

# Local Authority Declaration on Healthier Food and Sugar Reduction

## The London Borough of Waltham Forest

commits to implement the following actions during 2017/18 in support of healthier food and to provide a progress report at the end of the year:

### Tackle advertising and sponsorship

Review corporate policies around advertising and sponsorship and develop policies that promote breastfeeding, healthy foods and drinks.

### Improve the food controlled or influenced by the council

Council canteen and other council influenced settings (e.g. leisure facilities, park cafes) to achieve healthier catering commitment award.

Work towards Government Buying Standards for food into all relevant contracts as they come up for re-tender.

Join Healthy Early Years London project to improve catering and healthy eating in early years settings.

Work with Waltham Forest Caterers to reduce sugar in puddings served with school meals.

### Reduce prominence of sugary drinks and actively promote free drinking water

Install water station at the town hall reception area.

Work with businesses through the Healthier Catering Commitment.

Explore the introduction of a voluntary sugary drinks levy in all Council owned facilities.

### Raise public awareness

Use Council media to communicate healthy eating messages.

Take part in Healthy Eating Week and National School Meals Week.

Work with local voluntary and community food partnerships and projects to promote food growing and encourage a healthy food culture.

### Deliver healthier public events

Have healthy food and drink during summer events and work with allotment groups/cultivate to be more prominent at the events.

Work with HENRY and breastfeeding champions to be present at events and provide breast feeding spaces.


### Support businesses and organisations to improve their food offer


Review our existing policy on fast food outlet restrictions and enable Public Health to be consulted on all relevant planning application.

Work towards adopting a Breastfeeding Friendly/Welcome scheme.

Encourage food retailers and museum to remove foods high in sugar, fat and salt from tills and queuing areas.

Encourage fruit and vegetable retailers to accept Healthy Start vouchers.

  
Cllr Clare Coghill  
Leader of the Council

  
Cllr Naheed Asghar  
Lead Member - Health and Voluntary  
Sector Partnerships

  
Ben Reynolds  
Deputy Chief Executive, Sustain

# Local Authority Declaration on Healthier Food and Sugar Reduction

---

## The London Borough of Waltham Forest acknowledges:

Overconsumption of foods high in sugar, fat and salt and sugary drinks is a major contributor to the rise in overweight and obesity in the country. Consumption of unhealthy food is actively promoted through advertising, sponsorship deals and price promotions. In London, one in three London children are overweight or obese by the time they start secondary school and more than 3.8 million Londoners are overweight or obese.

Locally in Waltham Forest, National Child Measurement Programme results (2015/16) showed that nearly 24% of reception children were of excess weight (overweight including obese). This is nearly 2% higher than both London and England, increasing to 40% for year 6 children. This is nearly 2% higher than London and 6% higher than the England rates.

The Waltham Forest health profile, published annually by Public Health England, shows that 58.6% of adults in Waltham Forest are estimated to be overweight or obese. The recent Great Weight Debate survey showed residents in Waltham Forest rated proliferation of fast food shops and promotion of unhealthy food and drinks as major contributors to childhood obesity in the borough.

### Signing the declaration will:

Strengthen on-going work to promote healthy weight in line with the local healthy weight strategy action plan e.g. healthier vending machines, healthier catering.

Galvanize action in the borough to address obesity across the system  
(whole system approach)

From 2017 this declaration will feature as a measure in the Good Food for London report. In 2016, Waltham Forest is ranked 11th out of 33 London boroughs in the London borough league table achieving 60% of the 11 measures used to demonstrate what boroughs are doing secure a healthy and sustainable food environment.

Provide an additional publicity opportunity to communicate healthy eating messages to the population.