

Public Health Responsibility Deal



Public health is everyone's responsibility and there is a role for all of us, working together to help people lead healthier lives.

The simple facts are too many of us are eating too much, drinking too much and not doing enough physical activity. As a result more and more people are being diagnosed with chronic conditions such as obesity, heart disease, diabetes and cancer – impacting on individuals, business productivity and ultimately the country's prosperity.

Taking action

The Responsibility Deal – a new and radical approach to tackling these public health challenges – involves organisations taking voluntary action in one or more of the following areas to help people lead healthier lives:

- Alcohol
- Food
- Health at work
- Physical activity





The costs on health and the economy

- Working age ill-health is estimated to cost the UK economy over £100 billion a year.
- In 2009/10 we lost 23.4 million days due to work-related ill health.
- Being physically inactive is a silent killer – it is the 4th largest preventable cause of death behind high blood pressure, smoking and obesity.
- Being physically active can lower the risk of heart disease and stroke by between 20 and 35%, as well as certain cancers – bowel cancer by 30 to 50% and breast cancer by 20%.
- An estimated 70,000 premature deaths could be avoided each year if UK diets matched nutritional guidelines. In addition to the social impacts the economic burdens of diet-related ill health are huge – around £6 billion in additional NHS costs alone each year.
- England has amongst the highest levels of adult obesity in Europe. The estimated costs of overweight people on society and the economy were almost £16 billion in 2007, potentially rising to £50 billion a year by 2050 if left unchecked.
- Alcohol misuse is one of the biggest health problems we face as a nation. Estimates show that it costs £3.5 billion every year, which is equal to £120 for every taxpayer.



Each area has a network of partners, which have developed a number of 'pledges' that organisations can sign up to. To become a partner you just need to sign up to at least one pledge, but the more you can commit to the greater the impact and benefit.

The alcohol and food pledges focus on what actions manufacturers, retailers, caterers, suppliers, bars and pubs can take – such as putting calories on menus, labelling alcohol units or reducing salt in food and takeaways.

The health at work and physical activity pledges are not sector specific – but are appropriate for any organisation. There are a number of pledges which focus on improving the health of your staff and the wider community, such as promoting stop smoking services or encouraging uptake of health checks, as well as actions you can take to get people more active.



All organisations, no matter what their size, sector or business, can do something. The networks can help to build partnerships between commercial, public and third sector organisations, share best practice and offer practical support.

Many leading companies have signed up and made commitments, including GSK, Lloyds TSB, BP, Bupa, Subway, McDonald's, Heineken, Diageo and all the major food retailers – as well as many smaller businesses and organisations.

Yes it's about personal responsibility, but organisations like yours have a vital role to play – whether in the workplace for your own staff, through your commercial activities which affect your customers and consumers or through what you do in your local community.

Working in partnership with Government, you can help us create an environment that empowers and helps people to live more healthily.



Why sign up?

- Sign up is simple and costs nothing.
- Improving your staff's health and well-being makes sound business sense – a fitter, healthier workforce is more effective and productive.
- Staying healthy is important to people – 80% of adults agree that “looking after my health is important.”
- Your commitment demonstrates that you are a responsible company, enhancing your reputation amongst your customers, as well as existing and potential employees.
- The networks offer partners peer support – sharing learning and encouraging companies to move together to take action collectively.



For more information visit our website:
<http://responsibilitydeal.dh.gov.uk/>

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