



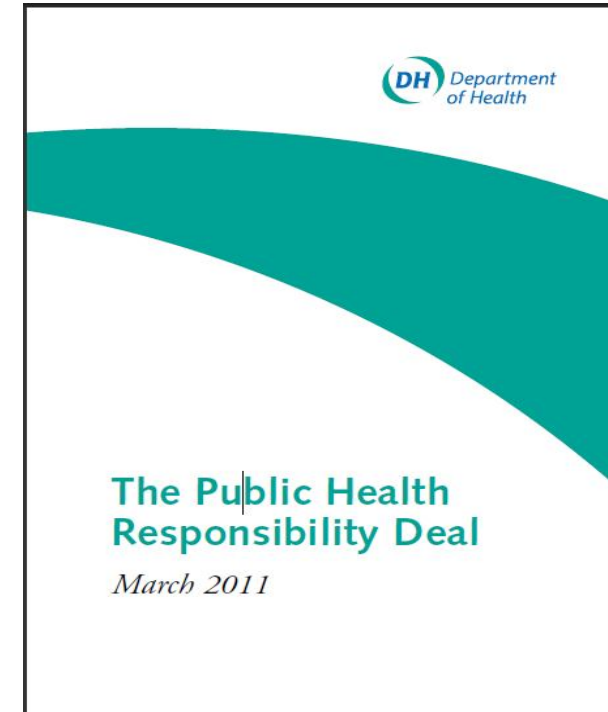
# Using the Public Health Responsibility Deal to promote behaviour change locally

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## The Public Health Responsibility Deal

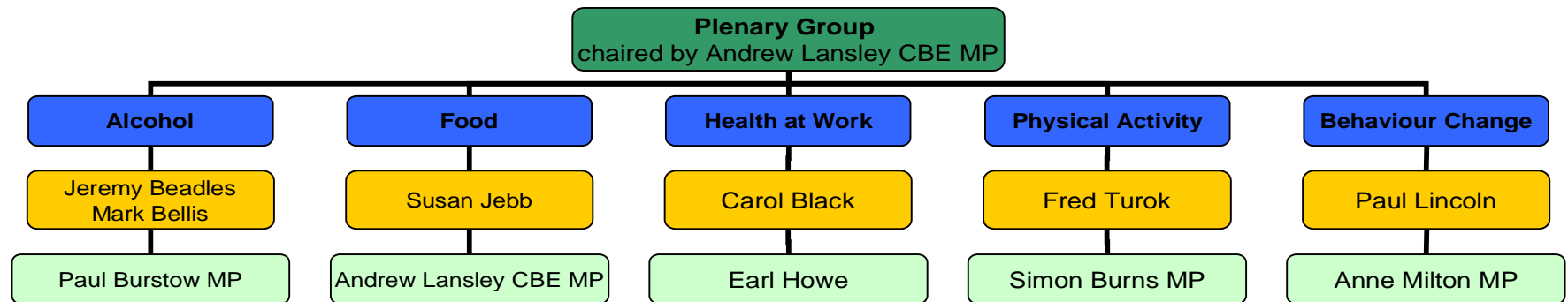
“Public health is everyone’s responsibility and there is a role for all of us, working in partnership, to tackle these challenges. We know that regulation is costly, can take years and is often only determined at an EU-wide level anyway. That’s why we have to introduce new ways of achieving better results.”

**Andrew Lansley**



## Introducing the PHRD

The **plenary group** oversees development of the Deal. It includes senior representatives from business, NGOs, public health and local government.



The **alcohol, food, health at work and physical activity networks** are responsible for the Deal's work programme in each of these areas. The **behaviour change network** provides advice across the Deal as a whole.

## Overview: food pledges

### F1. Out of Home Calorie Labelling

Catering businesses will provide calorie information for their customers on their menus or menu boards, to help people make healthier choices.

### F2. Salt Reduction

Food manufacturers, retailers and food service providers will aim to reduce the salt content in 80 specific food groups to agreed Responsibility Deal targets by 2012.

### F3. Artificial Trans Fats Removal

Commits businesses to remove artificial trans fats from the few remaining products that still contain them by the end of 2011.



	S	M	L	
Americano	£1.85	£2.20	£2.95	10 kcal
Latte	£2.10	£2.45	£3.10	152 kcal*
Cappuccino	£2.05	£2.40	£3.05	87 kcal*
Espresso	£1.45	£1.65	£1.85	10 kcal
Macchiato	£2.45	£2.80	£3.20	14 kcal*
Mocha	£2.25	£2.60		200 kcal*
Hot Chocolate	£2.10	£2.45	£3.40	355 kcal*
Tea		£1.95		15 kcal*
Chai Latte	£2.10	£2.45	£3.10	179 kcal*
Fruit Teas		£1.75		0 kcal
Fruit Smoothie		£2.15		195 kcal
Fruit Juices		£1.45		198 kcal

\*kcal based on medium drinks with semi-skimmed milk

Women need around 2,000 and men need 2,500 kcal a day

## What can be done at a local level

- Encourage organisations to sign up as partners at national level or to take action that is in keeping with the spirit of the Deal
- Guidance on RD website about removing artificial transfats – ensure foods and ingredients are free from hydrogenated vegetable oil
- Developing guidance for Chinese and Italian restaurants
- Tips on Chips - FSA has produced guidance
- Encourage local organisations to provide
- nformation about calories on menus



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## Overview: alcohol pledges

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### **A1. Alcohol Labelling**

Alcohol beverage companies will label their products with unit & health information.

### **A2. Awareness of Alcohol Units in the On-trade / A3. Awareness of Alcohol Units, [Calories & other information] in the Off-trade**

On and off-trade alcohol retailers will provide unit & health information to consumers.

### **A4. Tackling Under-Age Alcohol Sales**

Business will promote & encourage the use of the Challenge 21 and Challenge 25 schemes.

### **A5. Support for Drinkaware**

Industry will support the Drinkaware Trust (a charity established to change consumer attitudes & behaviour to reduce harm from alcohol) through cash & in-kind funding.

### **A6. Advertising & Marketing Alcohol**

Industry will follow best practice & adhere to the Code of Practice on the marketing of alcoholic drinks.

### **A7. Community Actions to Tackle Alcohol Harms**

Businesses, local authorities, the police, health providers, licensing authorities and other traders can participate in a recognised local scheme.

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## Overview: health at work pledges



### H1. Chronic Conditions Guide

Commits employers to embedding some basics principles for managing long-term/chronic conditions in their workplace within their HR procedures.

### H2. Occupational Health Standards

Commits employers to using accredited occupational health providers.

### H3. Health & Wellbeing Report

Makes health and wellbeing of employees integral to an organisation.

### H4. Healthier Staff Restaurants

Employers will make it easier for people to choose & maintain a healthier diet while at work.

### H5. Smoking Cessation / Respiratory Health

Employers will support their staff to quit smoking & reduce their risk of other respiratory problems.

### H6. Staff Health Checks

Employers will support their staff in identifying & managing potential health risks.

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## Overview: physical activity pledges

### P1. Physical Activity: Community

Organisations will use their presence in local communities to highlight the benefits of physical activity & to proactively support local sport and physical activity opportunities.

### P2. Physical Activity Guidelines

Organisations will raise awareness of the health benefits of regular physical activity & the amount of physical activity needed each week to benefit health.

### P3. Active Travel

Organisations will help increase the number journeys on foot or by bike.

### P4. Physical Activity in the Workplace

Employers will encourage employees' participation in physical activity & will aim to remove any barriers to participation in the workplace.

### P5. Physical Activity: Inclusion

Organisations will aim to increase rates of participation in physical activity amongst those socio-demographic groups most at risk of inactivity.



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## Individual Pledges

### Street Games

- Pledge to help 50,000 young people living in deprived areas make doorstep sport a regular part of their lives in 2011



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## Individual Pledges

### The Association of Convenience Stores

- Committed to work with its members to roll out Change4Life (C4L) branding into 1000 stores
- Improving fruit and vegetable availability in deprived areas.



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