



Green Primary Care

Session 8

Sustainable diets





Guest presenters



Net Zero Clinical Lead – Dr Cat Gaynor



Made In Hackney - Roshni Shah, Partnerships Manager and Fran Humber, Community Cooking School Development Manager



Eat Like a Londoner - Ander Zabala, Sustainability and Climate, London Borough of Hackney



Havering Obesity Strategy - Luke Squires, Public Health Practitioner, London Borough of Havering



Q&A



Resources and how to take action

The challenge

NHS is 5% of UK carbon footprint.

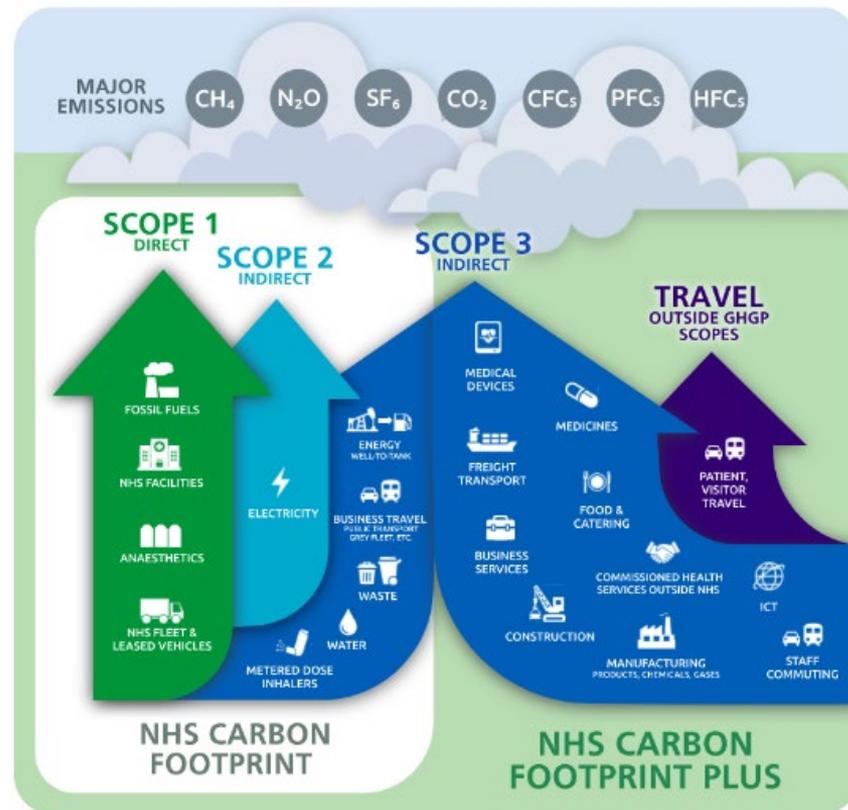
NHS Carbon Footprint- our direct emissions

- **40% reduction by 2025**
- An 80% reduction by 2028-2032
- Net zero by 2040

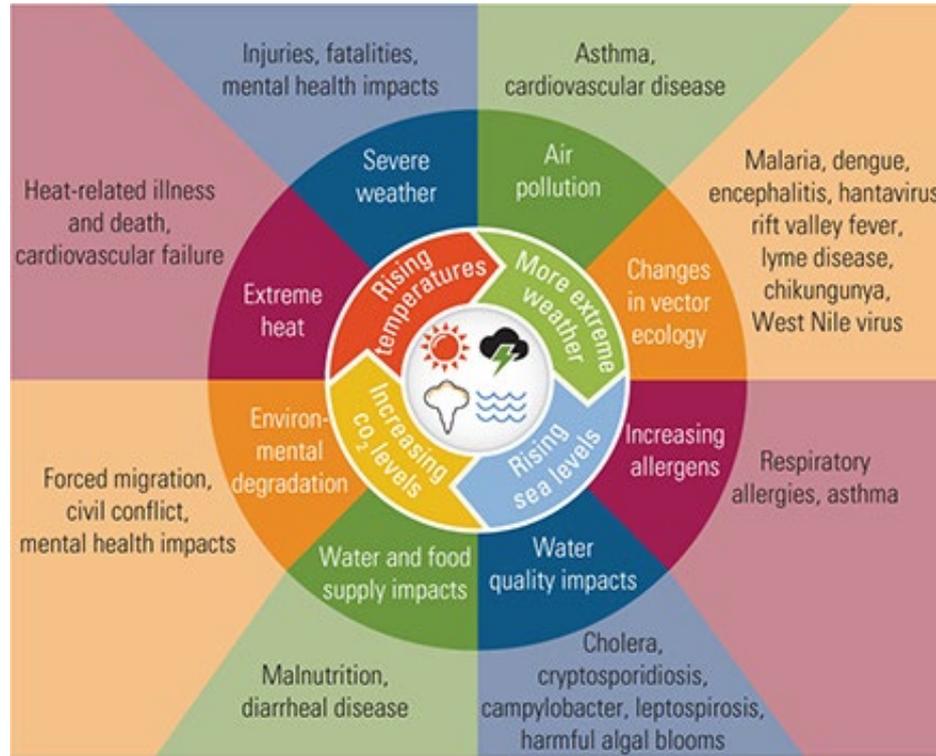
NHS Carbon Footprint Plus- entire emissions

- An 80% reduction by 2036-2039
- Net zero by 2045

(MtCO ₂ e)	November 2021	80% reduction by 2028 would bring us to
Carbon Footprint	136,420	27,284
Carbon Footprint Plus	847,450	169,490



The climate crisis is a health emergency





So, what is the ICB doing?

Leading in the region	<u>Every Trust and ICS has a Green Plan</u>	Low carbon, high quality asthma care	Building professional networks to innovate	Working at Place to include NHS in Local Authority Climate Action Plan delivery
Environmental Sustainability system-wide training programme	Convening a System-wide Air Quality Action Plan	System wide staff surveys – Travel and Food	ICS Corporate Membership of the Institute of Environmental Assurance (IEMA)	All our data servers use renewable energy
Staff Green Team – clothing swap, walking group, office plants	Fairtrade workplace and eco-friendly facilities	Cycle to work scheme	Low emission vehicle scheme	Built into our job descriptions

Sustainable diets

Dr Cat Gaynor

Net Zero Clinical Lead

Overall league table

Which councils are showing leadership on joined-up action?

Food governance & strategy

Community food growing

Community food action

Tackling food poverty

Promoting Healthy Eating

Sustainable Food Economy

Catering & procurement

Food for the planet

Ethnic and cultural diversity in the food system

Overall league table

Which councils are showing leadership on joined-up action?

	Overall Score	Food governance & strategy	Community food growing	Community food action	Tackling food poverty	Promoting Healthy Eating	Sustainable Food Economy	Catering & procurement	Food for the planet	Ethnic and cultural diversity in the food system
Lambeth	93%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Newham	93%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Southwark	85%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Tower Hamlets	85%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Greenwich	81%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Camden	80%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Islington	80%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Waltham Forest	78%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Lewisham	76%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Westminster	70%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Barking and Dagenham	69%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Ealing	69%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Hackney	69%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Brent	67%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Hammersmith and Fulham	65%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Merton	65%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Haringey	63%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Kingston upon Thames	63%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Wandsworth	63%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Hounslow	61%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Barnet	56%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Kensington and Chelsea	54%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Enfield	48%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Rodbridge	48%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Richmond upon Thames	46%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Havering	43%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Harrow	41%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Bexley	37%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Sutton	35%	Green	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
Bromley	4%	Grey	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red
City of London	4%	Grey	Dark Blue	Yellow	Blue	Light Green	Dark Green	Pink	Teal	Red



How can health services join up with Council efforts?

Menu

- **Starter**

What is the environmental impact of our food?
Is it significant?

- **Main**

What is a sustainable healthy diet?

- **Pudding**

Barriers to face

- **Coffee**

Moving forward



Starter:

What is the environmental impact of our food?





A few health and emissions figures:



GOV.UK: “Diet-related ill health is estimated to cost the NHS and wider UK society **£5.1 billion per year**, having a higher impact on the NHS budget than smoking, alcohol consumption and physical inactivity”.

Food and Agriculture Organization of the UN:

1/3 of all GHG emissions from global food system - 55% livestock related, 40% digestive system of ruminants (not transport/refrigeration/land/feed)

Meat and dairy 18% global calories, 77% farmland

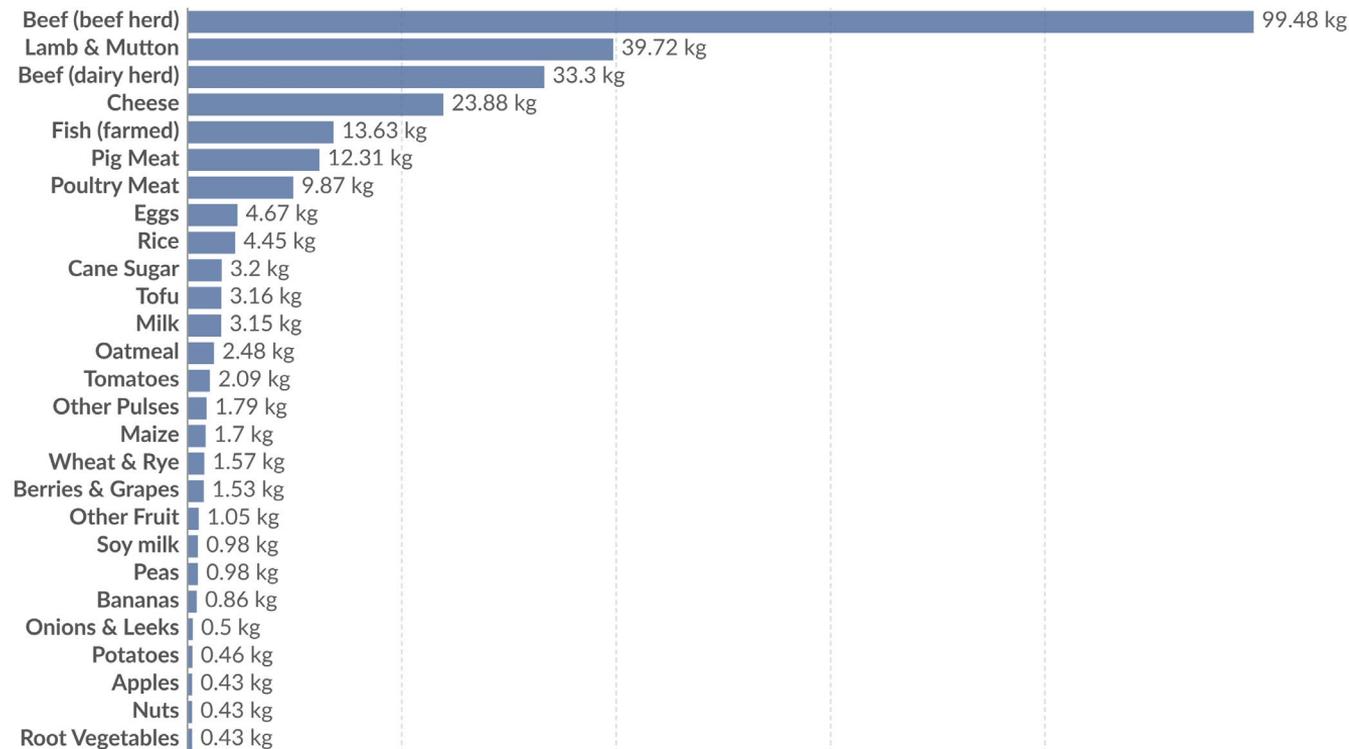
UK Climate Change Committee (CCC) recommendation to Government includes a: “20% shift away from all meat by 2030, rising to 35% by 2050, and a 20% shift from dairy products by 2030”.

The Lancet countdown on health and climate report:

Of 11 million diet related deaths in 2019, 2 million of these were “related to red meat and processed meat and dairy”.

Greenhouse gas emissions per kilogram of food product

Greenhouse gas emissions¹ are measured in kilograms of carbon dioxide-equivalents². This means non-CO₂ gases are weighted by the amount of warming they cause over a 100-year timescale.





Food waste

- Globally, 25–30% of total food produced is lost or wasted, and food waste is estimated by the IPCC to contribute **8-10% of total man-made greenhouse gas (GHG) emissions**
- UK food waste from households and businesses is around 9.5 million tonnes (Mt) – **equivalent of 10 million cars (1 in 3 cars on the road)**
- The food that could have been eaten (6.4 Mt) would make the equivalent of over 15 billion meals – enough to feed the entire UK population 3 meals a day for 11 weeks.
- 25% of this wasted food is due to cooking, preparing or serving too much - this costs UK households **£3.5 billion each year.** (2018)



Main Course:

What is a sustainable diet?
Is there a consensus - yes



The Planetary Health Diet

EAT Lancet

- Approximately half a plate of vegetables and fruits
- > 5 servings of fruits and vegetables (500 grams) should be consumed per day excluding potatoes; 200 (100–300) grams of fruits and 300 (200–600) grams of vegetables per day
- Other half should consist of primarily whole grains, plant protein sources, unsaturated plant oils, and (optionally) modest amounts of animal sources of protein.
- Aim for no more than 98 grams of red meat (pork, beef or lamb), 203 grams of poultry and 196 grams of fish per week.

[EAT_brief_healthcare-professionals.pdf \(eatforum.org\)](#)



The BDA sustainable diet recommendations

<p>Red meat</p> 	<p>Red meat <70g/pppd or <350g-500g pppw (cooked weight).</p> 	<p>Processed meats.</p> 	<p>Fruit and vegetables</p> 	<p>Seasonal + locally produced vegetables/fruit or use tinned/ frozen.</p> 	<p>Air freighted, pre-packed and prepared fruit and vegetables.</p> 
<p>Plant proteins</p> 	<p>Prioritise beans and lentils, soya (beans, mince, nuts, tofu), mycoprotein (Quorn™), nuts and seeds.</p> 		<p>Portion control</p> 	<p>Animal proteins</p> 	<p>High Fat, Sugar and Salt (HFSS) foods</p> 
<p>Fish</p> 	<p>From sustainable sources and follow oily fish recommendations.</p>  		<p>Hydration</p> 	<p>Tap water and unsweetened tea or coffee over soft drinks.</p> 	
<p>Dairy</p> 	<p>Moderate dairy consumption. Use calcium fortified plant-based alternatives where needed.</p> 		<p>Reduce food waste</p> 	<p>Especially perishable fruit and vegetables.</p> 	<p>Any food waste should be recycled.</p> 
<p>Potatoes, bread, pasta, rice and other starchy carbohydrate foods</p> 	<p>Recommend wholegrain. Recommend tubers such as potatoes.</p> 		<p> Avoid  Reduce  Moderate  Increase</p>		

Can a UK sustainable diet be a healthy diet?

▼ **31%** GHG emissions

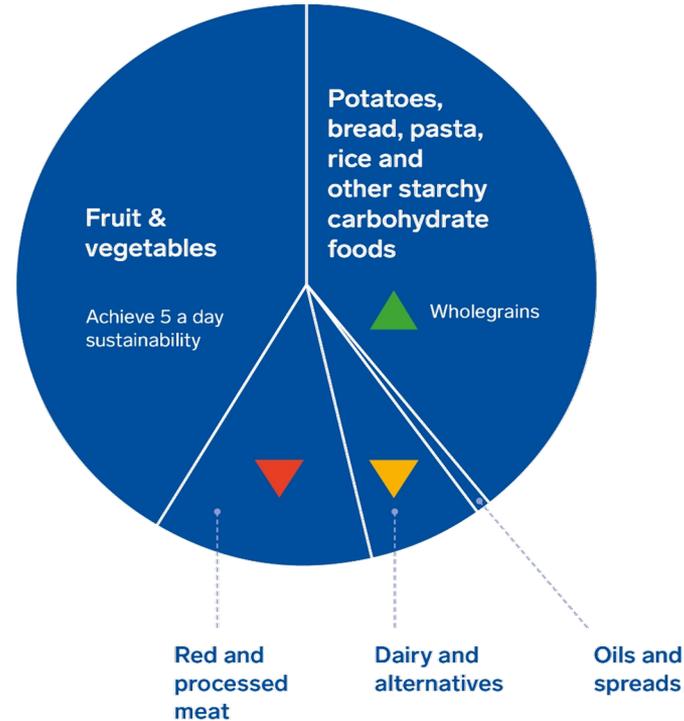
▼ **34%** Land use

▼ **17%** Water use

▲ **17.9m** Years of healthy life

▼
Calories
Sat fat
Sugars
Salt

✓
Fibre
5-a-day
Vits &
mins

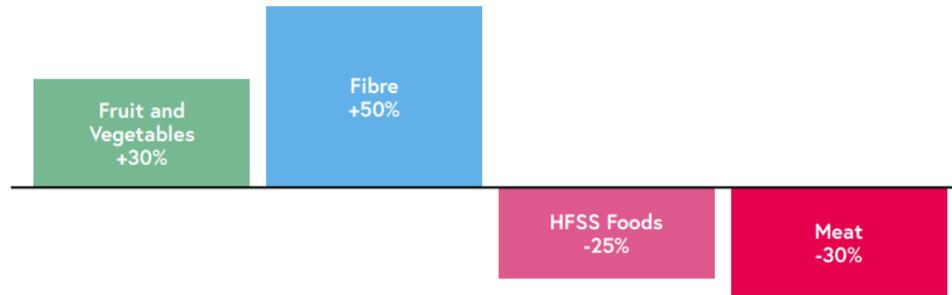




National Food Strategy –Independent review for the UK government 2021

Figure 16.1

Changes needed to the national diet by 2032 (compared to 2019) to meet health, climate and nature commitments[†]



.....
[†] Three of the diet-related targets are based on advice from the Scientific Advisory Committee on Nutrition. A 30% increase in fruit and vegetables would bring us in line with the Eatwell recommendation to eat five pieces of fruit and vegetables per day; a 50% increase in fibre would bring us in line with the SACN recommended 30g/day; a 25% reduction in consumption of HFSS foods will take us towards the required 60% reduction in salt, 20% reduction in saturated fat; and 50% reduction in free sugars. A 30% reduction in meat is required to achieve the 5th Carbon budget and the 30x30 nature commitment – this represents the creation and maintenance of at least 410,000 hectares of woodland, maintaining and restoring 325,000 hectares of peatlands, and managing 200,000 hectares mainly for nature (for example, healthland and species-rich grassland some of which would be managed through conservation grazing).

5 models!



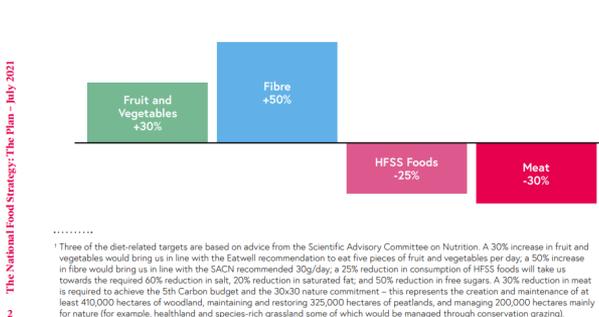
BDA – One Blue Dot

Red meat	Red meat <70g/ppwd or <350g/500g ppww (cooked weight).	Processed meats. ✗
Plant proteins	Prioritise beans and lentils, soya (beans, mince, nuts, tofu), mycoprotein (Quorn™), nuts and seeds.	▲
Fish	From sustainable sources and follow oily fish recommendations.	
Dairy	Moderate dairy consumption. Use calcium fortified plant-based alternatives where needed.	▼
Potatoes, bread, pasta, rice and other starchy carbohydrate foods	Recommend wholegrain. Recommend tubers such as potatoes.	▲
Fruit and vegetables	Seasonal + locally produced vegetables/fruit or use tinned/frozen.	Air freighted, pre-packed and prepared fruit and vegetables. ▼
Portion control	Animal proteins ▼ Dairy produce ▼	High Fat, Sugar and Salt (HFSS) foods ✗
Hydration	Tap water and unsweetened tea or coffee over soft drinks.	▲
Reduce food waste	Especially perishable fruit and vegetables. ▼	Any food waste should be recycled. ▲

✗ Avoid ▼ Reduce ▼ Moderate ▲ Increase

National Food Strategy

Figure 16.1
Changes needed to the national diet by 2032 (compared to 2019) to meet health, climate and nature commitments¹



Fischer Garnett – FAO UN

'... low environmental impact diets consistent with good health...'

- Diversity – a wide variety of foods eaten.
- Balance achieved between energy intake and energy needs.
- Based around: minimally processed tubers and whole grains; legumes; fruits and vegetables.
- Meat, if eaten, in moderate quantities – and all animal parts consumed.
- Dairy products or alternatives (e.g. fortified milk substitutes and other foods rich in calcium and micronutrients) eaten in moderation.
- Unsalted seeds and nuts.
- Small quantities of fish and aquatic products sourced from certified fisheries.
- Very limited consumption of foods high in fat, sugar or salt and low in micronutrients.
- Oils and fats with a beneficial Omega 3:6 ratio such as rapeseed and olive oil.
- Tap water in preference to other beverages – particularly soft drinks.

Planetary Health Diet – EAT/Lancet



Key dietary messages

- **EAT MORE PLANTS!**

(VEGETABLES, fruit, nuts, seeds, legumes and whole grains)

and aim for diversity (the rainbow)

- REDUCE animal foods, especially RED AND PROCESSED MEAT
- Reduce highly processed food, food high in sugar, salt and saturated fat.
- **Reduce food waste** (also increases food affordability)
- Where reducing dairy - replace with calcium fortified alternatives
- Where possible eat more locally and seasonally



Pudding:

Barriers & Aids



Knowledge/Attitudes

- Understanding of livestock's role in climate change
- Previous perceptions of vegetarian/plant-based food

Convenience

- 1:8 avoid cooking from scratch (You Gov 2017)

Culture, habit & taste

- Affordability and availability

Communication is key eg can help avoiding terms like vegan and vegetarian

- Precedents being set - New York hospital example – 'Plant Based by Default' – later slide
- Council and community work
- Healthcare workers still a trusted voice.

Is reducing meat taboo?

- Trends in UK Meat Consumption. Lancet Planetary Health.

'From 2008 to 2019, average meat consumption per capita per day decreased from 103.7 g to 86.3 g per day, including an absolute reduction in red-meat consumption of 13.7 g, an absolute reduction in processed meat consumption of 7.0 g, and a 3.2 g increase in white-meat consumption.'

- Attitudes of hospital patients regarding removal of processed and unprocessed red meats from menus to support sustainable healthcare targets: A single-centre survey Lifestyle Medicine 2023

118 patients using in-person interviews

Most patients did not consider serving processed red meat (74%) or unprocessed red meat (66.1%) important to them and most patients (77.9%) were neutral or supportive of removing processed red meat from menus to reduce the risk of cancer. Most patients (67%) were also supportive of removing unprocessed red meat from menus to combat climate change.



Affordability

‘Eatwell Guide: modelling the dietary and cost implications of incorporating new sugar and fibre guidelines’ BMJ Open 2016

- Modelled diet £5.99 per adult per day

2016 so roughly with inflation now? £8-8.50

- JSA £8.27-10.45 /day
- 2023 state pension is £29.12/day

‘The global and regional costs of healthy and sustainable dietary patterns: a modelling study’ The Lancet Planetary health. M Springmann et al. 2021 :

- ‘The healthy and sustainable dietary patterns were – up to 22-34% lower in cost in upper-middle-income to high income countries’
- ‘In high-income and upper-middle income countries, meat accounted for the greatest proportion of costs (32-34%)’

Coffee:

Moving forward?





New York City Public Hospital Example

- Mayor Adams in New York City – 11 public hospitals – now plant based as primary option (‘Plant-based / Greener by default’)
- NYC Hospitals + Health is the biggest public healthcare system in the US, serving three million meals a year

“Greener by Default makes plant-based food the default, while giving diners the choice to opt into meat/dairy. This strategy allows institutions to:

- meet carbon reduction goals
- save on food costs
- improve health and inclusivity
- all while preserving freedom of choice”





A plant-based diet has been shown to...

- ✓ Decrease risk of heart disease
- ✓ Lower cholesterol
- ✓ Lower blood pressure
- ✓ Reduce inflammation
- ✓ Improve blood sugar
- ✓ Support weight management



- *Garden Bolognese with Rotini and Spinach*
- *Pad Thai Noodle Bowl*
- *Moroccan Root Vegetable Tagine with Tricolor Couscous*
- *Southern Black-Eyed Pea Casserole with Plant-Based Cornbread Topped with Plant-Based Shredded Cheese*
- *Zesty Burrito Bowl with Jicama Slaw with a Broccoli and Flour Tortilla*
- *Spanish Vegetable Paella with Yellow Rice*
- *Red Curry Vegetables with Roasted Tofu*

In 2023 over 3 months:

- 60% of patients choosing plant-based default option.
- 95% patients who chose plant-based were happy with meal.
- \$500k cost saving

Supported by ‘Greener by Default’
Strong staff training & system messaging
Plant based option is called the ‘Chefs recommendation’

Savings up to 59 cents (46p) per meal
The hospital system has reduced its food-related carbon emissions by 36 percent

NEL ICS staff food survey



What are our current attitudes and knowledge around food?
..... Let's find out

Staff survey - 20 questions – around personal habits, views on guidance, advice to patients, trust catering and is there a training need



Let's start the conversations

Made in Hackney

Roshni Shah, Partnerships Manager

and

Fran Humber, Community Cooking School Development Manager



CHARITY NUMBER: 1176690



MADE IN HACKNEY

CHANGING LIVES WITH THE POWER OF PLANTS





HEALTHY PEOPLE HEALTHY PLANET

At Made In Hackney we believe everyone should have access to nutritious, delicious food that's good for people and planet.

We support people to improve their health, create communities that they want to be a part of, and tackle the climate crisis through dietary change. We do this through:

EDUCATION

Our cookery school offers in person and online food education classes in healthy, culturally diverse, planet-friendly food.

SUPPORT

Our emergency support service delivers free plant-based meals to households struggling to access enough food.

CHANGE

We offer consultancy and training to civil society, businesses and healthcare to inspire changes to menus, food policy and culture.

KEY PROGRAMMES



Community cooking

Shift individuals towards plant-based diets

Key activities include:

Bespoke community cookery courses.

Community made - batch cooking sessions.

Masterclasses & cooking events for individuals and corporate groups.



Plant Prospects

Shift meal providers towards plant-based menus

Key activities include:

Workshops for private, public & third sector organisations

Webinars & resources on plant-based cooking.

Consultancy/chef training to support menu updates/changes for restaurants & catering.



Global Plant Kitchens

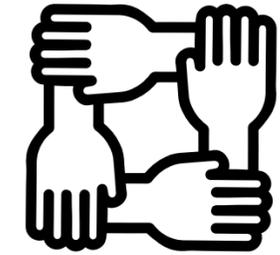
Support mission-aligned initiatives to set up community cookery schools globally

Key activities include:

Free course and toolkit, webinars & networking events to accelerate their set-up.

1-1 mentoring for up to 10 initiatives each year.

Exploring roll-out of the programme to new groups eg. university graduates.



Strategic Partnerships

Advocate for plant-based eating

Key activities include:

Outreach & awareness raising across UK businesses & general public.

Development of health and environmental based partnerships in UK.

Building partnerships to advocate for plant-based policies.

IMPACT 2022 - 2023



98% inspired to
eat more healthily

94% inspired to
eat more fruit and
veg



79% felt their
health conditions
had improved



70% of volunteers
said their mental
wellbeing had
improved



94% of
participants felt
more connected
with their
community

PAULINE

DIABETES CLASS PARTICIPANT

About 4 years ago I was diagnosed as pre-diabetic. The first cooking class I came to - I thought “Oh what is this!” It was my first experience of plant-based cooking, which I didn’t realise when I first came along. Although my diet isn’t too bad, I thought I’m never going to feel full up just with cabbage! I remember cutting up kale, and even after cooking the meal, I was still thinking what am I doing here. But I started eating the meal and felt full!

The biggest difference is that the classes have helped me plan my meals. Now I am always roasting vegetables, making sure there is something to eat in the house. Psychologically you feel better as you know you’re putting more vegetables in yourself. And everyone knows you should eat less meat. But to me there’s no point eating the best you can, if you don’t do any exercise. So I’ve started walking to work. All together it’s made me feel more energised, and that I can walk further than I thought.

I regularly test my blood sugar at the Diabetes Centre and my blood sugar is now within the normal range, which I struggled with for many years. It’s helpful to be in a class with people with similar needs, to make you feel you are part of something and it’s not just you in isolation.”



Eat like a Londoner

Ander Zabala

London Borough of Hackney



Food Emissions -One World Living-

21 March 2023

Ander Zabala

Sustainability & Climate - Service Group Manager
Hackney Council

➤ Objectives

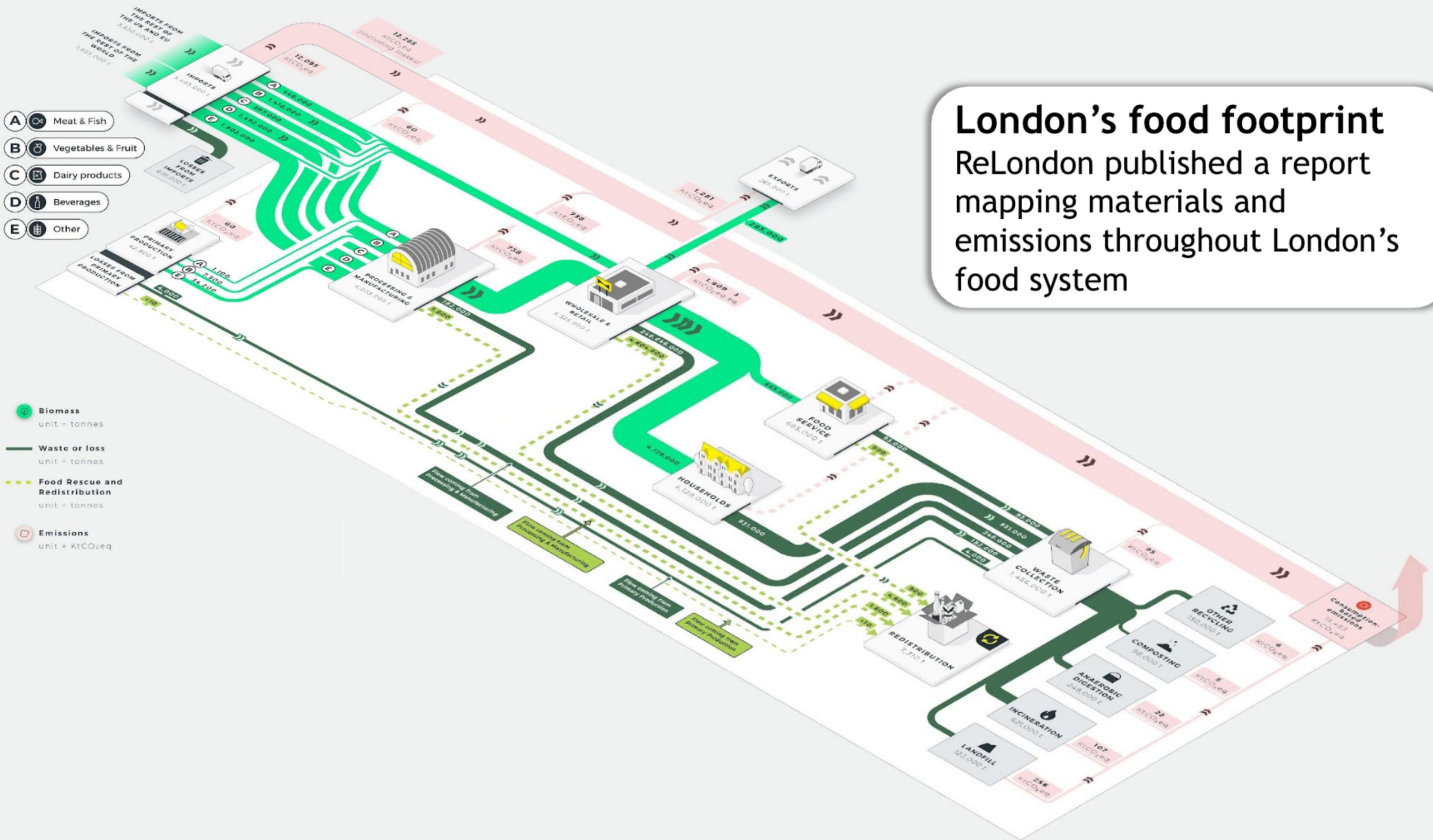
London's consumption-based emissions arising from Londoners' food consumption is over 15 million tonnes CO₂eq each year.

- Reduce food emissions
- Reduce food waste
- Improve food provenance





Evidence & Key Findings



London's food footprint
 ReLondon published a report mapping materials and emissions throughout London's food system

5 million tonnes consumed
1.5 million tonnes wasted
0.5% rescued
24% recycled

Meat by mass is 5%
but by emissions is 27%

Reduce meat consumption

by 70%



↓20.1%

reduction in food-related
consumption-based
emissions

Reduce food loss & waste

by 50%



↓10.5%

reduction in food-related
consumption-based
emissions

Make better use of waste

through composting and
anaerobic digestion



↓0.4%

reduction in food-related
consumption-based
emissions

Key Findings



Sustainable food largely missing in Climate Plans

Food recycling only, but not sourcing or diets

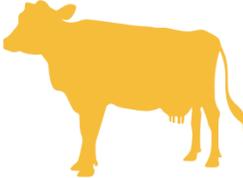
Procurement key to reducing emissions

Influencing suppliers and instigate market change



99.5% of wasted food remains unrescued

This could feed 25% of Londoners a year



Climate friendly food is about less and better meat

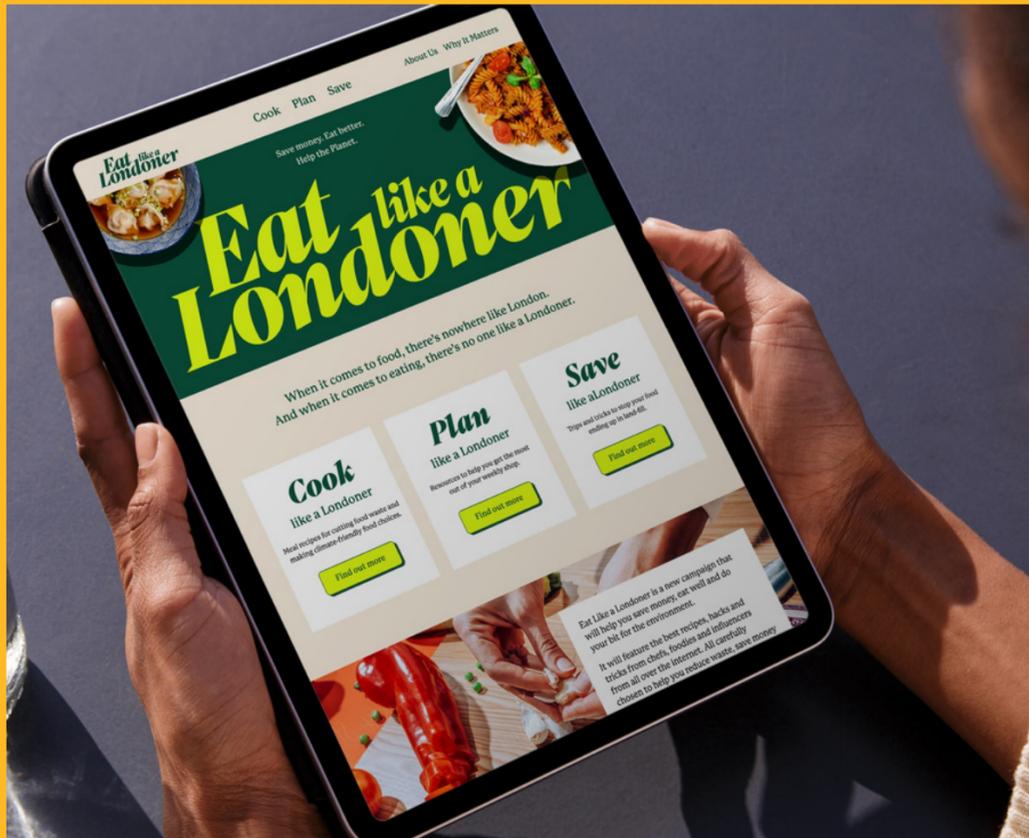
British and high welfare meat



Eat Like a Londoner

Reduce household food waste

Shift households to a more plant-based diet



Key Campaign info

ONE WORLD LIVING
Reducing London's Consumption Emissions

- 27 boroughs, 3 disposal authorities, ReLondon, EMF, Mayor of London, GLA signed up
- Over £400,000 raised
- Targeted particularly at younger Londoners aged 21-44 and those with children under 11 years at home
- Normative messaging: What people think others are doing can have a big impact on behaviour
- Content already exists, ELL drive them to follow others to keep receiving tips after campaign has ended
- KPIs include awareness & consideration of promoted behaviours, and digital engagement of the paid media activity.



➤ Insights - Food Waste

Londoners are motivated to reduce food waste. They require info to help them achieve this by helping them understand the ‘food journey’, making cost savings tangible, re-frame food waste

Cost is a prominent driver of food waste reduction

Food that has gone bad is seen as necessary and less bad. Help build an understanding and connection that all food waste is waste.



➤ Insights - Meat & Dairy

Londoners are NOT motivated to eat less meat & dairy.

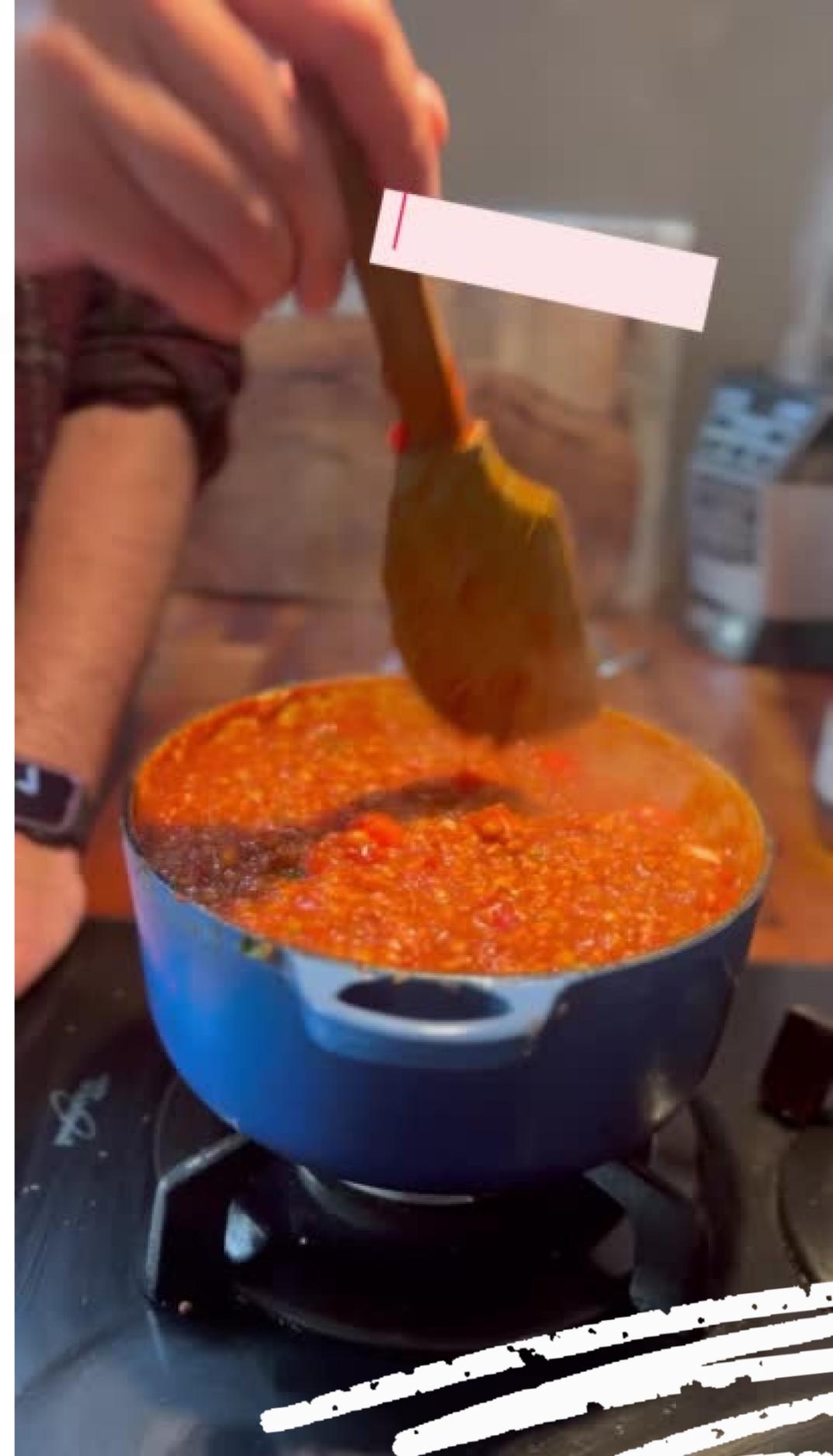
Do NOT make it sound like a 'loss', NOT vegan or plant-based, use indulgent language.

Do NOT demonise meat.

Show it can be cheap, easy and tasty

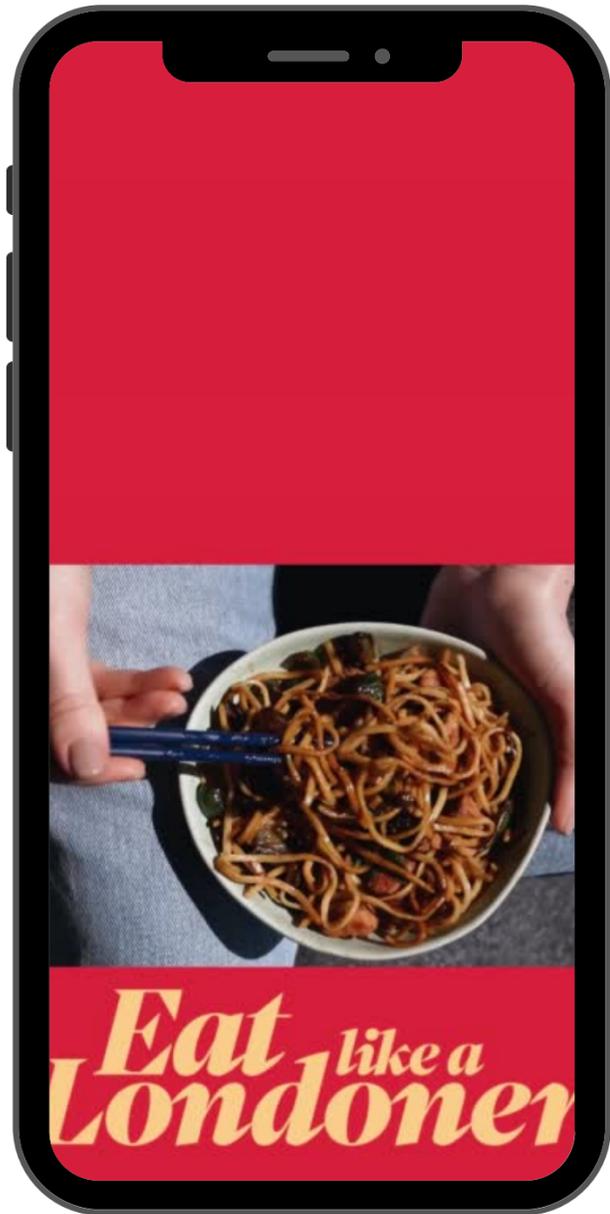
Explain plant based food make meat and money go further: add pulses to your meat-based spag bol.

Break the link between protein and meat by demonstrating how other foods contain lots of protein.



➤ 1st media burst March 23

+42m impressions across OOH, digital & social channels, +1m video views, 27k clicks to the campaign site, exceeding benchmarks for digital engagement.



➤ 2nd media burst - Sept 23



Plant-based
by day

Eat *like a*
Londoner

Meat-eater
by night

Eat *like a*
Londoner

Flavour
round the clock

Eat *like a*
Londoner

Going veggie -
or vegan - until 6pm
is a great way to
help the planet
(and save some cash).

Find the city's tastiest
plant-based recipes at:

eatlikealondoner.com

Eat *like a*
Londoner

➤ 3rd media burst - March 24

Addictively tasty,
surprisingly veggie

Meals so good you won't miss the meat.
Save money. Eat better. Help the planet.

Find the city's most delicious veggie
recipes and more at:

eatlikealondoner.com

***Eat like a
Londoner***



***Eat like a
Londoner***

***Eat like a
Londoner***



***Eat like a
Londoner***

Next steps beyond March 2024

The campaign has another year or two of life left in it

- Momentum should be kept going now that the campaign has established itself and achieved above-benchmark reach and engagement
- Emerging content partnerships with food businesses and influencers will grow and diversify
- New funding partners and collaborations to grow campaign visibility and engagement will emerge over the next 6 months

End-of-year campaign survey will give us clear direction

- Campaign survey with Londoners planned for April 2024 will show us where to focus next, what's worked and what hasn't
- Behavioural impacts will be understood and mapped to build case for further funding
- Media planning further-optimised to drive best results borough by borough

Three options for borough contributions

1. Bronze: £5k contribution

- Channels: Digital and social only
- If all 27 boroughs contribute £5k we will raise £135k
- This leaves us with a shortfall of £155k to raise through corporate and commercial partnerships
- This year we were able to raise £45k from commercial sponsorship, however this is time-limited and unlikely to be repeated

2. Silver: £7k contribution

- Channels: Digital and social + an out of home (OOH) partner. Paid media allocation increases.
- If all 27 boroughs contribute £7k we will raise £189k
- This leaves us with a shortfall of £101k
- This still leaves us with a lot of funds to raise but feels more achievable

2. Gold: £10k contribution

- Channels: Digital and social + an out of home (OOH) partner + enhanced awareness via programmatic / podcasts. Paid media allocation increases.
- If all 27 boroughs contribute £10k we will raise £270k
- This leaves us with a shortfall of £20k
- We are confident these funds can be raised through other partners

Eat like

*Eat like a
Londoner*



Thanks

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ONE WORLD LIVING
Reducing London's Consumption Emissions



Hackney

Havering Obesity Strategy

Luke Squires

London Borough of Havering



Draft Healthy Weight Strategy 2024-2029: Everybody's Business

Summary of consultation report findings



Luke Squires – Public Health Practitioner (London Borough of Havering)

Size of the problem

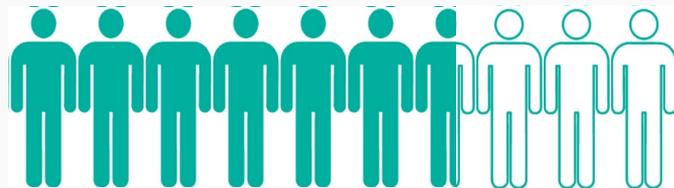
In Havering, more than **1 in 5 children aged 4-5** years are overweight or obese.
Havering is **inline** with London and England averages



This **doubles to 2 in 5** by the time children 10-11 years of age.
Havering is **above** London and England averages



By adulthood, approximately 68% of Havering residents are overweight or obese
Havering is **significantly above** London and England averages



Draft Healthy Weight Strategy 2024-2029: Everybody's business in a nutshell

Havering has an ambition to eradicate childhood obesity in the next 20 years

The strategy acknowledges there is no-one single cause of obesity, therefore proposes to implement a whole system approach working to make the healthy choice the easiest choice

Aims

1. Introduce a whole system approach in Havering
2. Introduce a targeted whole system approach in Harold Hill

Outcomes:

1. The development of the Borough as a place that promotes healthy weight
2. An improvement in healthy weight levels in reception aged children across the Borough
3. An improvement in measures of excess weight among year 6 children in the targeted neighbourhood of Harold Hill

Strategic themes:

There are 3 themes and 7 objectives



Resources

engaging the whole system and working together on the many drivers of obesity



Healthy borough

working to make it easy and affordable to eat healthy and be active



Healthy people

Taking a life course approach and ensuring that key life settings support healthy weight



We asked

We asked the public for their thoughts and comments on the strategic approach to addressing obesity and actions to take to achieve the vision of eradicating childhood obesity in 20 years.

The consultation opened on the 17th January 2024 and closed on the 3rd March 2024

660 responses were received to the consultation; the highest number of responses we have received to a Public Health consultation. The responses received were majorly positive of the Council and partner's proposals.



Demographics

- 86% (572/660) of respondents were residents followed by 11% (73/660) of respondents who said that they work for a public sector organisation the rest were spread evenly across community groups/charities, businesses, councillors
- 69% (457/660) of respondents were aged between 35-74
- 60% (399/551) of respondents were women
- 74% (487/559) of respondents were from White backgrounds followed by 4% (24/559) from Asian/Asian British backgrounds



Opinions on obesity

- 98% (644/658) of respondents said is it important to them that themselves or family and friends maintained a healthy weight
- 70% (461/656) of respondents said it was not easy to maintain a healthy weight
- 87% (573/659) of respondents said there are negative attitudes about obesity
- 93% (616/659) of respondents think that individuals who are obese themselves should be responsible for reducing obesity but 47% (312/659) also stated they think Local Authorities are responsible for trying to reduce obesity



Policies to address obesity

- 68% (451/658) of respondents said they supported restricting availability of fast food outlets
- 89% (590/657) of respondents said they supported working with local food outlets to have healthier food available and make current options healthier
- 89% (587/651) of respondents said they supported making active travel safer and more accessible in the borough
- 87% (571/657) of respondents said they think it is important to have a joined up approach to focuses on prevention obesity



1. At the moment, many things push us to have an unhealthy lifestyle. This is a problem with “the system”. The system is the circumstances where we live, work and play and the current system means it’s difficult to eat healthy and to be physically active. For example, the advertising of unhealthy food, coupled with the types of foods that are available and affordable in local shops & restaurants influence decisions people make about their diet. - Anything else? **(279/660)**
2. The strategy puts forward actions to encourage people to be more physically active. Do you support the following? - Anything else? **(206/660)**
3. The strategy says that some people are more likely to be overweight or obese than others. Do you have any comments about how to reduce these health inequalities? - Please comment below **(356/660)**
4. Do you think it is important to have a joined up approach that focuses on preventing obesity, such as this strategy? - Please comment **below (179/660)**
5. If you have any further comments about overweight and obesity, the draft strategy, or types of actions that you feel are needed locally, please use the space below - Please comment below **(280/660)**

1



Approx. 272 answers reported that healthier foods cost more than unhealthy, processed, or packaged foods. This makes it difficult for people to choose the healthier options. Respondents suggested:

- More free school meals
- Subsidies on healthy food particularly fruit & veg i.e. a voucher system

2



Approx. 264 answers reported that more education initiatives are needed to help support people maintain a healthy weight, the most common suggestion being healthy cooking workshops (highlighted in 110 responses) to learn how to make quick, healthy, & budget-friendly meals

3



Approx. 237 answers reported that leisure centre memberships and Council sport pitches are not affordable. Memberships should be subsidised or have concessions for:

- whole households
- children and young people
- older people
- people on low incomes.

4



Approx. 143 answers suggested focussing efforts on creating safe and accessible outdoor spaces for physical activity with specific calls for:

- more outdoor gyms
- more or better playground equipment
- affordable sports pitches/courts
- cheaper or free activities incl. sports clubs, fitness classes & park runs
- no car parking charges at parks
- Making parks inclusive for everyone by having safe pathways, toilets and changing rooms

5



Approx. 125 answers suggested focussing efforts on promoting safe active travel in Havering and encouraging fewer car journeys suggestions incl:

- better walking and cycling infrastructure
- more children walking to school
- lower speeds in residential areas and by schools
- restricting parking by schools



Respondents gave strong support for the joined up approach of the Havering Healthy Weight Strategy

Of the 183 people who responded

- 84 approved of a joined up approach (with recurrent calls for working with the NHS and schools)
- 19 thought it was more about individual responsibility
- 79 answered the question with an unrelated comment.



In approx. 43 answers respondents reported that exposure to fast food outlets in Havering is too high and that this needs to be restricted.

Respondents suggested:

- reducing the number of fast food outlets near schools and on high streets
- existing food businesses provide healthier options and reduce the amount of fat, sugar and salt on their menus.



- Feedback reviewed and analysed with a consultation report prepared
- Changes made to the final draft of the Healthy Weight Strategy and Action Plan.
- Specific suggestions made by respondents added to the Healthy Weight Strategy Action Plan and Ideas log.
- Questions or concerns raised in the consultation responded to in the consultation report.
- Summary of consultation report presented to HWB



- Full consultation report now completed and amendments made to Healthy Weight Strategy (HWS) and Action Plan
- ED signed off
- Above papers sent 3rd April, ahead of Cabinet 1st May 2024 for approval of Healthy Weight Strategy
- May to June 2024 – HWS professionally designed
- June 2024 – HWS launch (comms plan in development)
- June 2024 – first Healthy Weight System Network meeting with HWS published

What you can do

Check out how you are helping deliver the [NEL ICS Green Plan](#)

Keep up to date via our dedicated space for [Green Primary Care Professionals](#)

Sign up to the [NEL Health Equity Academy Workspace](#) for more content and training dates

Anyone working with/in primary care can join the [Greener Practice North London Network](#)

Complete the short [Sustainable Healthcare Module](#)

Sign up for the national Ebulletin: <https://www.england.nhs.uk/email-bulletins/greener-nhs/>



Provide Fairtrade tea, coffee and sugar
in your staff rest areas



The NHS in north east London commits to offering Fairtrade refreshments to staff and visitors

Once we have all of our workplaces registered as Fairtrade workplaces we will then turn our attention to a wider piece of work on Fairtrade at all corporate events and in our wider supply chains – as per the ICS Green Plan.

Sustainable Food Resources

- [In a nutshell podcast](#) – aimed at health professionals but open to all. Covers the health benefits of a plant-based diet
- [Made In Hackney 2022 annual report](#) – On page 9 is a great summary of the health and environmental impacts on their class attendees and then page 15 is a short pre-diabetic case study
- [**Eat Like a Londoner: Save money. Eat better. Help the planet.**](#)