

Report for: Joint Health and Wellbeing Board Sub Committee

Date: 9 October 2017

Title: Update on Joint Approach to Tackling Obesity in Haringey and Islington and taking forward the Local Government Declaration on Sugar Reduction and Healthier Food

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1. Purpose

1.1 The Haringey and Islington Health and Wellbeing Board Joint Sub Committee has committed to taking joint action on obesity and unhealthy food environments. The paper proposes pledges in six areas to improve healthy food choices across Haringey and Islington – and that Haringey and Islington Councils sign up to the [Local Government Declaration on Sugar Reduction and Healthier Food \(LGD\)](#).

1.2 In addition, all members of the board are encouraged to support the Declaration by signing up to a national campaign called '[Sugar Smart](#)' that allows partners to develop pledges to take action on sugar reduction and healthier food and raise public awareness on this issue.

2. Describe the issue under consideration

The issue

2.1 Tackling obesity is a priority area for the joint Haringey and Islington Wellbeing partnership. It is an important driver of preventable poor health in both boroughs, including cardiovascular disease and diabetes, as well as an issue across the life course. Haringey and Islington face similar challenges with over 1 in 3 children aged 10-11 classed as overweight or obese, and more than half of all adults either overweight or obese¹.

2.2 Obesity, and associated diseases including type 2 diabetes, cancer and cardiovascular disease, is one of the most pressing public health issues of our

¹ PHE Fingertips data 2013-5. Haringey – 54.2%. Islington 52.8%.

day. Obesity costs the NHS alone £5.1bn every year², as well as leading to significant losses to the economy (through ill health, disability and early death). An estimated 7.1% of deaths in England and Wales are attributable to elevated Body Mass Index (BMI), with obese individuals losing an average of 12 years of life³. It can also have a significant impact on daily life and wider wellbeing for those individuals affected.

- 2.3 Obesity is also a pressing health inequalities issue. In both boroughs, more deprived wards have higher rates of obesity, and obesity is highly correlated with deprivation (**Appendix 1**). In Haringey, three times as many children leaving primary school in West Green ward are overweight/obese (53%) as in Alexandra ward (17%). (**Appendix 2**). Similarly, in Islington, nearly twice as many children leaving primary school in Clerkenwell ward are overweight/obese (47%) as in St. Georges ward (24%). (**Appendix 2**)
- 2.4 More than a fifth of children start primary school overweight, and more than a third leave for secondary school overweight⁴. Across Haringey and Islington, there are approximately 582 Year 6 children who are overweight (15%) and 918 Year 6 children who are obese (23%). Therefore, the combined prevalence of overweight and obesity in 10-11 year olds across the two boroughs is 38%⁴. The need for action on obesity is well recognised and supported by our residents.
- 2.5 Guidelines on sugar consumption were issued in July 2015 by the Scientific Advisory Committee on Nutrition (SACN). They recommended that sugar should account for a maximum of 5% of energy intake for adults and children. However it is estimated that sugar currently accounts for three times this proportion of children's energy intake, with sugar sweetened soft drinks being the largest single source of sugar for children⁵.
- 2.6 An important reason for this is because of the profound changes to the food environment over the last three decades. Food is now more readily available and heavily promoted, marketed and advertised. Combined with increasing consumption of meals from the out of home sector (coffee shops, cafes, fast food outlets) people have been pushed towards overconsumption through a food environment which normalises the provision of unhealthy food and drink in everyday life and settings.
- 2.7 A recent evidence review by Public Health England of sugar reduction interventions also outlined the significant changes to the food environment over the last thirty to forty years⁶. The report recommended a strong focus on the food environment and in particular:

² PHE (2015) Sugar reduction: the evidence for action

www.gov.uk/government/uploads/system/uploads/attachment_data/file/470179/Sugar_reduction_The_evidence_for_action.pdf

³ IEA (2017) Obesity and the Public Purse, citing figures from the Office for National Statistics <https://iea.org.uk/wp-content/uploads/2017/01/Obesity-and-the-Public-Purse-PDF.pdf>

⁴ National Child Measurement programme 2015/16. Haringey – 23.6% age 4/5, 38.4% age 10/11. Islington – 22.5% age 4/5, 36.5% age 10/11.

⁵ Public Health England, Public Health Matters blog, [Expert interview: New sugar recommendations](#), 17 July 2015 (accessed 30 May 2017).

⁶ Public Health England (2015) Sugar reduction: the evidence for action

- Strong controls on price promotions of unhealthy food and drink
- Tougher controls on marketing and advertising of unhealthy food and drink
- A centrally led reformulation programme to reduce sugar in food and drink
- A sugary drinks tax on full sugar soft drinks, in order to help change behaviour, with all proceeds targeted to help those children at greatest risk of obesity
- Improved education and information about diet

The demand for action

2.8 The most recent survey of residents on the subject of obesity was the **Great Weight Debate** (GWD), undertaken in October 2016 as part of a London-wide programme of engagement. Although from a relatively small sample size locally (Haringey =181 and Islington =79), the insights from the GWD show that residents in both Haringey and Islington are particularly concerned about the number of fast food outlets in their area and the relative availability of unhealthy food and drink. It also found significant demand for local action to improve the food environment to promote healthier choices. This degree of consistency across both boroughs strengthens the rationale for working jointly on this agenda.

Haringey	Islington
<ul style="list-style-type: none"> • 69% of respondents were aware of the childhood obesity epidemic 	<ul style="list-style-type: none"> • 32% of respondents were aware of the childhood obesity epidemic (50% of respondents didn't answer this question)
<ul style="list-style-type: none"> • 33% of respondents felt that tackling childhood obesity should be a top priority • 59% of respondents felt that tackling childhood obesity should be a high priority 	<ul style="list-style-type: none"> • 33% of respondents felt that tackling childhood obesity should be a top priority • 56% of respondents felt that tackling childhood obesity should be a high priority
<p>Haringey residents told us that the top 3 things that made it hard for children to lead healthier lives were:</p> <ol style="list-style-type: none"> 1. Too many fast food outlets 2. Too many cheap unhealthy food and drink options 3. Too much advertising of unhealthy food and drink options 	<p>Islington residents told us that the top 3 things that made it hard for children to lead healthier lives were:</p> <ol style="list-style-type: none"> 1. Too many cheap unhealthy food and drink options 2. Too many fast food outlets 3. The cost of healthy food and drink
<p>Haringey residents told us that the top 3 things in the local area that encouraged children to lead healthier lives were:</p> <ol style="list-style-type: none"> 1. Parks 2. Local leisure facilities 3. Local sports and youth clubs 	<p>Islington residents told us that the top 3 things in the local area that encouraged children to lead healthier lives were:</p> <ol style="list-style-type: none"> 1. Parks 2. Local leisure facilities 3. Local sports and youth clubs
<p>Haringey residents told us that in order for children to be better supported to lead healthier lives there needed to be:</p> <ol style="list-style-type: none"> 1. Limit on the number of fast food outlets 2. Support or families to cook healthier food 3. Cheaper healthier food and drink options 	<p>Islington residents told us that in order for children to be better supported to lead healthier lives there needed to be:</p> <ol style="list-style-type: none"> 1. Support or families to cook healthier food 2. Cheaper healthier food and drink options 3. Limit on the number of fast food outlets

The Local Government Declaration on Sugar Reduction and Healthier Food

- 2.9 In 2016, Sustain (a national campaigning organisation on better food and farming) launched the Local Government Declaration on Sugar Reduction and Healthier Food (LGD, or the Declaration), a voluntary initiative that aims to help local authorities tackle the proliferation and marketing of unhealthy food and drink. To sign the Declaration, a local authority must make pledges across six different areas: tackling advertising and sponsorship, improving the food controlled or influenced by the council, reducing the prominence of sugary drinks and promote free drinking water, supporting businesses and organisations to improve their food offers, public events, and raising public awareness. In addition, the local authority commits to report on progress annually.
- 2.10 The Declaration supports a whole-systems approach, helping to address unhealthy eating through targeted action under the six key areas of commitment. Signing the Declaration makes clear the council's commitment to tackling the causes of obesity. The aim of signing the Declaration and making these pledges is not to ban sugar or eliminate choice for our residents. Instead, it is about making a range of changes to the wider food environment which make it easier, more convenient and / or more affordable for residents to make healthier choices.
- 2.11 Haringey and Islington are at the forefront of the movement across London to sign up to the Declaration with only four other London Boroughs (Redbridge, Lambeth, Waltham Forest and Tower Hamlets) having signed up at the time of writing.

3. Recommendation

- 3.1 This paper recommends that the Haringey and Islington Health and Wellbeing Board agrees to the proposed pledges below, and signs up to the LGD.

Pledge area	Specific pledges
1. Tackle advertising and sponsorship	- Develop a policy on advertising, sponsorship and corporate partnerships
2. Improve the food controlled or influenced by the council	- Develop a Food Standards Policy - Reduce the sale of sugar sweetened soft drinks from council-owned or managed premises
3. Reduce prominence of sugary drinks and promote free drinking water	- Improve and promote access to free drinking water
4. Support businesses and organisations to improve their food offer	- Continue to promote the Healthier Catering Commitment and London Healthy Workplace charter to achieve health benefits - Support the Whittington to improve their healthy food offering across catering, retail and vending

	points.
5. Public events	- Increase the healthy food offer at Council-organised events
6. Raise public awareness	- Sign up to the Sugar Smart campaign

- 3.2 More detailed information regarding these proposed pledges is set out in Appendix 3.
- 3.3 Haringey and Islington are at different stages with their work to improve the local food environment but working on the LGD collaboratively creates opportunities to share good practice and develop consistent policies over a range of areas. It does not prevent each Council from moving forward on additional actions, outside the scope of the Declaration, to tackle obesity and improve the food environment through relevant planning policies and levers.
- 3.4 All organisations on the joint Board can support the Declaration by signing up to [Sugar Smart](#) (pledge 6) which is an area that all partners, businesses and organisations can contribute towards. This is a national public-facing campaign on sugar reduction and obesity and signals that Haringey and Islington are leading by example. The Board are asked to consider how they can make specific pledges to raise public awareness on this issue.

4. Background

- 4.1 The proposal to take joint action on obesity across the London Boroughs of Islington and Haringey was originally agreed at the joint meeting of Haringey and Islington's Health and Wellbeing Boards held on 31st January 2017. Since then, officers have been working to develop practical proposals to translate this commitment into action, as set out in this report. Once these proposals have been agreed, the two Councils will work collaboratively to implement the pledges and monitor progress and improvements over time.

5. Contribution to strategic outcomes

- 5.1 Tackling obesity together and the recommendations outlined in this report aligns to the Haringey and Islington Wellbeing Partnerships approach of; 'Shifting care upstream by supporting people to stay and be healthy, to reduce the level of ill health within our population'.
- 5.2 Our joint approach to tackling obesity also supports both Haringey and Islington's Health and Wellbeing Strategies and Corporate Priorities.
- 5.3 In Haringey it supports the Council's Corporate Plan, Building a Stronger Haringey Together 2015-18, in particular Priority 1 and 2 and cross-cutting themes, specifically: prevention and early intervention as outlined in Objective 1 'Become an organisation focused on prevention and early help'.
- 5.4 In Islington, it supports the Council's Corporate Plan 2015-2019, contributing towards the commitment "Making Islington a place where residents have a good quality of life", as well as being an important part of tackling some of the deep

rooted and complex social challenges that are also the focus of the corporate plan. The underpinning principles of Islington's Corporate Plan, such as prevention and early intervention, making every contact count and building strong partnerships, are also key features of the proposed collaborative work on obesity.

6. Statutory Officers Comments (Legal and Finance)

6.1 Legal

6.2 Under Section 2B National Health Service Act 2006 (as amended by Section 12 of the Health and Social Care Act 2012) each local authority must take steps as it considers appropriate for improving the health of people in its area. The steps that may be taken include providing information and advice; providing services or facilities designed to promote healthy living; providing financial incentives to encourage individuals to adopt healthier lifestyles and making available the services of any person or any facilities. The recommended pledges falls within the statutory duty to improve public health.

6.3 The Sugar Reduction and Healthier Food initiatives fall within the Terms of Reference of the Joint Sub-Committee to encourage joint consideration and co-ordination of health and care issues that are of common interest to the population of Haringey and Islington.

6.4 The Finance Act 2017 has established a new tax called the Soft Drinks Industry Levy (the Levy) and provides that HM Revenue & Customs (HMRC) will be responsible for its collection and administration. The levy is intended to apply from April 2018 and is aimed at producers and importers of soft drinks containing added sugar. It is intended to tackle childhood obesity by encouraging the reformulation of drinks to reduce levels of added sugar, as well as portion size reduction and marketing of low sugar alternatives.

6.5 Chief Finance Officer (ref: CAPH58)

6.6 There are no financial implications arising from the recommendations in this report. Officers will need to ensure the implications of accepting any grant funding are understood before entering into any new commitments. This might include any requirements for matched funding or prescribed use of monies or clauses relating to repayment in particular circumstances.

7. Environmental Implications

7.1 This report has limited environmental implications; however it should be noted that a campaign to promote the availability of free drinking water and refill drinking points would deliver environmental benefits (reduced plastic waste, reduced waste going to landfill and reduced carbon emissions from transporting bottled water).

8. Resident and Equalities Implications

8.1 Both councils have a Public Sector Equality Duty under the Equality Act (2010) to have due regard to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act
- Advance equality of opportunity between people who share those protected characteristics and people who do not
- Foster good relations between people who share those characteristics and people who do not.

8.2 The three parts of the duty applies to the following protected characteristics: age, disability, gender reassignment, pregnancy/maternity, race, religion/faith, sex and sexual orientation. Marriage and civil partnership status applies to the first part of the duty.

8.3 This report sets out a summary of the need in Haringey and Islington to create healthier environments with the aim of tackling obesity, specifically for children, and possible interventions to meet this need.

8.4 Analysis by both councils has demonstrated that some groups are disproportionately affected by obesity and the health problems which are associated with being overweight. More people are obese in more deprived areas, and children from Black African, Caribbean and “White Other” backgrounds are more affected than those of White British backgrounds.

8.5 The proposals outlined in this paper aim not only to reduce overall levels of obesity and overweight in the borough, but also to close these health inequalities, by focusing action in schools and other educational settings and in more deprived areas, and by building the public-facing Sugar Smart campaign in collaboration with a range of partners, including small voluntary and community organisations.

8.6 In addition, consultation undertaken to date (see “The demand for action” in Section 2 above) via the Great Weight Debate demonstrates that residents in the two boroughs are keen to see action taken to improve the local food environment as a way to tackle obesity.

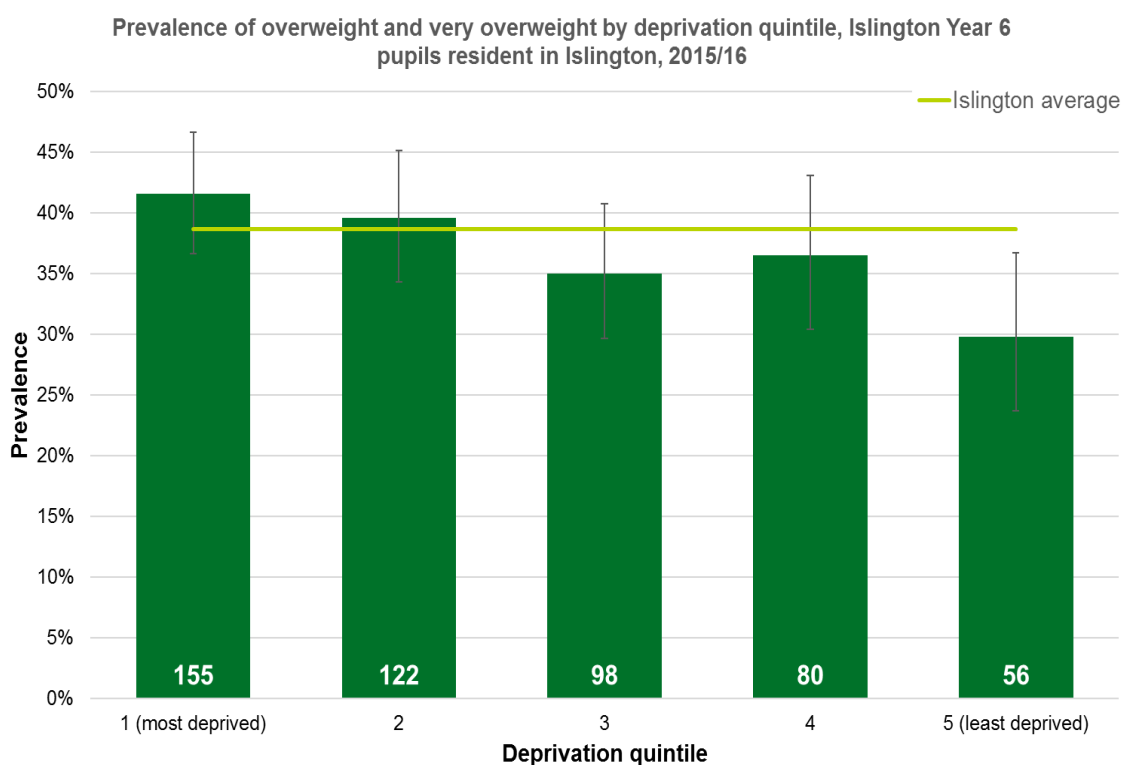
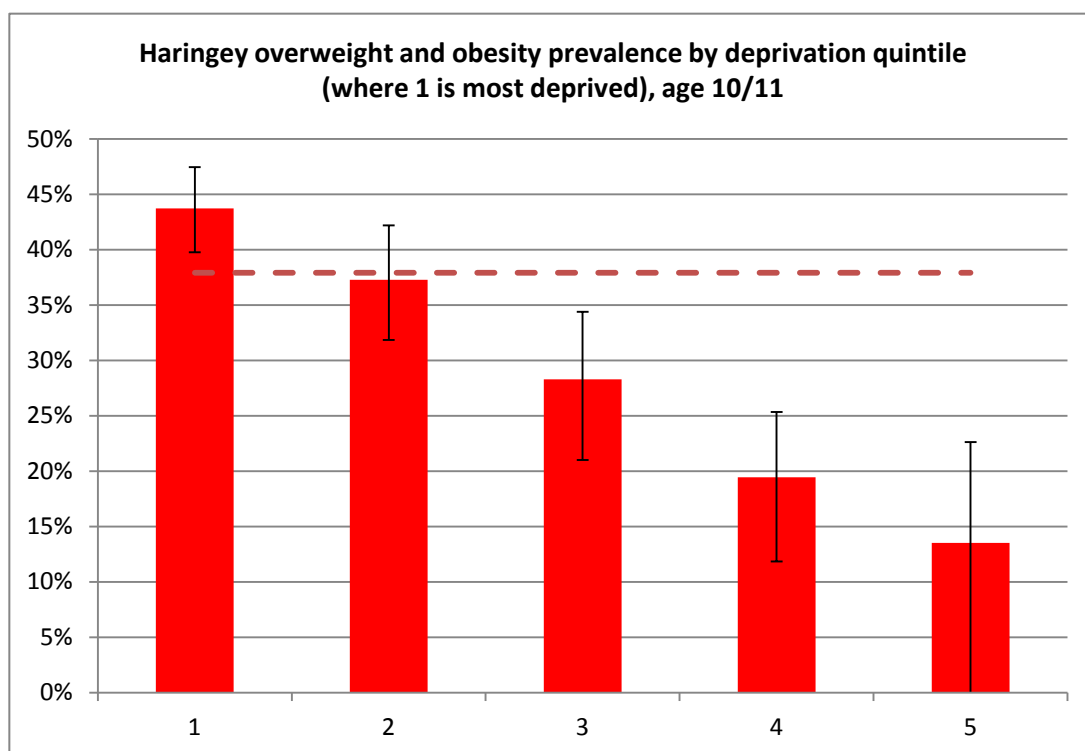
9. Use of Appendices

9.1 Appendix One: Haringey and Islington Childhood Obesity by deprivation quintile

Appendix two: Haringey and Islington National Child Measurement Programme 2015/16 Year 6 by ward

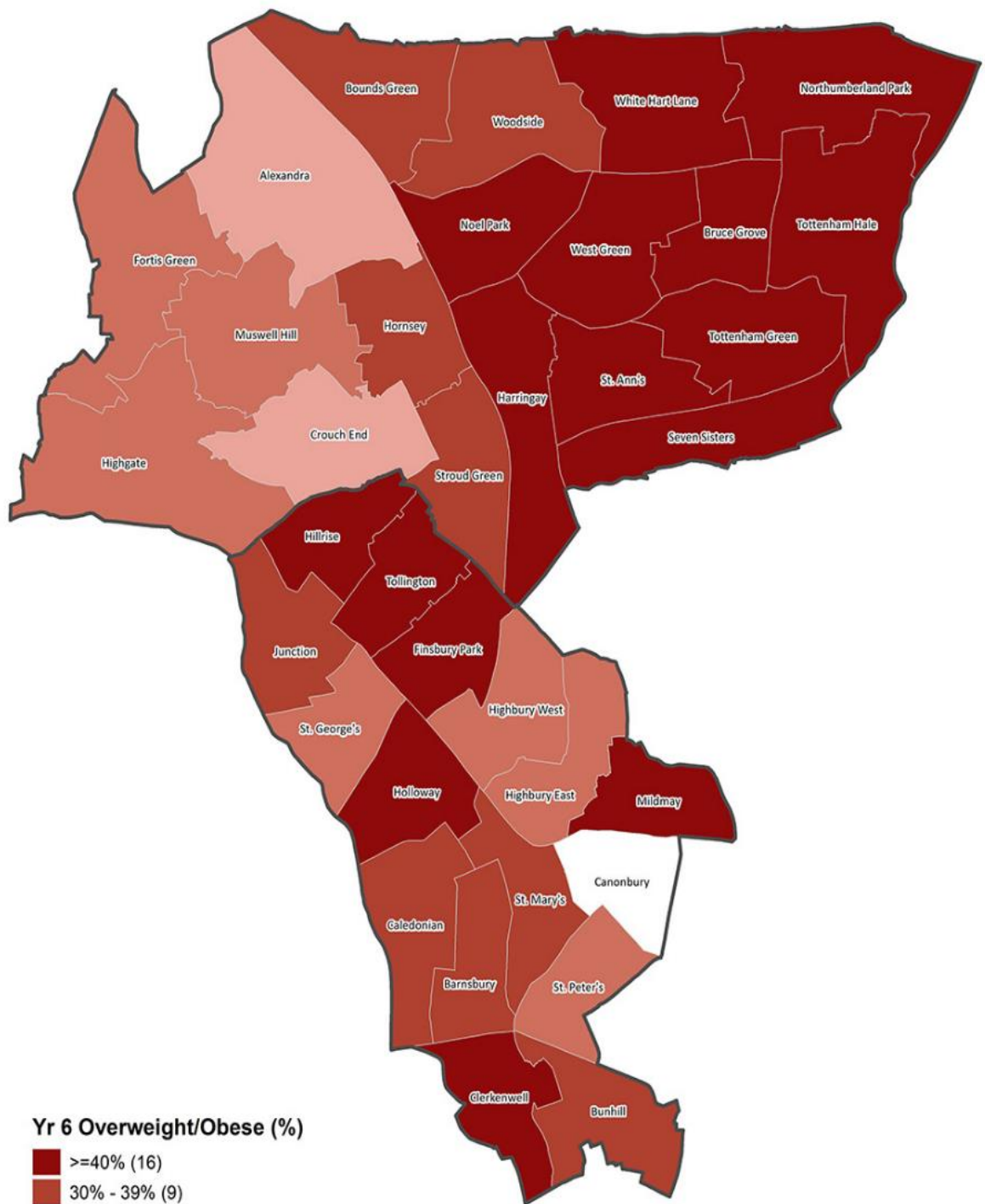
Appendix three: Detailed information about proposed pledges

Appendix 1: Haringey and Islington Childhood Obesity by deprivation quintile



Note: Overweight and very overweight pupils with unknown deprivation quintile were excluded (N=108, 17%).
Source: NCMP 2015/16

Appendix 2: Haringey and Islington National Child Measurement Programme 2015/16 Year 6 by ward.



Appendix 3 - detailed information about proposed pledges

Pledge area 1 – Tackle advertising and sponsorship

Pledge title: Develop a policy on advertising, sponsorship and corporate partnerships	
Pledge description	Opportunities
Develop a coherent policy on future corporate advertising, sponsorship and commercial partnerships that welcomes opportunities for investment in the borough, whilst avoiding those that promote unhealthy foods and drinks and undermine breastfeeding.	Any advertising, sponsorship or commercial partnership opportunities are within the control of the council.
What has been done elsewhere	
<p>A number of councils have implemented policies which include restrictions on such relationships with firms selling fast food, sugar sweetened beverages or other unhealthy offerings:</p> <ul style="list-style-type: none"> - Hackney Council will not accept sponsorship for children’s events by soft drinks companies - Lambeth Council is now restricting the advertising of unhealthy food and drink in locations it can control, and has included clauses on unhealthy food and drink within its existing corporate partnerships and sponsorships policy - Derby City Council⁷ will not accept advertisements which conflict with the Council’s wider promotion of healthy and active lifestyles 	
What is already being done locally	
Haringey: <ul style="list-style-type: none"> - LB Haringey already prevents advertising on our internet and intranet sites for fast food which is considered unhealthy 	Islington: <ul style="list-style-type: none"> - There is parks and green spaces adverting and sponsorship policy and a separate Corporate policy which are both in draft format

⁷ <http://www.derby.gov.uk/media/derbycitycouncil/contentassets/documents/business/DerbyCityCouncil-Final-Advertising-Policy-April-2014.pdf>

Pledge area 2 – Improve the food controlled or influenced by the council

Pledge title: Develop a food standards policy	
<p>Pledge description</p> <p>To develop a Food Standards Policy to promote healthier food choices. Bringing together all strands of work that influence the food offer across council-owned and managed premises that makes healthy choices easier and more affordable.</p> <p>The policy is likely to affect:</p> <ul style="list-style-type: none"> - Parks cafes - Leisure centre food outlets - Commissioned services which include on-site food provision e.g. One You (Haringey) - On-site food provision e.g. staff café <p>We will also share the policy with partner organisations including schools and colleges, and encourage others to adopt it, or similar measures.</p>	<p>Opportunities</p> <p>Adherence to the Food Standards Policy will be a requirement for new contracts and leases for Council-owned or managed premises.</p> <p>The policy will also be a lever for influencing existing tenants / providers where no contract review is imminent.</p> <p>Additional related levers include:</p> <ol style="list-style-type: none"> 1. Local Statement of Licensing Policy 2. Licensing Act 2003 3. Local Street Trading Guidance 4. Local Outdoor Events Policy and Events Management Plan (for those seeking to hire parks and green spaces) 5. Local Food Strategies and Policy 6. Government Buying Standards for Food and Catering Services Checklist (GBSF)
<p>What has been done elsewhere</p> <ul style="list-style-type: none"> - Lambeth has committed to using its next leisure contract review to promote the availability of healthier options and limit unhealthy foods within Lambeth leisure centres - Greenwich has opened a new food market where all vendors have signed up to the Healthier Catering Commitment⁸ 	
<p>What is already being done locally</p> <p>Haringey:</p> <ul style="list-style-type: none"> - Haringey has a Sustainable Food Strategy outlining our commitment to a range of actions relating to food including increasing awareness of healthy food options and ensuring the public sector leads by example. - Haringey is already influencing local providers, including tenants of council owned premises, through the Healthier Catering Commitment (see more detail under Pledge area 4) 	<p>Islington:</p> <ul style="list-style-type: none"> - GLL has introduced healthier vending machines, but still have sponsored machines on some sites. - Procurement contract for GLL included healthy options where catering on site. - All Islington schools are working towards nutritional guidelines (Opted out schools are monitored by EH on inspection and LBI work with school to improve their offer) - All new food concessions in parks will have this written into new contracts when up for renewal- HCC and food safety. - Commissioned youth services, Platform & LIFT have HCC.

⁸ http://www.royalgreenwich.gov.uk/press/article/811/bellissimo_beresford_square

Pledge area 2 (cont.)

Pledge title: Reduce the sale of sugar sweetened soft drinks on council-owned and managed premises	
Pledge description Reduce the sale of sugar sweetened soft drinks on premises owned or managed by the Council with a view to being sugar-free in the future. As with the Food Standards Policy, this is likely to affect: <ul style="list-style-type: none">- Parks cafes- Leisure centre food outlets- Commissioned services which include on-site food provision e.g. One You (Haringey)- On-site food provision e.g. staff café	Opportunities Additional requirements not to sell sugar sweetened soft drinks could be included in the Food Standards Policy, and therefore attached to all new leases and contracts for food provision on Council-owned or managed premises.
What is already being done locally No action has currently been taken in this area.	What has been done elsewhere In April 2017 NHS England announced that sugar sweetened soft drinks would be banned from hospital shops in 2018 unless retailers take significant action to reduce their sales during 2017/18. A number of NHS Trusts have voluntarily introduced such a ban, including University Hospitals of Morecambe Bay NHS FT and Walton Centre NHS FT.

Pledge area 3 – Reduce the prominence of sugary drinks and promote free drinking water

Pledge title: Improve and promote access to free drinking water	
Pledge description To use our existing relationships with food providers across the borough to promote the availability of free drinking water as an alternative to sugar sweetened soft drinks, and work towards introducing refill points for free drinking water, available in parks, children’s centres, schools, colleges, businesses and other community settings.	Opportunities Engagement with local food providers and parks cafes will be via our existing work on the Healthier Catering Commitment and (in parks) our relationship as landlord.
What is already being done locally The snapshot food audit has identified priority areas to improve access to free drinking water. Both Councils already committed to promoting the availability of free drinking water through the Healthier Catering Commitment. The HCC already includes one voluntary criterion – that drinking / tap water is always available. It is currently voluntary as it is not applicable to many take-away venues, who would find it hard to gain HCC accreditation if it was an essential requirement. However, EHOs promoting the HCC can more actively promote this requirement to any food outlets for whom it is appropriate. In Islington, there are water fountains in all schools, leisure centres and children’s centres.	What has been done elsewhere Other London boroughs are already promoting the availability of free drinking water through the Healthier Catering Commitment Bristol have a scheme called Refill Bristol that has 200 Refill stations to fill up your water bottle for free. Participating cafes, bars, restaurants, banks, galleries, museums and other businesses display a sticker in their window, inviting passers-by to fill up their bottle.

Pledge area 4 – Support businesses and organisations to improve their food offer

<p>Pledge title: Continue to promote the Healthier Catering Commitment and London Healthy Workplace charter to achieve health benefits</p>	
<p>Pledge description</p> <p>Continue to promote the Healthier Catering Commitment and London Healthy Workplace Charter, and consider building accreditations into contracts as they come up for re-tender.</p> <ul style="list-style-type: none"> • Focus energies on providers with high footfall • Increase focus on food elements of London Healthy Workplace Charter • Harness this work through the London Healthy Workplace charter and Healthy Children’s Centre Programme e.g. support settings to develop healthy food policies and improve on healthy food promotions etc. • Explore targets for increasing reach of HCC to businesses with the greatest impact, with a focus on the East of the borough and parks in Haringey, and on workplace catering (especially for sedentary occupations), catering for people with health conditions and parks and leisure facilities in Islington 	<p>Opportunities</p> <p>The Healthier Catering Commitment is a voluntary scheme, which provides recognition to businesses which demonstrate their commitment to healthier options; this can be used by the businesses to promote their services to customers and to enhance their reputation.</p> <p>The London Healthy Workplace Charter is another voluntary scheme which can be used to influence the food provided by organisations to their staff e.g. on-site catering</p>
<p>What has been done elsewhere</p> <p>The Healthier Catering Commitment has been developed by London Environmental Health teams, and is being implemented in many boroughs across London. Over 160 organisations across London have signed up to the London Healthy Workplace Charter</p>	
<p>What is already being done locally</p> <p>Islington:</p> <ol style="list-style-type: none"> 1. 280 businesses are signed up to HCC 2. HCC promote voluntary sugar tax via the Children’s Health Fund 3. Supplementary Planning Guidance in place (SPD) for fast food takeaways, book-makers and pay-day loan shops 4. Breast Feeding Friendly in place as part of UNICEF baby Friendly (Stage 3) 5. Promote voluntary schemes to local businesses such as Healthy Catering Commitment; Workplace charter and Healthy Start 6. Youth Services, Children’s Centres and other settings with food offer have healthy 	<p>Haringey:</p> <ol style="list-style-type: none"> 1. 140 businesses are signed up to HCC 2. HCC promote voluntary sugar tax via the Children’s Health Fund 3. Attempts to introduce new Planning Guidance unsuccessful 4. Currently working towards UNICEF Baby Friendly (Stage 2) 5. Promote voluntary schemes to local businesses such as Healthy Catering Commitment; Workplace charter and Healthy Start

food offer	
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Pledge title: Support the Whittington to improve their healthy food offer across catering, retail and vending points	
<p>Pledge description</p> <p>Assisting The Whittington Hospital with their retailing re-tender, to influence the food offer and introduce the sugar levy e.g. PH officers will sit on the tender evaluation panel.</p>	<p>Opportunities</p> <p>NHS Hospital Trusts have a CQUIN to levy a fee for any vendor of sugar-sweetened beverages (SSB) on NHS premises by August 2018. A 20% tax on all sugary drinks and foods in NHS cafes will be introduced by 2020.</p> <p>Whittington Hospital food court re-tender process will be used to ensure future catering contracts embed commitment to sugar reduction and increase the number the food on</p>
<p>What is already being done locally</p> <p>The Whittington is already engaging with on-site food and drink providers to try to improve their offer, supported by existing CQUINs focused on the positioning of unhealthy foods and meal deal promotions. Their main provider is currently signed up to HCC.</p>	<p>What has been done elsewhere</p> <p>A number of hospitals in London, including the Royal Free NHS FT, have been undertaking this work for some years, demonstrating that retailers can remain profitable, and even increase sales, while reducing or eliminating unhealthy options.</p>

Pledge area 5 – Public Events

Pledge title: Work to increase the healthy food offer at Council-organised events	
Pledge description Use a variety of levers to increase the healthy food offer at Council-organised events.	Opportunities Applies to events organised by the Councils, therefore within our control.
What is already being done locally Islington: Green Space specifications: - <ol style="list-style-type: none">1. Events run by Council (50% healthy offer)2. Non-Council run events in green spaces (need food rating of 3 or higher and will have “healthy food offerings” included in next year’s specification for event organisers.) Haringey: Requirements for the hire of parks for events already include some reference to food provision (but these relate more to health and safety than to healthy catering)	What has been done elsewhere Hackney employed a two-staged approach, first influencing the specification for the procurement of catering contracts and secondly influencing catering contractors after they had been appointed using their ‘making healthier choices easier’ food standards toolkit. Public Health England set minimum catering standards requirements for events (buffet and snacks) and developed a guide which aims to help events caterers provide buffet lunch menus that support healthier eating. Healthier and more sustainable catering toolkit - catering guidance that offers practical advice on how to make catering affordable, healthier and more sustainable.

Pledge area 6 – Raise public awareness

Pledge title: Sign up to the Sugar Smart campaign	
Pledge description Sign up to the Sugar Smart and use campaign as a vehicle to engage our community and businesses to take their own action on sugar reduction.	Opportunities As local organisations with many direct influences on local health and wellbeing, local authorities are well placed to provide local leadership on sugar reduction and the creation of a healthier food environment. This leadership is demonstrated by pledge areas 1-5; the Sugar Smart campaign invites other organisations to commit to making their own contributions.
What has been done elsewhere <ul style="list-style-type: none">- Brighton & Hove City Council worked in partnership with Jamie Oliver Food Foundation and Sustain to reduce the availability of sugar in a wide range of settings including schools, local retailers, Brighton University and Sussex County Cricket Club- Within London, Lewisham, Greenwich, Kensington & Chelsea and Bexley have all signed up to the Sugar Smart campaign	
What is already being done locally Haringey: <ul style="list-style-type: none">- HOA whole systems approach- Promotion of healthier alternatives through HOA microsite, HOA monthly newsletter and various Corporate Communications channels- Local food audit to establish baseline and areas of focus- Healthier Catering Commitment (rolled out in 5 wards in the east of Haringey)- One You Haringey (integrated wellness service)- UNICEF Baby Friendly (Stage 2)- GLA Healthy Workplace Charter	Islington: <ul style="list-style-type: none">- GLA Healthy Workplace Charter- Council Communications team promoting healthy options- One You Website- Local food audit to establish baseline and areas of focus- UNICEF Baby Friendly (Stage 3)- Supporting Voluntary Community Food Partnerships i.e. St. Luke's- Partially fund Global Generation Food Growing- Islington Food Strategy is being refreshed