

Diet and Healthy Weight
A healthier future: Scotland's diet and healthy weight delivery plan

Summary and Recommendations

This report provides members with an update on the progress of the delivery of Scotland's diet and healthy weight delivery plan and the links to the reform of public health and the 'early adopter' sites.

This paper invites members to:

- Note the update on the delivery of the plan;
- Note the whole systems approach to diet and weight led by Early Adopters in North Ayrshire, Dundee and the East region – and where necessary connect with, and support, local activity; and
- Consider the future implications for Local Government through the continued implementation of the plan.

References

Previous reports:

- Health & Social Care Board, Item 8, June 2018
- Health & Social Care Board, Item 11, February 2018

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Purpose

1. This report provides an update for members on the delivery of [A healthier future: Scotland's diet and healthy weight delivery plan](#). It details some specific actions taken to deliver the plan and outlines some current and future implications for Local Government in progressing with the intentions of this policy area.

Current COSLA Position

2. A healthier future: Scotland's diet and healthy weight delivery plan was published in July 2018. In addition to a wide range of population level and targeted action, it set out Scottish Government's commitment to halve childhood obesity by 2030 and to significantly reduce diet-related health inequalities. Members endorsed the principles of the plan based on the outline of its likely content at the June 2018 meeting of the Health and Social Care Board.
3. The delivery plan recognises that the causes of overweight and obesity are complex, multi-faceted and shaped by a broad range of factors. The plan for improving diet and weight sits alongside a wide range of government policy and action with the overall approach being underpinned by the public health reform principles to which Scottish Government and COSLA have committed.
4. From the June 2018 Board meeting there was agreement that COSLA members supported the principles and direction of travel but would not be co-signatories of the plan. COSLA agreed with Scottish Government colleagues that we would provide support - particularly as joint partners in the reform of public health. Members were clear that there was a need to maintain our ability to oppose - or take a view on the implications of some of the actions in plan where there would be cost implications for Local Government e.g. the proposed restrictions on the promotion of certain food and drinks and Food Standards Scotland's Out of Homes strategy.

What is changing?

5. COSLA Finance and Health and Social Care Officers have held a series of meetings with Scottish Government, Food Standards Scotland and local authority trading standards and environmental health of officers to quantify the costs of the Scottish Government proposed restrictions on the promotion of foods high in fat, sugar or salt.

The purpose of these discussions is to come up with a set of figures, for the Financial Memorandum to the Finance Committee of the Scottish Parliament, when legislation to introduce restrictions on price promotions on food high in salt, sugar and fat is tabled. The costs would be incurred due to increased workloads for trading standards and environmental health officers to police the restrictions. The development of these figures is ongoing.

6. It is important to note, in this respect, that other actions in the plan could also impact on workload and costs subject to decisions by Ministers on the way forward. This includes energy drinks, on which Scottish Government plans to consult this year; and Food Standards Scotland's recommendations on out of home strategy. The implications of any such decisions will require COSLA involvement to ensure that any additional workload is fully funded.
7. **Annex A** provides an overview of priority actions in the delivery plan; of note are:
 - the Scottish Government's plans to intensify work to reduce childhood obesity, with a specific focus on reducing the proportion of children who are overweight or obese in Primary 1. Scottish Government is considering ways in which to strengthen the focus on healthy eating and weight in the early years, building on existing policies and programmes that support maternal and infant nutrition. They are also considering how to improve early intervention and referrals to services and support for children and families where weight may be a concern.
 - Should Ministers approve recommendations for an Out of Home Strategy for Scotland, as proposed by Food Standards Scotland, this will trigger work on a number of far reaching measures over the short, medium and long term including the development of legislation on calorie labelling and working with partners to develop and introduce a mandatory standard for healthier food in the public sector. The full paper presented to the FSS Board on 21 August 2019 can be accessed here:
https://www.foodstandards.gov.scot/downloads/Diet_and_Nutrition_-_Recommendations_for_an_out_of_home_strategy_for_Scotland.pdf
 - Body Image Advisory group - established in August 2019 to consider the recent [Mental Health Foundation Body Image Research Report](#) and develop recommendations for Scottish Government and relevant partners on supporting children and young people to have a healthy body image.
 - Work on a whole systems approach (WSA) to diet and healthy weight, with local authority and other representatives from North Ayrshire, Dundee and the East Region (Borders, Fife and Lothian Health & Social Care regional partnership). This has resulted in collective agreement on a definition and approach to implementation – with the first meeting of the Steering Group, on which COSLA is represented, on 27 August, and events and meetings in October. The next steps are for Early Adopter partners to agree the local priority(ies) over the next two years.

To support this work, SG is funding a dedicated post in Obesity Action Scotland and would like to make an offer to fund a coordinator post within Local Government to lead a programme of local engagement across Scotland to raise awareness of the scale of this public health challenge; develop a picture of what is happening on the ground; identify and disseminate good practice; and support the development and delivery of broad ranging local action plans.

8. The Scottish Directors of Public Health and ScotPHN (Scottish Public Health Network) have a longstanding interest in relation to diet, healthy weight, and physical activity. In response to this Public Health Priority, they have been working with stakeholders to identify their specific role in leading national and local action. Work is now underway – across the whole system, including with representatives from IJBs and CPPs – to look at specific actions that they will support locally and what they would encourage nationally, building on the work of the early adopter areas.

Proposed COSLA Position

9. COSLA is generally supportive of the Scottish Government's ambitious and wide-ranging implementation plan. However, this is likely to expand over the coming months subject to Ministers' views – for example, in response to Food Standards Scotland's advice on eating out of home and on childhood obesity. COSLA will ensure that the implications of this plan for Local Government are considered throughout. This includes the consideration of financial settlement and workforce sustainability.
10. COSLA supports the proposal for a post or posts funded by Scottish Government to lead a programme of local engagement and support across Local Government to raise awareness of the scale of this public health challenge however consideration for where this post is hosted will be required as COSLA may not be suitable.

Next Steps

11. COSLA officers will continue to liaise closely with the Scottish Government diet & health weight, and public health reform teams and provide regular updates to the Board. There will be opportunities for local government and its partners to share learning on priority areas of work. Additionally, COSLA officers will support Scottish Government colleagues to engage directly with local authorities and partners who would find it helpful to discuss their plans.

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Annex A
DIET & HEALTHY WEIGHT – OVERVIEW OF PROGRESS

Issue	Progress to date	Implications for local government
Restricting promotion and marking of targeted foods high in fat, sugar or salt where sold to the public	<ul style="list-style-type: none"> • Consulted at a high level as part of consultation on draft diet & healthy weight strategy (Oct 17-Jan 18) • Detailed consultation on plans (Oct 18-Jan 19) • Local government consultation event (Dec 18) • SG and COSLA set up group to consider enforcement issues including resources (Feb 19) • Consultation analysis report to be published (Sept 19) 	<ul style="list-style-type: none"> • Subject to the passage of necessary legislation, local authorities would be the enforcing authorities
Out of Home Strategy (Food Standards Scotland)	<ul style="list-style-type: none"> • Following stakeholder consultation, FSS Board has considered the evidence and recommendations contained within a paper on an OOH strategy. Link below: https://www.foodstandards.gov.scot/downloads/Diet_and_Nutrition_-_Recommendations_for_an_out_of_home_strategy_for_Scotland.pdf • FSS Chair will provide advice to SG Ministers in due course. <p>Key recommendations:</p> <ul style="list-style-type: none"> • Mandatory calorie labelling on at the point of choice, including when buying food 'on the go', and when ordering a takeaway / home delivery • Improving the range of healthy food and drink choices available on children's menus • Setting a mandatory standard for healthier food in the public sector. 	<ul style="list-style-type: none"> • Recommendations with potential implications for local government: • Mandatory calorie labelling – if accepted by Ministers, will require enforcement. • Mandatory Standard for healthier food in the public sector: if accepted by Ministers, FSS officials will work in partnership with SG, NHS Health Scotland and the public sector to lead the development of the standard and a transparent framework for monitoring and evaluating progress. FSS will be encouraging visible leadership from organisations facilitate the progress. • Planning – If accepted by Ministers, the National Planning Framework in Scotland should be revised to provide, inter alia, planning policies that address the impact of the OOH food environment on public health, including the ability to enforce access to healthier food and take account of the location and density of food outlets in local areas. • Other – If accepted by Ministers, other potential levers, to including fiscal measures, are explored to drive improvements in food provided by the OOH sector.

<p>Halving Childhood Obesity by 2030</p>	<ul style="list-style-type: none"> • Early Years work programme (pre-birth to Primary 1) under development. This is looking at options for strengthening the focus and coherence of the system around 3 key themes: <ul style="list-style-type: none"> ○ establishing healthy food preferences from pre-birth to Primary 1 ○ early intervention and support for children and families to promote healthy growth ○ local communities and healthy eating. • Body image/weight stigma: Body Image Advisory group established to consider recent Mental Health Foundation report. • New Standards: Adult and Children's Weight Management Services published by Health Scotland July 2019. • Updated School Food Regulations - will come into effect by autumn 2020 	<ul style="list-style-type: none"> • The work programme is likely to include research and gap analysis in order to identify priority areas for action. At this stage, it is subject to internal discussion by Scottish Government colleagues. Once the approach is clearer, Scottish Government will discuss working arrangements with CoSLA to ensure effective engagement. • We anticipate a need to raise awareness and ensure this is embedded and systematically addressed in work to improve health & well-being including, specifically, in schools. • To meet the new standards, and ensure services meet the needs of particularly vulnerable population groups, we expect Boards to strengthen partnerships e.g. with leisure services and the third sector. • Preparation for implementation – menu planning and supply chain.
<p>Whole Systems Approach to diet & healthy weight</p>	<ul style="list-style-type: none"> • 3 Early Adopters(EAs)¹, led jointly by local government and public health: Dundee, North Ayrshire and East Region partners. • Working with SG, Obesity Action Scotland (OAS), Health Scotland and Food Standards Scotland, EAs will take a whole system approach (WSA) to improving diet and healthy weight. • Tackling diet-related health inequalities a shared priority for all EAs. • New SG funded Co-ordinator post within OAS to provide dedicated support for Early Adopters • Local launch dates: North Ayrshire – 3 October, Dundee and East Region - 4 October. Senior officers from across local government and elected members, including health and wellbeing leads, are welcome and encouraged to attend. 	<ul style="list-style-type: none"> • There will be valuable lessons to be learned from the WSA work (which will be evaluated). • It may also, potentially, demonstrate gaps in policy or where new and/or different approaches needed by national partners. • An often cited example is national planning policy: https://www.gov.scot/publications/research-project-explore-relationship-between-food-environment-planning-system/

¹ Health Boards in these areas are also Early Adopters of the Type 2 Diabetes Prevention Framework

<p>Leadership and ownership across the system</p>	<ul style="list-style-type: none"> • See WSA work above. • Directors of Public Health Delivery Group have completed an initial high level overview of local strategies and action for diet and healthy weight. • SG discussing options for a dedicated Local Government post to develop a more robust baseline and support focussed improvement work. • Strategic engagement with CPP Managers planned for end year. • Local authority leisure centres operated directly or through trusts have agreed to ban the sale of energy drinks to u16s. • Discussions underway with range of organisations, particularly those that represent and/or work with children and young people to strengthen preventative action e.g. Young Scot, Children in Scotland, YouthLink, Colleges 	<ul style="list-style-type: none"> • As above, a better handle on – and support for - local strategies and action will provide opportunities to share best practice and consider common barriers – including where a national response may be the most appropriate.
<p>SME Reformulation, Non-broadcast advertising</p>	<ul style="list-style-type: none"> • SG has committed £200k funding over 3 years to 20/21 to help SMEs reformulate. Ministerial summit in Jan 2019 and appointment of Reformulation Connector through Food & Drink Federation to link companies to support. • First local example of programme in East Lothian – event on 26 Sept to support <i>Loving Food</i>. • Early conversations with East and Dundee trailblazer regions & LA officials to inform proposals to pilot a restriction on HFSS food and drink advertising in outdoor settings. Progression will be subject to agreement with LAs. 	<ul style="list-style-type: none"> • East Lothian reformulation project may provide example of good practice we'd want to share with other LAs. • Pilot aims to establish to what extent there may be financial implications.
<p>Energy Drinks restrictions to u16s</p>	<ul style="list-style-type: none"> • Consultation in the Autumn on the restriction of energy drink sales to those under the age of 16. UK Govt has already committed to this measure. Most large retailers and trade orgs are supportive. 	<ul style="list-style-type: none"> • Subject to the passage of necessary legislation, local authorities would be the enforcing authorities (test purchasing).

