

Appendix A – Further essential background / detail on the proposal

The 14 commitments of the Healthy Weight Declaration

1. Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;
2. Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;
3. 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 (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible);
4. Increase public access to fresh drinking water on local authority controlled sites;
5. Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives is limited;
6. 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;
7. 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; at events on local authority controlled sites;
8. Support action at national level to help Local Authorities reduce obesity prevalence and health inequalities in our communities;
9. Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer;
10. 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;
11. Invest in the health literacy of local citizens to make informed healthier choices;
12. Ensure clear and comprehensive healthy eating messages are consistent with government guidelines;
13. Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity;
14. Monitor the progress of our plan against our commitments and publish the results.

Alive Bristol Governance structure

