THE 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.
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

**Individual Pledges**

AI - 1. ASDA - By 30th April 2011 we will no longer display alcohol in the foyers of any our stores.

AI – 2. ASDA - We will provide an additional £1m to tackle alcohol misuse by young people.

AI – 3. Heineken - We will aim to remove 100 million units of alcohol from the UK market each year through lowering the strength of a major brand by 2013.

AI – 4. Heineken - We will distribute 11 million branded glasses into the UK on trade showing alcohol unit information by end of 2011.

AI - 5. Diageo – We commit that in addition to the existing NOFAS-UK booklets and materials, new resources and films will be produced, alongside face to face training sessions, a new online training package, and distance learning packages (online course also available in DVD format). These materials and courses will be CPD accredited by the Royal College of Midwives and offered free to at least 10,000 midwives, who we expect to inform over 1 million pregnant women of the risks of drinking alcohol in pregnancy by the end of 2014.

AI – 6. We, Bacardi Brown-Forman Brands, Diageo, Heineken and Molson Coors commit to working with the BII (British Institute of Innkeeping) and The Home Office to support the continuation and further development of the Best Bar None scheme for at least the next three years. We will invest at least £500,000 (commencing May 2011) and add a further 20 schemes in that time.

AI – 7. WSTA - We will expand the reach of Community Alcohol Partnerships (CAPs) in the UK through an investment of at least £800,000 by alcohol retailers and producers over the next three year. This will allow us to significantly increase the number of CAP schemes in local communities and extend the remit of CAPs beyond tackling under-age sales to wider alcohol-related harm and in particular. We will seek to:

- Reduce young people’s demand for alcohol through prevention, information and diversionary activities.
- Improve the delivery, consistency and quality of alcohol education for all age groups - education, promotion of knowledge and safer drinking concepts; and
- Promote key health initiatives - unit information and sensible drinking messages in store.
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.

Individual Pledges

FI – 1. The Association of Convenience Stores (ACS) has committed to work with its members to roll out Change4Life (C4L) branding into 1000 stores, learning from the successful ACS/DH programme to improve fruit and vegetable availability in deprived areas.
HEALTH AT WORK PLEDGES

Core Commitment

We will actively support our workforce to lead healthier lives

Collective Pledges

H1. We will 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. We will use only occupational health services which meet the new occupational health standards and which aim to be accredited by 2012/13

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

H4. We will 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

H5. We will encourage staff to stop smoking, by facilitating onsite stop smoking support services or by encouraging them to attend local stop smoking services during working time without loss of pay. We will also take action to reduce other risks to respiratory health arising in the workplace.

H6. We will offer staff health checks, e.g. the NHS Lifecheck, with appropriate follow up and audit. We will also encourage eligible employees to participate in the NHS Health Check for vascular disease, and other NHS screening programmes (for example for breast or bowel cancer).
**Individual Pledges**

HI - 1. Mars UK, Novo Nordisk, Unilever – We will work in partnership with SME organisations to help them to promote health and wellbeing amongst their staff.

HI – 2. A Development Group including Let’s Get Healthy, Zest People and Samworth Brothers (Ginsters) has been established to share knowledge about health, work and wellbeing best practice and advice for the benefit of SME sector via the one-stop-shop website (to be developed).

HI – 3. Business in the Community (BiTC) - We will embed the principles of the BiTC emotional Management toolkit within HR procedures.

HI – 4. Nestle, E-On, American Express Services Europe – We will broaden out occupational health services so that there is more focus on the promotion of healthy workplaces.
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.

Individual Pledges

PI – 1. Tesco - We are proud of our support for the annual Race for Life in partnership with Cancer Research UK. Last year, 700,000 women took part. We will therefore work with CRUK to encourage a big increase in the number of women running; our target is one million women to run, jog or walk 5k in support of CRUK.

PI – 2. Streetgames - In 2011, we pledge to help 50,000 young people living in deprived areas make doorstep sport a regular part of their lives by attending at least one session per month.

PI – 3. NHS Sport & Physical Activity Champion – Through the NHS Challenge we will provide support to NHS employees to become more active, in particular, by supporting the NHS Sport & Physical Activity Challenge to get 300,000 NHS staff more active by 2012.

PI – 4. Fitness Industry Association - We will recognise the specific health challenges of shift work and provide opportunities for shift workers to become more active.

PI – 5. The Premier League - The Premier League will support the work of its member Clubs in seeking to encourage male football fans to adopt healthier lifestyles and increase their levels of physical activity through the Premier League Health Programme. We will also take action through member clubs to engage with young people in local communities and fan bases through the Creating Chances programme to increase levels of physical activity.
PI – 6. The Sport & Recreation Alliance – We will take action to encourage community sport by increasing the number of sports clubs registering as Community Amateur Sports Clubs and we will promote increased participation in the community through this network.

PI – 7. Sporting Equals – We will target the least active BME communities to promote positive attitudes to sport and physical activity and increase the percentage of people from BME communities who achieve one or more 30-minute sessions of sport and physical activity per week.

PI – 8. The Ramblers/Walk England - We will encourage adults, children and families to walk as part of their daily routine by promoting and providing access to online tools, educational material, motivational resources and organised walking activities.

PI - 9. The Co-operative in partnership with Activate Sport will aim to reach 20,000 young people across 34 counties and 100 towns in 2012 by:

• doubling the number of sports camps
• giving away thousands of free places to make sport accessible to all