Tackling sugar, salt and calorie intake: Reduction and reformulation

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Public Health England
Overweight and obesity

Scale of the problem

In 2017
64% of adults in England were overweight or obese

67% of men
62% of women

Of every 100 adults in England there are:

2 Underweight
34 Healthy weight
36 Overweight
25 Obese
4 Morbidly obese

In England, the prevalence of obesity among adults rose from 15% to 29% between 1993 and 2017.

15%
Child overweight and obesity

Public Health England

Health Matters

**Obesity in children**

Younger generations are becoming obese at *earlier ages* and staying obese into adulthood.

- **30%** of children aged 2 to 15 years old are *overweight* or obese.

*Academic year 2017*

Of every 100 4 and 5 years olds in England* there are:

- **1** Underweight
- **77** Healthy weight
- **13** Overweight
- **10** Obese

*Academic year 2017 - 2018*

Of every 100 10 and 11 years olds in England* there are:

- **1** Underweight
- **64** Healthy weight
- **14** Overweight
- **20** Obese

*Academic year 2017 - 2018*
Strategies to improve dietary intakes

- **Food supply**
  - Reduce salt/sugar/calories in processed foods
  - Reduce salt/sugar/calories in foods served out of the home

- **Consumers**
  - Reduce discretionary salt/sugar
  - Drive purchases of lower salt/sugar/calorie products
  - Shift dietary pattern

- **Improve business accountability**

- **Revise targets**

- **NHS England**

- **TAX**

- **Shift dietary pattern**

- **Improve business accountability**

- **Revise targets**
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

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

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

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

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

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

Juice and milk based drinks

Commercial baby food

*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

<table>
<thead>
<tr>
<th>Sugar reduction programme results for the in-home sector (retailers and manufacturers)</th>
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</thead>
<tbody>
<tr>
<td><strong>Overall reduction between 2015 and 2018 (in total sugar per 100g) was:</strong></td>
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<tr>
<td><strong>Reductions between 2015 and 2018 (in total sugar per 100g)</strong>:</td>
</tr>
<tr>
<td>Yogurts and Fromage Frais</td>
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<tr>
<td>Breakfast cereals</td>
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<tr>
<td>Sweet spreads and sauces</td>
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<tr>
<td>Biscuits</td>
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<td>Ice cream, lollies and sorbets</td>
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<tr>
<td>Chocolate confectionary</td>
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<tr>
<td><strong>Reductions between 2017 and 2018 (in total sugar per 100g)</strong>:</td>
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<tr>
<td>Crackers</td>
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<td>Morning goods</td>
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<tr>
<td>Puddings</td>
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<td>Malted drinks</td>
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</tbody>
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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