

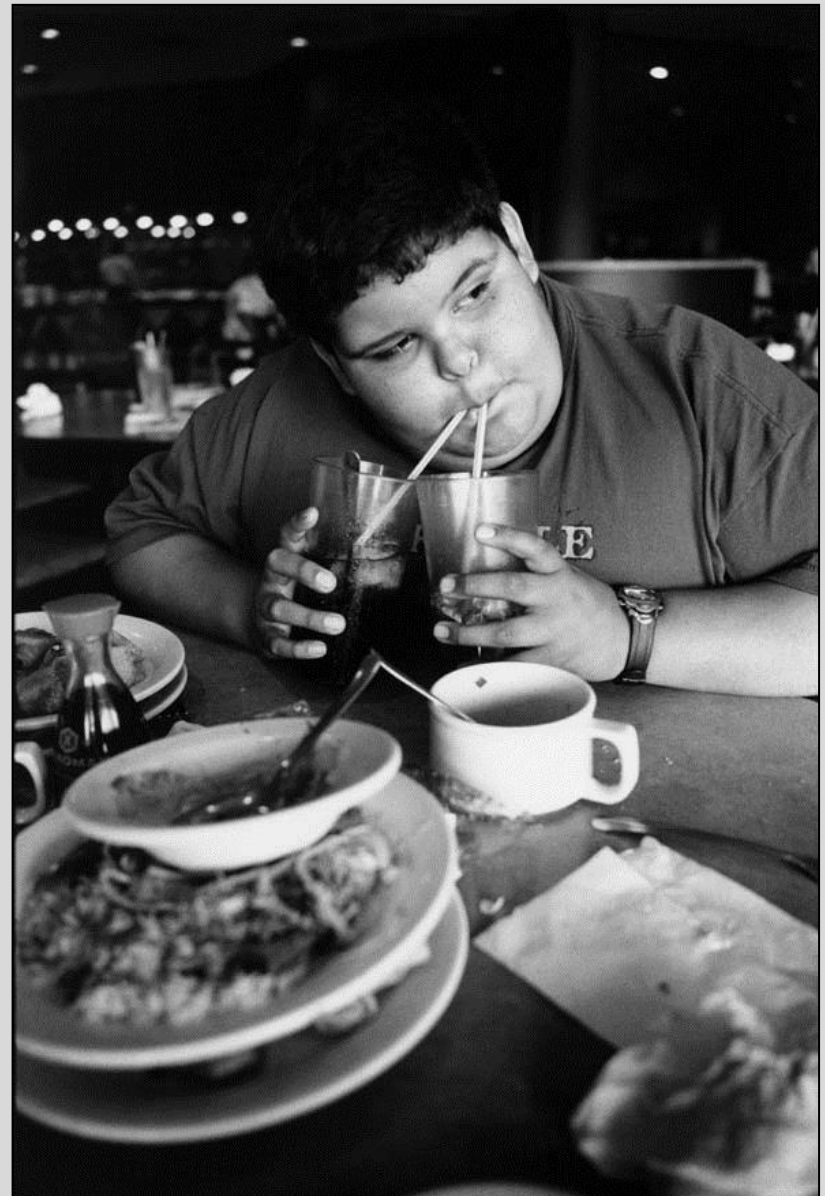
Working with the food industry to improve health: lessons from the Responsibility Deal in England

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A failure of personal
responsibility
- or inevitable
consequence of an
irresponsible market ?

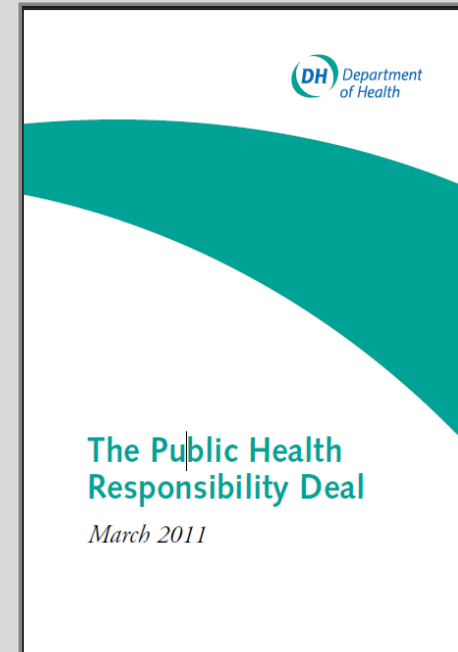


Background

- Food and drink habits are shaped by the products available, their accessibility and attractiveness (the food environment)
- International strategies to improve diet frequently recommend public-private partnerships
- A recent review found only one example of voluntary partnerships on food: *The German minimisation concept to reduce acrylamide in food* (Bryden et al, 2013)
- Voluntary agreements with industry in other fields include: environment (24), tobacco (9), waste (5), agriculture (3), employment (2), alcohol (1), pharmaceutical (1) finance (1)
- Little evidence on which to base new initiatives in food-space

The Responsibility Deal

- Aims to create an environment that supports people to make informed, balanced choices and to help them lead healthier lives.
- A voluntary partnership between business, government and wider stakeholders, including public health and NGOs
- Opportunity for business and other organisations to lead the way in positively shaping the environment to improve health.
- Networks on: Food, Alcohol, Physical activity and Health at Work

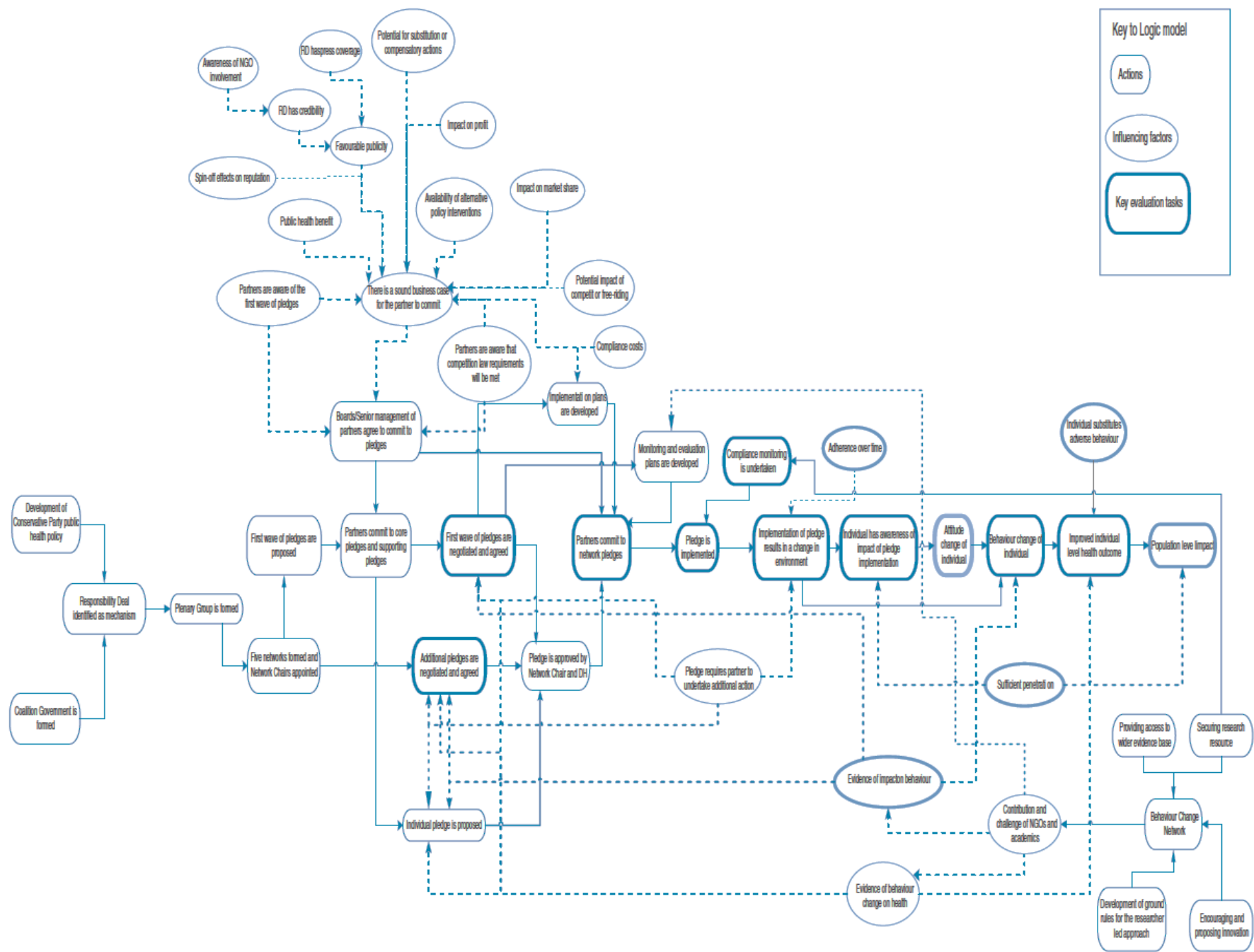


The Responsibility Deal Food Network

- Independent Chair – Susan Jebb
- Secretariat – Department of Health, Obesity and Food Policy team
- High Level Steering Group (quarterly meetings):
 - Minister (Secretary of State for Health/Public health Minister)
 - Representative from 3 trade bodies (FDF, BRC, BHA)
 - Industry member from 3 sectors (manufacturers, retailers, OOH)
 - Scientific Advisory Committee on Nutrition
 - Public health professional body (Faculty of Public Health/British Dietetic Association)
 - Health charity (CRUK till Jan 2013)
 - Consumer group (Which?)
- E-network open to all interested parties
- Annual round-table event for trade bodies
- Annual update event for other stakeholders
- Actions relating to price explicitly excluded from any discussion at outset

Evaluation: principles and practice

- Agreed by all parties as essential
 - Independence crucial to external credibility
 - Evaluation should not be a burden to business or a barrier to engagement
 - Evaluation to be led by NIHR and not by policy teams or RD partners
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- NIHR invited Policy Research Unit based at LSHTM to develop evaluation plan
 - Logic model published (Petticrew et al. J Public Health 2013;35:495-501)
 - Evaluation of each network published 2015 (Food Network: Knai et al. Food Policy 54 (2015) 1-10)
 - No evaluation of individual food pledges



Development of action plans for Food Network

- Longlist of all possible areas for action based on dietary recommendations, informal consultation and stakeholder meetings with public health and industry groups
- Shortlist of priority areas (essentially 4 y plan) and approximate order agreed by HLSG
- Development of pledges in working groups
- Pledge wording and framework finalised by HLSG
- Letter from Chair inviting companies to sign up, followed up by contact from Minister/Chair/officials as appropriate
- Initial signatories for each pledge gathered ahead of public announcement to create a collective body of action
- Companies submit outline Delivery Plan (published on website)
- Companies report annually on action taken (published on website)
- Progress reviewed by HLSG

A public health framework for action

Shifting the balance of promotions
e.g. marketing restrictions

Promotions

People

Making healthier choices easier
e.g. campaigns, nutritional labelling

Products

Providing healthier options
e.g. reformulation, innovation, portion control

Ten Food Pledges

- F1 – Out of home calorie labelling
- F2 – Salt reduction 2012
- F3 – Artificial trans fats removal
- F4 – Calorie reduction
- F5(a),(b),(c) – Salt reduction for caterers
- F6 – Fruit and vegetables
- F7(a),(b) – Front of pack labelling
- F8 – Saturated fat reduction
- F9 – Salt reduction 2017
- F10 – Out of home maximum per serving salt targets

Oven cooked per 1/2 pack (400g)

Energy	Fat	Saturates	Sugars	Salt
1411 kJ 336 kcal	8.8g	1.6g	6.0g	1.4g
17%	13%	8%	7%	23%

of an adult's reference intake
Typical values (cooked) per 100g: Energy 353kJ / 84kcal

We've counted the calories
(so you don't have to)

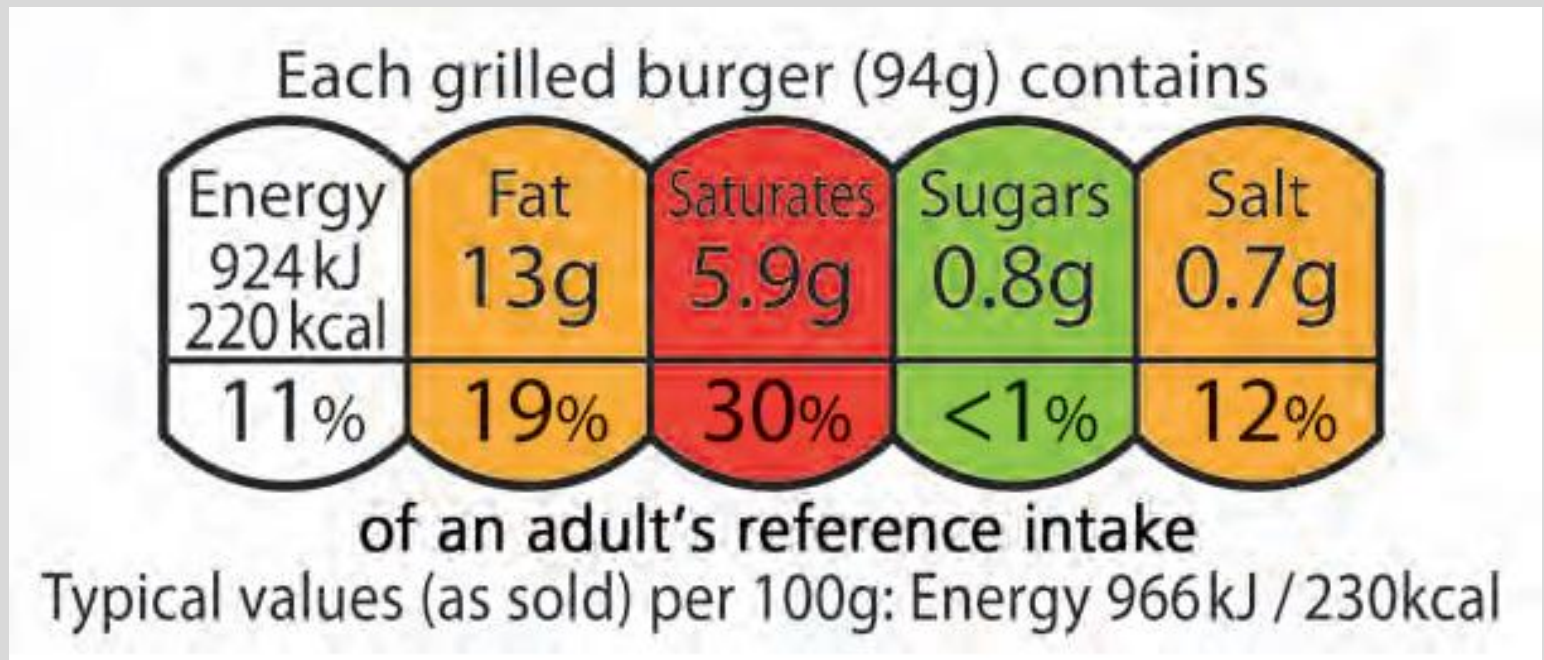
6" LOW FAT SUBS

VEGGIE DELITE®	203 calories
Turkey Breast*	256 calories
Ham†	259 calories
Turkey Breast* & Ham†	267 calories
Beef	272 calories
Chicken Breast	298 calories
SUBWAY CLUB® (Outright®/New! Introducing!)	299 calories
Sweet Onion Chicken Teriyaki	352 calories



Signposting healthier choices through labelling

23 companies, representing two-thirds of pre-packaged food, have committed to adopt and implement a consistent Front of Pack nutrition labelling scheme



Out of home calorie labelling on menus

1 in 3 meals sold on the high street now display calorie labelling, including 70% of the fast food and takeaway meals

STEAKS	
Our steaks are 21 day matured and served with garden peas and a grilled half tomato.	
8oz Rump Steak 470kcal.	£9.49
HARVESTER RECOMMENDS	
8oz Sirloin Steak 490kcal.	£10.49
12oz Rump Steak 810kcal.	£12.49
10oz Ribeye Steak 1040kcal.	£13.49
7oz Fillet Steak 340kcal.	£15.99
Surf 'n' Turf	£1.99
Add your choice of 5 king prawns (100kcal) OR 4 pieces of scampi (150kcal) to your steak.	

The Harvester pub chain

calories		small	medium	large
2	Americano	£1.95	£2.15	£2.35
138	Cappuccino	£2.15	£2.45	£2.65
162	Caffe latte	£2.25	£2.55	£2.75
265	Caffe mocha	£2.45	£2.75	£2.95
29	Tea	£1.50	£1.85	£2.05
328	Hot chocolate	£2.05	£2.35	£2.55
	Flat White	£2.55		
		single	double	
1	Espresso	£1.70	£1.90	
Extra espresso shot £0.70		Choose from organic semi, skimmed & soya milk		
Calorie value based on medium sizes and semi skimmed milk				

The Camden Food Company

Workplace canteen menu

you choose
M CANTEEN

Great Food, Great Prices

Full English Breakfast

	Visitors	Staff
Full English Includes:	£2.70	£1.27
2 Sausages		
2 Bacon Rashers		
1 Fried Egg		
1 Hash Brown		
1 Fried Bread	970 kcal	
1 Toast		
Beans or Tomatoes		

Breakfast Items

	Visitors	Staff
Bacon (1)	52 kcal 36p	21p
Sausage	146 kcal 31p	16p
Black Pudding	86 kcal 31p	16p
Lorne Sausage (1)	239 kcal 46p	31p
Mushrooms	86 kcal 51p	26p
Waffle	92 kcal 31p	16p
Hash Brown	118 kcal 31p	16p
Potato Scone	184 kcal 31p	16p
Fried Egg	107 kcal 31p	16p
Boiled Egg	74 kcal 31p	16p
Scrambled Egg	155 kcal 41p	26p
Beans (3oz)	67 kcal 31p	16p

Morning Mover

	Visitors	Staff
Morning Mover Includes:	£1.42	66p
1 Sausage		
1 Bacon Rasher		
1 Fried Egg		
1 Fried Bread		
Beans or Tomatoes	558 kcal	

	Visitors	Staff
Tomatoes	6 kcal 31p	16p
Fried Bread	186 kcal 16p	7p
Toast & Butter	148 kcal 31p	16p
Brown Bread & Butter	143 kcal 21p	11p
White Bread & Butter	148 kcal 21p	11p
Bread Cake & Butter	190 kcal 31p	16p
Currant Teacake & Butter	226 kcal 41p	21p
Omelettes from	95p	55p
Croissant & Butter	260 kcal 41p	21p
Crumpet & Butter	135 kcal 31p	21p
Danish (Apple & Vanilla)	330 kcal 66p	36p
Butter	52 kcal 11p	5p

Meat Free Breakfast

	Visitors	Staff
Meat Free Includes:	£1.42	71p
1 Fried Egg		
1 Cheese on Toast		
1 Hash Brown		
1 Fried Bread		
Beans or Tomatoes	767 kcal	

	Visitors	Staff
Flora	53 kcal 11p	5p
Jam or Marmalade	52 kcal 11p	5p
Sausage (2) Sandwich	430 kcal 71p	46p
Bacon (2) Sandwich	242 kcal 87p	46p
Bacon (3) Sandwich	294 kcal £1.02	61p
Cheese on Toast	289 kcal 51p	31p
Cereal with Milk	205 kcal 71p	36p
Fruit Cocktail	105 kcal 51p	41p
Fruit (per Banana)	76 kcal 26p	21p
Melon (1 slice)	22 kcal 46p	36p
Grapefruit	49 kcal 41p	31p
Morrisons Yoghurt from	46p	36p

you choose
M CANTEEN

Have bacon instead of sausage and save **94 calories**

Have a wrap instead of a baguette and save at least **135 calories**

Have rice instead of chips and save **53 calories**

Choose tomatoes instead of beans with your set breakfast and save **61 calories**

Choose toast & butter instead of fried bread & save **38 calories**

Choose a portion of chips instead of a plate of chips and save **304 calories**

Industry monitoring: customer impact

HOT & TASTY MAINS Have it your way, with chips, mash, garlic bread or rice

 <p>£4.55</p> <p>846kcal</p> <p>Golden Scampi Scottish Wholetail.</p>	 <p>£4.55</p> <p>831kcal</p> <p>Hunters Chicken Chicken with bacon, cheese, BBQ sauce & coleslaw.</p>	 <p>£4.55</p> <p>545kcal</p> <p>Braised Steak In a rich ale gravy with vegetables.</p>
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7%

JACKETS & SALADS From £2.65

SALADS	FILLED JACKETS
Fried or Steamed Fish (518kcal) ... £4.55	Chilli (530kcal) ✓ or Prawn Cocktail (512kcal) £3.25
Scampi (503kcal) £4.55	Scottish Mature Cheddar Cheese (784kcal) £2.85
Prawn ✓ (219kcal) £4.35	Scottish Mature Cheddar Cheese & Bacon (827kcal) £2.85
Ham ✓ (259kcal) £4.35	Tuna, Onion, Cucumber & Mayonnalse ✓ (703kcal) £2.85
2 Cheese Omelettes (518kcal) £4.35	Light Coleslaw (620kcal) or Beans ✓ (585kcal) £2.65
	Extra fillings 59p

✓ This tick means the menu option is the healthier option with the amount of fat, saturated fat and salt in mind.

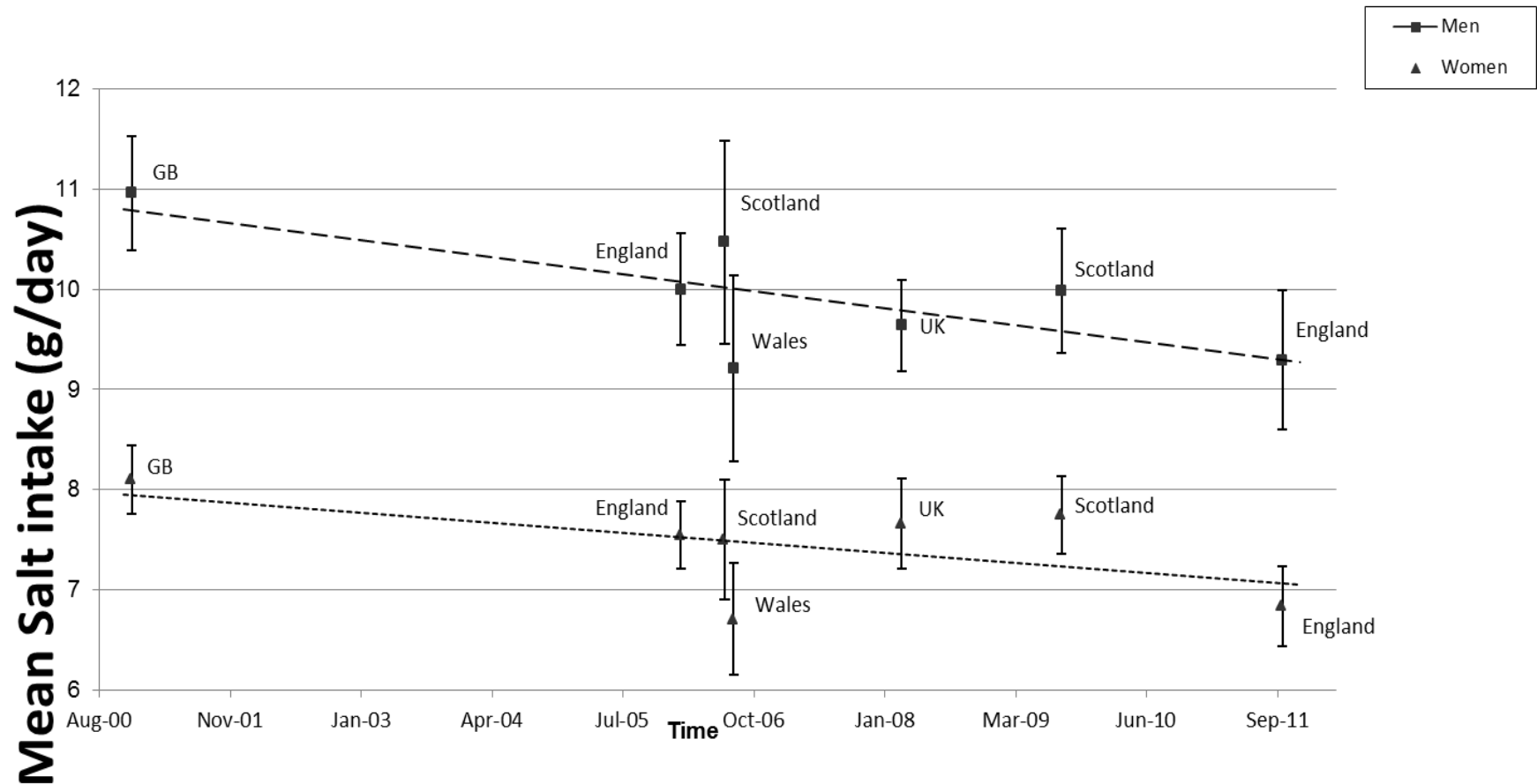


10%

Reformulation

- 70% of the retail market and 65% of the major high street and contract caterers are committed to 2012 salt reduction targets; slightly lower signup for more stretching 2017 targets
- All of the major supermarkets and 65% of major high street and contract caterers have committed to removing artificial trans fats
- Almost half of the food manufacturing and retail industry has committed to Saturated Fat Reduction across a range of products
- 36 leading food and drink companies, including Coca-Cola, Mondelez International, Nestle and most of the major retailers have signed up to the calorie reduction pledge

Reformulation has helped reduce salt intake by 15% and saved 6000 premature deaths



^a The mean and 95% confidence limits for each point are as calculated according to the protocol in place at the time. Different methods of assessment of completeness of 24 hour urine collections may contribute slightly (1- 3%) to the decrease from 2006 to 2011. These differences fall within the 95% confidence limits for each point. The slope of the trend is not substantially affected by these differences.

Salt Reduction Out of Home

Salt catering pledges (F5) :

- a) Chef training and kitchen practice
- b) Reformulation of dishes and information to consumers
- c) Procurement of products to meet salt targets



Out of Home Salt Targets (F10)

Maximum per serving targets for the most popular items on menus:

1. Potato products
2. Burgers
3. Battered or breaded chicken portions and pieces
4. Battered or breaded seafood based meals
5. Pies
6. Sauce based main dishes
7. Beef steaks, grilled chicken and roast main meals
8. Sandwiches
9. Pasta meals
10. Pizza

**And for
children's
main meals**



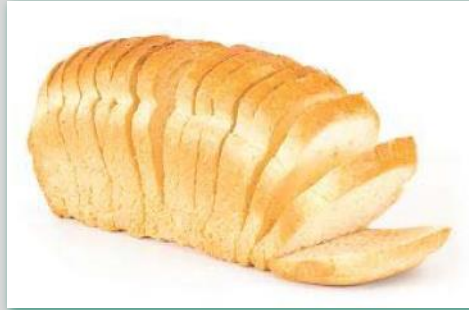
Children's Menu	
Fish Fingers	£2.95
Beefburgers	£3.10
Chicken Nuggets	£2.95
Jumbo Sausage	£2.95
Scampi	£3.10
Egg & Chips	£2.00
Chicken Curry	£4.15
Gammon & Egg	£5.15
Cold Ham	£3.10

All meals served with chips, mashed or boiled potatoes and beans or peas.

Reformulation to reduce fat, saturated fat, sugar and salt (and energy)



**85% reduction
in saturated fat**



50% decrease in salt



30% less sugar



40% reduction in fat



50% decrease in salt



**7% reduction in
energy**

Calorie reduction pledge

We will support and enable our customers to eat and drink fewer calories through actions such as:

- Product/menu reformulation
- Reducing portion sizes
- Shifting marketing mix towards lower calorie options
- Education and information



Retailer action to reduce calories



In 2013, two billion kcals were removed from their juices, following on from the one billion removed in 2012. 600 million kcals were removed from Finest and Everyday Value sandwich lines.



The **co-operative**

Launching mid-2014, will remove the added sugar from own brand high juices, removing 1.5 billion kcals per year.



Waitrose

Removing 7.1 tonnes of sugar from their chilled fruit juices, resulting in a 28 million kcals saving over the next 12 months. A 15% kcal reduction in fifty-one chilled soups and a 19% reduction in Italian ready meals.



Altering portfolio of options



Britvic have ceased selling full sugar Fruit Shoot saving **2.2 billion kcals per year**

Reductions in portion sizes in major brands



Mars, Mondelez and Nestle all now committed to a 250kcal cap on single serve confectionery



EMPIRE



Sugar-free Pepsi Max to be offered to cinema goers as default. All branding will be Pepsi Max.

Calorie reduction initiatives in the 'Out of Home' Sector

Some action by **contract caterers**, especially workplace canteens.

Eg. CH&Co: Re-engineered recipes to reduce the fat and energy content of cakes by at least 50% per portion.



Action in the **high street and restaurants** much more limited.

Beefeater pub chain – now offers menus where at least one fifth of the dishes are calorie controlled.



Need to build public acceptability for some interventions

Household brands slash size of goods in 'hidden price hikes'

Household brands are slashing the size of their everyday goods while at the same time increasing their prices, a Which? report has found.

Twix chocolate bars have shrunk by almost 14 per cent from 58 grams to 50 grams Photo: ALAMY

By Richard Alleyne

6:00AM GMT 21 Mar 2013

The Telegraph

Why the food police want to shrink your custard creams

MINISTERS were warned to keep their hands off our custard creams last night after plans to make biscuits and cakes smaller were leaked.

EXPRESS

CRUSADING FOR A FAIRER BRITAIN



Promotions

- Focused on in-store environment
- Very complex discussions - promoting the healthy, restricting the less healthy or shifting the balance?
- Difficulties in avoiding accusations of interference in the market
- Extensive talks failed to secure agreement on any kind of collective action, including enhanced self-regulatory codes, in-store promotions, advertising restrictions
- Modest progress on removing sweets from checkouts – action by Lidl, Aldi and Tesco, but with varying and unclear 'rules'
- Individual examples where promotional activities used to support other pledges eg. Subway offers promotions to support the low fat range as part of the consumer SUBCARD® loyalty programme.



Challenges

- **For policymakers:**

- Few powerful levers for change
- Media hostility; infringing personal autonomy, nanny-statism,

- **For industry:**

- Coalition of the willing, no incentives for participation and no penalties for non-compliance
- Prolonged and time consuming discussions
- Burden of detailed reporting
- Media hostility; companies which engage are under spotlight

- **For PH community:**

- Fundamental opposition to working with industry
- Perception of business setting agenda
- May delay mandated action



Results from the independent evaluation

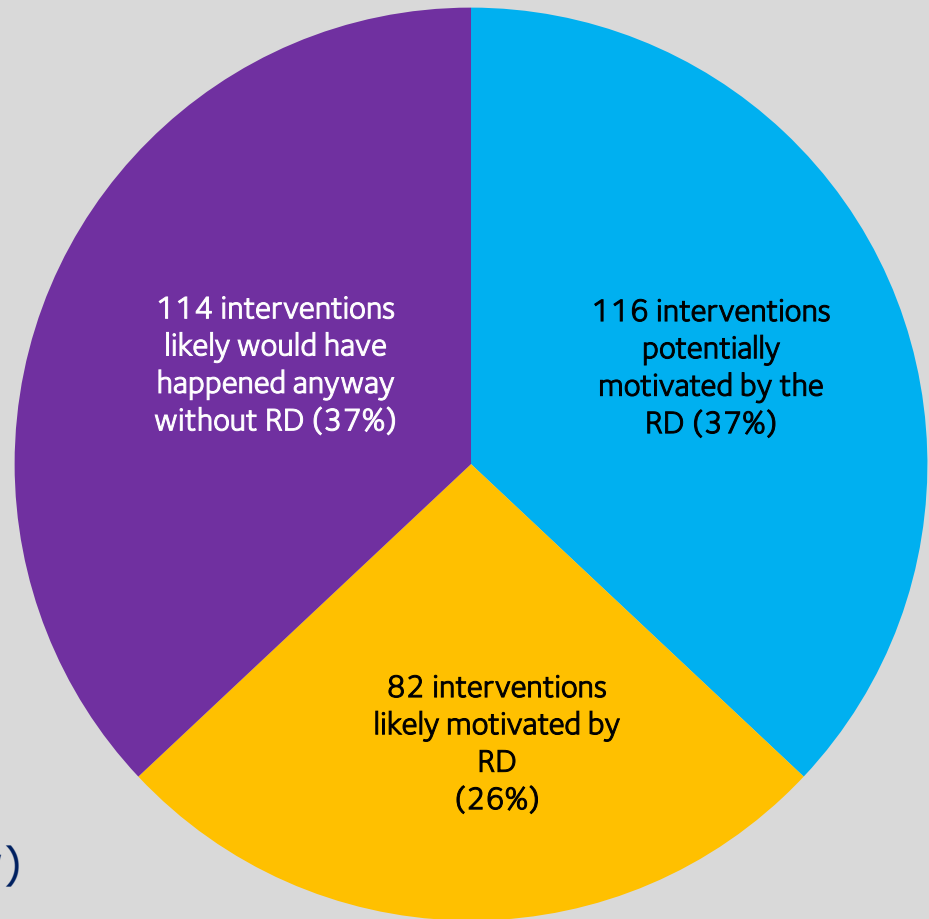
What has the RD added?

Overall proportion of interventions and whether they were likely brought about by the RD, across six food pledges, includes:

- Front of pack labelling
- Out of home labelling
- Salt targets, 2012
- Fruit and vegetables
- Saturated fat reduction
- Calorie reduction

Excludes:

- Out of home salt targets (all new)
- Salt targets, 2017
- Trans fat reduction



Independent evaluation of the Responsibility Deal Food Network				
	Policy area	Example of potential policy intervention	Direction of effect	RD food pledges
N Food environment	Nutrition labelling	Nutrition lists on food packages (front-of-pack labelling) Menu, shelf labels (out-of-home nutrition labelling)	↔ ↑	F1 F7
O	Offer healthy foods and set standards in key settings	FV programmes, Standards in key settings, Award schemes Encouraging customers to make healthier options e.g. through choice architecture	↑ ↔	F2, F4
U	Use economic tools and incentives	Subsidies for healthful foods and beverages Price promotions at point of sale Health-related food taxes	↑ ↑ ↔	
R	Restrict advertising & commercial promotions	Restrict advertising in all forms of media; sales promotions	↑	
I	Improve food supply	Reformulation to reduce salt and fats Portion size limits	↑ ↑	F2, F8 F4
S	Set incentives for healthy community retail environment	Incentives for shops to locate in underserved areas, planning restrictions In-store promotions	↑↑ ↑	F6
H Food system	Harness supply chains and actions across sectors	Supply-chain incentives for production; Health-in-all policies; Multi-sectoral engagement	↑↑	
I Behaviour change & communication	Inform people	Provide information to customers Public information campaigns Onsite supermarket education healthier purchases	↔ ↑ ↑	F2, F7 F8
N	Nutrition advice and counselling	Nutrition advice for at-risk individuals clinical guidance	↑	F8
G	Give nutrition education and skills	Nutrition, cooking/food production skills on education curricula; workplace health schemes; health literacy programmes	↑	F4, F6

A personal assessment on progress

- Huge challenge to reach everyone – how to engage the unengaged in a voluntary system with few incentives?
- Progress on FOP Labelling held up by legal proceedings in Europe
- Calorie labelling on menus tricky because EU law requires kJ
- Reformulation firmly on agenda for most major companies and across a range of nutrients: calories, SFA, trans, sugar, salt, but action sometimes confined to single nutrient or isolated products/categories
- Portion size reductions have much further to go but would be almost impossible to achieve through regulatory route
- Action on promotions is too commercially sensitive to deliver in a voluntary framework, but failure of voluntary action opens the door to harder policy options and has probably been a necessary step
- Evaluation is hard, but what has been done has been too little and too late

What I hope the public health community might learn from the RD experience

- There is an important role for public health scientists and practitioners to identify and make the case for the most effective interventions to be adopted
- There is a responsibility to make the best of the systems that exist to make progress now
- These are not mutually incompatible
- If someone else isn't doing a job, don't just complain, do it yourself (formal evaluation of impact of pledges, holding businesses to account, naming and shaming etc)
- Don't undermine systems which are making progress, until you have something better to put in their place

