



**Obesity Action
Scotland**

Healthy weight for all

Asks and Answers

Lorraine Tulloch, Programme Lead

15th March 2023

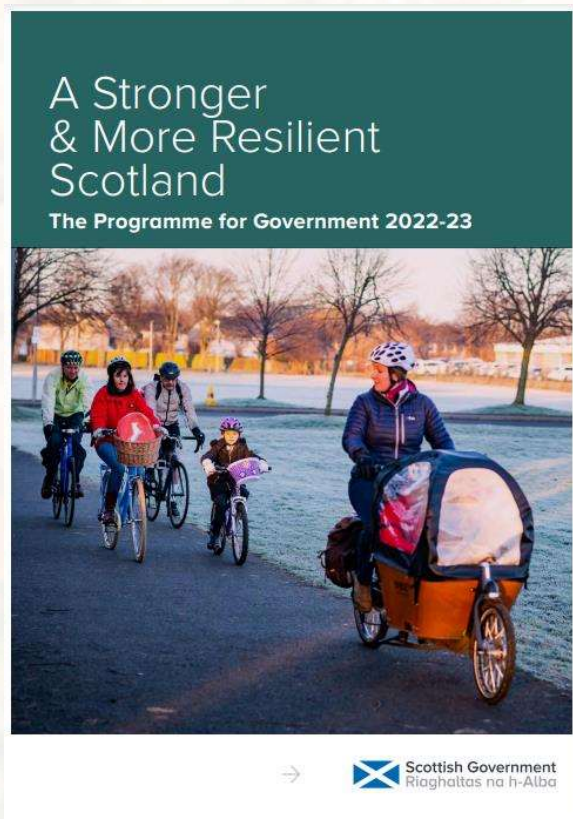
Obesity Action Scotland's 3 asks



Our 3 asks for action to deliver a healthy weight for all and for achieving the ambition to halve childhood obesity by 2030 are:

- **Restrict** promotions and marketing of unhealthy food and drink
- **Restrict** advertising of unhealthy food and drink
- **Improve** the out of home food environment

Promotions – policy landscape



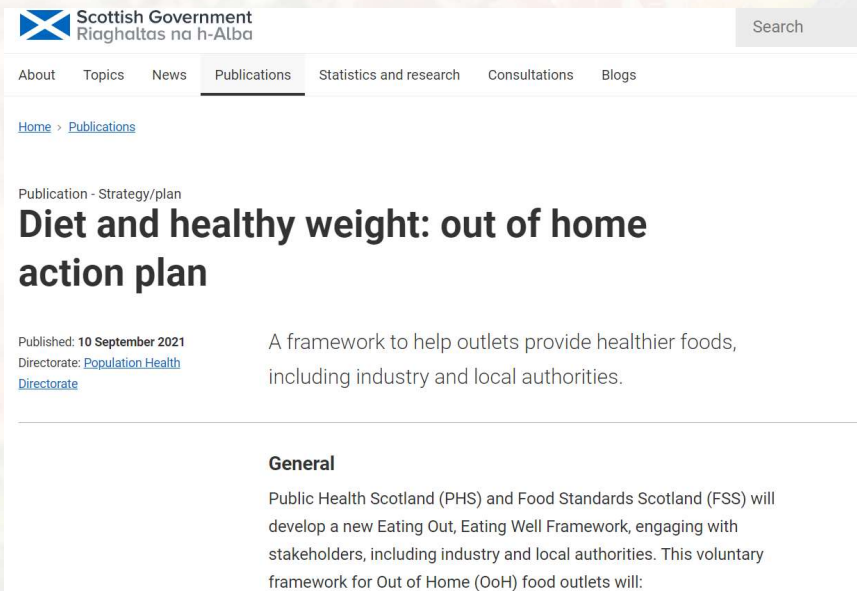
2022/23 Scottish Government Programme for Government commitment to introduce a Public Health (Restriction of Promotions) Bill in this Parliamentary year

Consultation held last year – still awaiting the publication of the results/findings from this consultation

UK Government – location promotion restrictions implemented in October 2022; implementation of price promotion restrictions delayed

Out of Home – policy landscape

The Scottish Government has powers to take action to improve the out of home food environment



Scottish Government
Riaghaltas na h-Alba

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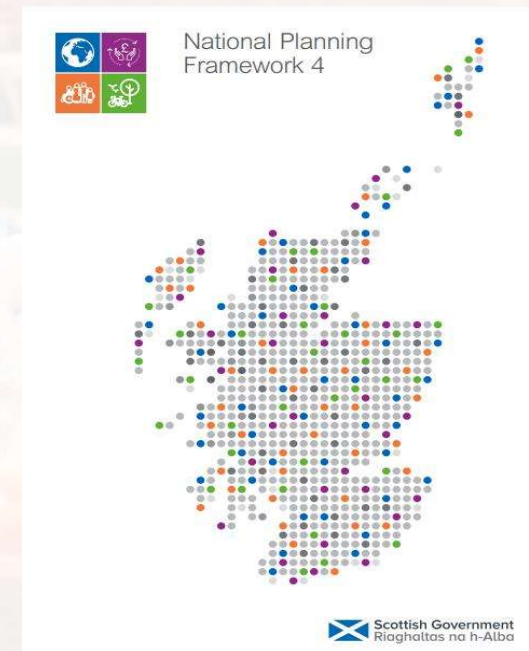
Diet and healthy weight: out of home action plan

Published: 10 September 2021
Directorate: [Population Health Directorate](#)

A framework to help outlets provide healthier foods, including industry and local authorities.

General

Public Health Scotland (PHS) and Food Standards Scotland (FSS) will develop a new Eating Out, Eating Well Framework, engaging with stakeholders, including industry and local authorities. This voluntary framework for Out of Home (OoH) food outlets will:



1495



UNIVERSITY OF
ABERDEEN



SRUC

www.sruc.ac.uk

Economic modelling: reducing health harms of foods high in fat, sugar or salt

Cesar Revoredo-Giha (SRUC),
Paul McNamee (UoA),
Faical Akaichi (SRUC) and
Patricia Norwood (UoA)

Obesity Action Scotland event 'Achieving the ambition: Can we halve childhood obesity by 2030?', Royal College of Physicians and Surgeons of Glasgow, Glasgow 15th March 2023

Background



- The work on this presentation derives from the Scottish Government project (2019-20) 'Economic modelling: reducing health harms of foods high in fat, sugar or salt'.
- The task consisted of estimating the **ex-ante impact of restricting the advertising of promotions of discretionary foods** on choice and nutrition.
- Also to **estimate the unintended consequences of the policy** in terms of the purchase of other foods and nutrition.
- The focus of the analysis was households' purchases (not consumption), not individuals' and the project did not estimate the health consequences of the measure.

Background – Discretionary foods



- Discretionary foods are food and drinks that are **high in fat, sugar and/or salt, high in calories** and **low in nutritional value**.
- For the purpose of this project, the categories of discretionary foods are:
 - Take home confectionery
 - Biscuits
 - Take home savouries
 - Cakes, pastries and higher fats and sugar morning goods
 - Total puddings and desserts
 - Take home drinks
 - Edible ices and ice cream

Methodology



The project tasks required a mixed methodology that would provide evidence of the impact of restricting the advertising of promotions on diet and nutrition.

The methodology consists of 2 parts:

1. Demand models

- a. Estimation of inter-category model
- b. Assessment of unintended consequences of the policy
- c. Intra-category models

2. Choice experiment

Methodology

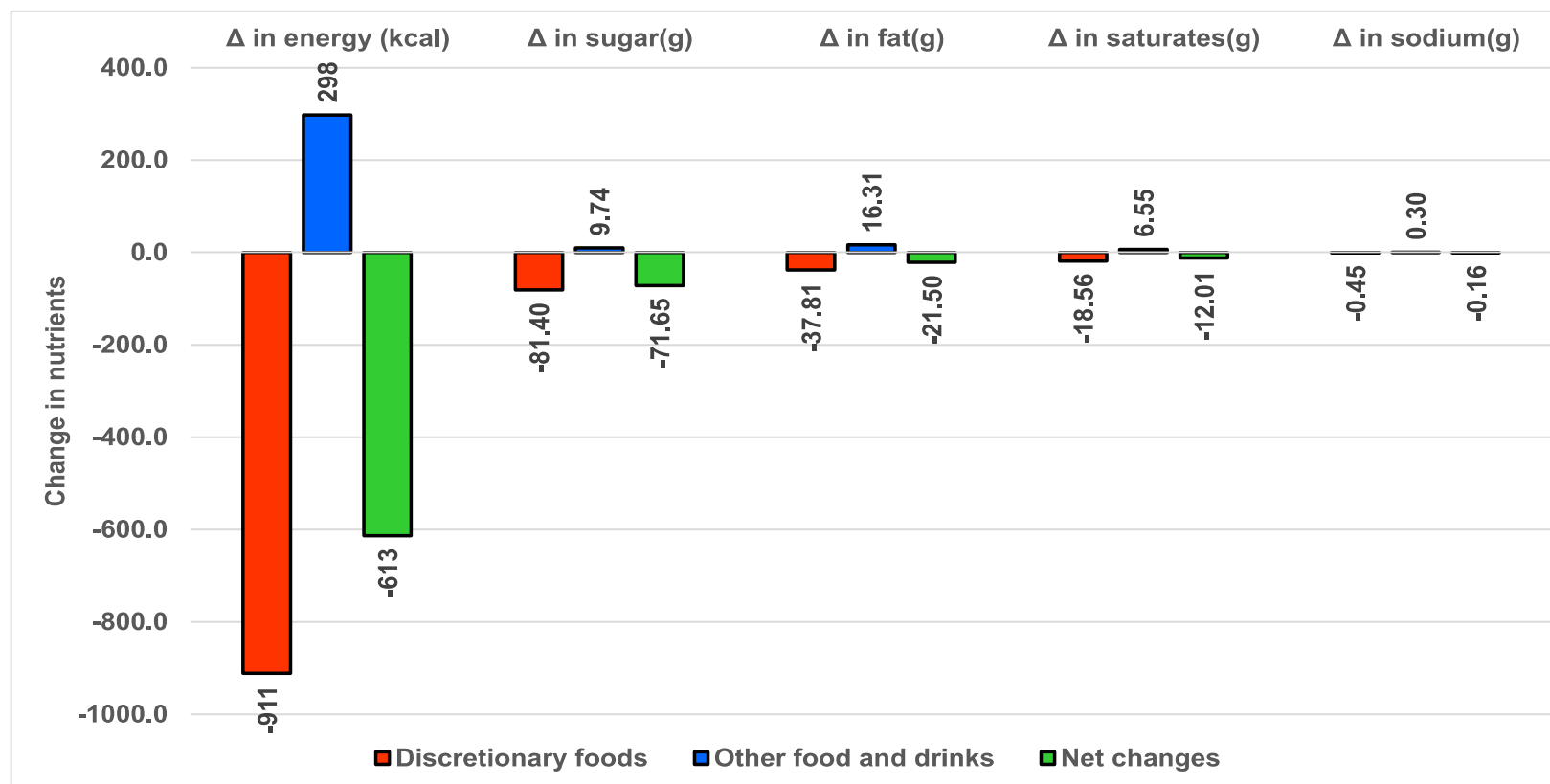


- The procedure estimated the change in the households' budget shares on category g in time t ($w_{gt}^{(h)}$) by **setting the advertising of promotions equal to zero** (i.e., $Pm_{jt}^{(h)} = 0$).
- Income and the prices were kept constant. For any group, the nutritional changes for nutrient i , for food category g , due to the measures were evaluated as:

$$\Delta N_{ig} = \left[\frac{(- \sum_{j=1}^D \delta_{gj} \cdot \overline{Pm}_j) \cdot \overline{X}}{\overline{P}_g} \right] \cdot \aleph_{ig}$$

- Where D is the number of discretionary categories, \overline{Pm}_j is the average promotion for food category j , \overline{X} is the average expenditure for the group, \overline{P}_g is the average price of category g and \aleph_{ig} is nutrient i coefficient (e.g., saturates per 100 grams) of category g .

Inter-category demand results – all the sample (per capita per week terms)



The net result of the policy was a reduction in energy (613 kcal), sugar (71.7 g.), fats (21.5 g.), saturates (12.0 g.) and sodium (0.16 g.).

Inter-category demand results – socioeconomic groups (per capita per week)



		Changes in				
		Energy	Sugar	Fat	Saturates	Sodium
		(kcal)	(g)	(g)	(g)	(g)
SIMD	SIMD 1	-532.2	-82.2	-15.4	-10.2	0.112
	SIMD 2	-642.0	-78.4	-23.2	-13.4	-0.154
	SIMD 3	-637.0	-72.4	-21.8	-11.9	-0.234
	SIMD 4	-580.5	-60.5	-23.5	-12.0	-0.142
	SIMD 5	-686.9	-71.5	-26.5	-14.2	-0.235
Rural/urban	Lg. Urb. Areas	-682.1	-77.9	-24.5	-14.1	-0.107
	Oth. Urb. Areas	-625.7	-72.8	-23.3	-12.7	-0.226
	Ac. Sm. Towns	-423.8	-61.2	-11.9	-7.3	0.149
	Rm. Sm. Towns	-901.0	-97.6	-33.3	-18.0	-0.140
	Ac. Rural	-722.2	-78.3	-25.8	-13.8	-0.255
	Rm. Rural	-340.0	-45.3	-6.6	-5.5	-0.024

The analyses by different socioeconomic groups indicated some differences within groups but overall they showed decreases for all the groups in energy, sugar, and in most of the cases sodium.

Estimation of unintended consequences (per capita per week)



	Changes in				
	Energy (kcal)	Sugar (g)	Fat (g)	Saturates (g)	Sodium (g)
Dairy products	27.4	0.81	1.93	1.23	0.040
Meat and fish	28.0	0.10	1.51	0.57	0.069
Fats and eggs	96.8	0.09	10.43	4.15	0.057
Fruit	24.4	3.60	0.80	0.15	0.006
Vegetables	37.4	2.59	0.75	0.15	0.030
Grains	38.4	0.94	0.66	0.19	0.037
Prepared ready foods	-6.5	-0.12	-0.31	-0.09	-0.014
Sugar and preserves	7.0	0.81	0.26	0.11	0.005
Condiments and sauces	4.4	0.30	0.21	0.05	0.062
Low calorie soft drinks and juices	1.9	0.22	0.05	0.04	0.002
Alcoholic beverages	38.7	0.40	0.01	0.01	0.002
Total	297.8	9.74	16.31	6.55	0.296

The results provided an estimation of the unintended consequences of the policy. All the groups (except prepared ready foods showed an increase in quantity). Overall, there is an increase of energy of 297.8 kcal. which is lower than the reduction in discretionary foods.

Intra-category demand results – Biscuits (per capita per week)



Group	Category						Total
	Cereals and fruit bars	Chocolate biscuit bars and children biscuits	Everyday biscuits and treats	Crackers and crispbreads	Special treats and seasonal biscuits	Healthier biscuits	
All the sample							
Δ in share	-0.001	-0.001	-0.001	0.000	0.000	-0.001	-0.004
Δ in expenditure (£)	-0.029	-0.037	-0.021	0.001	-0.002	-0.017	-0.105
Δ in quantity (Kg)	-0.003	-0.007	-0.006	0.000	0.000	-0.003	-0.018
Δ in energy (kcal)	-13.457	-32.391	-27.030	0.412	-1.120	-11.956	-85.542
Δ in sugar(g)	-0.952	-2.747	-1.804	0.005	-0.073	-0.789	-6.359
Δ in fat(g)	-0.468	-1.514	-1.166	0.013	-0.056	-0.420	-3.612
Δ in saturates(g)	-0.184	-0.891	-0.582	0.005	-0.030	-0.138	-1.820
Δ in sodium(g)	-0.006	-0.012	-0.016	0.000	-0.001	-0.007	-0.041

For biscuits, **chocolate biscuit bars and children biscuits** represents about 1/3 of the decrease in energy. Whilst most of the categories show a decrease in energy and nutrients, crackers and crispbread show a slight increase in most of them.

Intra- category demand results - Ambient cakes and pastries (per capita per week)



Group	Category						Total
	Cakes		Pastries		Morning goods		
	Private label	Branded	Private label	Branded	Private label	Branded	
All the sample							
Δ in share	0.000	0.000	0.000	-0.001	-0.001	-0.001	-0.003
Δ in expenditure (£)	-0.002	-0.010	-0.007	-0.014	-0.023	-0.027	-0.084
Δ in quantity (Kg)	-0.001	-0.006	-0.006	-0.011	-0.027	-0.019	-0.070
Δ in energy (kcal)	-2.223	-10.026	-12.730	-17.247	-50.393	-33.126	-125.745
Δ in sugar(g)	-0.203	-0.910	-1.014	-1.460	-1.349	-0.753	-5.689
Δ in fat(g)	-0.103	-0.445	-0.553	-0.695	-1.148	-0.703	-3.647
Δ in saturates(g)	-0.041	-0.192	-0.223	-0.294	-0.426	-0.217	-1.393
Δ in sodium(g)	-0.001	-0.004	-0.005	-0.010	-0.058	-0.045	-0.123

For ambient cakes and pastries, about **66% of the reduction of energy comes from morning goods (private label and branded)**. The **private label morning goods** is the one that shows the most important decreases in sugar, fats and saturates.

Intra-category demand results - Regular soft drinks (per capita per week)



Group	Category					Total
	Mineral water	Soft drinks	Juices	Other drinks	Drinks with healthy claims	
All the sample						
Δ in share	0.000	-0.004	-0.001	-0.001	-0.006	-0.011
Δ in expenditure (£)	0.013	-0.115	-0.019	-0.025	-0.163	-0.308
Δ in quantity (Lt)	0.024	-0.082	-0.020	-0.016	-0.127	-0.222
Δ in energy (kcal)	0.684	-27.909	-7.454	-5.978	-4.126	-44.782
Δ in sugar(g)	0.097	-6.428	-1.632	-1.133	-0.555	-9.652
Δ in fat(g)	0.012	-0.002	-0.008	-0.041	-0.009	-0.049
Δ in saturates(g)	0.002	-0.001	-0.001	-0.023	-0.006	-0.029
Δ in sodium(g)	0.000	-0.004	-0.007	-0.003	-0.014	-0.028

Regular soft drinks shows a **decrease in energy of 44.8 kcal and of sugar of 9.7 g.** most of it comes from soft drinks. Note that there are drinks that are not part of the discretionary products but still bring sugar. There is a **substitution effect towards mineral water.**

Conclusions



- The net result (i.e., the sum of changes in discretionary and non-discretionary foods) of the policy **is expected to reduce energy by 613 kcal per capita per week, i.e., it brings a net reduction of 87.6 kcal per capita per day or 4.5% of a daily diet of 1939 kcal (Defra's Family Food).**
- All the **nutritional categories showed similar results**, which indicates that the impact of the policy could be positive in terms of the purchase/consumption of food high in fat, sugar and salt.
- The unintended consequences of the policy was measured in terms of energy and nutrients from the purchases of other food and drink categories.
- **Almost all the categories show increases in energy and nutrients except in the case of ready meals.**
- The highest increases in terms of energy were produced by **fats and eggs** (96.8 kcal.), which also shows the highest increases in fats (10.4 g.) and saturates (4.2 g.).
- The highest increases in total sugar came from **fruit** (3.6 g.) and **vegetables** (3.0 g.).

Conclusions



- Although the simulated results suggest that a policy restricting the advertising of promotions would be effective in producing calorie reduction, it is **not a silver bullet that solves the obesity problem**, as this also requires other changes in lifestyle (e.g., reducing sedentary behaviour).
- The analysis did not considered the health implications of the policy.

Acknowledgements



- The work on this presentation derives from the Scottish Government project (2019-20) 'Economic modelling: reducing health harms of foods high in fat, sugar or salt'.
- It also has benefited from work commissioned by the Scottish Government as part of the 2016-21 Research Programme on Food, Health and Wellbeing (Theme 3) and 2022-27 Strategic Research Programme, Project B5-4: Assessing the impact of dietary health interventions for driving long-term positive changes in diet and nutrition in Scotland



Additional material

Data for the demand analyses



For the **intra-category analyses (products by category from Kantar's work for PHE)**:

- **Take home confectionery** - Chocolate confectionery private label, chocolate confectionery branded, egg, novelty and seasonal sweets, sugar confectionery private label, sugar confectionery branded and other confectionery.
- **Biscuits** - Cereal and fruit bars, chocolate biscuit bars and children biscuits, everyday biscuits and treats, crackers and crispbreads, special treats and seasonal biscuits, healthier biscuits.
- **Take home savouries** - Crisps private label, crisps branded, savoury snacks private label, savoury snacks branded, nuts, popcorn.

Data for the demand analyses



For the **inter-category analysis**. 19 categories were considered for the analysis:

- The aforementioned categories of discretionary foods
- Dairy products,
- Meat and fish,
- Fats and eggs,
- Fruit, vegetables,
- Grains,
- Prepared ready to eat foods,
- Sugar and preserves,
- Condiments and sauces,
- Low calories soft drinks and juices,
- Alcoholic beverages and
- Non-food.

Marshallian and expenditure elasticities



Food category demand	Marshallian elasticities											Expenditure elasticities	
	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	Numeaire category				
Take home confectionery	-0.011	-0.047 *	-0.017 *	-0.070 *	0.013 *	-0.020 *	-0.051 *	0.040 *	0.064 *	1.108 *			
Biscuits	-0.064 *	-0.167 *	0.053 *	-0.031 *	-0.047 *	0.002	0.034 *	-0.004	-0.011	0.970 *			
Take home savouries	0.022	-0.001	0.158 *	-0.100 *	0.043 *	-0.040 *	-0.101 *	-0.048 *	-0.022 *	0.832 *			
Cakes, pastries, and sugar morning goods	-0.123 *	-0.090 *	0.025 *	0.050 *	-0.030 *	0.008	-0.007	-0.007	-0.039 *	1.082 *			
Total puddings and desserts	-0.033	-0.117 *	0.007	0.036	-0.024 *	-0.019	-0.005	-0.027	-0.029 *	1.088 *			
Take home sugary drinks	0.009	-0.097 *	0.125 *	-0.064 *	0.021 *	-0.038 *	-0.070 *	-0.057 *	-0.063 *	1.059 *			
Edible ices and ice creams	-0.043	-0.043	0.038	-0.099 *	-0.002	0.005	-0.030 *	0.036 *	-0.047 *	1.113 *			
Dairy products	-0.058 *	-0.001	-0.046 *	-0.053 *	0.000	0.042 *	0.033 *	-0.010	-0.024 *	0.913 *			
Meat and fish	-0.003	-0.107 *	-0.049 *	0.033 *	-0.013 *	-0.018 *	0.006	0.000	-0.035 *	0.984 *			
Fats and eggs	-0.046 *	-0.013	-0.053 *	-0.056 *	0.023 *	0.034 *	0.062 *	0.033 *	-0.048 *	0.981 *			
Fruit	-0.794 *	0.030 *	-0.049 *	0.049 *	0.014 *	0.003	-0.014 *	-0.053 *	0.022 *	1.015 *			
Vegetables	0.031	-0.654 *	-0.020 *	0.062 *	-0.003	0.052 *	0.053 *	-0.018 *	-0.018 *	0.984 *			
Grains	-0.045 *	-0.015	-0.751 *	0.002	0.001	0.021 *	0.001	-0.010	-0.028 *	0.834 *			
Prepared ready to eat foods	0.031 *	0.038 *	-0.004	-0.778 *	-0.019 *	-0.034 *	-0.037 *	-0.035 *	-0.049 *	0.929 *			
Sugar and preserves	0.056 *	-0.012	-0.002	-0.144 *	-0.845 *	0.034 *	0.082 *	0.008	-0.031 *	0.966 *			
Condiments and sauces	0.017	0.171 *	0.054 *	-0.192 *	0.027 *	-0.946 *	-0.001	-0.013	-0.012	0.885 *			
Low calorie, soft drinks and juices	-0.015	0.072 *	-0.006	-0.092 *	0.026 *	-0.002	-0.968 *	0.021 *	-0.003	0.959 *			
Alcoholic beverages	-0.041 *	-0.021 *	-0.020 *	-0.064 *	-0.001	-0.007	0.003	-0.907 *	0.003	1.122 *			
Numeaire category	0.004	-0.015 *	-0.024 *	-0.057 *	-0.005 *	-0.006 *	-0.008 *	0.004	-0.878 *	1.103 *			

Expenditure elasticities were all positive and around 1 and all statistically significant.

Promotion elasticities



Food category demand	Promotion elasticities									
	Fruit	Vegetables	Grains	Prepared ready to eat foods	Sugar and preserves	Condiments and sauces	Low calorie soft drinks and juices	Alcoholic beverages	Numeraire category	
Take home confectionery	-0.013 *	-0.043 *	-0.022 *	-0.018 *	0.011 *	-0.006 *	-0.010 *	-0.059 *	-0.045 *	
Biscuits	-0.011 *	-0.027 *	-0.008 *	-0.018 *	-0.005 *	-0.007 *	-0.021 *	-0.052 *	-0.048 *	
Take home savouries	-0.020 *	-0.036 *	0.008 *	0.014 *	-0.005 *	0.004 *	-0.002 *	-0.038 *	-0.038 *	
Cakes, pastries, and sugar morning goods	-0.021 *	-0.032 *	-0.006 *	-0.009 *	0.011 *	-0.003 *	-0.019 *	-0.054 *	-0.028 *	
Total puddings and desserts	-0.003 *	-0.055 *	-0.023 *	-0.026 *	-0.011 *	-0.025 *	-0.013 *	-0.051 *	-0.040 *	
Take home sugary drinks	-0.031 *	-0.033 *	-0.020 *	0.009 *	0.005 *	-0.003 *	-0.044 *	-0.044 *	-0.042 *	
Edible ices and ice creams	0.002 *	-0.055 *	-0.011 *	-0.006 *	-0.020 *	-0.007 *	-0.008 *	-0.058 *	-0.091 *	
Dairy products	0.014 *	0.015 *	0.017 *	0.005 *	-0.004 *	0.008 *	-0.018 *	-0.035 *	-0.017 *	
Meat and fish	-0.010 *	0.015 *	-0.006 *	-0.043 *	0.004 *	0.006 *	-0.010 *	-0.005 *	-0.010 *	
Fats and eggs	-0.017 *	0.030 *	0.000 *	-0.039 *	0.017 *	-0.003 *	-0.028 *	-0.009 *	-0.003 *	
Fruit	0.184 *	0.054 *	-0.008 *	-0.051 *	-0.005 *	0.012 *	-0.033 *	-0.035 *	-0.031 *	
Vegetables	0.019 *	0.132 *	-0.006 *	-0.045 *	-0.004 *	0.026 *	-0.013 *	-0.015 *	-0.020 *	
Grains	-0.004 *	0.002 *	0.084 *	0.013 *	-0.001 *	0.019 *	-0.014 *	-0.041 *	-0.029 *	
Prepared ready to eat foods	-0.007 *	-0.037 *	0.012 *	0.167 *	-0.002 *	-0.001 *	-0.001 *	-0.038 *	-0.030 *	
Sugar and preserves	-0.032 *	-0.018 *	0.012 *	-0.030 *	0.139 *	-0.024 *	-0.005 *	-0.054 *	-0.034 *	
Condiments and sauces	-0.009 *	0.008 *	0.009 *	-0.023 *	-0.023 *	0.119 *	-0.001 *	-0.022 *	-0.023 *	
Low calorie, soft drinks and juices	-0.016 *	-0.015 *	0.002 *	0.009 *	0.015 *	-0.007 *	0.198 *	-0.032 *	-0.008 *	
Alcoholic beverages	-0.034 *	-0.009 *	-0.030 *	-0.057 *	-0.010 *	-0.024 *	0.018 *	0.313 *	0.001 *	
Numeraire category	-0.022 *	-0.026 *	-0.008 *	0.002 *	-0.012 *	-0.023 *	-0.005 *	-0.028 *	0.135 *	

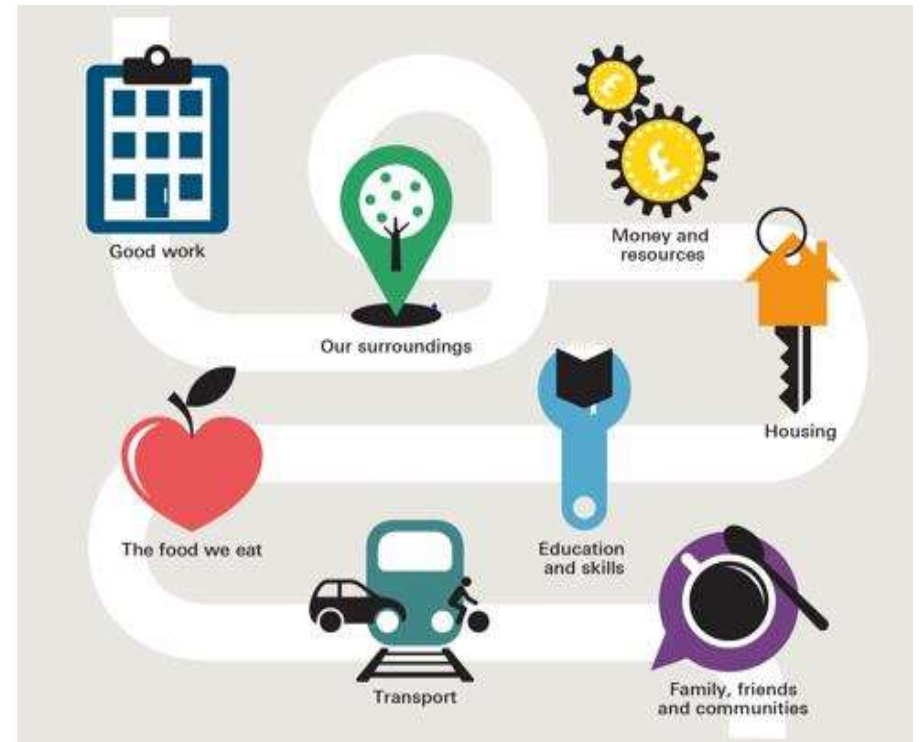
The analysis was not carried out with the elasticities but directly with the share equations. We eliminated the promotions for the discretionary products and evaluated the changes in market shares (income and prices are kept constant). From there we evaluated changes in expenditure, in quantities, and in nutrients.

Bristol: a tale of two cities

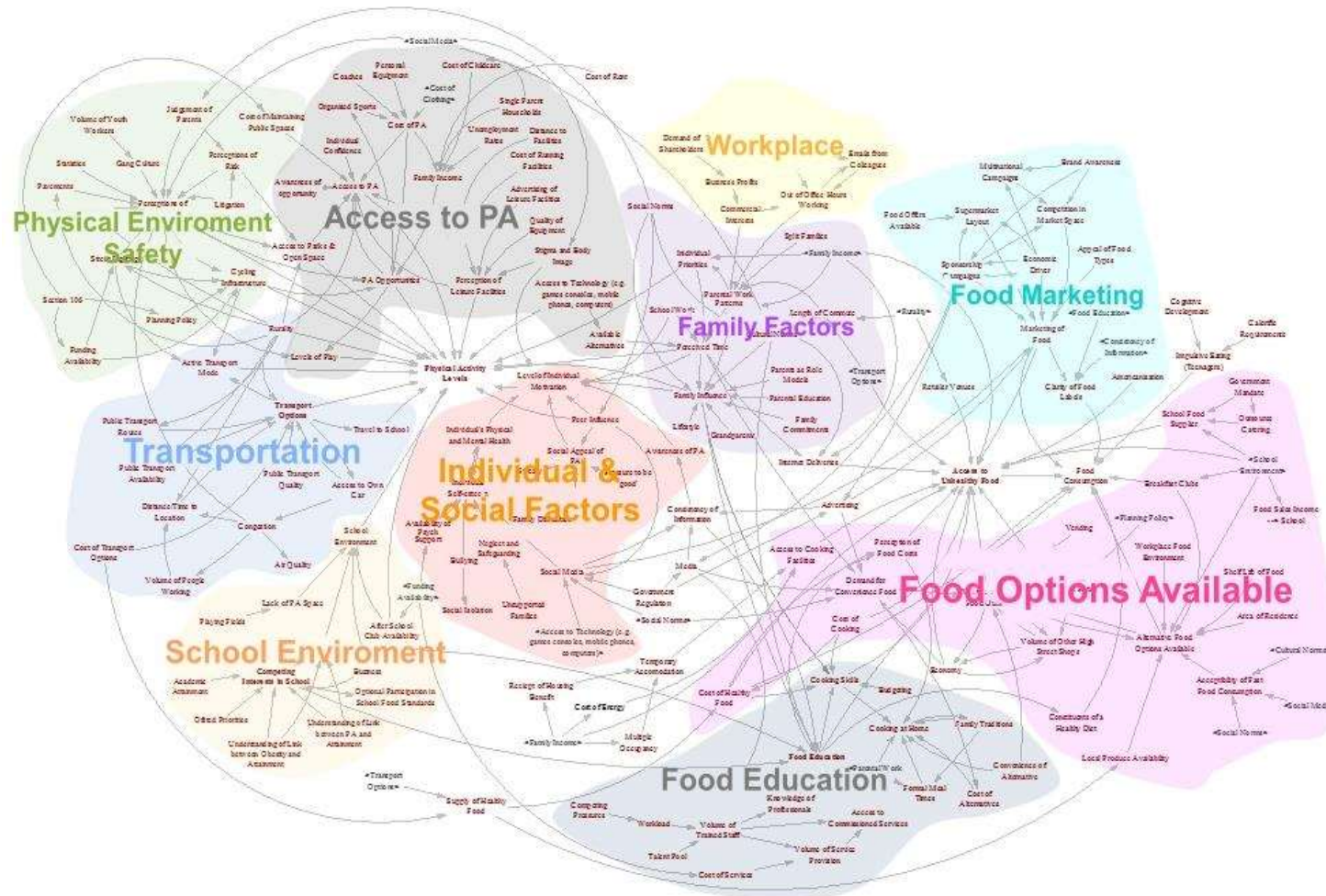
- 1:20 households with severe or moderate food insecurity
- 55 per cent adults overweight or obese
- 23 per cent young children overweight or obese (4 to 5 years)
- Nearly 2,000 households experiencing occasions when unable to buy food due to a shortage of resources

Joint Strategic
Needs Assessment
or JSNA, 2021

What makes us healthy and how can local authorities help?



A system wide approach to healthy people & places



The single most important intervention is to understand that there is no single most important intervention.

Harry Rutter, London School of Hygiene and Tropical Medicine⁸³



Bristol One City Approach 2020

‘Unleashing the potential of a collective power and action, as the product of decisions made by the whole spectrum of the city’.

Marvin Rees 2020

Gold Sustainable Food City 2021



**BUYING
BETTER**

A white icon of a shopping basket inside a green circular badge with a scalloped edge.

**FOOD
WASTE**

A white icon of a recycling symbol and a fish skeleton inside a green circular badge with a scalloped edge.

**URBAN
GROWING**

A white icon of a plant growing in a pot inside a yellow circular badge with a scalloped edge.

**COMMUNITY
ACTION**

A white icon of a hand holding a fork inside an orange circular badge with a scalloped edge.

**EATING
BETTER**

A white icon of a broccoli inside a purple circular badge with a scalloped edge.

**FOOD
EQUALITY**

A white icon of a scale of justice inside a blue circular badge with a scalloped edge.

Bristol Eating Better Awards (BEBAs) 2021+

- 250+ businesses signed up
- Increase uptake of the award in 12 deprived areas of Bristol that are more likely to have a higher density of unhealthy takeaway food outlets.
- Supports a joined-up Bristol City Council (BCC) approach to ongoing improvement of the food environment, ensuring all BCC food offers can progress with BEBA such as markets, parks, street trading
- A BEBA Schools Award launched (for breakfast and after school clubs and lunches)
- Pilot Early Years Award launched 2021, for local authority pre-schools and private nurseries.
- Working with businesses to produce a video to support covid recovery and BEBA benefits



Advertising and Sponsorship Policy 2021

A framework for how we are promoted and how we promote others ethically, consistently, and in alignment to our values and principles



Advertising and Sponsorship Policy



Advertising: a definition for our policy

An agreement between the council (or its intermediaries) and an advertiser, whereby the council **receives money** from an organisation or individual in consideration of which **the advertiser gains publicity** in the form of an advertisement in council-controlled print, outdoor, broadcast or electronic media

and

An agreement between the council (or its intermediaries) and a provider, whereby the council **pays money** to an organisation or individual in consideration of which **the council gains publicity** in the form of an advertisement in externally-controlled print, outdoor, broadcast or electronic media

How did we implement the policy?

Step 1: Use communications service to lead on implementation; to police content; and as main gatekeepers

Step 2: Make it easy for colleagues. Provide help, adapt and make Nutrient Profiling Model (NPM) bespoke where possible

Step 3: Build support from local councillors early; and establish who will arbitrate on and decide border-line decisions

Which foods are HFSS?

Create a quick check list for colleagues

The screenshot shows a web browser displaying a SharePoint page. The browser's address bar shows the URL: [https://bristolcouncil.sharepoint.com/sites/Corporate/SitePages/High-fat,-sugar-and-salt-\(HFSS\)-foods-Advertising-and-Sponsorship-Po](https://bristolcouncil.sharepoint.com/sites/Corporate/SitePages/High-fat,-sugar-and-salt-(HFSS)-foods-Advertising-and-Sponsorship-Po). The page header includes the SharePoint logo and navigation links: Corporate, Leadership, Training, Performance, data and information, Get support, and How we work. Below the header, there are options for 'Send to' and 'Immersive Reader'. The main content area features the title 'HFSS foods to replace in communications' and a sub-heading 'You should replace any of these HFSS products in any communications with a healthy alternative:'. A bulleted list follows, listing various food and drink items. At the bottom of the page, there is a section titled 'Check foods for high fat, sugar or salt (HFSS)' with a link to the 'Public Health Nutrient Profiling Model (NPM)' and a note that the NPM allocates points based on 100g of a food or drink, regardless of serving size. The Windows taskbar is visible at the bottom of the screenshot.

HFSS foods to replace in communications

You should replace any of these HFSS products in any communications with a healthy alternative:

- fizzy and soft drinks
- alcohol
- chocolate and sweets
- puddings
- cakes
- biscuits
- pastry based foods such as pies and sausages rolls
- some cereals and cereal bars
- yoghurts
- milkshakes
- fruit juices in sizes bigger than 150ml
- ice cream
- burgers
- chips
- pizzas
- ready meals
- crisps

Check foods for high fat, sugar or salt (HFSS)

Check products for high fat, sugar or salt on the [Public Health Nutrient Profiling Model \(NPM\)](#).

The NPM allocates points on the basis of 100g of a food or drink, irrespective of the serving size.

Examples:

**egg and cheese
McMuffin**



Examples:

Katsu Whopper





Healthy according to nutrient profiling model?

- **croissant** **no**
- **McMuffin** **yes**
- **Irn Bru Xtra** **yes**
- **Whopper** **no**
- **pie** **maybe**



For safe food and
healthy eating

Scotland's Out of Home Food Environment

Dr Gillian Purdon

15 March 2023



Out of home behaviours in Scotland



Average 3 visits per week in 2021, more than 4 visits per week in 2019

Those in lower social classes visit more often than those in higher social classes

Majority of visits (74%) QSR, cafes, bakery and coffee shops, convenience stores, and supermarket front of store and cafes

Full service restaurants and pubs and bars account for a small proportion of visits (7%)

Top 10 food and drinks purchased out of home (% visits, 2019)



Takeaway and delivery (and digital ordering)



35%

of Out of Home trips through **takeaway in 2021**
vs. 22% in 2020
vs. 11% in 2019

+122m

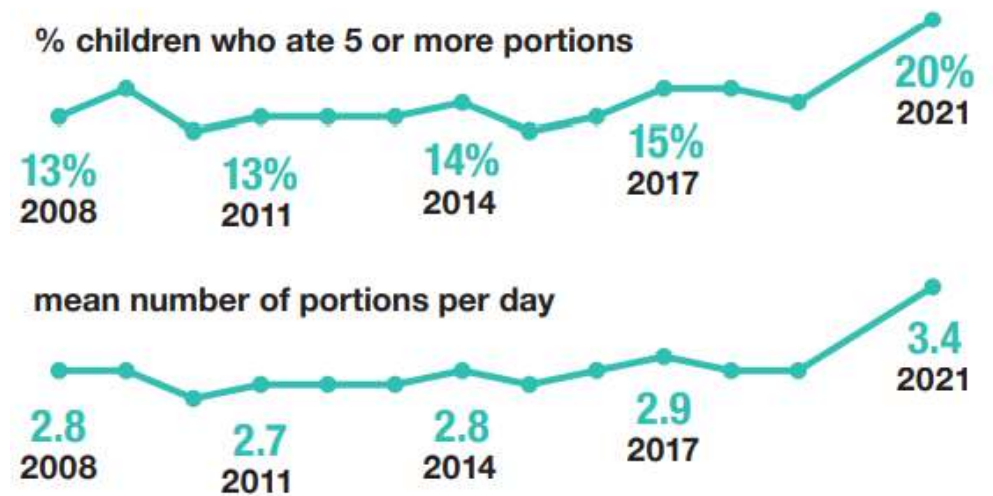
Takeaway trips in 2021 vs. 2019
(+101m vs. 2020)



The diet of children and young people in Scotland



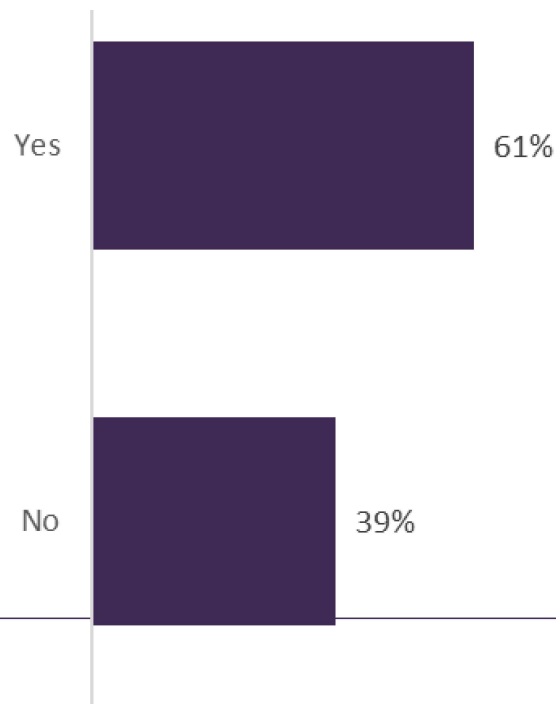
- Limited data available – comprehensive intakes last assessed in 2010
- Average intake of fruit and vegetables is below the 5 a day recommendation
- Frequency of consumption of discretionary foods is high



Research with Independent OOH businesses



Does the children's menu meal deal include the option of a portion of fruit or vegetables?



Research insight:

- Most outlets think that healthy eating starts at home, and it is not their responsibility to ensure that children are eating healthily.
- Outlets are more likely to choose offerings which will sell; they leave it to the parents to decide what the children can and can't eat.

Out of home action plan

- Eating Out, Eating Well Framework - A framework of principles
- Industry working groups to support development
- Pilot later in 2023
- Research commissioned to support and inform development

https://www.foodstandards.gov.scot/downloads/Healthier_Eating_Guide_-_kids_menu_-_May_06_2021.pdf

Healthier Catering Guide for children's menus

Healthier eating is becoming more important to customers. The guide covers key areas where changes could be made to give children healthier options when they eat out. This will help children learn to choose foods which are good for them and to eat more healthily, supporting your customers to have a healthier lifestyle.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers make healthier choices.



Fruit and vegetables

Fruit and vegetables are good sources of vitamins, minerals and fibre. To ensure children can eat their 5 a day, all main meals should include at least one portion of vegetables and/or fruit as standard (at least 40g). These can be fresh, frozen or canned.

- Experiment with different presentation of colourful vegetables, such as veggie sticks served with a sandwich or with a dip as a starter. Vegetables could also be added to sauces, such as pasta sauce, and as pizza toppings.
- Vegetable soups, particularly blended versions, are often popular with children and can include a wide variety of vegetables.
- Offer a portion of fruit as a dessert choice. This could include cooked fruit (e.g. fruit crumble).
- Chopped fruit is often far more appealing to children than whole fruit.
- Fats (such as butter or cream), salt or sugar should not be added to vegetables or fruit before serving.
- Where a packed lunch in a box is offered, always include fruit and/or vegetables as a choice.

Conclusion

- The out of home food environment has a significant impact on our overall diet
- Eating out is no longer an occasional treat
- The food and drinks consumed when eating out are skewed toward less healthy options
- Children's diets are also influenced OOH – scope for improvement
- However, may be difficult to get businesses on board with voluntary action



<https://www.eatwellyourway.scot/>