

PUBLIC HEALTH RESPONSIBILITY DEAL

CORE COMMITMENTS

The business community, voluntary sector and NGOs have already done a great deal to help people achieve a healthier diet, increase their levels of physical activity, drink sensibly and understand the health risks of their lifestyle choices. Signatories to the Public Health Responsibility Deal will work in support of the following core commitments in relation to their customers and staff, where relevant:

- i. We recognise that we have a vital role to play in improving people's health.
- ii. We will encourage and enable people to adopt a healthier diet.
- iii. We will foster a culture of responsible drinking, which will help people to drink within guidelines
- iv. We will encourage and assist people to become more physically active
- v. We will actively support our workforce to lead healthier lives

SUPPORTING PLEDGES

- a. We will support the approach of the Public Health Responsibility Deal and encourage other organisations to sign up.
- b. We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.
- c. We will contribute to the monitoring and evaluation of progress against the pledges.
- d. Where we offer people information to help make healthier choices, we will use messages which are consistent with Government public health advice.
- e. We will broaden and deepen the impact of the Public Health Responsibility Deal by working to develop further pledges in support of the five core commitments.

COLLECTIVE FOOD PLEDGES

Core Commitment

We will encourage and enable people to adopt a healthier diet

Collective Pledges

F1. We will provide calorie information for food and non alcoholic drink for our customers in out of home settings from 1 September 2011 in accordance with the principles for calorie labelling agreed by the Responsibility Deal.

F2. We commit to the salt targets for the end of 2012 agreed by the Responsibility Deal, which collectively will deliver a further 15% reduction on 2010 targets. For some products this will require acceptable technical solutions which we are working to achieve. These targets will give a total salt reduction of nearly 1g per person per day compared to 2007 levels in food. We recognise that achieving the public health goal of consuming no more than 6g of salt per person per day will necessitate action across the whole industry, Government, NGOs and individuals.

F3. We have already removed, or will remove, artificial trans fats from our products by the end of 2011.

COLLECTIVE ALCOHOL PLEDGES

Core Commitment

We will foster a culture of responsible drinking, which will help people to drink within guidelines

Collective Pledges

We support tackling the misuse of alcohol in order to reduce the resulting harms to individuals' health and to society, in particular through the implementation of following pledges:

A1. We will ensure that over 80% of products on shelf (by December 2013) will have labels with clear unit content, NHS guidelines and a warning about drinking when pregnant.

A2. We will provide simple and consistent information in the on-trade (e.g. pubs and clubs), to raise awareness of the unit content of alcoholic drinks, and we will also explore together with health bodies how messages around drinking guidelines and the associated health harms might be communicated.

A3. We will provide simple and consistent information as appropriate in the off-trade (supermarkets and off-licences) as well as other marketing channels (e.g. in-store magazines), to raise awareness of the units, calorie content of alcoholic drinks, NHS drinking guidelines, and the health harms associated with exceeding guidelines.

A4. We commit to ensuring effective action is taken in all premises to reduce and prevent under-age sales of alcohol (primarily through rigorous application of Challenge 21 and Challenge 25).

A5. We commit to maintaining the levels of financial support and in-kind funding for Drinkaware and the "Why let the Good times go bad?" campaign as set out in the Memoranda of Understanding between Industry, Government and Drinkaware.

A6. We commit to further action on advertising and marketing, namely the development of a new sponsorship code requiring the promotion of responsible drinking, not putting alcohol adverts on outdoor poster sites within 100m of schools and adhering to the Drinkaware brand guidelines to ensure clear and consistent usage.

A7. In local communities we will provide support for schemes appropriate for local areas that wish to use them to address issues around social and health harms, and will act together to improve joined up working between such schemes operating in local areas as:

- Best Bar None and Pubwatch, which set standards for on-trade premises
- Purple Flag which make awards to safe, consumer friendly areas
- Community Alcohol Partnerships, which currently support local partnership working to address issues such as under-age sales and alcohol related crime,

are to be extended to work with health and education partners in local Government

- Business Improvement Districts, which can improve the local commercial environment

COLLECTIVE PHYSICAL ACTIVITY PLEDGES

Core Commitment

We will encourage and assist people to become more physically active

Collective Pledges

P1. We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.

P2. We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines.

P3. We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.

P4. We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.

P5. We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

COLLECTIVE HEALTH AT WORK PLEDGES

Core Commitment

We will actively support our workforce to lead healthier lives

Collective Pledges

H1. To embed the principles of the chronic conditions guides (developed through the Responsibility Deal's health at work network) within HR procedures to ensure that those with chronic conditions at work are managed in the best way possible with reasonable flexibilities and workplace adjustments

H2. To use only occupational health services which meet the new occupational health standards and which aim to be accredited by 2012/13

H3. To include a section on the health and wellbeing of employees within annual reports and/or website. This should include staff sickness absence rate.

H4. To implement some basic measures for encouraging healthier staff restaurants/ vending outlets/buffets for staff, including:

- Ensuring the availability of healthier foods and beverages in all available channels to employees
- Working with caterers to reformulate recipes to provide meals which are lower in fat, salt, and energy and which do not contain artificial trans fats
- Provision of responsibly sized portions of foods
- Provision and promotion of the consumption of fruit and vegetables through availability and price promotion
- Provision of calories and/or Guideline Daily Amounts on menus per portion as a minimum (further nutrients optional)
- Ensure that water is visible and freely available