

Item 4: Calorie reduction

1. The attached pledge 'package' was circulated on 19 January, with a view to gaining the endorsement of HLSG members at this meeting. We have received one suggestion for additional wording (see overleaf), and views would be welcome at the meeting on the merits of its inclusion.
2. Subject to HLSG's agreement, we are proposing the following next steps:
 - circulation of the pledge package to all Food Network partners and interested parties, encouraging potential 'early implementers' to develop their plans
 - holding an engagement event on 21 February, with a focus on the practicalities of implementation and reporting
 - "launching" the pledge – ideally with some examples of action by early implementers, as a way of building momentum
 - any other engagement elements required (for further discussion with members).

**Department of Health
February 2012**

FOR HLSG MEMBERS

Possible amendment for discussion: marketing mix (CRUK)

Firstly to add into the wording, as shown below (in bold text):

*Please list the calorie reduction activities undertaken (e.g. product/ menu reformulation, portion size control, promotion, new product development, **balance of the marketing mix**) and where possible provide data to indicate the scale of the activity. Some indicative examples are given below as a guide.*

Secondly to add it as an example:

Example 5. Balance of the marketing mix ; this could be presented as the shift in the proportion of the company's overall marketing budget (advertising, promotion etc) that is spent on lower calorie products (as defined by FSA guidelines) versus higher calorie products.

CALORIE REDUCTION: A RESPONSIBILITY DEAL PLEDGE

PREAMBLE

1. The *Call to Action on Obesity in England*, published in October 2011, set out the scale of obesity challenge facing the nation, described the action needed by a wide range of partners to address the issue and set national ambitions for reductions in obesity prevalence.
2. The *Call to Action* made clear that, while increased levels of physical activity are important, reductions in the nation's calorie consumption are key if we are to achieve the national ambitions. It included a *calorie reduction challenge* to the nation to reduce its energy intake by 5 billion calories (kcal) a day.
3. Supporting individuals to achieve the calorie reduction challenge calls for concerted action by a wide range of partners with influence on our diet – including central Government (through the Change4Life campaign or the new Alcohol Strategy), local authorities and the food industry (through its powerful influence on our diet and food choices) – to help us change our behaviour and reduce calorie intake.
4. The Responsibility Deal Calorie Reduction Pledge provides a mechanism for the food and drink industry to make and record its contribution to helping the population meet the calorie reduction challenge. It is an opportunity for the industry to build on its track record and to go further, recognising the scale of the challenge we face.
5. The pledge encapsulates the Government's priorities of supporting *sustainable and responsible* economic growth. It sees the health and growth objectives as intertwined and mutually reinforcing. The innovation and competition which drives growth in the food industry – and which remains a priority - can also powerfully help drive forward its contribution to the national ambition to reduce calorie intake.

THE CALORIE REDUCTION PLEDGE

Recognising that the Call to Action on Obesity in England set out the importance of action on obesity, and issued a challenge to the population to reduce its total calorie consumption by 5 billion calories (kcal) a day,

We will support and enable our customers to eat and drink fewer calories through actions such as product/ menu reformulation, reviewing portion sizes, education and information, and actions to shift the marketing mix towards lower calorie options. We will monitor and report on our actions on an annual basis.

THE ACTION BUSINESS MIGHT TAKE UNDER THE PLEDGE

6. There are a range of actions which the food industry might take in response to the pledge. These are likely to vary from one business to another. To help businesses shape their response, a set of guiding principles and a “menu” of possible actions (intended to illustrate the possibilities but not to be exhaustive) is set out below.

Supporting principles

7. Actions in pursuit of the calorie reduction pledge should:
- seek to deliver long-term and sustained reductions in energy intake
 - include measures linked to the company’s core business
 - be developed in a way which embraces the spirit of the Responsibility Deal to improve public health and seeks to avoid the potential for unintended consequences, including the likelihood of exacerbating health inequalities
 - not conflict with, and if possible support work to reduce the salt and/ or saturated fat content of products.

‘Menu’ of options

Action	Examples of activity
Reformulation	<ul style="list-style-type: none"> • Recipe/ menu changes to decrease energy density • Fat and sugar reduced in products, or substituted with other lower calorie ingredients
Portion size	<ul style="list-style-type: none"> • Reductions to portion sizes of existing products/ menu items
Development of lower calorie options	<ul style="list-style-type: none"> • Baked products replacing fried e.g. savoury snacks • Calorie restricted products e.g. 99 kcal chocolate bars
Encouraging consumers to choose healthier options	<ul style="list-style-type: none"> • Promotion of smaller portion sizes to encourage down-sizing • Other ‘substitution’ promotions to favour lower calorie options
Satiety enhancers	<ul style="list-style-type: none"> • Potential to increase the content of satiating ingredients to decrease overall energy intake e.g. fibre
Balance of portfolio/ menu/ etc	<ul style="list-style-type: none"> • Companies may expand or change their offering to include a greater proportion of ‘healthier’ products/ menu items • Procurement and default options offered to customers are the healthy options e.g. coffee shops use of lower fat milks, caterers and retailers use of reduced fat cheeses, spreads and lower fat meats etc.
Activity intended to inform and educate consumers towards	<ul style="list-style-type: none"> • This could, for example, extend into meal composition and food preparation, such as funding healthier eating sessions in local schools

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making healthier choices	<ul style="list-style-type: none">• In line with the supporting principles, such action should ideally accompany other actions.
Other	<ul style="list-style-type: none">• By harnessing their creative powers, companies may be able to develop further options to facilitate behaviour change – for example, this might include innovative use of loyalty cards.

REPORTING BY COMPANIES

8. The pledge is subject to the standard monitoring requirements that apply across the whole of the Responsibility Deal based on a common self-reporting template for each collective pledge. This secures transparency for commitments while keeping reporting burdens as light as possible. It enables companies to put their commitments in the context of a longer-term programme of work and link to annual reports or other documentation. The monitoring template is at Annex A.
9. In line with the standard monitoring arrangements for all Responsibility Deal pledges, companies making commitments are expected to return 'section A' of the monitoring form, giving an overview of broad delivery plans, within 6 weeks of signing up to the pledge. Monitoring returns will be published on the Department of Health's website.
10. It is open to businesses signing up to the pledge additionally to complete a monitoring template at the outset to detail their previous activity relevant to calorie reduction if they wish. These will also be published on the Department's website.

MEASURING OVERALL PROGRESS

11. Progress towards meeting both the calorie reduction challenge, and the overarching national ambitions will be subject to measurement at the aggregate level, focussing primarily on trends in health and consumer behaviour. This will involve a matrix of indicators as no single metric spans the depth and breadth of relevant activity.
12. Sources will include aggregate data from the Health Survey for England, the National Diet and Nutrition Survey, the Expenditure and Food Survey, and commercially available data (e.g. Kantar), augmented with additional data to improve coverage of the catering sector. Analysis of this data will give an overall indication of progress at population level, taking into account the range of other initiatives and influences bearing on consumer behaviour – and provide insights into the actions being delivered by business as a whole.
13. The new obesity National Ambition Review Group, set out in the *Call to Action*, will consider progress towards the national ambitions overall.

Annex A: Monitoring template

About the monitoring template
<p>As part of the agreed monitoring process for the Public Health Responsibility Deal, partners will be required to submit an annual update to the Department of Health so that we can place this information on the website. In this annual update, partners will set out the progress they have made against each of the pledges they have signed up to. They will also have an opportunity to set out the next stage of their plans.</p> <p>The Responsibility Deal networks have developed a standardised monitoring template for each of the collective pledges. Guidance notes, intended to assist partners in completing the templates, are included within the template.</p> <p>This is the monitoring template for the calorie reduction pledge, which supports the Responsibility Deal's core commitments on enabling and encouraging adoption of healthier diets and playing a vital role in improving people's health.</p> <p>Further information on this pledge can be found at: http://www.dh.gov.uk/en/Publichealth/Publichealthresponsibilitydeal/BecomingaResponsibilityDealpartner/DH_125222</p> <p>This template has been made available in document format. The Department of Health is in the process of developing a web-based platform, which would enable partners to complete their annual updates online. We expect this system to be available by the end of February 2012.</p> <p>All the information that partners will be asked to provide in the monitoring templates will be made publicly available on the Responsibility Deal website - http://responsibilitydeal.dh.gov.uk/. Consequently, partners should not include any information in their templates which cannot be disclosed.</p> <p>The Department of Health will not provide any detailed analysis or commentary on the information provided by partners when they are published online.</p>
Core Commitments
<ol style="list-style-type: none"><i>1. We recognise that we have a vital role to play in improving people's health.</i><i>2. We will encourage and enable people to adopt a healthier diet.</i>
Calorie reduction

Recognising that the Call to Action on Obesity in England set out the importance of action on obesity, and issued a challenge to the population to reduce its total calorie consumption by 5 billion calories (kcal) a day,

We will support and enable our customers to eat and drink fewer calories through actions such as product/ menu reformulation, reviewing portion sizes, education and information, and actions to shift the marketing mix towards lower calorie options. We will monitor and report on our actions on an annual basis.

Section A – Summary of pledge delivery plans

About Section A

In this section, partners are asked to set out their plans to meet the pledge. Partners will be asked to complete and return this section to the Department of Health within six weeks of signing up to the pledge.

Please indicate how you intend to meet this pledge.

For example, describe the steps/ activity you intend to undertake to deliver this pledge; when and where this will be taking place; and details of your rollout/ implementation timetable etc.

Please describe the broad areas of planned activity, with reference to the 'menu of options'.

You may cross-refer to other documents or reports. Please provide web-links where appropriate.

There is a 500-word limit when completing this section. All of the information provided here will be published on the Responsibility Deal website.

Section B – Progress Update: Quantitative

About Section B

This section includes a series of measures that are intended to map partners' progress on delivering against the pledge. Partners will provide information against each of the measures as indicated.

Partners will be asked to return this section to the Department of Health by the **end of April each year**. Partners will be asked to provide their most up-to-date information and to make clear the period to which their information applies.

All of the information provided here will be published on the Responsibility Deal website.

Please list the calorie reduction activities undertaken (e.g. product/ menu reformulation, portion size control, promotion, new product development) and where possible provide data to indicate the scale of the activity. Some indicative examples are given below as a guide.

Example 1. Product/ menu reformulation: this could be presented as the number or percentage of product(s)/ menu item(s)/ stock keeping unit(s) that have been reformulated, or as a percentage of sales.

Example 2. Portion size control: this could be presented as the number or percentage of product(s)/ menu item(s)/ stock keeping unit(s) that have had a portion size reduction where the previous portion size is no longer on sale, and separately the number or percentage of product(s)/ menu item(s)/ stock keeping unit(s) where a new portion size has been introduced to the market.

Example 3. New product development: this could be presented as the number or percentage of new product(s)/ menu item(s)/ stock keeping unit(s) brought out to encourage consumers to eat and drink fewer calories. It would also be helpful to indicate if these replace any existing product(s)/ menu item(s)/ stock keeping unit(s).

Example 4. Consumer information/ education: this could be presented (as appropriate) in terms of circulation (e.g. for print media), throughput, downloads etc.

Commentary

If you wish, you may provide a short commentary on the data provided in this section. There is a 200-word limit when completing this section.

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Section C – Progress Update: Qualitative

About Section C

Completion of this section of the template will be **optional**. Partners wishing to complete this section will be asked to return it by the **end of April** each year.

All of the information provided here will be published on the Responsibility Deal website.

Please set out the progress you have made this year on delivering this pledge.

This section provides you with an opportunity to describe the progress you have made on delivering against this pledge and the changes you have implemented in order to deliver this commitment. You may wish to indicate if your delivery plans (as set out in your Section A) had to be modified and whether there were any unintended consequences that arose from your delivery of the pledge.

You may wish to give a comparison with activity undertaken prior to signing up to the pledge¹.

You may wish to direct interested observers to company documents or reports where you have already given details of progress on your Responsibility Deal pledges. If appropriate, please provide a web-link.

There is a 500-word limit when completing this section.

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Please set out how you intend to make further progress on delivering this pledge.

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¹ Or a reference to where this is captured elsewhere, e.g. in a separate monitoring form detailing previous actions or a separately prepared report.

Annex C: Frequently asked questions

Q. What is the purpose of the calorie reduction initiative?

A. The aim is to encourage and enable the population to eat fewer calories as a core part of the behaviour change required to halt and reverse the rising trend in excess weight.

Q. What part is the food and drink business expected to play?

A. As with other Responsibility Deal pledges, this initiative recognises the contribution that the food industry can make through its powerful influence on people's diets, actively supported by Government and others, and complemented by other relevant initiatives such as Change4Life campaigns. The Call to Action on Obesity recognises that everyone in society has a part to play – this will include other sectors of industry (including the alcohol and physical activity sectors), health professionals, local and central government as well as individuals themselves.

Q. What about increasing physical activity ('energy out')?

A. Other, complementary initiatives are underway, including through the Responsibility Deal Physical Activity Network, to promote increased physical activity, and in due course to build on the forthcoming Olympic Games and its health legacy.

Q. What areas of action does this initiative cover? Is this just about reformulation?

A. At heart, this is about helping people change their behaviour and, specifically, reducing their calorie consumption. There is a wide range of actions business might take to help people with this, including product/ menu reformulation, portion control, and actions to shift the balance of the marketing mix towards lower calorie options. The 'menu of options' illustrates the actions that might be taken. It is not exhaustive, but is a guide to the type of activity that businesses may consider to support this pledge.

Q. What will those who wish to sign up need to do?

A. Companies making a commitment will be asked to indicate, at least in broad outline, the actions they intend to take in 'section A' of the associated monitoring template for return within 6 weeks of signing up to the pledge, in line with the standard arrangements for all pledges. Transparency is the key and information supplied by companies will be made available online, but the proposed activity will not be 'vetted'. It will be for companies themselves to decide on a credible level of action and to report on this in due course.

Q. What account will be taken of previous calorie reduction activity by business?

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A. We recognise that some businesses have already begun or are continuing relevant activity and we are keen to make this apparent to interested parties. We are proposing that this could be captured at the outset by completing the proposed monitoring template in respect of this activity. This information would then be displayed online as an acknowledgement of their track-record.

Q. What will business be ‘held to account’ for?

A. In common with other pledges, we will ask individual companies to provide “light-touch” annual returns setting out action taken in response to pledges made. At aggregate level, the calorie reduction challenge is about population-level change and we will therefore focus on a range of measures principally showing trends in health and consumer behaviour. Sources will include the Health Survey for England, the National Diet and Nutrition Survey, and commercially available data (e.g. Kantar) augmented with additional data to improve coverage of actions taken within the catering sector.

Q. Is it OK to start small and build up a contribution over time?

A. Achieving the scale of change needed to meet the calorie reduction challenge will require major action by the widest possible range of partners (in Government, business and beyond). But we recognise that the scale and speed at which individual companies are able to respond will vary and that for some, factors such as technical constraints and consumer tastes, may mean that contributions will build up over time.

Q. By when does the calorie reduction challenge have to be met?

A. We are keen to see early progress. Ultimately though, the calorie reduction challenge is a key component of action on obesity and our new national ambitions are to achieve an established downward trend in excess weight for children and adults by 2020.

Q. How is this compatible with the economic growth that the Government wants business to deliver?

A. The Government is committed to a thriving food and drink industry reaping the benefits of innovation and competition *and* making a significant contribution to improving the health of the nation. We believe these objectives are compatible. Ultimately, health and wellbeing are the foundations of a prosperous society. Economic growth has to be sustainable – including taking account of health – to deliver true long-term benefit. The Responsibility Deal recognises the twin drivers of health and growth, and the calorie reduction pledge offers a way for business to maintain progress on both.