

Healthy retailing – the NHS?

Would you like to see more or less of this?



A Healthier Future –

Action and Ambitions on Diet, Activity and Healthy Weight

Consultation Document

1.4 Significant work is already well established in Scotland – such as the **Healthyliving Award** and the Scottish Grocers Federation **Healthy Living Programme** which help caterers and small retailers to offer healthier choices. These voluntary schemes have informed the development of Scotland’s mandatory **Healthcare Retail Standard** which sets strict criteria for hospital food and drink provision and in-store promotions.

Before



Confectionery in prominent positions



Chocolate Confectionary

LARGE range
LARGE sizes

CLEAR shelf-edge prices

MONEY SAVING promotions



CLEAR
price promotion signage

HealthCare Retail Standard



Criteria for the Healthcare Retail Standard



Scottish Government
September 2015



At least 50% of food for retail must meet the Provision Criteria (some of this will also meet the Promotion Criteria and may be promoted).	No more than 50% of food for retail can fail to meet the Provision Criteria (none of this food may be promoted).	Non-food items
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SOFT DRINKS, FLAVOURED WATER, FRUIT JUICE & FLAVOURED MILK

ITEM	CRITERIA	
	PROVISION <i>(70% of all drinks for retail must meet these criteria)</i>	PROMOTION
Fruit juice	If soft drinks are served 70% must be sugar free (less than 0.5g/100ml); up to 30% can contain sugar by both brand and volume. This 30% section must include unsweetened fruit juice. Refer to Annex B-Standard Nutrition Criteria.	No promotion
Carbonated or still flavoured drinks containing sugar (e.g. cola, lemonade, etc.)		No promotion
Flavoured Milk Drinks (e.g. milk shakes, chilled coffee)		No promotion
Sugar free drinks	If soft drinks are served at least 70% must be sugar free (less than 0.5g of sugar per 100ml) by both brand and volume. Refer to Annex B-Standard Nutrition Criteria.	Only sugar free drinks containing no more than 0.5g of sugar per 100g/ml 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 labelling regulations ¹ Excludes drinks based on tea or coffee extracts

The move to healthier food retail

- Previous initiatives, eg. **Healthy Living Award** (national award for food service sector in Scotland), Scottish Grocers Federation **Healthy Living Programme**
- National food and drink policy recognises importance of public sector exemplars
- **'Health Promoting Health Service'** vision of NHS as health improvement opportunity for patients, visitors and staff
- CMO letter 2015 set out performance measures relating to food retail in hospitals – **Healthcare Retail Standard**

Healthcare Retail Standard

- Rolled out 2016-2017
- Aimed to rebalance product range
- 50/50 requirement for food range, 70/30 for soft drinks
- No promotions for unhealthy items
- All hospital retail outlets in Scotland
- Implementation and assessment supported by Scottish Grocers Federation
- Evaluation underway

After

Healthy eating advertising materials

PROMOTIONAL OFFER CHANGES

We are working in partnership with your local NHS Trust and NHS Scotland to adhere to the new 'Healthy Retailing Standards' helping the wellness of staff, patients and visitors.

This means that from February 2017 we are no longer permitted to promote 'un-healthy' products across drinks and food. Further information on this, including great offers on our healthier ranges can be found in store.

WHSmith

HEALTHIER EATING

Eat Well Guide

- Eat less often and in small amounts
- Choose foods lower in fat, salt and sugars
- Check the label on packaged foods
- Eat at least 5 portions of a variety of fruit and vegetables every day
- Drink plenty of fluids – at least 6-8 cups/glasses of water a day
- See instore for options and offers to support your healthy eating plans

WHSmith

After

More fruit displays
Healthy eating advertising stand



Water promotions



Wider context beyond the NHS

IMPROVING
SCOTLAND'S
HEALTH



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Scottish Government
Riaghaltas na h-Alba
gov.scot

1.9 We will therefore take forward measures to restrict the promotion of food and drink high in fat, sugar and salt.

1.10 The primary aim is to reduce the public health harm associated with poor diet and the excessive consumption of food and drink high in fat, salt and sugar, including the risks of developing type 2 diabetes, 13 types of cancer and other conditions such as cardiovascular disease and depression.

1.11 In developing our approach, it is important that we clearly define both the types of foods and the types of promotions to be targeted for maximum benefit to public health. We are currently considering how we approach this.

The Scottish Government is minded to act to restrict price promotion on food and drink products which are high in fat, salt and sugar. This could include:

- multi-buy;
- X for Y;
- temporary price promotions.

1.12 Food and drink products high in fat, salt and sugar could be defined by:

- the existing nutrient profiling model¹⁶; or
- a specific nutrient e.g. sugar and saturated fat; or
- foods that contribute the most calories to the diet.

Question 1

Are there any other types of price promotion that should be considered in addition to those listed above?

Please explain your answer.

Question 2

How do we most efficiently and effectively define the types of food and drink that we will target with these measures?

Please explain your answer.

1.13 We are in the early stages of developing our proposals for legislative action. Your feedback will inform our approach and we will engage with stakeholders on our final proposals in early 2018.

1.14 We will also continue to engage with industry on opportunities to increase the promotion and availability of healthy food, building on work already underway – in particular the Scottish Grocers Federation **Healthy Living Programme**, which seeks to increase the range of healthier products on offer in convenience stores in low income areas. We will also work with retailers to promote uptake of the **Healthy Start Programme** and implement the industry-led **Fruit, Vegetables and Potatoes Action Plan** for increasing the consumption of Scottish produce.

Conclusions

- The times they are a changing.....
- NHS exemplar in the HPHS
- Help staff manage diet and body weight
- Beyond the NHS.....