



BRISTOL EATING BETTER AWARD SCHEME

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Healthy Lifestyles & Healthy Place



Background

- ▶ The number of places to eat out has increased by more than 50% in the last 10 years
- ▶ 75% of the UK population now eat out at least once a week. 14% of these eat out at least six times each week (Food Standards Agency 2014)
- ▶ Fast food tends to be more energy dense and has a higher fat content than food prepared at home
- ▶ Concentration of fast food outlets highest in poorest areas and this also correlates with obesity

Bristol



Healthy weight is one of three priorities for the Health and Wellbeing Board

Purpose



- ▶ A primary prevention for tackling unhealthy diets, overweight and obesity in Bristol, by making changes to the 'out of home' food environment and enabling informed choice.
- ▶ Also includes sustainability
- ▶ To support the delivery of **SUGAR SMART** BRISTOL
- ▶ Developed by Public Health in consultation with partners
- ▶ Currently in its pilot phase

Delivering the Award Scheme



- ▶ The Award Scheme is designed for takeaways, cafes, sandwich & coffee shops, pubs, restaurants and workplaces
- ▶ Areas of the city with higher levels of deprivation and obesity prioritised
- ▶ Online application and supporting website
- ▶ Businesses will receive a window sticker, certificate and publicity.

Application of the scheme

- ▶ Award divided into two parts: ‘Better for people’ and ‘Better for places and the planet’
- ▶ Comprises simple practical actions, supported by guidance, which applicants can commit to
- ▶ Can engage ‘hard to reach’ businesses – only a few actions needed to achieve ‘Commitment level’ and more actions leading to Bronze, Silver or Gold

Sugar Smart commitments



**SUGAR
SMART**

There is a purchasing policy that includes sourcing food products & ingredients containing no or less added sugar

**SUGAR
SMART**

Steps are taken during food preparation and service to help reduce sugar consumption

**SUGAR
SMART**

Customers are offered alternatives which are lower in sugar

**SUGAR
SMART**

We encourage customers to drink less sugary drinks

**SUGAR
SMART**

We help customers make healthier choices

Want to know more?

- ▶ Website currently under design
 - ▶ In mean time please email bristoleatingbetter@bristol.gov.uk
 - ▶ Or speak with Grace or myself today
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