

Appendices

Appendix 1: Public Health Responsibility Deal Commitments and Pledges

1. Food Pledges

We will promote and enable people to adopt a healthier diet”

- F1. Out of home calorie labelling – 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. Salt reduction – 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. Artificial trans fats removal – We have already removed, or will remove, artificial trans fats from our products by the end of 20115.

2. Alcohol Pledges

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

- A1. Alcohol labelling – 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. Awareness of Alcohol Units in the On-trade – 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. Awareness of Alcohol Units, Calories & Other Information in the Off-trade – 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. Tackling Under-Age Alcohol Sales – 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. Support for Drinkaware – We commit to maintaining the levels of financial support and in-kind funding for Drinkaware and the “Why Let Good Times Go Bad?” campaign as set out in the Memoranda of Understanding between Industry, Government and Drinkaware.
- A6. Advertising & Marketing Alcohol – 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. Community Actions to Tackle Alcohol Harms – 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

3. Physical Activity Pledges

“We will encourage and assist people to become more physically active”

- P1. Physical activity: Community – We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.
- P2. Physical activity guidelines – We will contribute to the communication and promotion of the Chief Medical Officer’s revised physical activity guidelines.
- P3. Active travel – We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.
- P4. Physical activity in the workplace – 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. Physical activity: Inclusion – We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

4. Health at Work Pledges

“We will actively support our workforce to lead healthier lives”

H1. Chronic conditions guide – We will embed the principles of the chronic conditions guides (developed through the Responsibility Deal’s health at work network) within our HR procedures to ensure that those with chronic conditions at work are managed in the best way possible with the necessary flexibilities and workplace adjustments.

H2. Occupational health standards – We will use only occupational health services which meet the new occupational health standards and aim to be accredited by 2013/14.

H3. Health & wellbeing report – We will include a section on the health and wellbeing of employees within annual reports and/or websites. This will include staff sickness absence rates.

H4. Healthier staff restaurants – We will implement some basic measures for encouraging healthier staff restaurants/vending outlets/buffets, including:

- Ensuring the availability of healthier foods and beverages in all available channels to employees
- Working with caterers to reformulate recipes to provide lower fat, salt, artificial trans fatty acids and energy meals
- Provision of responsibly sized portions of foods within food outlets
- 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)
- Water is visible and freely available

Appendix 2

Public Health Responsibility Deal: Examples of Local Menus of Action

L1. Actions for all small and medium-sized enterprises (SMEs) on employee health and wellbeing

Do you want to make your business more productive and competitive? The key is to have a healthier workforce. Healthier staff means fewer sick days, less inconvenience and getting more work done. Businesses can make simple low or sometimes zero cost changes to improve the health and well-being of their staff. This menu sets out some of these simple actions.

We will help employees to improve their health and wellbeing, which includes eating a healthy diet, drinking within NHS guidelines, being more physically active and not smoking, by doing one or more of the following:

L1a) Signing up to Change4Life as a local supporter and using the Change4Life Employers Guide to promote healthy living behaviours to your workforce using the free, ready-to-use Change4Life materials.

L1b) Using the Health for Work advice line to provide free advice and information for your organisation on all health issues affecting your employees and/or, if applicable, using an accredited occupational health provider.

L1c) Providing information on free, local Stop Smoking support and Quit Clubs and encouraging staff to access these, where possible during work time without loss of pay.

L1d) Encouraging participation in regular physical activity by employees as a means of improving and maintaining good physical and mental health and wellbeing. For example, through:

- promoting the health benefits of regular physical activity, with a focus on achieving the Chief Medical Officers' recommended weekly amount for adults (at least 150 minutes of moderate intensity activity per week for adults) and avoiding sitting for extended periods;
- using Change4Life materials and NHS Choices web-based resources;
- creating workplace physical activity challenges for staff or appointing workplace 'wellbeing champions' who can encourage others to be more active;
- signposting employees to local opportunities to be physically active such as local health and fitness clubs, sport clubs, walking or cycling groups etc. Spogo, the sports and physical activity finder, is a good resource for this;
- and/or promoting use of the stairs over the lift within the workplace.

L1e) Promoting active travel – walking, cycling and running – for example, by:

- providing or improving secure cycle storage, changing and showering facilities
- promoting the Cycle to Work Scheme
- Promoting Bikeability training; and/or
- using the 'ways2work' toolkit to reduce travel and ensure it is sustainable;

L1f) Where food and drinks are available for our staff (including through vending machines), ensuring there are healthier choices. For example, by working with caterers or suppliers to provide and promote one or more of:

- meals or snacks which are lower in fat, salt, and energy and which do not contain:
- artificial trans fats;
- responsibly sized portions;
- fruit and vegetables;
- information on calories and/or Guideline Daily Amounts on menus per portion;
- and/or visible and freely available water.

L1g) Encouraging employees and any people that you entertain to drink within

guidelines. For example by:

- promoting awareness of the CMO lower risk guidelines; and/or
- offering lower and no alcohol options at workplace functions as the default.

L1h) Working with the local health community and local authority to encourage staff to access existing provision of free healthchecks, where possible during work time without loss of pay. These include:

- the 5 yearly NHS Health Check for people aged 40 -74 (who haven't already been diagnosed with or had a stroke, heart disease, diabetes or kidney disease) when invited;
 - online tools such as LifeCheck; and
 - NHS screening programmes when invited.

To become a local partner in the national Responsibility Deal, businesses must undertake at least one of the actions from this menu.

This menu of actions aligns with and complements the Workplace Wellbeing Charter, a locally led initiative which aims to provide a comprehensive framework for organisations' health, work and wellbeing policy (including health and safety). Personalised support is available in some areas of England. The more detailed standards in the Charter may provide the prompts and guidance to go further and faster in these areas.

L3. Actions for licensed catering establishments

We will help our customers to eat a healthier diet and drink within guidelines by doing at least one of the following actions:

L3a) Tackling under-age alcohol sales by joining the Challenge 21 and Challenge 25 schemes

L3b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:

– Improving availability, marketing and promotion of products with less alcohol, including:

- beers with less than 3.0% ABV or “lighter” wine products (around 5.5% ABV);
- 12% or lower ABV wines (compared to 13% or 14% ABV wines), including making this the default for house wines;
- 4.0% or lower ABV premium beers or lagers (compared to 5.0% premium beers or lagers); and/or alcohol-free beers or wines;
- and/or offering and promoting smaller measures such as: the new 2/3 pint “schooner” glass, including as a default for beer over 5.2%;
- increasing the use of 125ml glasses for wine, making 175ml servings of wine the default (and not offering 250ml glasses unless requested); and/or making

a 25ml or 35ml measure of spirits the default (and not offering a double unless requested).

L3c) Providing information on drinking guidelines and unit content (materials available from the British Beer and Pub Association).

L3d) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

L3e) We will help our customers to eat a healthier diet by following the guidance relevant

to our business:

- Chinese restaurants or takeaways
- Chip shops or outlets which sell a lot of fried foods
- Sandwich shops

Restaurants or takeaways not covered by sector specific guidance, e.g. cafes, pubs, Mexican restaurants, etc

- Indian restaurants or takeaways
- Italian restaurants or takeaways
- Pizza restaurants or takeaways

To become a local partner in the national Responsibility Deal, businesses must undertake at least actions L3a) and L3b) on alcohol and/or at least half of the tips in the relevant piece of healthier catering guidance. It may be the case that not all tips are relevant to a business (e.g. because they do not deep fry food), in which case, the business must achieve at least half of the tips that are relevant.

Businesses must also be meeting minimum food hygiene standards (a minimum of level 3 in the Food Hygiene Rating Scheme).