

# How to reduce obesity, type 2 diabetes & heart disease, address health inequalities & save the NHS money - at negligible cost

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## Children's health

- Unhealthy food advertising → higher risk of food related ill health
- More deprived neighbourhoods more exposed to unhealthy food advertising
- Worsens health inequalities

Olsen J.R. et al. [Exposure to unhealthy commodity advertising: Spatial proximity analysis to schools and socio-economic inequalities measured using Scottish Children's individual-level GPS data](#). Health & Place. 2021. 68: article 102507



Newcastle.  
Have your cake  
and eat it.

Get a feast for the family or do dessert  
for one with no minimum spend



**JUST EAT**

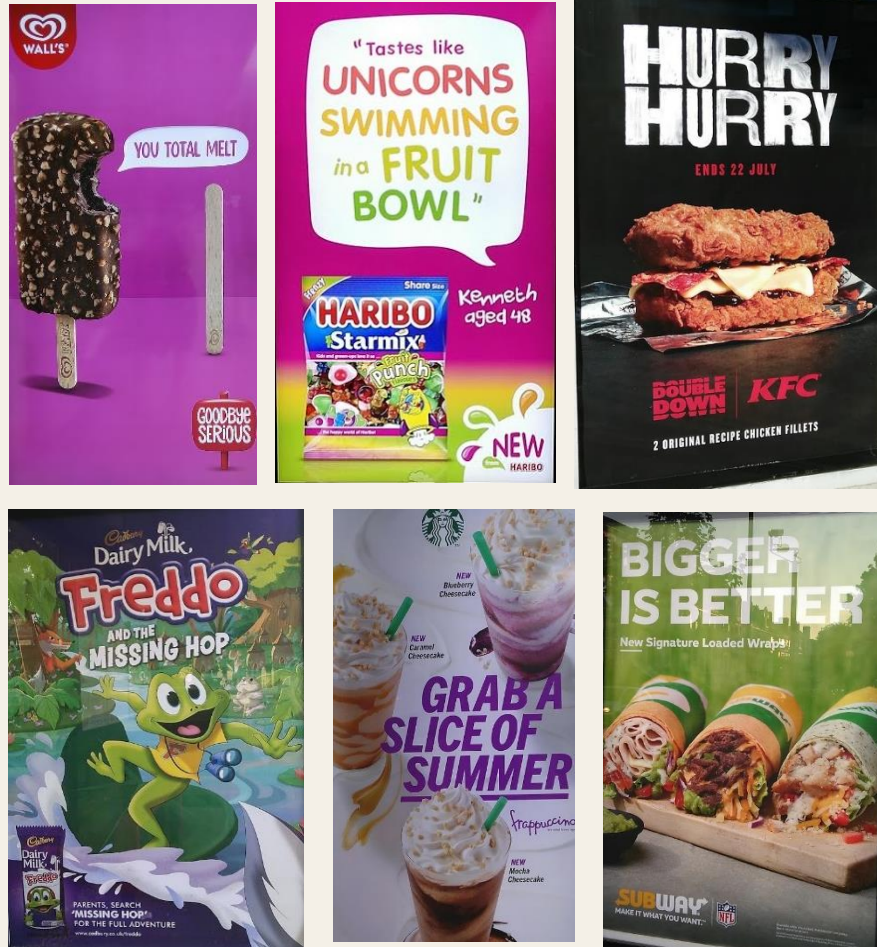
Order on the app today

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## What is the Healthier Food Advertising Policy?

- Restricts unhealthy food & drink adverts
- Uses the UK Government Nutrient Profiling Model
- Interest from governments all over the world & the UK

2018



present



# 20% DECREASE IN SUGARY PURCHASES

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Yau, A. et al (2022) [Changes in household food and drink purchases following restrictions on the advertisement of high fat, salt, and sugar products across the Transport for London network: A controlled interrupted time series analysis](#). PLOS Medicine.

Expected to prevent:

- 100,000 cases of obesity
- 3000 cases of type 2 diabetes
- 2000 cases of heart disease

Save the NHS £218million



Thomas, C. et al (2022). [The health, cost and equity impacts of restrictions on the advertisement of high fat, salt and sugar products across the transport for London network: a health economic modelling study](#). International Journal of Behavioral Nutrition and Physical Activity.





## Advertising revenues maintained

- Transport for London's revenues increased since the policy
- No local government lost money from this policy



Transport for London. [Transport for London advertising report 2018/19 and 2019/20.](#)

# Companies switched the spotlight to healthier products

BEFORE

Healthier Food Advertising Policy  
(summer 2018)



AFTER

Healthier Food Advertising Policy  
(summer 2019)



Just Eat advertising without a healthier food advertising policy



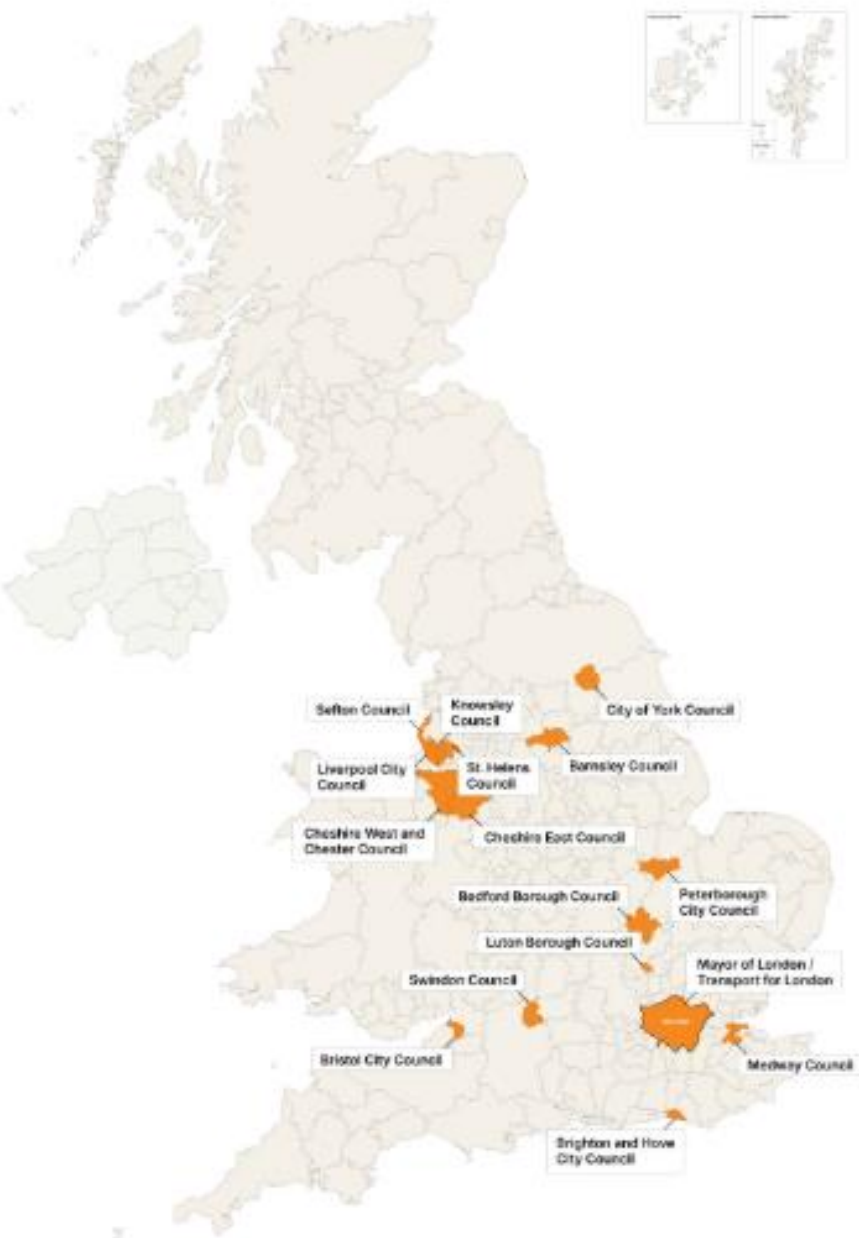
Just Eat advertising with a healthier food advertising policy





## Implemented policies so far

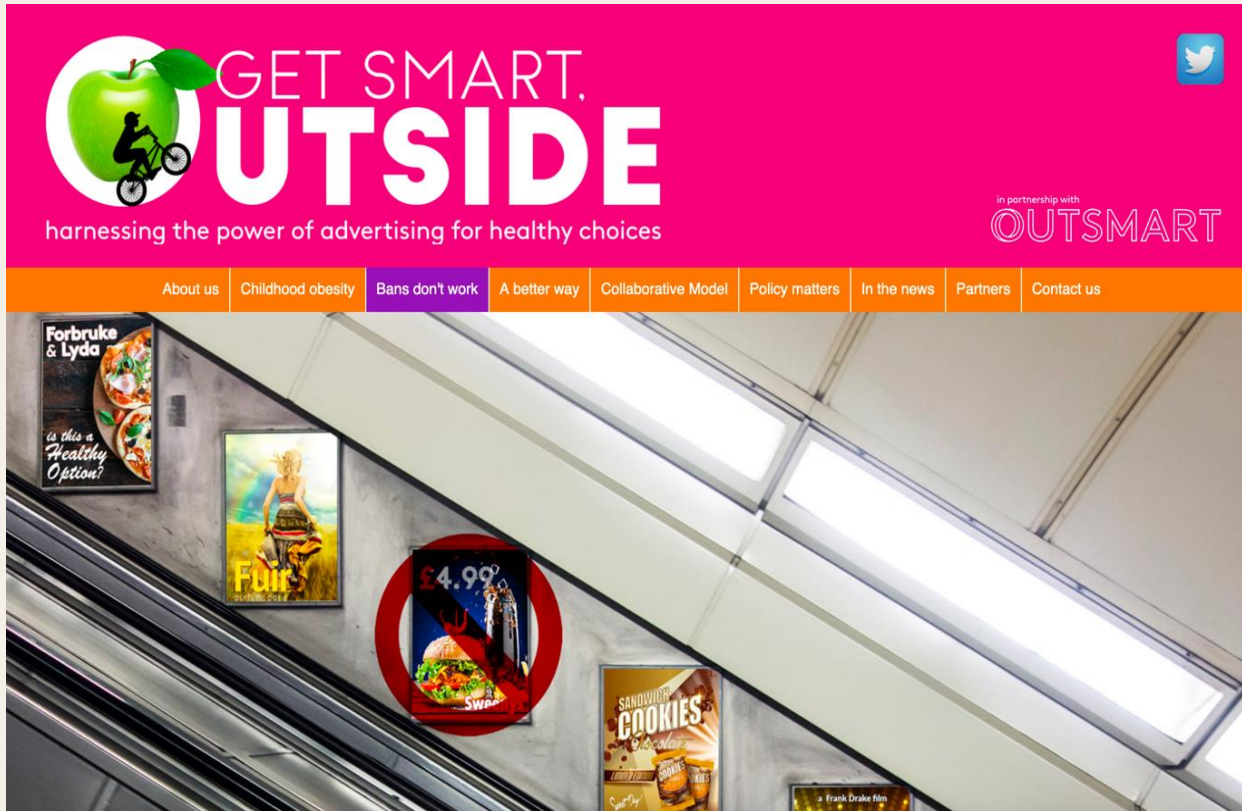
- Transport for London policy implemented in 2019
- 23 local governments since then
  - 8 London boroughs
  - 15 English local governments outside London
- Over 150 UK local governments consulting Sustain for support to bring in their own policy





# Misinformation, threats & vested interests

- Outsmart website – tool for industrial lobbying
- Industry funded “think tanks” branded academic modelling “junk science”



Institute for Economic Affairs. (2022). [“Junk science”: IEA expert rubbishes claim TfL ‘junk food’ ad ban prevented almost 100,000 obesity cases](#)





## Strategy

- Governments must carefully navigate around lobbying
- Tough balance:
  - Gathering support
  - Maintaining discretion
- Follow good practice otherwise minimal changes to advertising at best

Clear Channel



## Resources

We can support and advise

Plus:

- Website: case studies, news, what good looks like, map, evidence
- Toolkit: how to guide







## Summary

- Powerful tool: Healthier food advertising policies improve health & inequalities
- Precedent: 6+ years of implemented policies
- Evidence: reductions in food related ill health & advertising revenues maintained
- No brand is banned: switch the spotlight from unhealthy products to healthier products
- Need robustness: Strong definitions, policy guidance & implementation
- Opposition: Intense lobbying & pushback from vested interests so need to work up strategically





Any Questions?

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