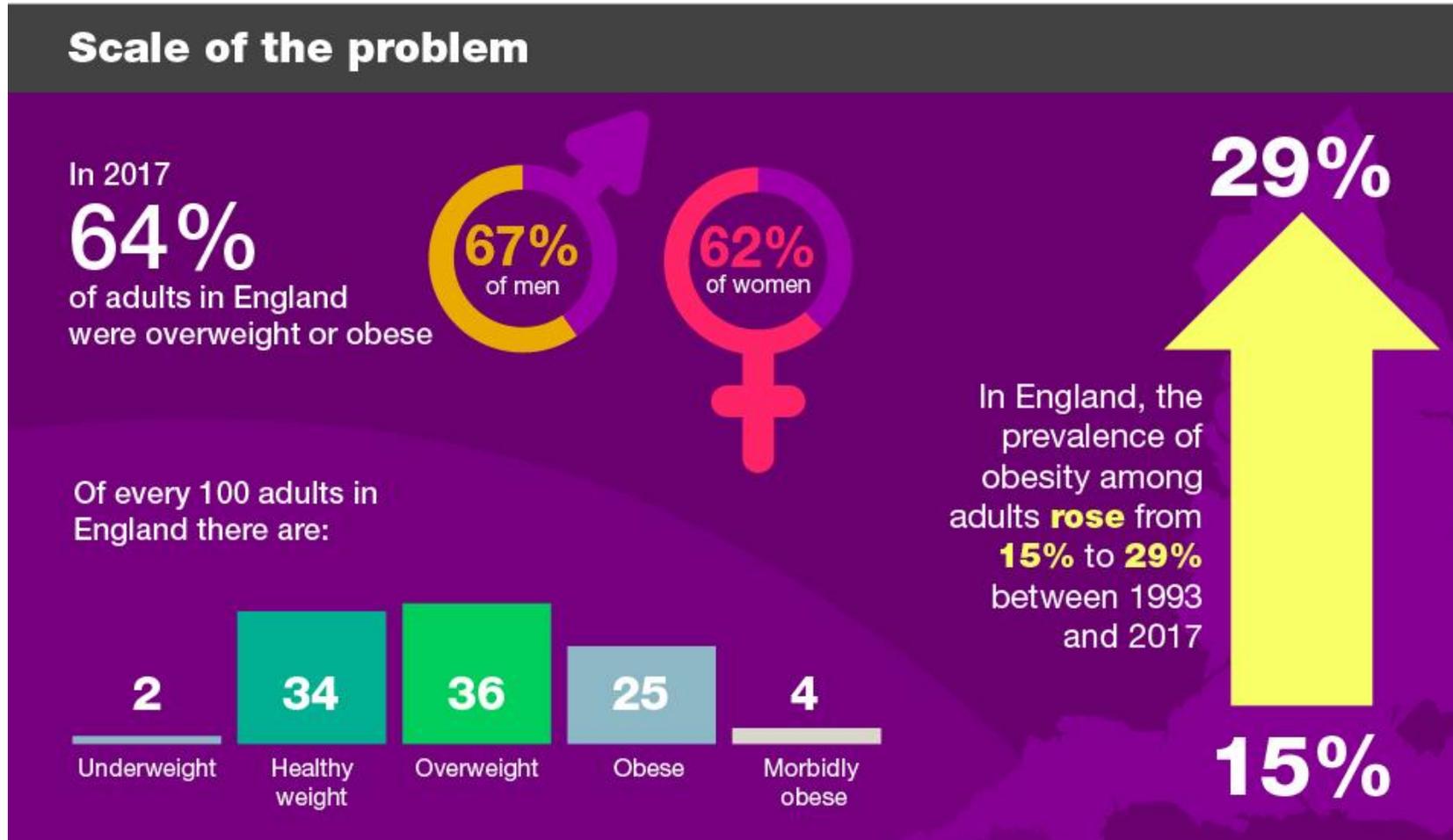
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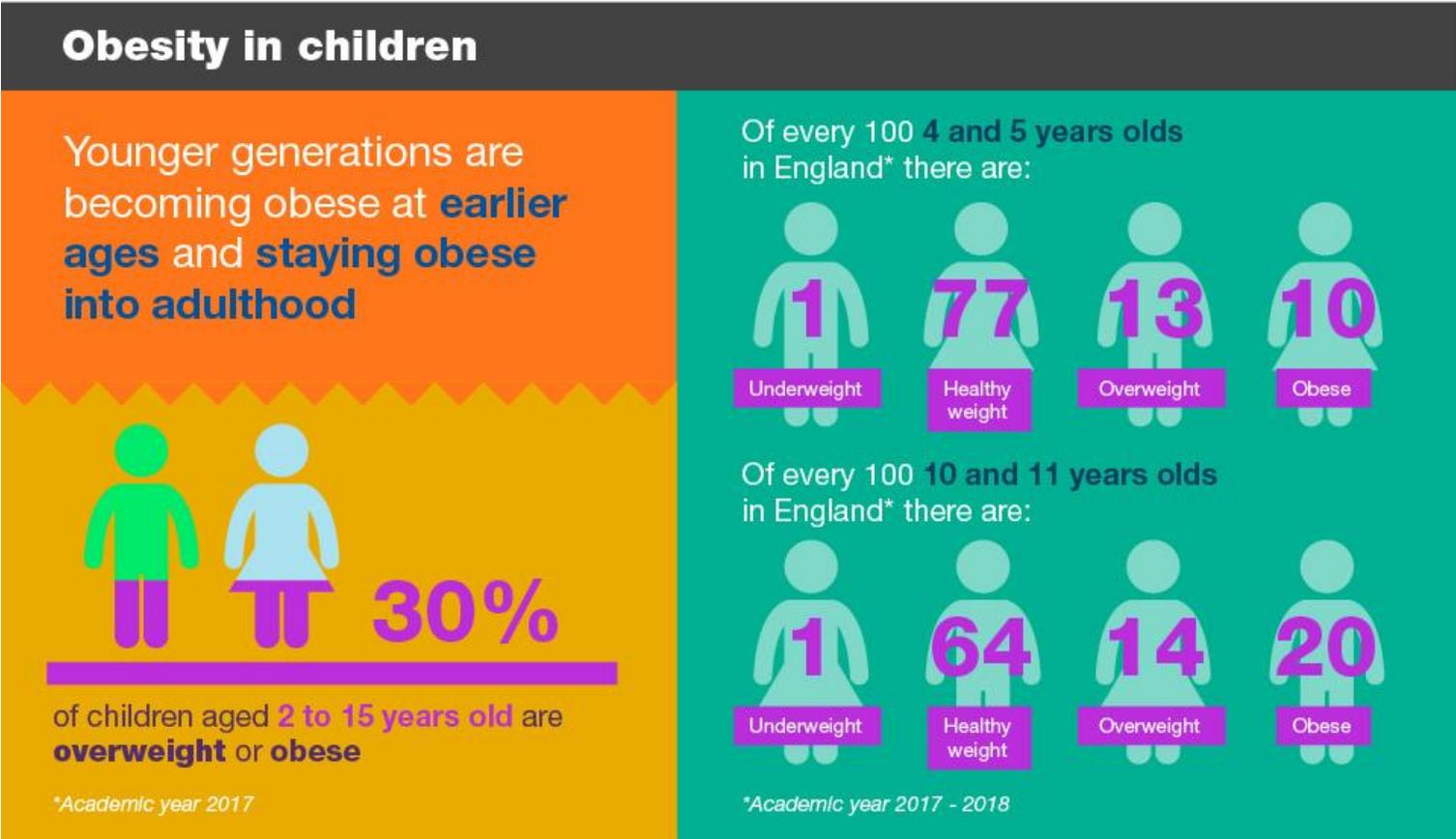
# Tackling sugar, salt and calorie intake: Reduction and reformulation

Duncan Selbie, Chief Executive  
Public Health England

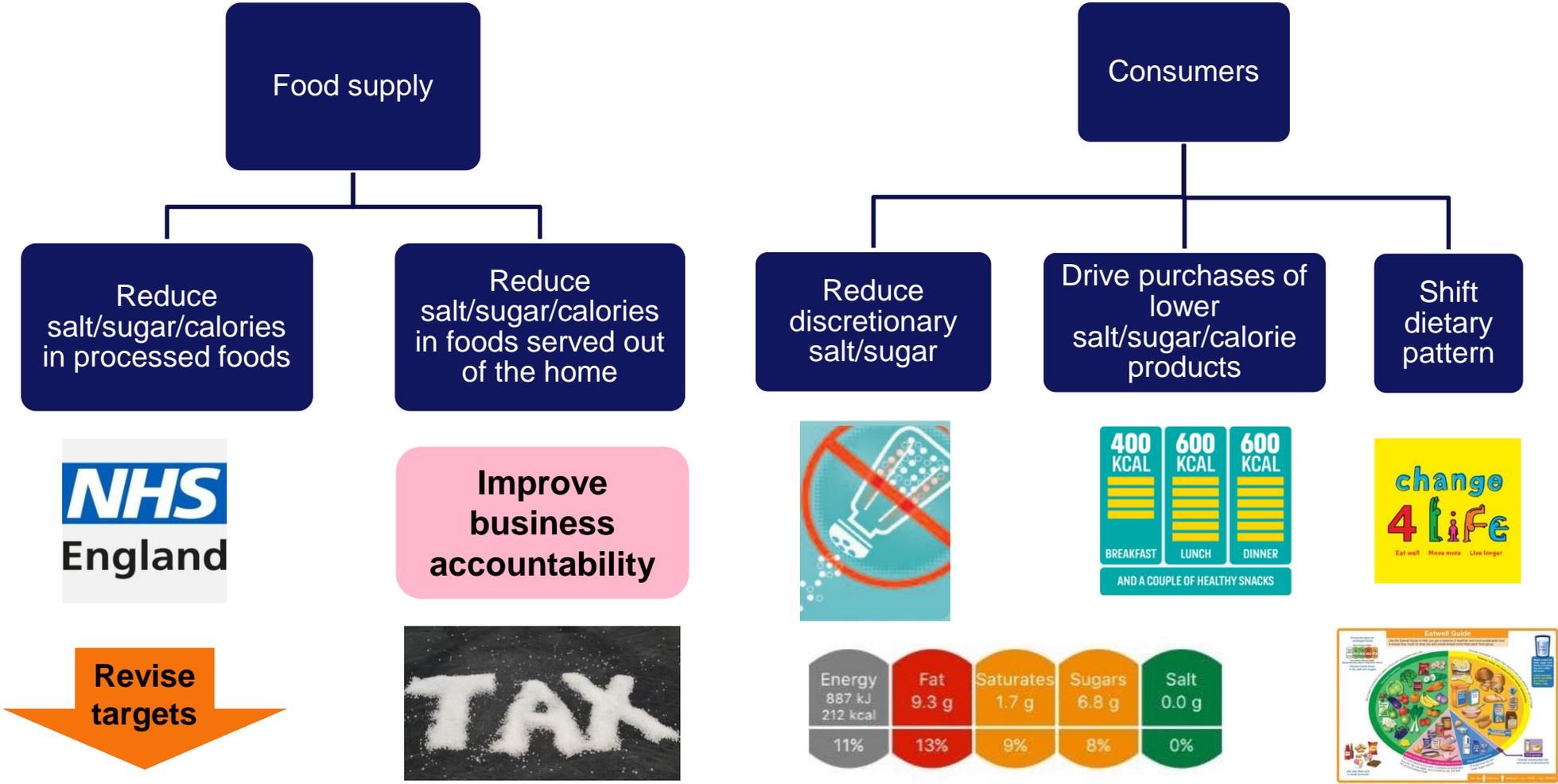
# Overweight and obesity



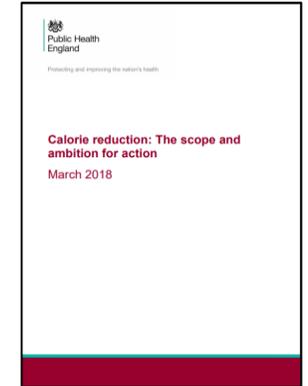
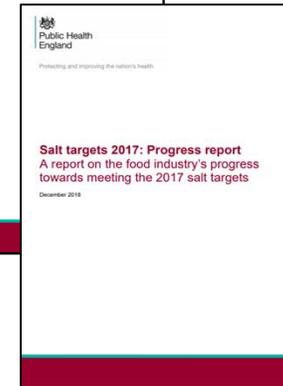
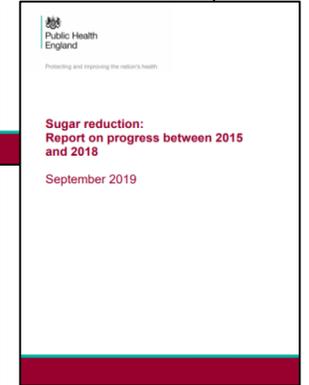
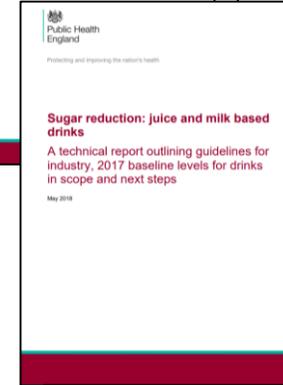
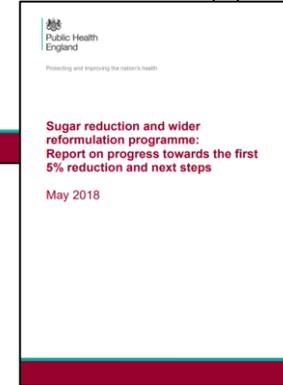
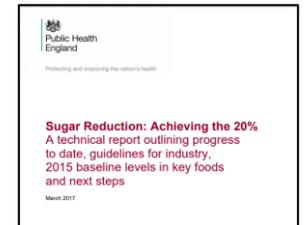
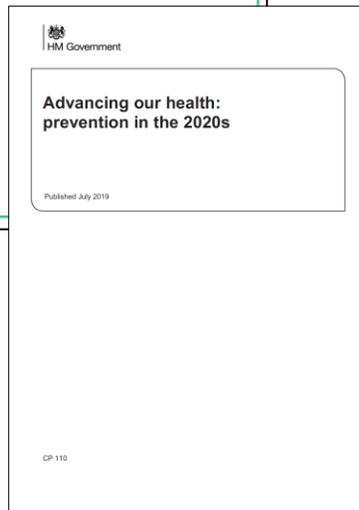
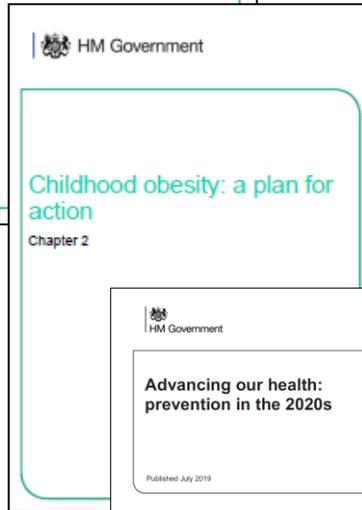
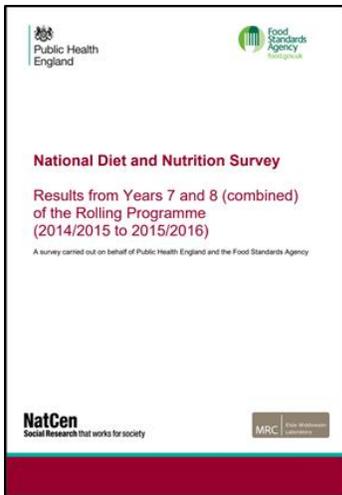
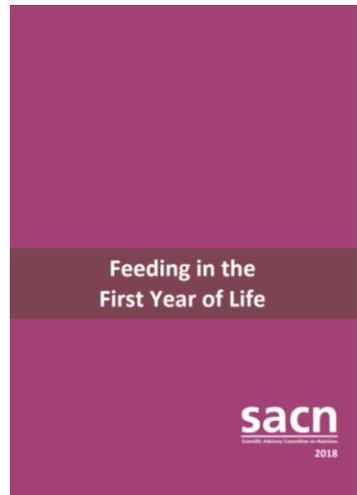
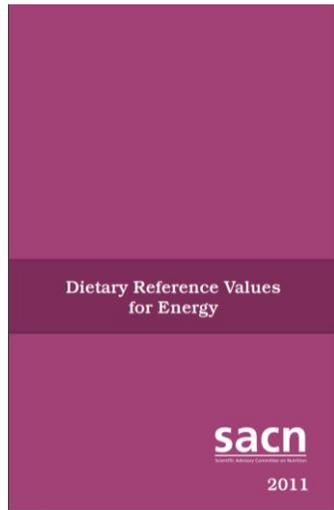
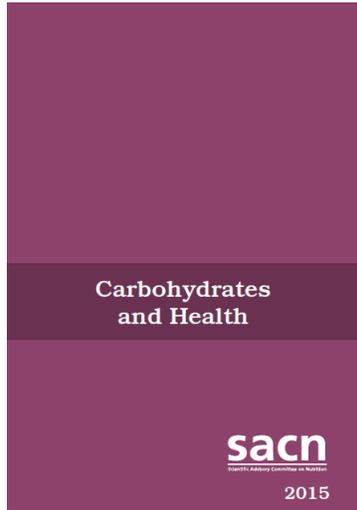
# Child overweight and obesity



# Strategies to improve dietary intakes



# Evidence into policy



# Childhood obesity: a plan for action, chapter 2



## Labelling

- Mandate **calorie labelling on the out of home sector** (including online food delivery)
- Explore what **additional opportunities leaving the EU presents** for food labelling



## Retail

- **Intend to ban price promotions of HFSS food and drink**, such as buy one get one free and multi-buy offers or unlimited refills of sugary drinks.
- **Intend to ban the promotion of HFSS food and drink by location** (at checkouts, end of aisles and store entrance)

## Sugar reduction

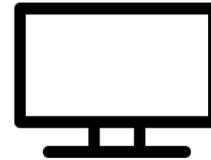
- Consider **extending the SDIL** to milk-based drinks if they fail to reduce sugar by 2020.
- Consider **further use of tax system** if sugar reduction does not achieve the desired progress
- Consult on introducing a ban to **end the sale of energy drinks to children**



***Our national ambition is to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030***

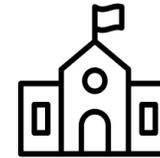
## Marketing

- Consult on introducing a **9pm watershed for advertising** HFSS products in broadcast media with similar action in the **online space**



## Local communities

- Develop a **trialblazer programme** with LAs to ensure those that want to take action have the knowledge, support and leadership to do so
- Strengthening **Government Buying Standards for Food and Catering Services**



## Schools

- **Review how the least active children are being engaged in physical activity in schools** to ensure that our investment helps all children lead active lives
- A national ambition for every primary school to adopt an active mile initiative, such as **The Daily Mile**
- Introduce secondary legislation to **update the standards for school food** and take steps to ensure compliance
- Consult on use of **healthy start vouchers** to provide additional support for low income families

# Reduction and reformulation programmes

Juice and milk based drinks

Commercial baby food

## Sugar

Yogurts  
Ice – cream  
Chocolate confectionery  
Sweet confectionery  
Sweet spreads

## Salt

Canned fish  
Bacon & Ham  
Table sauces  
Gravy  
Bread  
Soup  
Cheese  
Canned veg  
Butter/margarine  
Cooking sauces

## Calories\*

Meal accompaniments/sides  
Meal deals  
Savoury snacks

Sweet Biscuits  
Cakes  
Morning goods  
Puddings  
Breakfast cereal

Crisps  
Potato products  
Processed meat products  
Ready meals/meal centres  
Sandwiches  
Pizza  
Pies

\*Calorie categories are yet to be finalised, and we are continuing to review products in scope of the programme.

# Year 2 sugar progress report – Key findings

## In-home sector



## Out-of-home sector

- For products purchased from the out of home sector, there has been a 4.9% reduction in average sugar content since 2017
- This is calculated using a simple average and is based on more limited data than that for retailers and manufacturers
- The data for out of home businesses is not comparable to retailers and manufacturers
- This is because of the difference in the metrics used - sales weighted average for retailers and manufacturers and simple averages for the out of home sector – and because the baseline is different. Also, there may be bias as nutritional information is not available for some outlets in the out of home sector

# Soft Drinks Industry Levy (SDIL)

The SDIL was announced March 2016 and applies to manufacturers and importers of added sugar soft drinks and across the whole of the UK

- For soft drinks consumed in home, the total sugar content decreased by 28.8% per 100mls between 2015 and 2018
- For soft drinks consumed out of the home, the simple average total sugar per 100mls reduced by 27.2% between 2017 and 2018
- The sugar sold in soft drinks subject to SDIL has decreased by 21.6%. Equivalent figures for the out of home sector are not available



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December 2019