Responsibility Deal Celebration Event

Monday 23rd March 2015
Going further, faster

Through voluntary action, the Responsibility Deal has gone further and faster than mandatory targets could have achieved
Four networks...

..harnessing the influence of partners and industry to get real results
Working with partners..

Since the launch we have seen nearly 800 partners signing up across 43 pledges
Over 130 companies have committed to help people drink within the alcohol guidelines through voluntary action.
1 BILLION
UNITS REMOVED
from the alcohol market over two years by
working with industry
90.7% of alcohol labels now carry the pregnancy warning
The changing face of food

Billions of calories removed from soft drinks
Lower sugar cereals on the shelves
No-sugar drinks served as the default in leading cinema chains
Guilt-free checkouts appearing
The Salt Story

So far...

We’ve reduced average daily salt intakes by 15% from 9.5g in 2000/01 to 8.1g in 2011.

Reducing salt intakes by 1g prevents 4147 premature deaths and saves the NHS £288 million each year.

What’s next...

OUR AIM MAX 6g salt a day for adults

Businesses have now pledged to further reduce salt in many everyday foods by 2017 and to hit salt targets for popular restaurant dishes.
We are the first country in Europe to introduce a voluntary front of pack labelling scheme

Companies that account for almost two thirds of the food on sale signing up
EATING OUT MENU

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

#healthierchoices
A fitter nation..

The **Physical Activity network** has been working behind the scenes to get more people, of all ages and backgrounds, more active.
Over 5% of all employees in the UK are covered by our Promoting Physical Activity in the workplace pledge

#healthierchoices
Through the physical activity workplace pledge, we estimate 1.5 million more people are now supported to be more active than before in their workplaces.
Healthy work places

Employees are seeing their health and wellbeing taken more seriously at work
BREAKING RECORDS:
536 partners in the Health at Work network

#healthierchoices
Building healthier workforces..
Building healthier workforces..

- Over 80 construction firms are signed up to the health at work pledges representing over 250k employees.
- Construction is the UK’s largest industry employing 2 million workers, 6% of the entire workforce.
Building healthier workforces..

- Construction is also the unhealthiest industry.
- These diseases are all preventable.
- This is the first sector-specific health at work pledge.
More work to do…further to go…

But thank you to everyone who has played a part in making this a reality
THANK YOU!