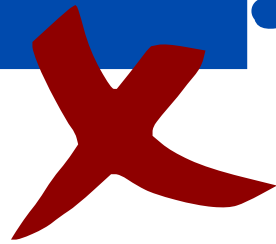


Introducing a local sugar tax



Leisure provider - SIV (part of the not-for-profit) Sheffield City Trust - worked with the Council public health team to find ways to reduce the consumption of sugary drinks.

Should we stop sales of all sugary drinks?



Should we introduce a 20p levy on soft drink sales with more than 5g of sugar per 100ml?




The levy came into force in 2016 affecting 21 drinks (excluding milk-based drinks and fruit juices) in 8 venues, and applied to cafes and vending machines, with money raised invested in a local community health fund.

31%
Sales of high sugar drinks

27%
Sales of lower sugar alternatives




1.3 million tonnes from people's diets

Adapted from LGA (2018) Healthy weight, healthy futures, Local government action to tackle childhood obesity. Available at: https://www.local.gov.uk/sites/default/files/documents/22.16%20-%20Health%20weight%2C%20healthy%20futures_WEB.pdf





Introducing a local sugar tax

The SIV Health & Wellbeing Partnership Manager said a key step was training front-of-house and catering staff in how to communicate messages around sugar to the public

We didn't want to shame people who did want to buy the high sugar drinks, but we did want to use it as an opportunity to engage them in a conversation about sugar.

If someone was buying a high sugar drink we would point out that it had the tax placed on it and there were other alternatives that were lower in sugar.

Adapted from LGA (2018) Healthy weight, healthy futures, Local government action to tackle childhood obesity. Available at: https://www.local.gov.uk/sites/default/files/documents/22.16%20-%20Health%20weight%2C%20healthy%20futures_WEB.pdf





Local regulation of hot food takeaway outlets



3 Common planning approaches to regulating hot food takeaway outlets

Exclusion zones: Opening of new outlets is restricted within the zones

Limit density: Opening of new outlets is restricted where numbers exceed stated threshold

Restrict: Opening of new outlets restricted based on % population classified as overweight or obese

Gateshead Council implemented all 3 restrictions in planning guidance from 2015: effectively banning new premises being used as fast-food outlets. Buildings already being used as these outlets could change ownership and continue.



The density and proportion of fast-food outlets decreased compared to other areas in North East England that had not introduced restrictions.

It is likely this is because the number of fast-food outlets remained fairly constant over time (there was no significant reduction in number) whilst the number of other types of outlets and the population increased.

Adapted from Brown et al. (2022) No new fast-food outlets allowed! Evaluating the effect of planning policy on the local food environment in the North East of England, <https://www.sciencedirect.com/science/article/pii/S0277953622004324>





Local regulation of hot food takeaway outlets

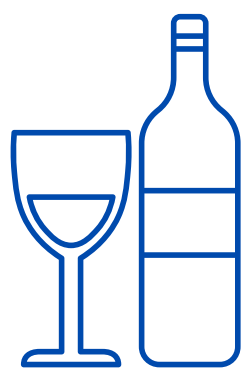
Anecdotal evidence provided by the environmental health team in Gateshead, suggests that prospective business owners who applied for permission for a restaurant with ancillary take away service were able to circumvent the planning restrictions.

Adapted from Brown et al. (2022) No new fast-food outlets allowed! Evaluating the effect of planning policy on the local food environment in the North East of England, <https://www.sciencedirect.com/science/article/pii/S0277953622004324>





i-MARK: campaign to support independence from the alcohol industry



...we were very concerned about the activities of the alcohol industry and alcohol industry funded organisations in attempting to influence health policy

Irish Community Action on Alcohol Network

The i-MARK is



a brand:

all organisations signing up can use the logo



a social movement

encouraging conversations about why independence from alcohol industry influence matters

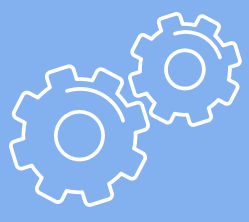


a toolkit, including:

- a summary of evidence
- a check list of conflict-of-interest questions to guide decision making

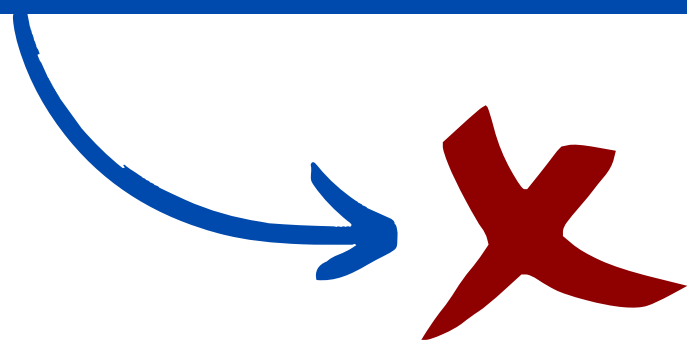
To find out more visit <https://alcoholforum.org/i-mark/>





i-MARK and industry funded education

Guidance from the Irish Departments of Health and Education



Schools should not use alcohol industry-funded education materials



Following the launch of i-MARK



Media coverage highlighted materials from industry-funded organisations were being used in some schools



The Irish Department of Education and Health Service Executive issued a formal letter to all schools explicitly warning them against using materials funded by the alcohol industry

Acknowledgement: this case study was adapted from information on the Alcohol Forum Ireland website <https://alcoholforum.org/i-mark/> and in 'Denormalising alcohol industry activities in schools' van Schalkwyk et al (2023) [https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667\(22\)00341-3/fulltext](https://www.thelancet.com/journals/lanpub/article/PIIS2468-2667(22)00341-3/fulltext)

