

CASSH Scorecard 2020: The road to preventing obesity

Red = No/halted progress towards meeting commitment

Amber = Some progress made towards meeting commitment

Green = Commitment achieved

Childhood Obesity Plan	Government Commitment	Progress	CASSH Recommendation
Soft Drinks Industry Levy (SDIL)			
Chapter 1	Introduce SDIL to reduce the sugar content of soft drinks	The SDIL was introduced in 2018 and has led to a 28.8% reduction in sugar content	<ul style="list-style-type: none"> • <i>Sugary milk drinks must be covered by the levy</i> • <i>The thresholds should be lowered, with rates increased in line with inflation to continue to benefit the health of children and adults</i> • <i>Revenue must be ringfenced as promised</i>
	Ringfence SDIL revenue for children's activity services	While £240m was raised in the first year, spending was not monitored and it is unclear if ringfencing will continue	
Chapter 2	Review sugary milk drinks and include in SDIL if insufficient progress has been made	No review of sugary milk drinks progress has been published	
Chapter 3	If sugary milk drinks have not achieved a reduction, include in the SDIL		
Sugar Reduction			
Chapter 1	Reduce sugar in products that contribute most to children's diets by 20%	Programme introduced, by 2018 only a 2.9% reduction achieved in retail, 4.9% in out of home	<ul style="list-style-type: none"> • <i>The sugar reduction programme must be expanded to a comprehensive range of products and mandated to benefit the health of adults and children</i> • <i>The programme must be flexible to capture new product ranges</i>
Chapter 2	Introduce mandatory or fiscal measures if 20% sugar reduction not achieved	2018 review found insufficient progress, and 2019 review delayed. No mandatory or fiscal measures have been announced	
Calorie Reduction			
Chapter 2	Deliver a Calorie Reduction Programme	Calorie reduction scoping document <i>Scope and Ambition for Action</i> published in 2018 but not yet implemented. Calorie targets are due to be met by 2021	<ul style="list-style-type: none"> • <i>Calorie reduction targets must be released immediately, across a wide variety of product categories</i>
Salt Reduction			
Chapter 2	Review industry progress on salt reformulation	Public Health England released a progress report in December 2018	

Chapter 3	Publish revised salt targets in 2020, to achieve by mid-2023, and report on industry progress in 2024	Draft targets released to key stakeholders, but not yet finalised and published	<ul style="list-style-type: none"> • <i>Ambitious targets must be released this year, for industry to action by 2023</i> • <i>The targets must be monitored with progress reported publicly</i> • <i>The urinary sodium survey must go ahead as planned in 2023 to aid monitoring and evaluation of the programme</i>
	Commission a urinary sodium survey to measure population salt intake in 2023 to assess progress	N/A	
Marketing and Advertising			
Chapter 1	Update the Nutrient Profile Model for use in nutrition policies such as restricting advertising to children	Consultation launched in 2018 and the model was updated, but still not published more than 3 months after consultation closed ¹	<ul style="list-style-type: none"> • <i>A 9pm watershed must be implemented immediately across all platforms, with a view to extend to all HFSS advertising to protect adults and children from aggressive marketing and advertising</i> • <i>Online advertising rules must be developed and independently monitored</i> • <i>The new NPM must be released immediately and integrated with existing advertising policies</i>
Chapter 2	Introduce a 9pm watershed on TV/online HFSS advertising	Consultation released but no policy announcement more than 3 months after consultation closed	
	Review self-regulatory basis of online advertising rules	Consultation released early 2020 but no policy announcement yet	
Promotions			
Chapter 2	Consider use of tax system to promote healthy food	No announcement yet on how tax system might be revised	<ul style="list-style-type: none"> • <i>The current VAT system must be reviewed, with rates removed from healthy food, to ensure families can access healthy food</i> • <i>Price and location promotions must be applied to healthy food and drink only</i>
	Restrict price and location promotions of unhealthy food in retail, online and in the out of home sector	Consultation released but no policy announcement more than 3 months after consultation closed	
Nutrition Labelling			
Chapter 1	Make labelling clearer, including updating total sugars to added sugars	No progress	
Chapter 2	Address nutrition labelling following exit from EU	Consultation not released	

¹ According to the Government’s best practice guidelines on consultations, responses should be published within 12 weeks of the consultation closing <https://www.gov.uk/government/publications/consultation-principles-guidance>

	Mandate calorie labelling for the out of home sector	Consultation released but no policy in place more than 3 months after the consultation closed	<ul style="list-style-type: none"> ● <i>Front of pack, colour-coded nutrition labelling must be mandated across all food, drink and alcohol products</i> ● <i>The out of home sector must display nutrition information at the point of sale, and calorie labelling must be implemented immediately as a first step</i>
Chapter 3	Consult on improving front-of-pack nutritional labelling by the end of 2019	Consultation not released	
Public Sector and Communities			
Chapter 1	Government Buying Standards: Encourage adoption for food and catering services	Standards have been promoted, but many premises have not yet adopted	<ul style="list-style-type: none"> ● <i>Standards for public sector food must be mandated and cover all premises employing key workers</i> ● <i>Learnings from the Trailblazer programme must be widely shared and scaled up</i>
Chapter 2	Trailblazer Programme: Develop a trailblazer programme for different communities	Programme developed	
	Local Healthy Food Environments: Help local authorities exert their power – make a business case for a healthy food environment	In 2019, the public health grant was £850 million lower than 2015/16 in real terms. While an increase was announced for 2020/21, it is still 22% lower than 2015/16	
	Define set of standards demonstrating good green infrastructure	Natural Environment guidance updated in 2019	
	Government Buying Standards: Update for Food and Catering Services	Consultation released but standards have not been updated more than 3 months after consultation closed	
Infant and Young Child Feeding			
Chapter 2	Review scope for reformulation of product ranges aimed at babies and young children	<i>Foods and drinks aimed at infants and young children: evidence and opportunities for action</i> published June 2019	<ul style="list-style-type: none"> ● <i>The strictest standards must be developed and implemented for food promoted to children to ensure the best quality food is available for babies and young children</i> ● <i>Ban use of cartoons on packaging of unhealthy foods eaten by infants and children</i>
Chapter 3	Commission survey on infant feeding to provide information on breastfeeding and the use of foods and drinks other than breastmilk in infancy	Survey not yet commissioned	
	Publish guidelines on the nutritional content of commercially available baby food and drinks in early 2020	Guidelines not published	
	Include baby food in the Change4Life Food Scanner app	Baby food not yet included in the Food Scanner app	
	Improve the marketing and labelling of infant food	Consultation not yet released	

Schools and Early Years Settings			
Chapter 1	Develop a Healthy Rating Scheme for primary schools	Voluntary scheme developed with select implementation	<ul style="list-style-type: none"> • <i>Strict, mandated guidelines are required for the nutrition content of food distributed in schools and Early Years settings</i>
	School Food Standards: Update and ensure commitment from all schools, including academies	Consultation released early 2020, to be implemented from September 2020	
	Early Years Nutrition: Develop menus for early years settings and update the Early Years Foundation Stage Framework	Menus produced in 2017 but not widely promoted	
Chapter 2	School Food Standards: Update	Duplicate from Chapter 1 , consultation released early 2020	
	Introduce healthy behaviours to the Ofsted inspection framework	Consultation released 2019 but no policy in place more than 3 months after consultation closed	
	Ofsted to research what a curriculum that supports good physical development in the early years looks like	Research published 2019	
Healthy Start Scheme			
Chapter 1	Increase support for low income families through the Healthy Start scheme	Uptake by local authorities across England only averages 53%	<ul style="list-style-type: none"> • <i>The Healthy Start Scheme must be digitised and promoted by local authorities to increase access</i>
Chapter 2	Healthy Start vouchers: to provide additional support to children from lower income families	Duplicate from Chapter 1 , uptake by local authorities across England only averages 53%	
Physical Activity			
Chapter 1	Ensure children have an hour a day of physical activity, funded with SDIL revenue	Initiatives such as Daily Mile promoted, but SDIL revenue no longer available to fund activities	<ul style="list-style-type: none"> • <i>SDIL revenue must be used for children's activity programmes, as promised</i>
	Improve the coordination of quality sport and physical activity	School Sport and Activity Action plan and guidance to increase physical activity have been published	
Chapter 2	Review engagement in physical activity	Guidance on engagement in physical activity for schools, directors of public health and wider partners published March 2020	
	Promote physical activity initiatives such as the Daily Mile	Initiatives promoted, but SDIL revenue not available to fund activity programmes	
Weight Management			

Chapter 1	Develop a suite of weight management applications for consumers and ask PHE to improve digital based support	Discovery research phase took place January – March 2018, development of ‘Our Family Health’ service ongoing	<ul style="list-style-type: none"> • <i>Immediately reinstate the National Child Measurement Programme</i> • <i>Increase access and funding for bariatric surgery</i> • <i>Increase access and funding for evidence-based weight loss support, including digital services</i>
Chapter 2	Continue the National Child Measurement Programme for children in Reception and Year 6	This scheme has been halted due to COVID-19 with no plans to reinstate	
Chapter 3	Work with NHS England to develop approaches to improve advice given on weight management in general practice	No public announcement of action	
	Review digital weight management services	Duplicate from Chapter 1 , discovery research phase took place January-March 2018, development of ‘Our Family Health’ service ongoing	
	PHE to work with NHS England and NHS Digital to share National Child Measurement Programme data with digital child health records	No public announcement of action	
Healthcare Professionals			
Chapter 1	Train healthcare professionals to initiate conversations on nutrition and weight and ensure midwives and health visitors have access to evidence-based information	Included within the NHS Long Term Plan. PHE released consensus statement in 2019 with advice and support for health professionals to have difficult conversations	<ul style="list-style-type: none"> • <i>Continue to improve understanding of the many causes of obesity</i> • <i>Improve nutrition education for all healthcare professionals to help them define their scope of practice, and learn when to refer to a registered nutrition professional</i>
Chapter 2	Provide healthcare professionals with the latest training and tools to better support families, including a digital family weight management service	‘Our Family Health’ app currently in development. Guidance on commissioning Tier 2 Weight Management services also published	
Chapter 3	Review latest behavioural science on how best to communicate with health professionals and parents on obesity	Guidance on behaviour change techniques recently published	