

Lorraine Tulloch

Advocacy and Action

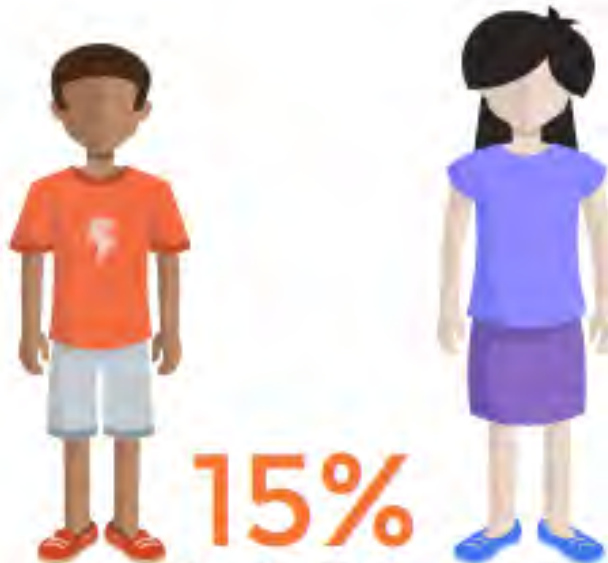
Our Vision

Healthy Weight for All

Obesity: a serious public health threat in Scotland



**one in four adults in
Scotland is obese**

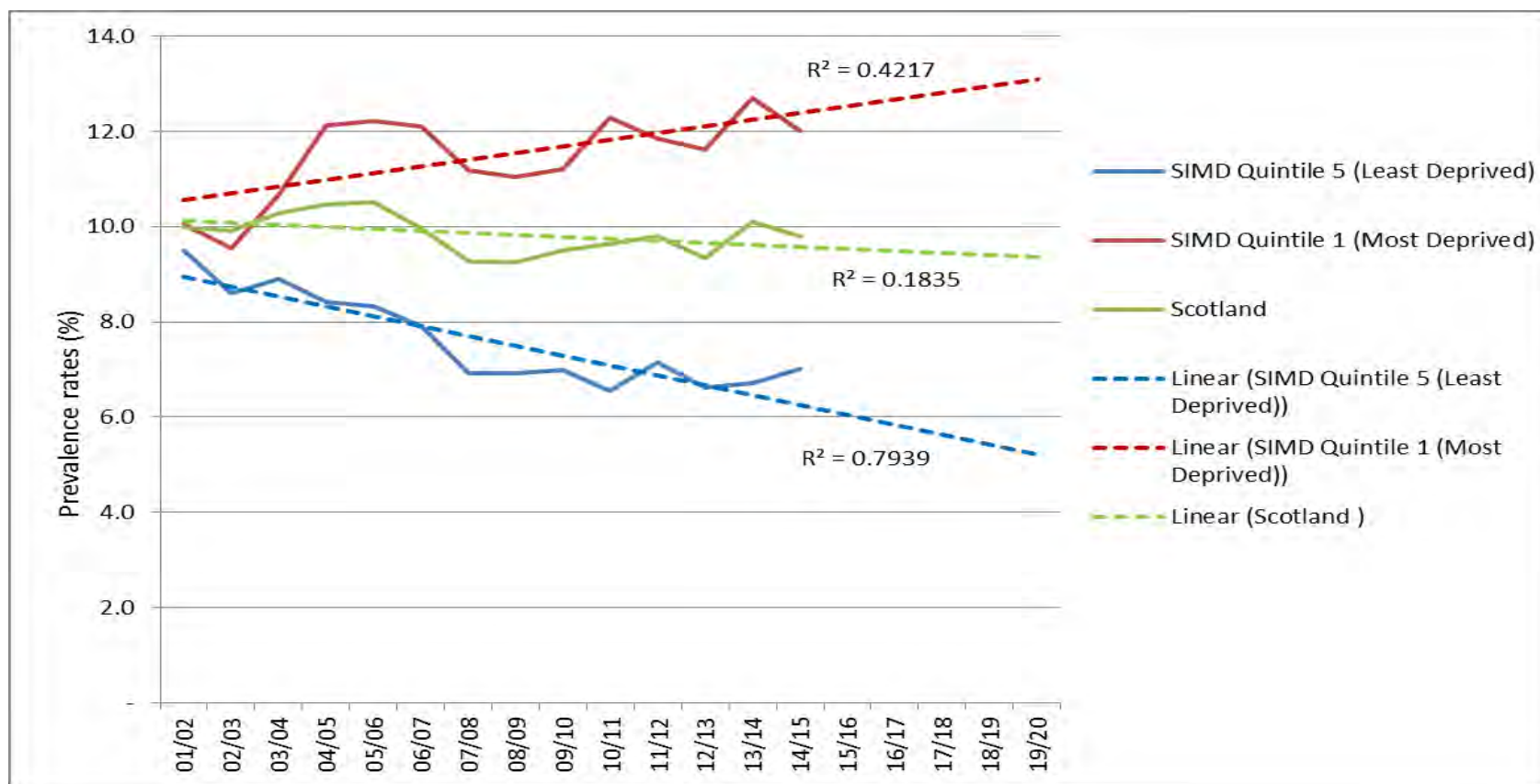


15%
of children
aged 2-15
are obese

140,000

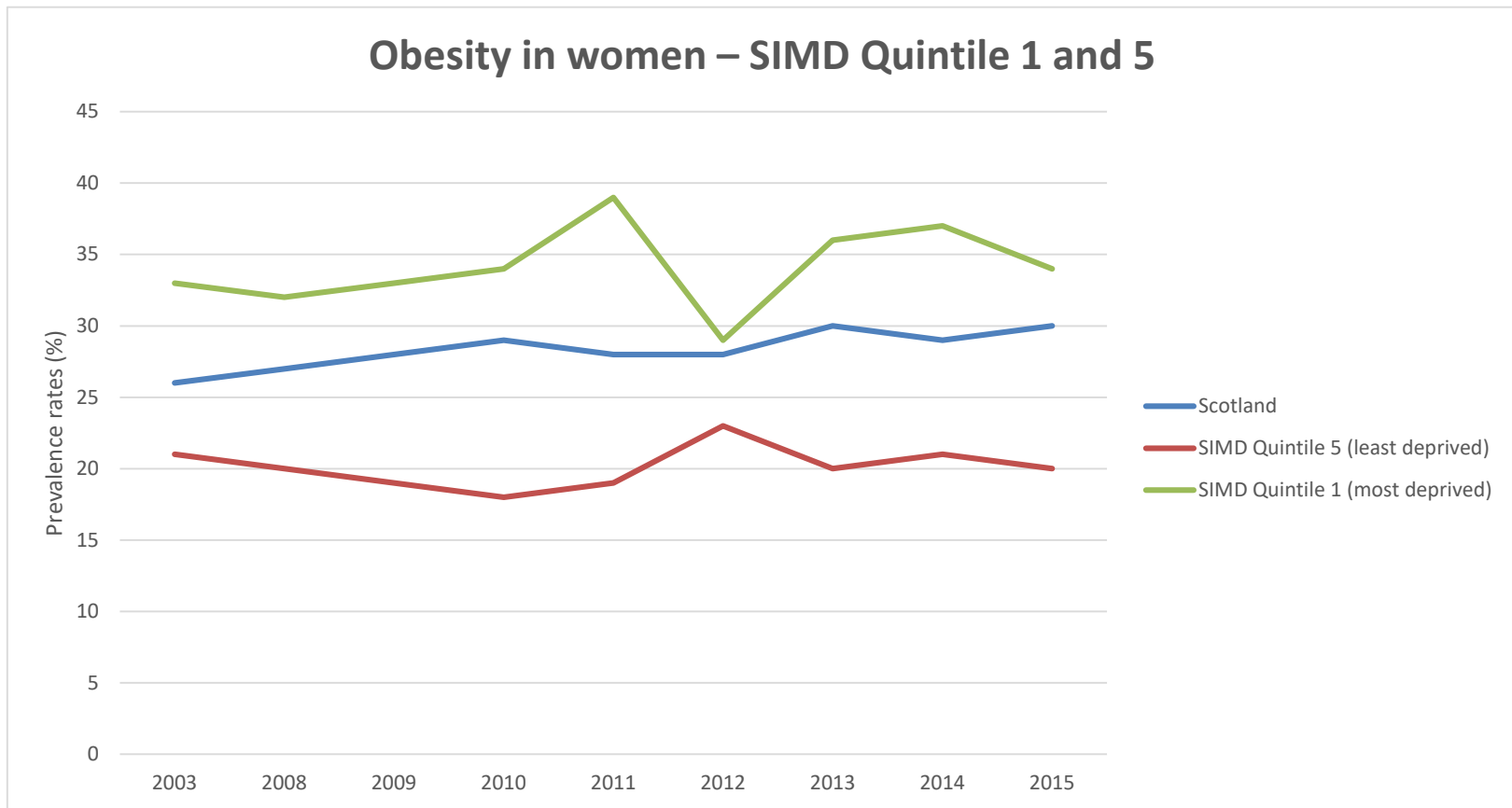


The Inequalities Challenge

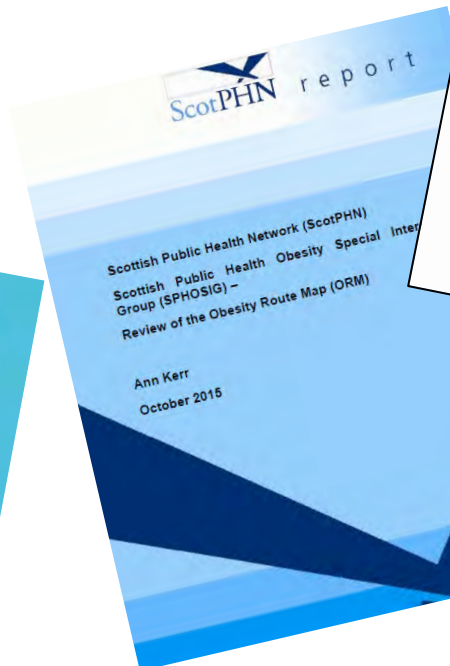
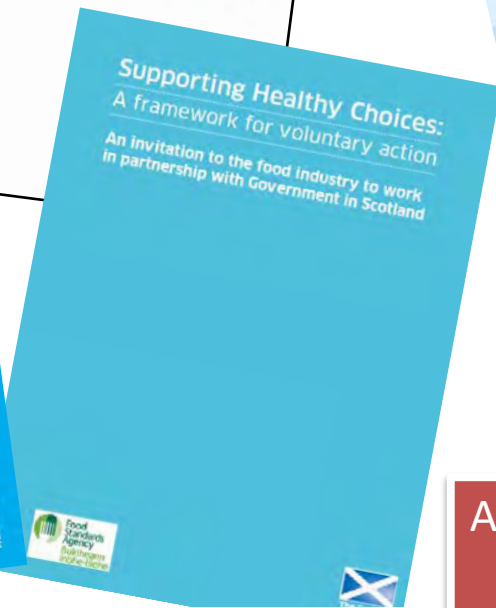
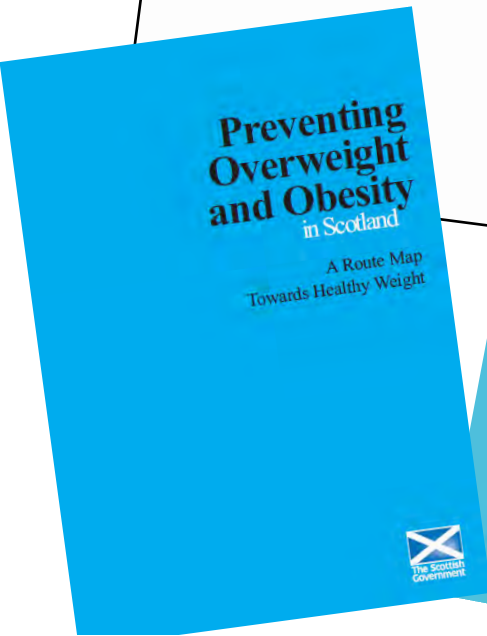


Projected Prevalence of Obesity in Primary 1 Children in Scotland for SIMD quintiles 1 & 5 compared to Scotland as a whole: 01/12 to 19/20. ScotPHN Report on Child Healthy Weight Programme. August 2014

Obesity in women – SIMD Quintile 1 and 5



Based on Scottish Health Survey Results



**A new diet and obesity strategy
Good Food Bill**

Current Status
In 2014, the proportion of children with a healthy weight was 68%. This was a decrease of just over 2 percentage points on the previous year's figure (70%), when using unrounded data.

National Indicator
 **Increase the proportion of healthy weight children**

Indicator Measure
Percentage of children aged 2-15 years whose Body Mass Index lies within a healthy range (between the 2nd and 85th percentile of the UK growth reference charts)

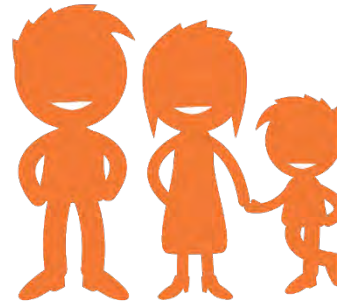
What do we do?

- Raise awareness of the health challenge and its consequences
- Identify prevention strategies
- Advocate for change in the obesogenic food environment

**MAKE THE
HEALTHY
OPTION**

THE EASY
OPTION

We are calling for bold and ambitious fiscal and regulatory measures to change our food environment



We are calling for bold and ambitious fiscal and regulatory measures to change our food environment



Portion Size

Regulation for retail and out of home portion size



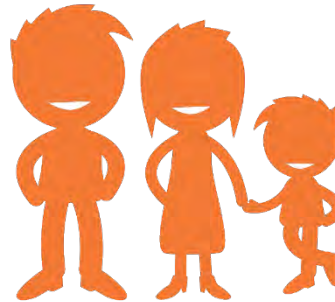
Soft Drinks Industry Levy

Implementation and monitoring of SDIL



Advertising/Marketing

Restrictions to advertising and marketing of HFSS foods



Promotions

Regulatory framework on price promotions of foods high in fat, sugar or salt (HFSS)



Reformulation

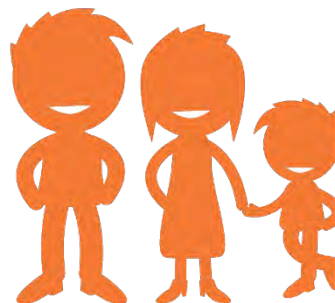
Implementation, monitoring and extension of the UK reformulation programme

We are calling for bold and ambitious fiscal and regulatory measures to change our food environment



Soft Drinks Industry Levy

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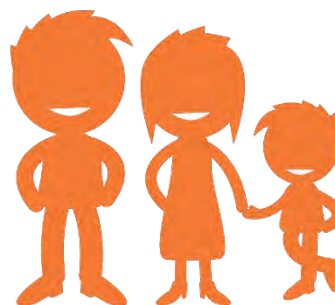


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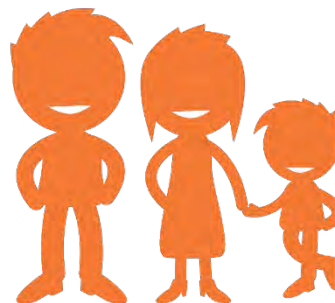
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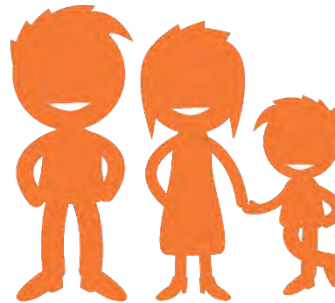
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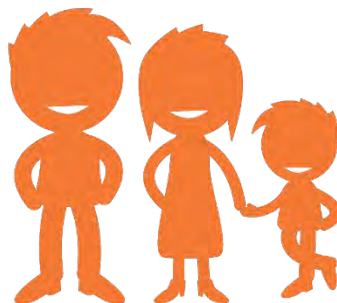
Regulatory framework on price promotions of foods high in fat, sugar or salt (HFSS)

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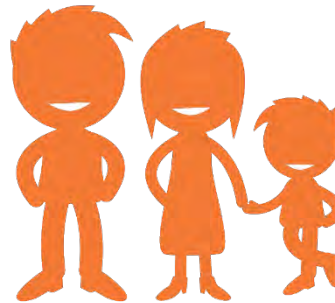
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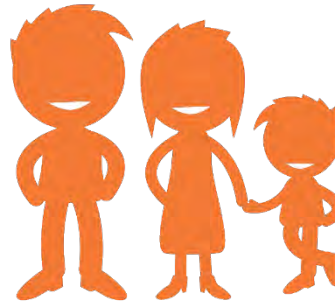
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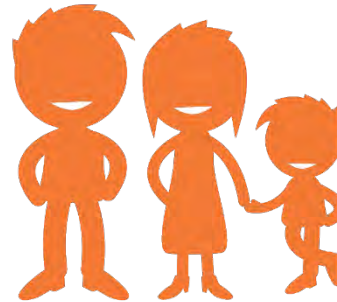
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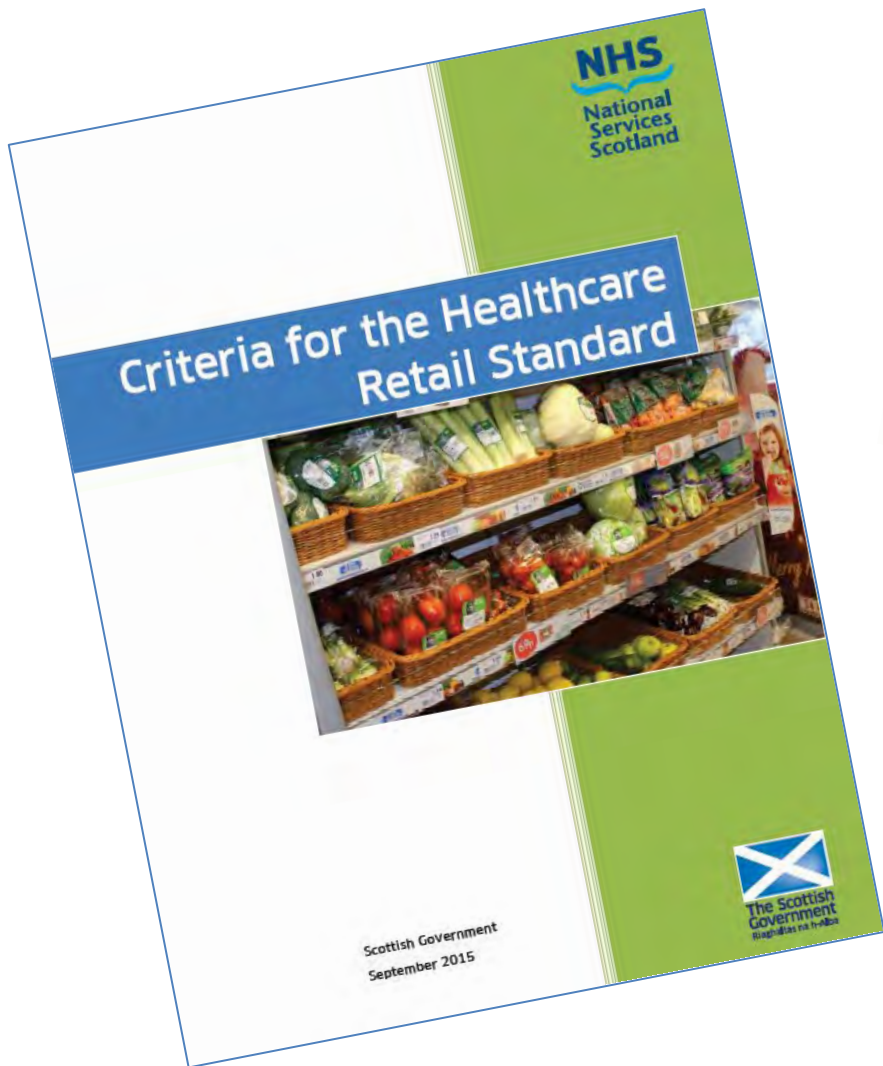
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Evidence-informed

- Briefings
- Steering Group Expert Opinion



What the future looks like...?



SOFT DRINKS, FLAVOURED WATER, FRUIT JUICE & FLAVOURED MILK

ITEM	PROVISION (70% of all drinks for retail must meet these criteria)	CRITERIA
		PROMOTION
Fruit juice	For drinks 70% must be sugar free (0.5g/100ml or less); up to 30% can contain sugar by number of SKUs. If the 30% provision.	No promotion
Carbonated or still flavoured drinks (e.g. cola, lemonade, etc.)	Milkshakes with no added sugar (check ingredients list) are part of the 70%.	No promotion
Cold flavoured milk drinks (e.g. milk shakes)		No promotion
Sugar free drinks	For drinks at least 70% must be sugar free (0.5g or less of sugar per 100ml) by number of SKUs.	Only sugar free drinks containing 0.5g or less of sugar per 100ml. Excludes drinks containing more than 150mg caffeine per litre, where manufacturers are required to declare "High Caffeine Content" on the packaging, in accordance with food labeling regulations*

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02011R1169-20131206&rid=2>

SNACKS

ITEM	PROVISION (50% of all food for retail must meet these criteria)	CRITERIA
		PROMOTION
Sweet and savoury snacks (includes crisps, cereal bars, rice cakes, nuts, breadsticks and popcorn)	Refer to Annex B- Nutrition Criteria and in addition all sweet and savoury products intended for single serves should be no more than 38g pack.	No promotion
Confectionery and ice cream products	Refer to Annex B- Nutrition Criteria	No promotion (excludes sugar-free chewing gum only).
Biscuits (includes crackers, oatcakes)	Refer to Annex B- Nutrition Criteria	No promotion
Plain dried fruit and plain dried fruit with veg products	Any (but portion size should be limited to 35g and excludes those with any added ingredients).	Only as part of a Meal Deal (but portion size should be limited to 35g and excludes those with any added ingredients).
Dried fruit products with added ingredients (e.g. yoghurt coated raisins, products with added fruit juice or nuts)	Refer to Annex B- Nutrition Criteria. Portion size limited to 35g	No promotion



Before ...





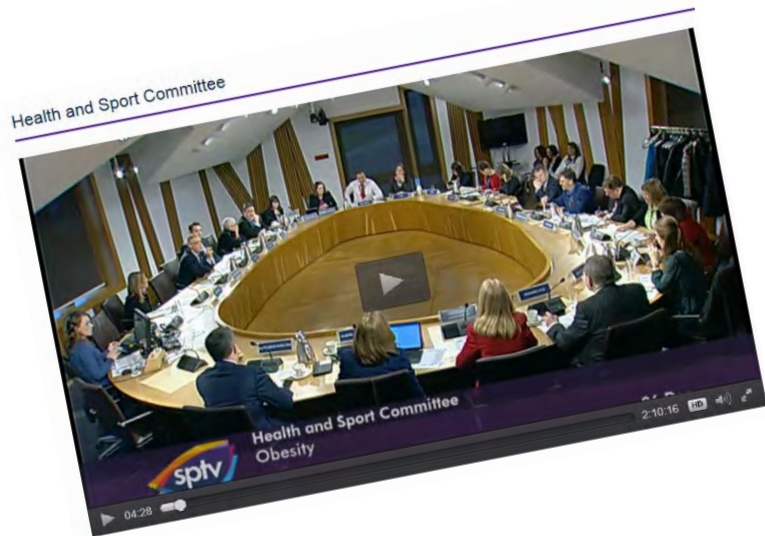
...during..



...and after




Where are we now?



Donald Cameron MSP @DAJCameron · Jan 24

Thanks to [@CRUKScotland](#) [@MacmillanScot](#) and [@obesityactionsco](#) for providing MSPs with info for this evenings #WorldCancerDay debate!

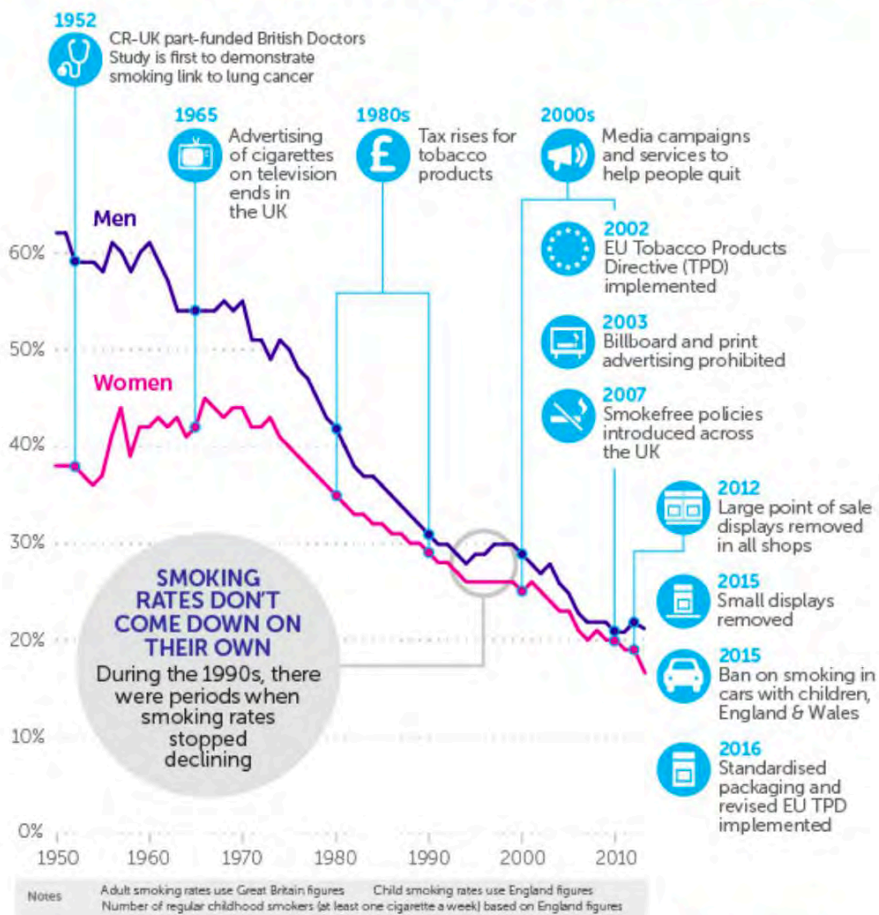


"It is vital that we tackle obesity and reduce the incidence rate of cancer."

1 3 6

The Long Game

SMOKING RATES DECLINE MILESTONES



CHOOSE
YOUR
WEAPON!



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