



Healthy Eating, Weight and Nutrition Plan 2022-2026

As the first healthy eating, weight, and nutrition plan (HEWNP) for the Council, the 5-year plan's purpose is to create a healthy eating and nutrition agenda that promotes a healthy weight and lifestyle and contributes to tackling health inequalities in the borough. The HENWP will be referred to as the Plan in the rest of this document. This document provides a summary outline and a table of actions.



Why a Healthy Eating, Weight and Nutrition Plan?

In Richmond (2019/20), almost half of adults are classified as overweight or obese. The prevalence of obesity is lower than the rest of England (51.9% vs 62.8%) and London (51.9% vs 55.7%) and the percentage of overweight and obese children in Reception Year was 17.1% and 22% of children in Year 6.

People are now consuming more ultra-processed foods, and many do not eat enough fruit, vegetables and dietary fibre. Whilst there is no local data available about the diets of Richmond residents, the National Diet and Nutrition Survey (NDNS) provides an indicator that adults may not be consuming the right foods to support a healthy lifestyle.

The associated health risks of being overweight and obesity include hypertension, psychosocial dysfunction, development of eating disorders, respiratory illnesses and type 2 diabetes. Excess weight contributes to long-term conditions in adults, for example, some types of cancer and diabetes. Promoting a healthy diet and weight for all prevents the onset of ill-health.



Delivery of The Plan

The delivery of the Plan is under the Council's Prevention Framework (2021-2025) and will work to enable Healthy People, Healthy Communities and Healthy Environments. The Plan takes a whole systems approach to achieving this goal.

The Plan will be complemented by related plans and strategies to also address the wider determinants of health that impact on populations living with an unhealthy weight and long-term conditions. This includes housing, planning, culture, community safety and environment, community and partnerships, Adult Social Care and Public Health divisions.

Through the Plan, the Council will build on existing initiatives and strategies, enable partners to work jointly together, and target those most at need.

The Plan's Universal and Targeted Approach

By adopting both a universal and targeted approach, the Plan will deliver policies and interventions across the Council and system partners to improve healthy eating and nutrition to reduce preventable ill-health.

For example, it will raise awareness of healthy eating and nutritional standards and focus on key groups who may be at greater risk of ill health from a poor diet.

This will allow the Council to deliver targeted actions to reduce unhealthy eating and improve nutrition across the life course, contribute to reducing the prevalence of obesity and other conditions, and lead and coordinate efforts for a joined-up approach across the Council that makes best use of resources and local community-based assets.

In Richmond, the Plan will facilitate the acceptability and accessibility of healthier food and drinks. For example, it will enable people make healthier food choices.



Based on evidence-based approaches to promote healthy eating, weight and nutrition, the plan has three strands:

- 1** restricting advertising and promotion of foods high in fat, sugar and salt,
- 2** promoting procurement and catering of healthy food at localities, and
- 3** promoting healthier eating and drinking initiatives based on the best practice, resident insights and evidence.

1

Restrictions on promotions on food and drinks high in fat, salt or sugar (HFSS)

Short-term actions (2022)

- Study and monitor the implementation of the national restrictions on promotions on food and drinks high in fat, salt or sugar (HFSS) in medium and large retailers as of April 2022
- Evaluate distinct levels of advertising/promotion restrictions; such as, but not limited to, voluntary product placement, location of advertising, sponsorships
- Commission a piece of research and/or engagement sessions to gather public opinion on topics / themes such as perceived barriers to healthy eating, takeaway usage, views on HFSS promotion restrictions
- Promote the water only school's initiative and sugar-free learning zones through the Healthy Schools programme.

Medium-term actions (2023 - 2025)

- Garner support for 'soft launch' of advertising/promotion restrictions on a voluntary basis in venues selling HFSS items
- Create an advertising policy in the first instance, including restrictions on content such as HFSS food and drinks

Long-term actions (2026 and beyond)

- Conduct public consultation on policy for advertising /promotion restrictions, if deemed required

2

Healthy procurement and catering

Short-term actions (2022)

- Identify and work collaboratively across the Council on at least one action to align healthier choices with reducing waste and towards a sustainable food ecosystem
- Work with commissioners responsible for Council-funded services/local catering or procuring food such as Age Well Centres to ensure that healthy food is offered and prepared according to a set of nutritional standards

Medium-term actions (2023 - 2025)

- Work collaboratively across the Council on at least one additional action to align healthier choices with reducing waste and towards a sustainable food ecosystem
- Partner with relevant Council departments regarding community-led sustainable solutions to increase acceptability and accessibility of healthy eating
- Work with commissioners responsible for Council-funded services and local catering or procuring food such as Leisure services to ensure that healthy food is offered and prepared according to a set of nutritional standards

Long-term actions (2026 and beyond)

- Work collaboratively across the Council on additional actions to align healthier choices with reducing waste and towards a sustainable food ecosystem



3

Healthy eating and drinking

Short-term actions (2022)

Behavioural insights:

- Conduct a survey with Age Well Centres regarding nutrition knowledge among staff to inform how we can support and aid in their learning around healthy eating and nutrition
- Encourage schools to take up the health-related behaviour questionnaire to inform school and local authority understanding of nutrition among our younger population and use the results to inform strategic planning

Wider engagement:

- Identify appropriate existing networks and working groups to embed healthy eating and nutrition programme with external and internal partners
- Identify workplaces to embed healthy eating and nutrition into their healthy workplace initiatives and communications with staff
- Develop module for MECC and accreditation
- Work with existing healthy eating and nutrition initiatives to support provision of healthy food to targeted groups

Local and national policy:

- Identify other boroughs to collaborate and draw lessons learnt and identify potential opportunities for joint commissioning or other pieces of work
- Develop local plans and initiatives in line with the developing London childhood obesity delivery plan

Medium-term actions (2023 - 2025)

Intervention:

- Embed healthy eating and drinking messaging into Public Health behavioural interventions across the Adult Social Care and Public Health Directorate, for example, Adult Weight Management, long-term conditions management, smoking cessation, mental health interventions
- Support and review existing child and family weight management services
- Promote breastfeeding friendly services and environments to encourage uptake and reduce barriers to breastfeeding

Link with relevant networking groups, organisations and businesses:

- Connect with voluntary and community sector conducting healthy eating initiatives and bolster outreach to groups most at-risk of diet related ill-health
- Encourage more organisations to adopt baby-friendly initiatives that promote breastfeeding
- Promote healthy eating initiatives through Healthy Schools and Healthy Early Years London awards

Local and national policy:

- Promote the Sugar Smart campaign in collaboration with Healthy School Programme

Long-term actions (2026 and beyond)

Internal and external engagement:

- Share lessons learnt and best practice in appropriate forums and networks

