

The role of public policy in healthy food environments

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Vision: what is a healthy food environment?

Available

Affordable



Acceptable

Appealing



How can national policy
change these food environments?



**1. Policies on quality
of food supply**



2. Policies for shops



**3. Policies for schools
and other public
institutions**

**National policy
can change environments to support norms
change for people & businesses**



**4. Policies
for price**

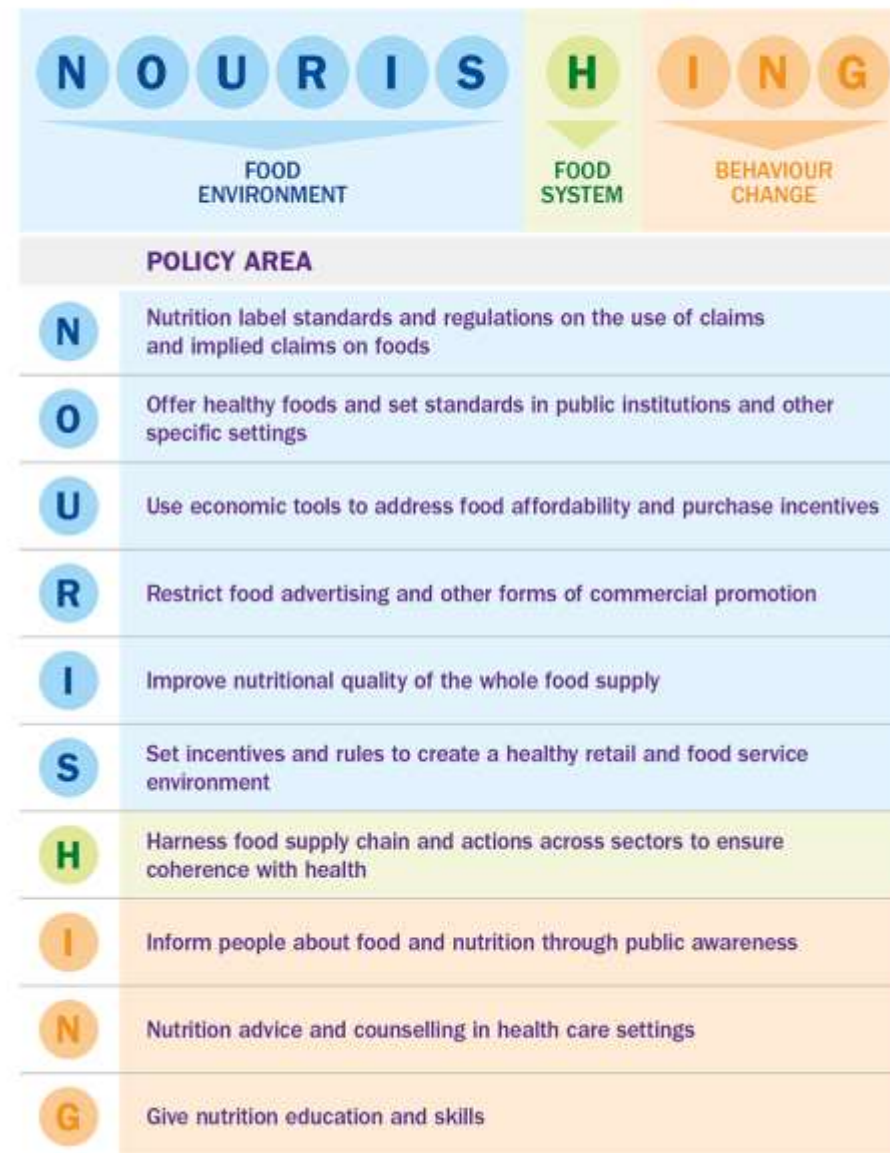
5. Policies for labelling



5. Policies for marketing



Six key food environment policies



What are UK national policies doing to change food environments?

	Childhood Obesity Plan Ch.1-3	Earlier policies
Labelling	Mandatory calorie labelling OOH	Traffic light labelling
Public institutions	School food standards Healthy rating scheme for primary schools	School Fruit Scheme Universal free school meals KS1 School breakfast funding Guidance on food for early years
Fiscal	Soft drinks industry levy	Healthy Start vouchers Change4Life money-off vouchers
Marketing	Consulting on further advertising restrictions Ending price, volume & place promotions on unhealthy foods	Broadcast advertising restrictions to u16s Change4Life related activities
Food supply	Target to reduce sugar by 20% in childrens foods Calorie reformulation programme Energy drinks ban for u16s Improve content of baby food	Salt reduction targets
Food retailing		

What do we know about impact in practice?

- **Labelling:** Impacts vary with consumer characteristics, context & type of label but consistent effect is on “reformulation”
- **Schools:** Improve food offer but may be undermined by food environment outside of schools and at home
- **Taxes:** Evidence from Mexico suggests 6.3% reduction in the observed purchases of SSBs in 2014
- **Marketing restrictions:** Effective in reducing exposure on restricted channels but not more broadly; evidence from Chile will be critical
- **Reformulation:** Clear impacts on salt levels in food if stringent enough targets

What's missing at the national level?

(1) Retail & neighbourhood policies

A. Neighbourhood planning and infrastructure

1. Zoning, licensing e.g. zoning prohibitions
2. Financial (dis) incentives e.g. business rate reductions, investment in supermarkets
3. Restricting HFSS marketing on city transport and facilities

B. Alternative food provisioning models (e.g. farmers markets, urban gardens, CSA)

4. Permits, subsidies, investment and/or business support for alternative retailing
5. Support for development and maintenance of urban agriculture community gardens
6. Engaging with community organisations, food banks etc, to provide more nutritious foods

C. Inside store environments

7. Certification schemes, guidance and/or partnerships to incentivise retailers
8. Support services for small businesses to change offer
9. Regulations and legislation to reduce the appeal of HFSS foods by retailers and food outlets

Example: neighbourhood planning/infrastructure



- **Zoning, licensing:** Ban on new takeaway outlets from opening within 400 metres of schools in Waltham Forest London
- **Financial incentives:** Food Retail Expansion to Support Health Program (FRESH) in NYC provides financial and zoning incentives (e.g. exemption from standard business taxes) to promote neighbourhood grocery stores offering fresh foods in under-served communities



Example: alternative food provisioning

- **Permits, subsidies, business support – Curitiba, Brazil**
 - “Armazém da Família” (“family shop”) enables families enroll to access 33 stores selling foods 33% cheaper
 - Family Sacolão Programme provides permits to distribute fruits and vegetables at a single price maximum (40% lower than conventional markets);
 - Our Fair (Feria)” markets), fruits and vegetables sold at a single price per kilo (at least 40% cheaper) from family farmer cooperatives



- **Support for urban agriculture/community gardening**
 - Micro-vegetable gardening programme in low-income neighbourhoods in Antananarivo (Madagascar)
 - Micro-gardening on standing tables by low income women in Dakar, Senegal
 - Participatory Urban Agriculture Program in Quito, Ecuador, with 4000 allotments and products sold through local markets



Example: Inside stores and outlets

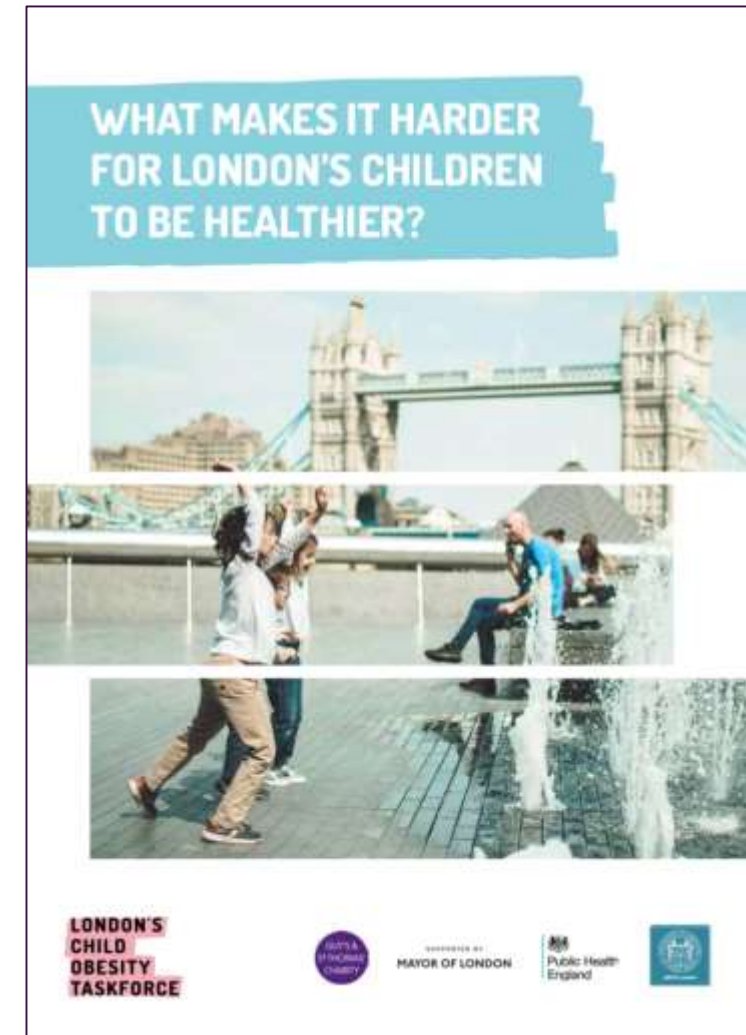
- **Certification:** The Healthier Catering Commitment for London encourages businesses to commit to meeting specific requirements for healthier options by awarding them with the Healthy Catering Commitment.



- **Regulations and legislation.** Around 12 cities in the US (many in California) require all fast food outlets to make water, sparkling or flavoured water, with no added natural or artificial sweeteners, milk or non-dairy milk alternatives the default beverage in children's meal

What's missing?

(2) Accounting for people's lived experience of food environments



AT HOME (PM)

- 5:00pm: We stay inside the flat once we get home as it is hard to get back down the stairs with the stroller - I mostly play with my Mum's phone or watch TV.
- 7:30pm: Our dinner time varies depending on the day, it is often late and always in front of the TV as it is our

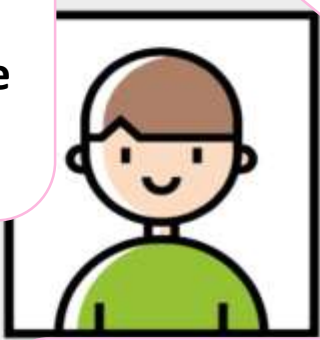
"We live in a one-bedroom high-rise flat on the sixth floor. The lift is often broken, so my mum has to carry me and the buggy to the top"



- I sleep in the bedroom as it is closer to the bathroom.
- 5:00pm: We have dinner in front of the TV.



"I am a fussy eater so Mum no longer tries to give me fruits and vegetables and gives me the processed snacks I ask for. These are cheaper and more convenient for Mum to buy"



- My name is Justin, I am 4 years old.
- I live in outer East London. Mum, we have no car.
- We live in a one-bedroom flat on the 6th floor, the lift is often broken, so my Mum has to carry me and the stroller to the top.
- Mum is currently out of work, we have limited money.

"We travel down the high street to nursery and my mum gets me a snack"

"Fruits and healthy snacks are available at nursery, but I don't like eating them - I'd rather eat the processed snacks I'm used to at home."



WEEKENDS

- Weekends are similar to weekdays for me since Mum is currently out of work. We usually stay around home as it is easier.

ON THE HIGH STREET

- 4:00pm: We travel down the High Street from Nursery and my Mum gets me a snack from one of the take-aways we walk by that I eat in my buggy.



- Mum buys us groceries from the supermarket, chooses the cheapest items at sale prices. We take the bus home.



NURSERY

I don't come to nursery often as Mum has to struggle to build positive relationships with the children who are there regularly.

At play-time I have the option to play outside or inside. I'm most often playing inside as it is familiar and more comforting.

At home: Fruits and healthy snacks are available at Nursery, but I don't like eating them - I'd rather eat the processed snacks I'm used to at home.



What's missing?

(3) Building locally on action & assets, meeting people where they are



Overview of the whole systems approach to obesity process

Phase	Aim	Key steps
Phase 1 Set-up	Secures senior-level support and establishes the necessary governance and resource structure to implement the approach.	<ol style="list-style-type: none"> Engage with senior leaders to obtain their support Set-up a core working team to undertake the day-to-day operations and coordinate the approach Establish resources to support the process Secure the accountability, advice and support of a group of senior stakeholders offering a broad range of expertise to ensure the approach has sufficient challenge, governance and resource
Phase 2 Building the local picture	Builds a compelling narrative explaining why obesity matters locally and creates a shared understanding of how obesity is addressed at a local level.	<ol style="list-style-type: none"> Collate key information about obesity locally Start to understand the local assets including community capacity and interest Establish a comprehensive overview of current actions Identify the departments, local organisations and individuals currently engaged in supporting work around obesity
Phase 3 Mapping the local system	Brings stakeholders together to create a comprehensive map of the local system that is understood to cause obesity. Agreeing a shared vision.	<ol style="list-style-type: none"> Prepare for workshop 1: <ul style="list-style-type: none"> Identify and engage wider stakeholders Prepare presentation slides and add local information Prepare facilitators to undertake system mapping Deliver workshop 1: system mapping Begin to develop a shared vision
Phase 4 Action	Stakeholders come together to prioritise areas to intervene in the local system and propose collaborative and aligned actions.	<ol style="list-style-type: none"> Prepare for workshop 2: <ul style="list-style-type: none"> Create a comprehensive local system map Prepare presentation slides and add local information Prepare facilitators to support action mapping Refine a draft shared vision Deliver workshop 2: action planning Develop a draft whole systems action plan Refine the shared vision
Phase 5 Managing the system network	Maintains momentum by developing the stakeholder network and an agreed action plan.	<ol style="list-style-type: none"> Develop the structure of the system network Undertake the first system network meeting Present the finalised shared vision Agree the action plan
Phase 6 Reflect and refresh	Stakeholders critically reflect on the process of undertaking a whole systems approach and consider opportunities for strengthening the process.	<ol style="list-style-type: none"> Monitor and evaluate actions Maintain momentum through regular meetings Reflect and identify areas for strengthening Monitor progress of the whole systems approach and adapt to reflect how the system changes over time

EVERY CHILD A HEALTHY WEIGHT

TEN AMBITIONS FOR LONDON



LONDON'S
CHILD
OBESITY
TASKFORCE

SUPPORTED BY
MAYOR OF LONDON



AMBITION 6

MAKE FREE 'LONDON WATER' AVAILABLE EVERYWHERE

OUR CALLS TO ACTION

- We call on **the Mayor, water companies** and the **advertising industry** to incentivise children to drink water by reframing London's free drinking water as a 'London Water' brand, co-designed with London's children.
- We call on **the Mayor, the food service industry, schools** and **public institutions** to scale up and extend existing initiatives to make drinking water widely, freely and conspicuously available from public drinking fountains, all restaurants and public buildings, and in 'water only' schools.

Summary

- 1. A small number of national policies needed for norms change for people and businesses**
 - Transforming food environments; reducing unhealthy intrusions into people's lives
- 2. Policies that work for people start with understanding the context – the reality of people's lives**
 - What people are eating; why; how they respond to existing policy
- 3. Local government can both complement & lead national policy by building on assets with actions tailored to their populations**
 - Local environments (retail/food service outlets/neighbourhoods); poverty; skills, care & support

Thank you

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