



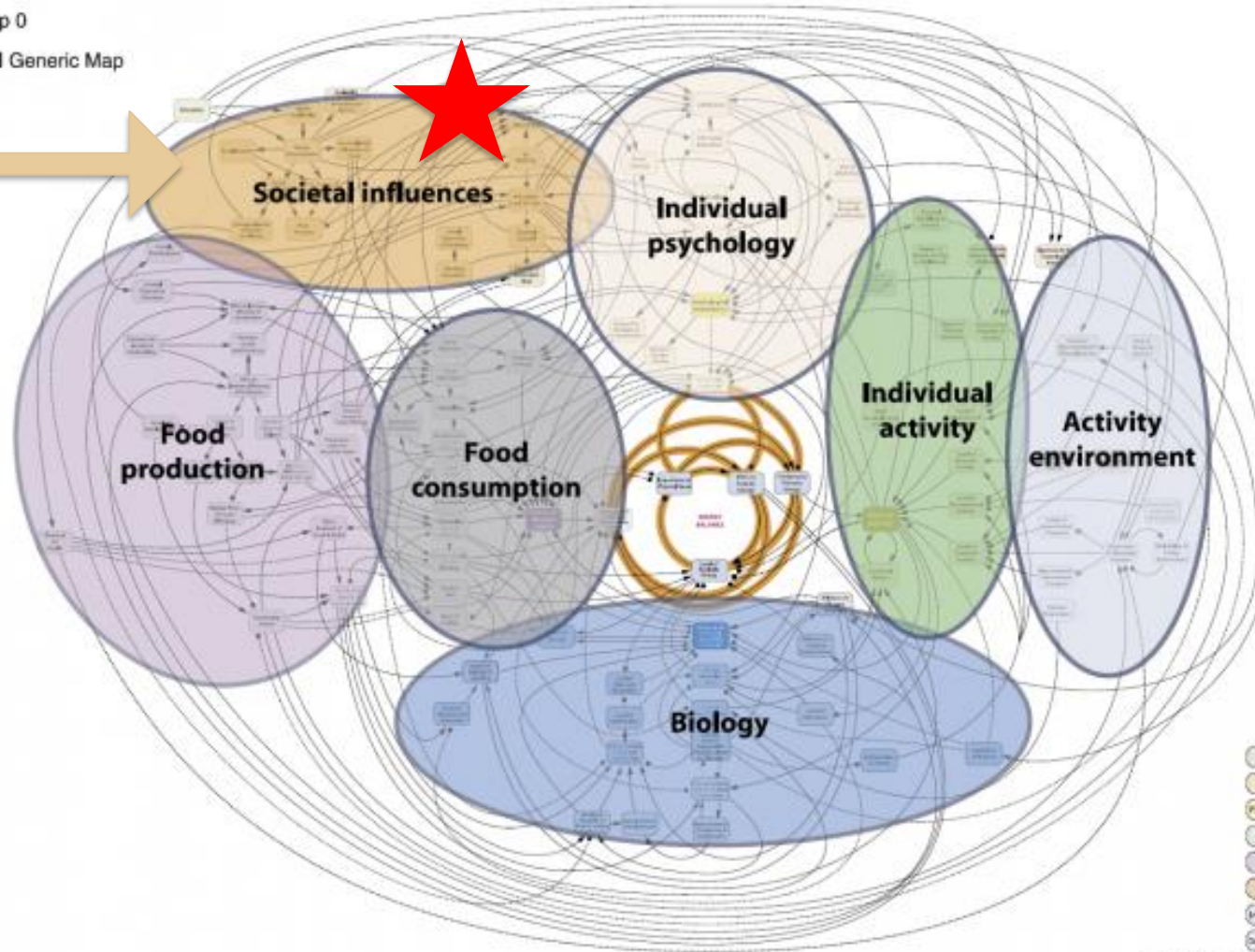
# Healthier Food and Drink Advertising Policy

**Luton 2040**  
A place to thrive

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# Obesity and healthy weight management – a complex system

Map 0  
Full Generic Map



Roles of the individual; roles of the community

Different contexts and influencing factors:

- Local
- National
- Global

Food Advertising



 **Luton's Healthier Food and Drink Advertising Policy**

# Wider system of local work

The council's approach to supporting healthy weight includes a wide variety of projects and policies, working alongside partners and stakeholders to ensure that our communities have the best opportunity to live happy, healthy lives

- Population Wellbeing Strategy
- First Marmot Town
- Luton Family Hubs
- Food First
- Healthy Start schemes
- Working with planning officers to address hot food takeaways
- Physical Activity Strategy refresh
- Food Strategy development

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# A growing movement

Growing movement of local authorities **championing children's health** by taking junk food bans into their own hands **taking the spotlight off unhealthy food.**

In 2019, the Mayor of London's advertising restrictions on the Transport for London network have paved the way for local government to consider implementing their own advertising policies.

This move **unlocked the ability for councils to take the same approach** as there is now that precedent and template for us to work from.

As of October 2023, there have been eight local authorities (five in London; three outside of London) in the UK to bring this policy in with more than 100 other councils exploring what they could do.

## Luton launches new policy to restrict unhealthy food advertising



Sign in

### High obesity town in council building junk food ad ban



### The towns and cities taking junk food bans into their own hands

By Megan Tatum | 11 April 2022



# A growing evidence base

Both broad evidence to support the effectiveness of advertising restrictions on health outcomes and specific evaluations of the TfL Policy.



Research | [Open access](#) | [Published: 27 July 2022](#)

## The health, cost and equity impacts of restrictions on the advertisement of high fat, salt and sugar products across the transport for London network: a health economic modelling study

[Chloe Thomas](#) , [Penny Breeze](#), [Steven Cummins](#), [Laura Cornelsen](#), [Amy Yau](#) & [Alan Brennan](#)

[International Journal of Public Health](#)  
RESEARCH ARTICLE  
[article](#)


Changes in household food and drink purchases following restrictions on the advertisement of high fat, salt, and sugar products across the Transport for London network: A controlled interrupted time series analysis



Amy Yau , Nicolas Berger, Cherry Law, Laura Cornelsen, Robert Greener, Jean Adams, Emma J. Boyland, Thomas Burgoine, Frank de Vocht, Matt Egan, Vanessa Er, Amelia A. Lake, Karen Lock, [...], Steven Cummins  [view all]

Published: February 17, 2022 • <https://doi.org/10.1371/journal.pmed.1003915>

*Be mindful of engaging with corporate advertisers/big brands to discuss plans of introducing a policy that would apply certain restrictions*

Public health  
Original research

Sociodemographic differences in self-reported exposure to high fat, salt and sugar food and drink advertising: a cross-sectional analysis of 2019 UK panel data 

 Amy Yau <sup>1, 2</sup>,  Jean Adams <sup>3</sup>, Emma J Boyland <sup>4</sup>, Thomas Burgoine <sup>3</sup>,  Laura Cornelsen <sup>1</sup>, Frank de Vocht <sup>5, 6</sup>, Matt Egan <sup>7</sup>, Vanessa Er <sup>1</sup>, Amelia A Lake <sup>8, 9</sup>, Karen Lock <sup>2</sup>, Oliver Mytton <sup>3</sup>, Mark Petticrew <sup>7</sup>, Claire Thompson <sup>10</sup>, Martin White <sup>3</sup>, Steven Cummins <sup>1</sup>

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News • Children's Food Campaign

## Transport for London declares junk food ad ban a success as revenues announced

*Build in risk mitigation to assess impact of policy on advertising revenue – work with your Communications, Sponsorship and Marketing teams*

**As more local councils introduce these policies, the evidence base/available insight will further develop and grow.**

## Corporate political activity in the context of unhealthy food advertising restrictions across Transport for London: A qualitative case study

Kathrin Lauber, Daniel Hunt, Anna Gilmore, Harry Rutter

Department for Health, Tobacco Control Research Group (TCRG), Institute for Policy Research (IPR), Centre for Governance, Regulation and Industrial Strategy, Centre for Analysis of Social Policy (CASP), Centre for Development Studies, Department of Social & Policy Sciences

# Council position

It is **within in the gift of the council** to establish a local precedent and control the types of adverts that are displayed on their estate.

This policy will **enable the council to reject adverts for food and drink products that are in conflict with the promotion of a healthy life.**

YouGov polling (May 2023)  
Empowering local communities

64% of adults would like their local council to be able to restrict unhealthy food and drink advertising in outdoor areas

76% of adults would like their local council to be able to restrict unhealthy food and drink advertising near places that children congregate

Growing interest and public recognition of the **roles that councils have in shaping their food environment.**



# Council platforms

- Lamppost advertising
- Waste fleet advertising
- Roundabout sponsorship
- Publications and digital screen advertising
- Digital publication advertising



[www.luton.gov.uk](http://www.luton.gov.uk)

## e-Luton



## Bus shelters:

- Council owned bus shelter based advertising space currently managed by Clear Channel (contract managed by Highways)
- 110 bus shelters; 80 advertising, 30 non-advertising
- Contract in place until 2027
- Policy will be applied for future contracts

## Not within our direct control:

- Adverts that appear on the local buses
- *Potential opportunity to influence?*

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## Assessing 'healthiness' of products: Nutrient Profiling Model (NPM)

- The NPM forms the basis for how local advertising policies can determine whether the advert is unhealthy and should therefore not be permitted. **Brands aren't prevented/locked out from advertising, the policy will only affect the content of their adverts.**
- It uses a scoring system which balances the contribution made by beneficial nutrients (*fruit, veg and nut content; fibre; protein*), with components in food that should be minimised (*saturated fat, sugar, salt, calorie density*).
- The overall score determines whether an item can be advertised:
  - **For drinks, if a product scores 1 or higher, it is classed as less healthy and fails the NPM**
  - **For foods, if a product scores 4 or higher, it is classed as less healthy and fails the NPM**
- First developed by Food Standards Agency in 2007 as a tool for Ofcom to help differentiate foods and improve the balance of television advertising to children.
- Subject to rigorous scientific scrutiny, extensive consultation and review.



# Adverts: before and after TfL Healthier Advertising Policy



Before



After





# Opening up the space for more local discussion...

By taking junk food out of the spotlight, this policy will set the stage for healthier food.

## Good health is everyone's business.

- Establishes a local precedence for council's local position on advertising/exposure to unhealthy food and drink products.
- By having a policy of this type in place/taking it through the democratic process it creates openings for more discussion on how we can work collaboratively across different sectors to support healthy outcomes by addressing the built food environment:
  - *Planning/Local Plan: hot food takeaways*
  - *Working with businesses to support menu transformation*



# Thank You

For more information from Sustain on available support, please contact Fran Bernhardt on [fran@sustainweb.org](mailto:fran@sustainweb.org)

Any other queries or questions, happy to connect outside of this: [kate.cressall@luton.gov.uk](mailto:kate.cressall@luton.gov.uk)

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