

Hello!

How the food environment shapes us

**Jenny Rosborough (Registered Nutritionist),
Head of Nutrition, Jamie Oliver Ltd**

British Society of Lifestyle Medicine, 2020

ON THE AGENDA

- **The current health landscape**
- **How we got here - the role of the food environment**
- **What must be done**
- **What can you do**

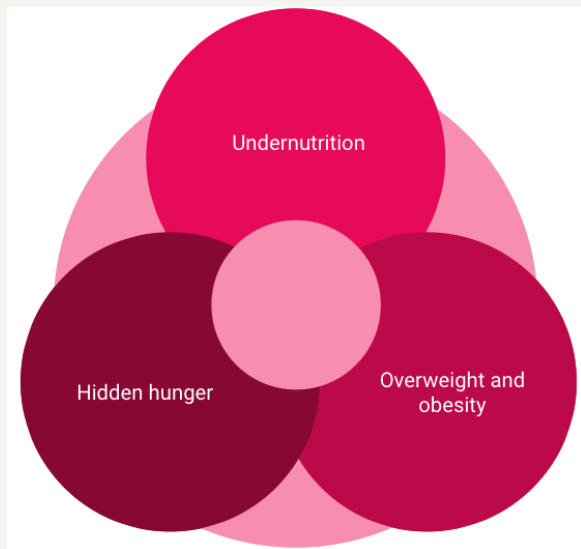
The current health landscape

***“If we leave this for another 10 years,
we risk losing a generation”***

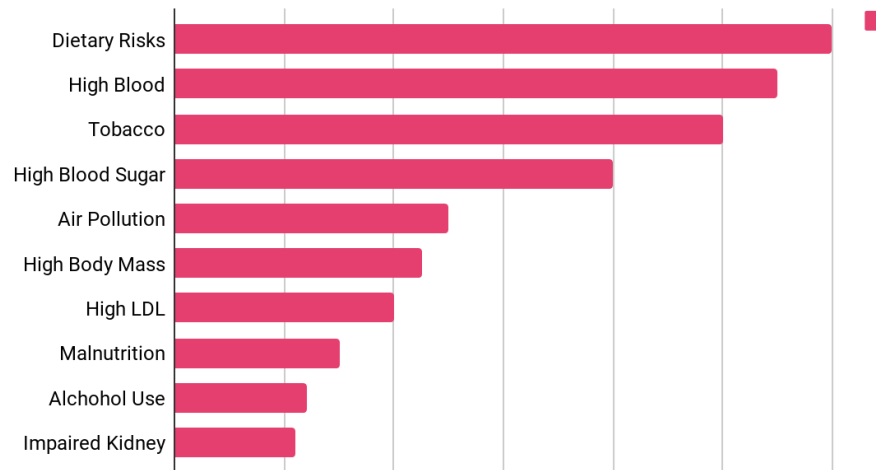
Marmot Report, 2020

A FOOD SYSTEM FIT FOR PURPOSE?

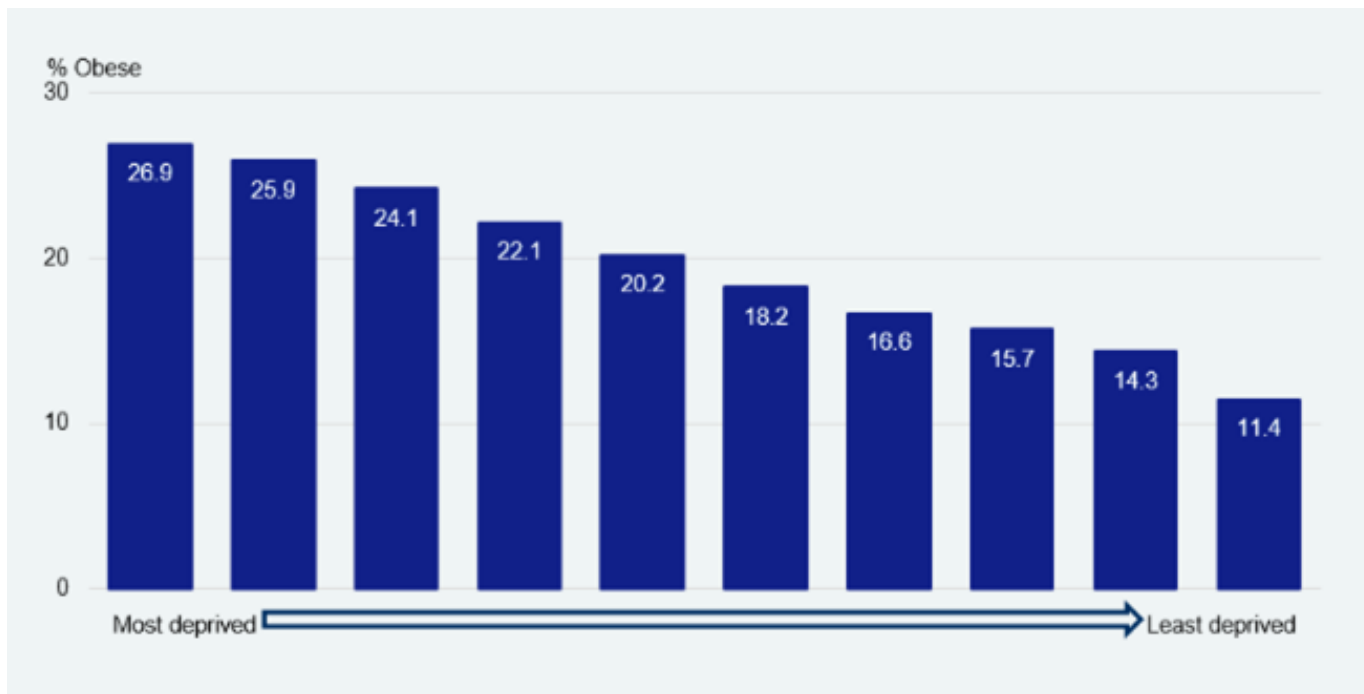
The triple burden of malnutrition



Top 10 Risk Factors for Global Health 2017



A TALE OF TWO POSTCODES...



How we got here

*“Low income groups have good access to
‘bad’ food and bad access to ‘good’ food”*

UNICEF, 2020

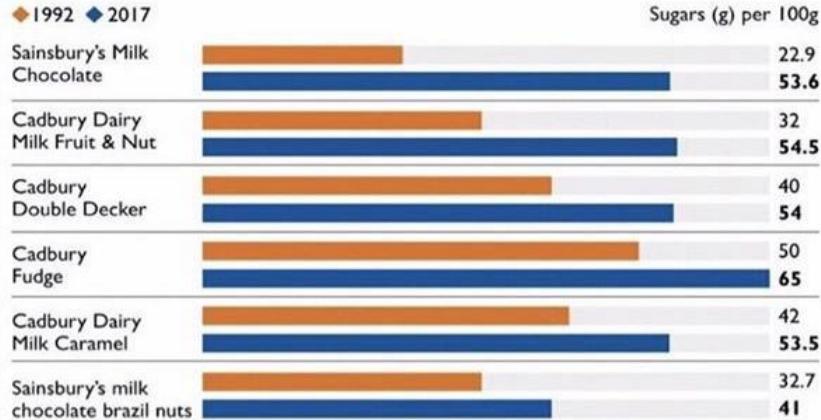
ENERGY-RICH, NUTRIENT-POOR

- > **The new 'normal'**
- > **Abundance of ultra-processed HFSS products on the shelves**
- > **High profit margin**
- > **Supply and demand: the food industry are shaping our palates**



BEHIND YOUR BACK...

CHOCKFUL OF SUGAR



Source: Kawther Hashem

1990

2019



Pizza

200g

305g

53% increase

INFLUENCING FOOD 'CHOICE'



- > Only 1.2% of advertising is for fruit and vegetables
- > Domino's saw a 25% surge in sales when their advert was broadcast during The X Factor Final
- > Almost $\frac{1}{4}$ ads shown during Britain's Got Talent were for HFSS products
- > Not just TV
- > "More loopholes than a box of cheerios"

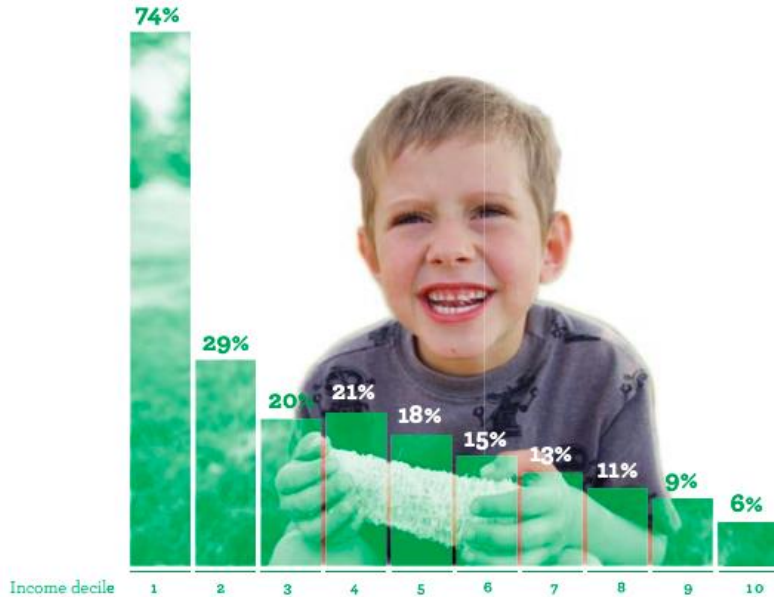
A POOR DEAL FOR HEALTH

- > **Buy more, eat more, spend more, waste more**
- > **People who buy more of their food on promotion buy more HFSS products and fewer fruit and veg (CRUK)**
- > **83% of shoppers report being 'pestered' by children for unplanned sweets and confectionery at checkouts (CFC)**
- > **Put healthier products in the spotlight!**



THE BROKEN PLATE

Proportion of disposable income* used up if the Eatwell Guide Cost was spent by all households, by income decile



* After housing costs

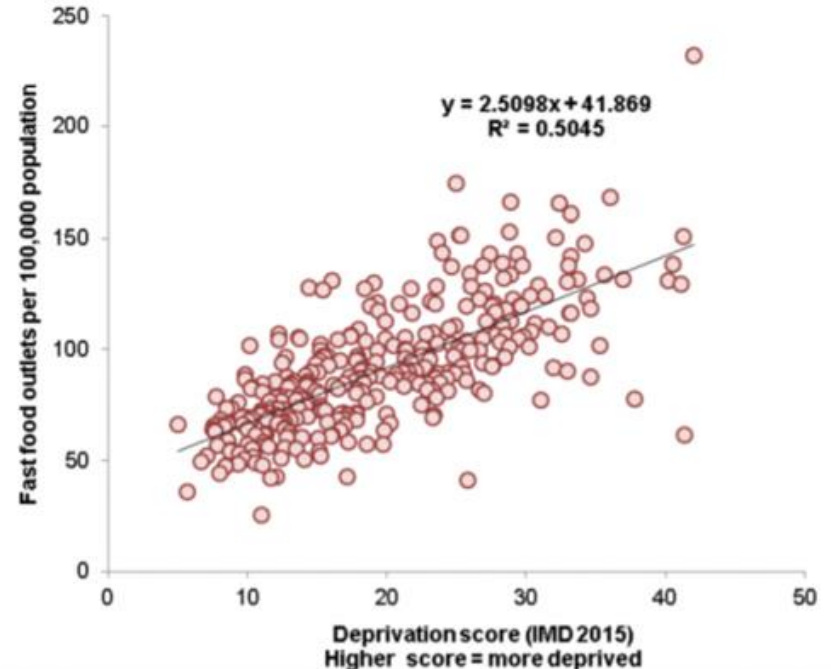
The poorest 10% of UK households would need to spend 74% of their disposable income on food to meet the Eatwell Guide costs vs 6% in the richest 10%.

(The Food Foundation, 2018)

UNHEALTHY HIGH STREETS

- > **The number of fast food shops increased by 8% (2014 - 2017)**
- > **The greater number of unhealthy food outlets in a neighbourhood, the greater rates of childhood obesity**
- > **5 x more fast food outlets in some of the most deprived areas**

Relationship between density of fast food outlets and deprivation by local authority



What needs to be done?

Every child has the right to be healthy

"WORLD LEADING"... PLANS ON PAPER



Prime Minister's Office, 10
Downing Street

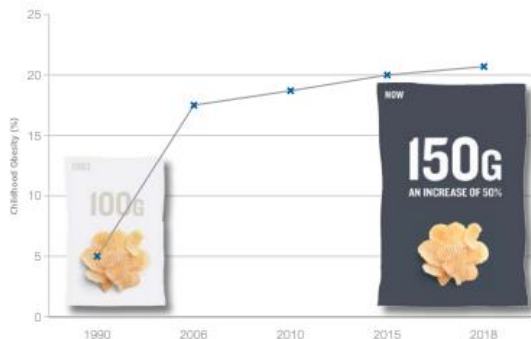
Guidance

Childhood obesity: a plan for action

Updated 20 January 2017

Time to Solve Childhood Obesity

An Independent Report by the
Chief Medical Officer, 2019
Professor Dame Sally Davies



Guidance

Childhood obesity: a plan for action, chapter 2

Part 2 of the government's plan for action to significantly
reduce childhood obesity by supporting healthier choices.

Published 25 June 2018

From: [Department of Health and Social Care](#)



Cabinet Office



Department
of Health &
Social Care

Closed consultation

Advancing our health: prevention in the 2020s – consultation document

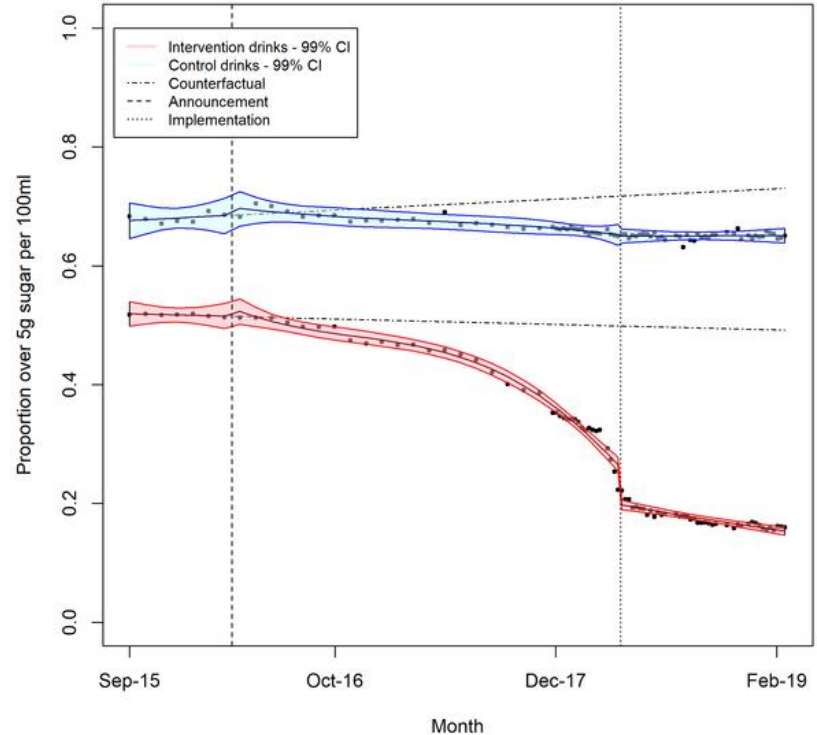
Published 22 July 2019

FROM "NANNY STATE" TO DUTY OF CARE

Voluntary vs mandatory reformulation

2015 - 2018

- > Sugar in drinks reduced by 29%
- > Sales of soft drinks increased by 10%
(increase in sales of lower sugar drinks)
- > Sugar in foods reduced by 2.9%



COVID 'WAKE UP CALL', JULY 2020



Department
of Health &
Social Care

Policy paper

Tackling obesity: empowering adults and children to live healthier lives

Published 27 July 2020

- > Banning unhealthy food adverts
- > End promotion of HFSS products by volume
- > Calorie labelling on menus
- > Front-of-Pack labelling - consultation
- > Alcohol calorie labelling - consultation
- > Expanding weight management programmes
- > "Better Health Campaign"

FROM OUR HOMES TO OUR HIGH STREETS:

RECIPE FOR A HEALTHIER GENERATION

9pm watershed on HFSS advertising on TV and online

Clear and consistent food labelling

Help Mayors to take action for healthier high streets



Restrict the sale of energy drinks to under-16s

Extend the sugar tax to include milky drinks, and put funds into school health initiatives

Improve school food through protecting and increasing the funding for Free School Meals

TELL A NEW STORY



- > Change public understanding of why we eat what we eat
- > Shift responsibility
- > Blaming individuals gives those with the power to create change a licence to do nothing
- > Messages about obesity are stigmatising and create barriers to change...

Obesity is a personal failure
(someone else's fault/ problem)

**Obesity is a crisis and is
breaking our NHS**
(fatalistic and sense of helplessness)

**Modern life is bad for our
health - we are drawn to HFSS
ultra-processed foods**
(can't be fixed)

**We need to educate people
to make better 'choices'**
(down to the individual)

**We need to provide an alternative set of messages to create
a cultural shift and increase appetite for policy change.**

Talk about:


Options and opportunities

Places to run, play and explore

Young people's right to health - no matter where they live

A food system that treats everyone fairly

The 'flood' of unhealthy food
Putting healthier food in the 'spotlight'



Metaphors interrupt
default thinking...

Don't talk about:

Choices and lifestyle

Physical activity

The food environment

THE MISSING VOICE

- > Policies often happen to people, not with them
- > The lived experience
- > Take on the role of listening
- > Evolve the evidence base

On the surface we had choice; burger meal or kids meal? Chilli sauce or ketchup? These superficial consumer decisions lured us into a feeling of free will.

This was secondary to the societal limitations that led us to the chicken shop in the first place.

Akashi Alam (student) on why fried chicken shops are more than just fried chicken.

BITE BACK 2030

To achieve a world where all young people have the opportunity to be healthy, no matter where they live.

Exposing the truth about how the food system is designed.

Consumer demand.



The Youth Board with Bite Back 2030 founder, chef and campaigner Jamie Oliver



What can you do?

WHAT CAN PRACTITIONERS DO?

- > Challenge your own biases. Many HCPs demonstrate weight stigma, creating a barrier to treatment.
- > Acknowledge the multiple pathways that contribute to weight gain. Oversimplification can lead to stigmatising.
- > Demand more training, guidance and equipment to reduce weight stigma.
- > Help support the new narrative.

IN SUMMARY...

- > THE FOOD INDUSTRY HAVE CREATED A NEW 'NORMAL'
- > WE NEED A FOOD SYSTEM THAT PROMOTES GOOD BUSINESS AND GOOD HEALTH
- > GOVERNMENT POLICY TO CREATE A LEVEL PLAYING FIELD
- > PROMOTE THE ROLE OF LISTENING IN POLICY MAKING
- > SHIFT THE NARRATIVE TO REDUCE WEIGHT STIGMA AND MAKE POLICIES PALATABLE
- > WE MUST MAKE NUTRITIOUS FOOD ACCESSIBLE AND AFFORDABLE

Thank you!