

# LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT



THIS LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT IS A STATEMENT, INDIVIDUALLY OWNED BY BLACKBURN WITH DARWEN BOROUGH COUNCIL AND BLACKBURN WITH DARWEN CLINICAL COMMISSIONING GROUP.

It encapsulates a vision to promote healthy weight and improve the health and well-being of the local population. We recognise that we need to exercise our responsibility in developing and implementing policies which promote healthy weight.



Clr Mohammed Khan M.B.E.  
Leader of the Council



Clr Mustafa Desai  
Executive Member  
for Health and  
Adult Social Care



Dominic Harrison  
Director of Public Health



Dr Chris Clayton  
Clinical Chief Officer  
Blackburn with Darwen  
Clinical Commissioning Group

## WE ACKNOWLEDGE THAT:

- > Unhealthy weight is a serious public health problem that increases disability, disease and death and has substantial long term economic, well-being and social costs. The proportion of the population affected by unhealthy weight continues to rise;
- > Unhealthy weight is affected by health inequalities and is more common in lower socio-economic groups;
- > Poor diet during early life (the period between conception and weaning) can carry adverse health consequences in later life;
- > Poor diet and an unhealthy weight are risk factors for cardiovascular disease, cancer and type 2 diabetes which contribute powerfully to poor health and premature death;
- > Energy dense food and drinks high in fat and sugar and low in essential nutrients contribute to a significant amount of additional and unnecessary calories in the diet;
- > There is greater availability and access to foods and drinks high in fat, sugar and salt which are increasingly eaten outside of the home, contributing to excess energy intake;
- > Increased intake of foods high in fat and sugar and low in fruit and vegetables are strongly linked to those in manual occupations;
- > People living in more socially deprived areas have less access to healthy foods;
- > Advertising and marketing of foods and drinks high in fat, sugar and salt increases their consumption;
- > Education, information and the increased availability of healthy alternatives help individuals to make healthy, informed food and drink choices;
- > Modern physical activity environments contribute to sedentary lifestyles;
- > Urban planning can have a significant impact on opportunities for physical activity, promoting safer environments for walking, cycling and recreation.

## AS LOCAL LEADERS IN PUBLIC HEALTH WE WELCOME THE:

- > Opportunity for local government to lead local action to prevent obesity, securing the health and well-being of our residents whilst considering available social, environmental and financial NHS and social care resources;
- > Opportunity to protect some of the most vulnerable in society by giving children the best start in life and enabling all children, young people and adults to maximise their capabilities and make informed choices;
- > National commitment to address childhood obesity;
- > Support for the Local Authority Declaration on Healthy Weight from the following organisations: Association of Directors of Public Health North West, British Dental Association, Children's Food Campaign and the UK Health Forum.

# WE COMMIT OUR COUNCIL FROM THIS DATE

13.04.2017

...to sign the Declaration to show commitment to reducing unhealthy weight in our communities, protect the health and well-being of staff and citizens and make an economic impact on health and social care and the local economy by striving to:

- > Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;
- > Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;
- > Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible);
- > Increase public access to fresh drinking water on local authority controlled sites;
- > Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
- > Advocate plans with our partners including the NHS and all agencies represented on the Health and Well-being Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity;
- > Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites;
- > Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities;
- > Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer;
- > Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight;
- > Invest in the health literacy of local citizens to make informed healthier choices;
- > Ensure clear and comprehensive healthy eating messages are consistent with government guidelines.
- > Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity;
- > Monitor the progress of our plan against our commitments and publish the results.

## IN ADDITION OUR LOCAL AUTHORITY WILL WORK TOWARDS:.....

- > Support the introduction of 'Mile a Day' and 'Couch to 5k' in primary and secondary schools respectively
- > Support Early Years settings to enable a structured physical activity offer and healthy food policy
- > Develop a Food Poverty Network to reduce food poverty and tackle malnutrition in all settings
- > Support the introduction of school food policies including lunchbox policies
- > To be a designated Sugar Smart Town
- > Develop a Food Charter for the Borough to promote healthy and sustainable food in a local economy
- > Promote Active Travel and use of Rights of Way across the Borough to increase physical activity, for social and employment opportunities and minimise air pollution
- > Support 'Street Play' initiatives through exploring the implementation of periodic temporary street closure orders and other innovative sites for play
- > To be a designated Breastfeeding Friendly Town
- > To achieve Sustainable Food Town status

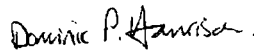
Signatories:



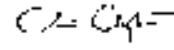
**Cllr Mohammed Khan M.B.E.**  
*Leader of the Council*



**Cllr Mustafa Desai**  
*Executive Member for Health  
and Adult Social Care*



**Dominic Harrison**  
*Director of Public Health*



**Dr Chris Clayton**  
*Clinical Chief Officer  
Blackburn with Darwen Clinical  
Commissioning Group*

To be reviewed by 13th April, 2018

**FOOD  
ACTIVE**



*The Local Authority Declaration on Healthy Weight has been designed and developed on behalf of Food Active, by the Health Equalities Group and is based on the the Local Authority Declaration on Tobacco Control.*

*For further information please contact:  
info@hegroup.org.uk*