

LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT



THIS LOCAL GOVERNMENT
DECLARATION ON HEALTHY WEIGHT
IS A STATEMENT, INDIVIDUALLY OWNED
BY KIRKLEES COUNCIL AUTHORITY AND
ITS PARTNERS.

It encapsulates a vision to promote healthy weight and improve the health and well-being of the local population. We recognise that we need to exercise our responsibility in developing and implementing policies which promote healthy weight.



WE ACKNOWLEDGE THAT:

- Unhealthy weight is a serious public health problem that increases disability, disease and death and has substantial long term economic, well-being and social costs. The proportion of the population affected by unhealthy weight continues to rise;
- Unhealthy weight is affected by health inequalities and is more common in lower socio-economic groups;
- Poor diet during early life (the period between conception and weaning) can carry adverse health consequences in later life;
- Poor diet and an unhealthy weight are risk factors for cardiovascular disease, cancer and type 2 diabetes which contribute powerfully to poor health and premature death;
- Energy dense food and drinks high in fat and sugar and low in essential nutrients contribute to a significant amount of additional and unnecessary calories in the diet;
- There is greater availability and access to foods and drinks high in fat, sugar and salt which are increasingly eaten outside of the home, contributing to excess energy intake;
- Increased intake of foods high in fat and sugar and low in fruit and vegetables are strongly linked to those in manual occupations;
- People living in more socially deprived areas have less access to healthy foods;
- Advertising and marketing of foods and drinks high in fat, sugar and salt increases their consumption;
- Education, information and the increased availability of healthy alternatives help individuals to make healthy, informed food and drink choices;
- Modern physical activity environments contribute to sedentary lifestyles;
- Urban planning can have a significant impact on opportunities for physical activity, promoting safer environments for walking, cycling and recreation.

AS LOCAL LEADERS IN PUBLIC HEALTH WE WELCOME THE:

- Opportunity for local government to lead local action to prevent obesity, securing the health and well-being of our residents whilst considering available social, environmental and financial NHS and social care resources;
- Opportunity to protect some of the most vulnerable in society by giving children the best start in life and enabling all children, young people and adults to maximise their capabilities and make informed choices;
- National commitment to address childhood obesity;
- Support for the Local Authority Declaration on Healthy Weight from the following organisations: Association of Directors of Public Health North West, British Dental Association, Children's Food Campaign and the UK Health Forum.

WE COMMIT OUR COUNCIL AND OUR PARTNERS FROM THIS DATE

00.00.0000

The Kirklees Healthy Weight Declaration is underpinned by improving the quality of a place. Through the following commitments we will maximise the potential of the physical and social environment and support sustainable health and wellbeing and a high quality of life:

- Engage with the local food and drink sector where appropriate to consider responsible retailing, offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt products;
- Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities;
- Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low nutrient foods and drinks;
- Increase public access to free fresh drinking water on local authority controlled sites and within the commercial retail sector;
- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
- Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity;
- Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools, and at events on local authority controlled sites;
- Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities;
- Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer;
- Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight;
- Invest in increasing knowledge and skills around healthy eating and physical activity for people living in Kirklees, to ensure they make informed healthier lifestyle choices.
- Ensure clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines;
- Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity;
- Monitor the progress of our plan against our commitments and publish the results.

IN ADDITION OUR LOCAL AUTHORITY AND OUR PARTNERS WILL WORK TOWARDS:.....

- Creating supportive environments in communities for breastfeeding including normalising and removing stigma by working with businesses, community organisations and stakeholders to ensure they are breast feeding friendly places.
- Promoting the benefits of responding positively to baby feeding cues from breast or bottle and ensure adequate support/information is available for introducing solid foods.
- Creating supportive environments in schools and Early Years settings through physical activity provision and healthy food policy.
- Increasing and promote physical activity provision throughout Kirklees to ensure sustainable opportunities are available and accessible for all.
- Promoting walking and cycling across Kirklees to increase physical activity, for social and employment opportunities and minimise air pollution.
- Raising public awareness of leading a healthy lifestyle and the importance of being a healthy weight across the life course.
- Supporting workplaces to promote and support the importance of staff being a healthy weight, eating well and partaking in physical activity.
- Reducing food poverty and tackle malnutrition in all settings through working with community organisations and stakeholders. To improve the approaches to identifying

Signatories:

To be reviewed by...

**FOOD
ACTIVE**

 **Kirklees**
COUNCIL

The Local Authority Declaration on Healthy Weight has been designed and developed on behalf of Food Active, by the Health Equalities Group and is based on the the Local Authority Declaration on Tobacco Control.

For further information please contact: info@hegroup.org.uk