



Association of Directors of Public Health (UK)

The Association of Directors of Public Health

ADPH welcomes PHE's Report on Sugar Reduction: Evidence into Action

The Association of Directors of Public Health welcomes the publication of [PHE's report](#) which reviews the evidence on interventions to help the nation reduce their sugar consumption.

The document brings together the international evidence on interventions to help reduce the nation's sugar consumption, as requested by the Department of Health. It contains actions including further regulation of promotions, restrictions on the marketing of high sugar products, the impact of fiscal measures and a voluntary reformulation programme. This is the first time the evidence on the subject has been collated and assessed.

Dr Andrew Furber, President of the Association of Directors of Public Health (and Director of Public Health for Wakefield) said:

"ADPH welcomes the report from PHE and welcomes the actions stated in the report. Including a call to:

- *Significantly reduce opportunities to market and advertise high sugar food and drink products to children and adults across all media including digital platforms and through sponsorship.*
- *Introduce a price increase of a minimum of 10-20% on high sugar products through the use of a tax or levy such as on full sugar soft drinks, based on the emerging evidence of the impact of such measures in other countries.*

The knowledge of evidence based interventions is key to helping reduce childhood obesity and this report comes at a crucial time ahead of the government's strategy. Directors of Public Health are well placed within Local authorities to provide leadership locally, to tackle some of the elements of the obesogenic environment."

Dr Jeanelle de Gruchy, Vice President of the Association of Directors of Public Health (and Director of Public Health for Haringey) gave evidence to the Health Select Committee earlier this week, highlighting the role of local authorities and the challenges they face in tackling childhood obesity. She said:

"We support the call for 20% sugar tax; however we believe there is no silver bullet; ADPH values the role that PHE has in drawing together the evidence and think it is very important that it is carefully considered by politicians as they formulate their strategy."

In a 2014 survey 91% of Directors of Public Health highlighted the need to introduce governmental standards for salt, saturated fat and sugar reduction in the food supply as one of their top 10 priorities. The survey also revealed support for a ban on the marketing of foods and beverages high in fat, sugar and salt before 9pm on broadcast media.

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Notes to Editors

1. The Association of Directors of Public Health (ADPH) is the representative body for Directors of Public Health (DsPH) in the UK. It seeks to improve and protect the health of the population through DPH development, sharing good practice, and policy and advocacy programmes. www.adph.org.uk
2. ADPH has a strong track record of collaboration with other stakeholders in public health, including those working within the NHS, local authorities and other sectors.

**Association of Directors of Public Health
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