

Diet and Physical Activity in UK

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Key Dietary Recommendations

Committee on Medical Aspects of Food Policy,
1994 (CVD) and 1998 (Cancer)

- Maintain a **healthy body weight** (BMI 20-25kg/m²)
- **REDUCE:**

	NDNS 1990
– fat intake to 35% energy	38 - 39%
– saturated fat to 10% energy	16 - 17 %
– salt intake to 6g / day	9g / day
– added sugars to < 10% energy	16%
- **INCREASE:**
 - **fruit and vegetables** to at least 5 portions per day
 - **increase dietary fibre** intakes from a variety of sources

What are the problems ?

- **CHD**
- **Cancer**
- **Obesity**
- **Diabetes**

The cost of poor diet:

- Days lost through sickness/invalidity from diet-related ill-health
- Costs to NHS -in-patient care & treatment for diet-related conditions
- Visits to GPs & costs to community care

The Welsh Perspective

- Well Being in Wales
 - Integrated policies and programmes, built around strong partnership
- Food and Wellbeing - Nutrition Strategy
Healthy and Active Lifestyles Action Plan
 - Outline actions required by key players to improve the diet and physical activity levels of everyone in Wales
 - Groups prioritised due to poor diet and health and lowest activity and risk to health



Address
issues of
public
knowledge

Address
Inequalities
in
Health

Create a
supportive
environment

Reduce
barriers and
increase
opportunities

Strategies for Physical Activity and Nutrition

Cross
cutting
policy

National and
local
strategies

Partnership
approach



Scotland's Approach

- Multi-Element Health Improvement Plans including:
 - Physical Activity Strategy
 - Diet Action Plan Implementation and Communication Strategy
- Core principles
 - **stimulate demand** from birth to end of life for healthy eating and physical activity (social marketing campaigns)
 - see integrated branding on this slide
 - **provide and strengthen supply** of healthy opportunities
 - greater capacity to support people
 - more and better availability of supply (healthy food and places to be active)



healthy**living**



healthy**living**



healthyliving

Stronger national policy

- National Gov Policy
- Health
- Education
- Rural Affairs
- Development
- Justice
- Enterprise and lifelong learning

Stronger local policy

- Community planning
- Health
- Education
- Land use and planning
- Transport
- Social services
- Leisure and cultural services

More effective local delivery

- Schools
- Communities
- Workplaces
- Homes

Healthy Eating and Physical Activity are responsibility of all government departments nationally and locally - integrated planning delivered through local partners



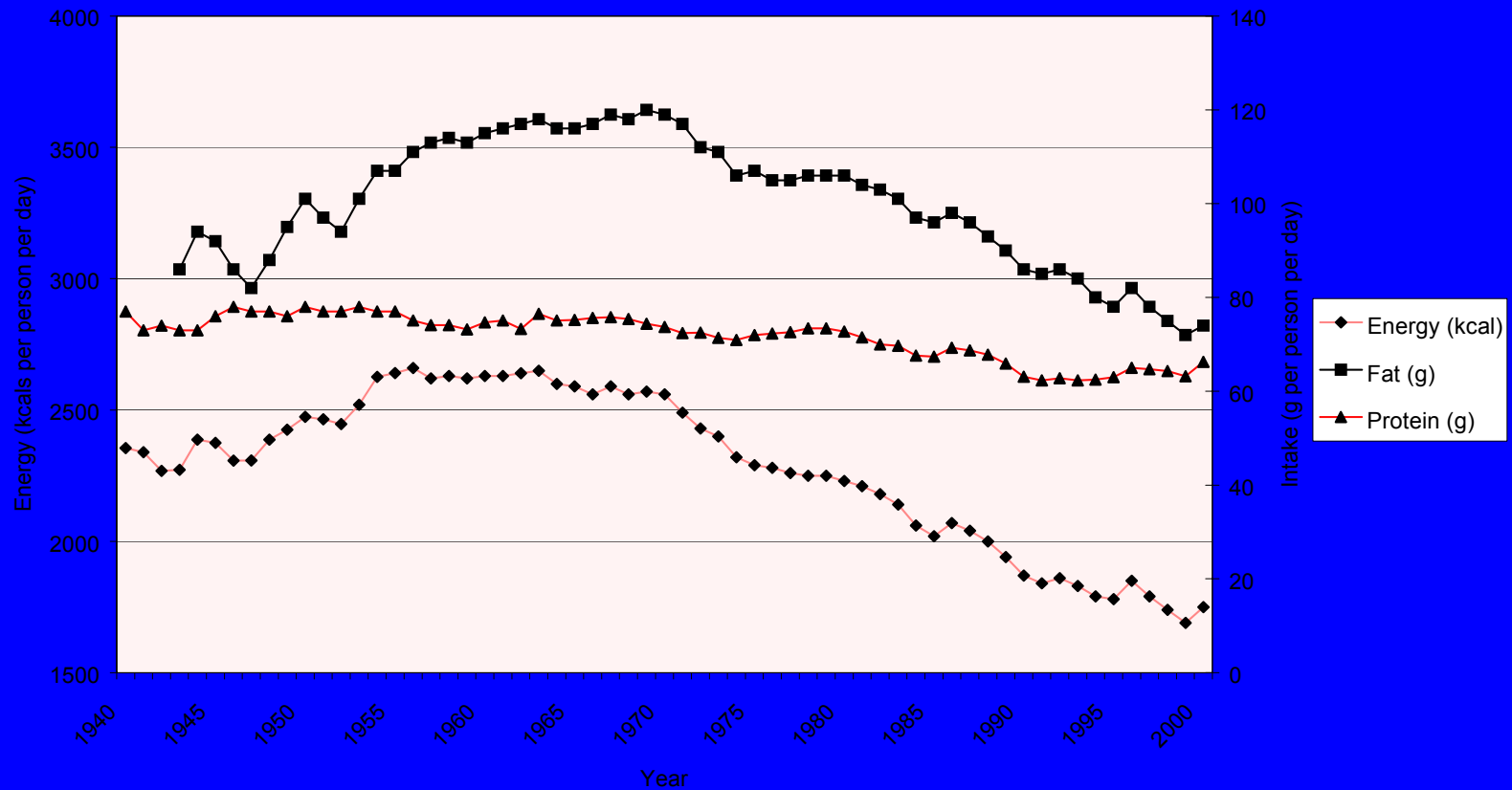
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Gathering information on diet

- National Diet and Nutrition Surveys
- National Food Survey
- Expenditure and Food Survey
- Health Survey for England
- Low-income diet and Nutrition Survey

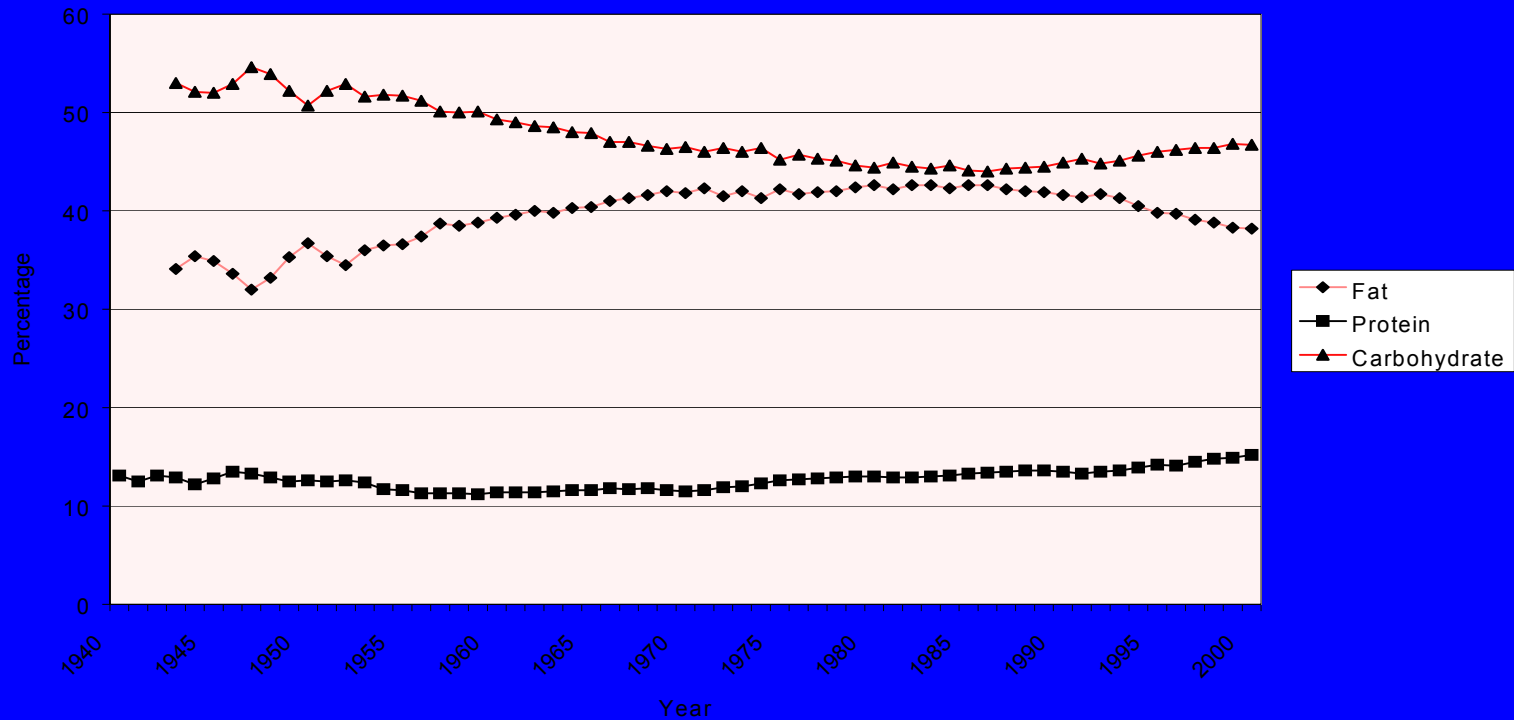
Changes to diet in England

Nutritional value of household food supplies 1940-2000



Changes to diet in England

Trends in the percentage of food energy derived from fat, protein and carbohydrate, 1940 - 2000



Diet and low income

Less :

- fruit & veg, salads
- wholemeal bread, whole-grain & high-fibre cereals
- oily fish

More :

- white bread
- full-fat milk
- table sugar
- processed meat products often high in fat - burgers, kebabs, meat pies and pasties

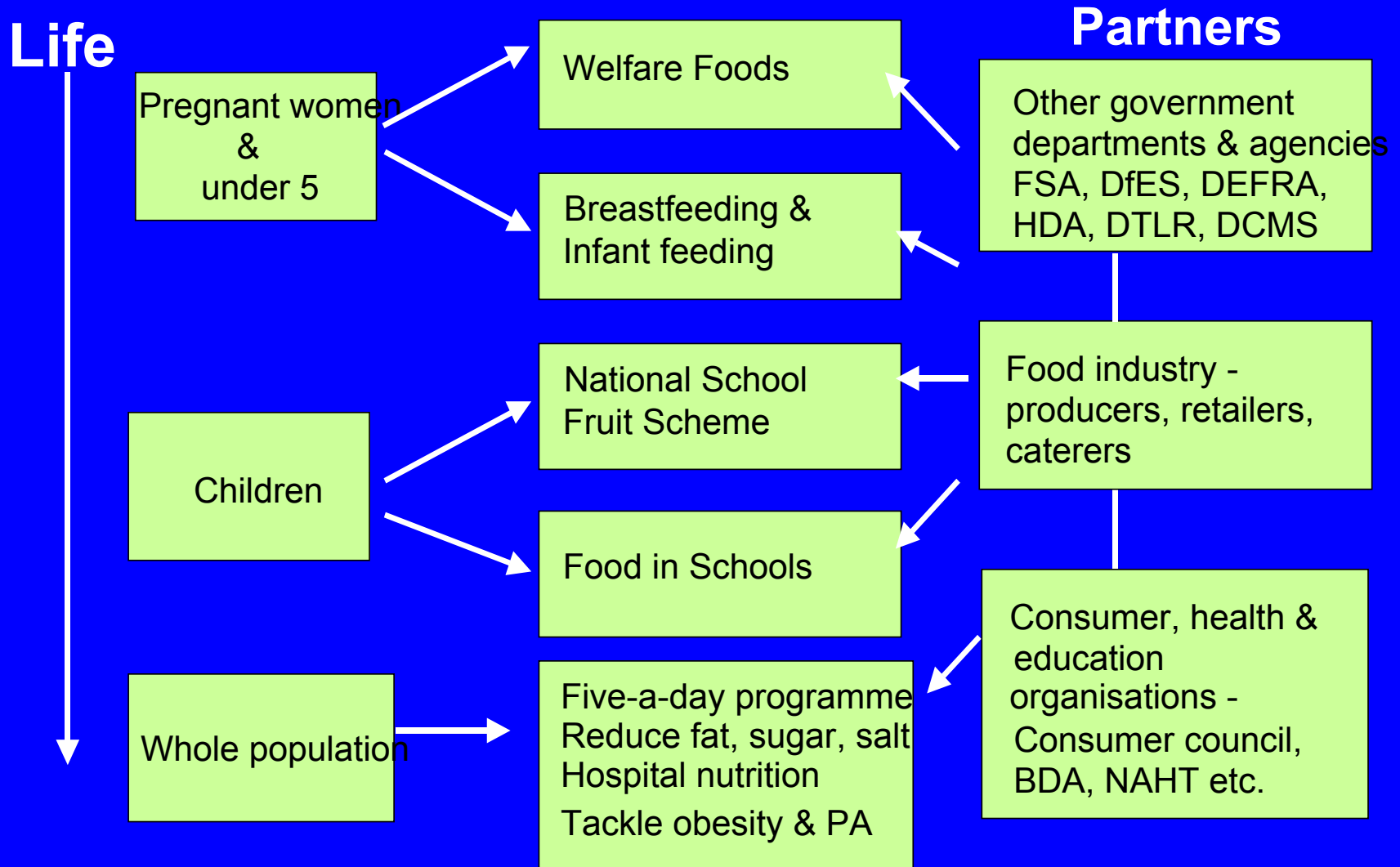
Govt action guided by

- **NHS Plan - targets by 2010**
 - reduce death rate from cancer by 20% in under 75s
 - reduce death rate from CHD & stroke by 40% in under 75s
- **National Health Inequalities targets by 2010**
 - starting with under 1s -reduce gap in mortality by 10% manual groups and population as a whole
 - starting with health authorities - reduce by 10% gap between the fifth of areas with lowest life expectancy at birth and the population as a whole
- **National Service Frameworks (CHD & Diabetes) & Cancer Plan**
 - include action on diet and physical activity
- **International Context**
 - EU resolution of Dec 2000 on Health & Nutrition
 - WHO - Global Strategy on diet , physical activity and health

Significant food sources

	Fat	Saturated Fat	Sodium (salt) –NFS 2000	Added Sugars
Meat & meat products	24%	23%	21%	-
Dairy Foods	15%	23%	-	-
Cereal & cereal products	19%	18%	38%	23%
Fat spreads	16%	17%	-	-
Butter	-	10%	-	-
Soups, sauces, condiments etc	-	-	13%	-
Sugars, preserves, confectionary	-	-	-	29%
Beverages	-	-	-	17%

NHS Plan: A life course approach



The 5 A DAY Logo

- Aims to provide a clear consistent 5 A DAY message
- To be used on:
 - promotional materials and on pack
 - initially on fresh, frozen, canned, dried and juiced, fruit and veg with no added sugar, fat or salt
 - next stage is to develop criteria for use on composites



Just Eat More
(fruit & veg)



England - Physical activity

Cross Government Priority



- **DH drivers**
 - NHS Plan & Tackling Health inequalities. National Service Frameworks - CHD, older people, diabetes, mental health & children
 - Cancer Plan & Priorities & Planning Framework
- **DCMS/DH drivers**
 - Government's Plan for Sport (March 2001)
 - Game Plan - DCMS /Strategy Unit report (Dec 2002)
- **Targets**
 - Short term: to ensure 75% of 5-16 year olds have a minimum of 2 hours per week high quality PE and sport by 2006 (DCMS/DfES PSA target)
 - Long term: to increase no's doing 30 mins, moderate activity on 5 days of the week from 32% to 70% by 2020

Food and Health Action Plan

Aims and Objectives

A comprehensive statement of policy, activity and intent on nutrition

- Analysis of current situation
- Clear set of policy commitments
- Set out national, regional, local roles
- Not just for Government
- International Context

Food and Health Action Plan Structure

Production (production and manufacture of healthier food)

Supply (access to a healthy diet)

Consumer Demand (information and awareness)

Evidence Base and Monitoring

Food and diet today: influences

- **Food production**
 - convenience foods
 - food processing
 - catering
- **supply and access**
 - advertising
 - ease of travel to shops
 - retail and shopping patterns
- **changing face of consumer demand**
 - snacking
 - eating outside the home/on the move
 - attitudes to healthy eating

Action needed:

To improve the overall balance of the diet:

- **decrease** salt, fat, saturated fat, sugar intakes
- **increase** fruit and vegetable and complex carbohydrate consumption
- **improve** access to healthy diets

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