

<b>Adults and Health Scrutiny Committee</b>	<b>AGENDA ITEM No. 6a</b>
<b>7 November 2023</b>	<b>PUBLIC REPORT</b>

Report of:	Jyoti Atri, Director of Public Health	
Cabinet Member(s) responsible:	Cllr Ishfaq Hussain - Cabinet Member for Adult Services and Public Health	
Contact Officer(s):	Paul Stokes, Senior Strategic Public Health Manager and Iain Green, Team Manager for Public Health	Tel. 01223 703257/07484 519466

## PETITION – JUNK FOOD ADVERTISEMENT

RECOMMENDATIONS	
<b>FROM:</b> Director of Public Health	<b>Deadline date:</b> N/A
<p>It is recommended that Adults and Health Scrutiny Committee:</p> <ul style="list-style-type: none"> <li>Acknowledges the petition ‘End Junk Food Advertisements in Peterborough’ at part c of this agenda item, which sought to petition the council to restrict the advertisement of food high in fat, salt and sugar in advertising spaces owned by the council or on council owned land.</li> <li>Consider the evidence presented in this report and should they conclude the petition warrants further action, recommend officers investigate the options and implications of restricting the advertisement of HFSS food on Council owned land and property with a view to taking an options paper to Cabinet for consideration.</li> </ul>	

### 1. ORIGIN OF REPORT

- 1.1 This report has been requested by Adults and Health Scrutiny Committee following a petition the council has received on banning High Fat, Salt and Sugar (HFSS) advertising in advertising spaces owned by the council or on council owned land.

### 2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is to inform and support member discussions on the petition the council has received from Peterborough Youth Council. The petition requests the council to restrict the advertisement of HFSS in advertising spaces owned by the council or on council owned land: [ePetition – End Junk Food Advertisements in Peterborough | Peterborough City Council](#)
- 2.2 This report is for the Adults and Health Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council –
- 1.Public Health;
  - 2.The Health and Wellbeing

- 2.3 Poor health outcomes are associated with Children in Care. Junk advertising promotes unhealthy diets and may exacerbate inequalities for children in care.

### 3. **TIMESCALES**

Is this a Major Policy Item/Statutory Plan?	<b>NO</b>
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### 4. **BACKGROUND AND KEY ISSUES**

#### 4.1 **Petition Details**

The following [petition](#) was received by the council from Peterborough Youth Council:

*We the undersigned petition the council to restrict the advertisement of food high in fat, salt and sugar in advertising spaces owned by the council or on council owned land.*

The ePetition ran from 19/06/2023 to 22/07/2023 and was signed by 68 people.

#### 4.2 **HFSS advertising**

The promotion of potentially unhealthy food and beverage products is now widely recognised in Europe as a significant risk factor for child obesity and for the development of diet-related noncommunicable diseases (1). Evidence shows that fast-food marketing, including repeat exposure to outdoor advertising, encourages increased consumption of fast-food, particularly by children (2), in turn driving up the number of people who are overweight and obese (3).

The power of advertising on children and young people has been shown by 'Bite Back 2030', the organisation referenced by the youth council in their petition. A fake fast-food brand was created, and teenagers were manipulated into choosing this food in a restaurant through advertising alone, [video](#).

A recent study in Bristol (4) found that younger people and those living in more deprived areas reported seeing more unhealthy product advertisements, particularly for unhealthy food and drinks. Therefore, a policy that specifically restricts such advertisements has the potential to reduce health inequalities.

#### **Advertising policies in other areas**

- 4.3 In 2019, Transport for London (TfL) removed advertising of HFSS food and drink from all their public transport networks. The ban was associated with a reduction in average household weekly purchases by 1001 kcal (6.7%). In an average household, this equates to reductions in purchased energy of 385 kcal per person per week. Household sugar consumption also fell by 80.7g (10.5%) a week; more than twice the amount achieved by the introduction of the soft drinks levy.

In the three years following implementation, the advertising ban alone was estimated to have prevented 94,867 cases of obesity and is predicted to add 16,394 quality-adjusted life years and save £218 million in health and social care costs over the lifetime of the current population, largely due to impacts felt by those experiencing socioeconomic deprivation (5).

There are now 8 local authorities across the UK who have signed off their own advertising ban, including [Luton](#) and [Barnsley](#). It has been reported by ) that 100 additional local authorities are now considering implementing their own Healthier Food Advertising Policies..

#### **HFSS policy implementation and classification**

Sustain has supported local authorities with implementing advertising policies. They have created a toolkit [Healthier Food Advertising Policy Toolkit](#) which explains how to introduce a policy.

4.4 The [Nutrient Profiling Model](#) (NPM) is used to identify food and non-alcoholic drinks that are high in fat, salt or sugar. It is widely used, including by Ofcom since April 2007 and is subject to rigorous scientific scrutiny, extensive consultation and review.

### Financial implications

In the first year after the advertising restrictions were introduced in February 2019, the TfL advertising ban saw no loss of advertising revenue, which increased by £2.3million by March 2020 (6). There are no data available for financial implications of advertising bans in other local authorities yet.

4.5

### The local setting

#### Rates of overweight and obesity data in Peterborough

22% of Peterborough reception age children measured as overweight (inc. obesity). 41.2% of Peterborough Year 6 children measured as overweight (inc. obesity). This is statistically significantly worse than the England average for this indicator. For Peterborough wards there appears to be increased correlation between deprivation and the 'very overweight' category compared to the 'overweight' category. This correlation is stronger for Year 6 pupils.

4.6

4.6.1

Figure 1: NCMP Data for Cambridgeshire and Peterborough from the 2021/22 academic year

4.6.2

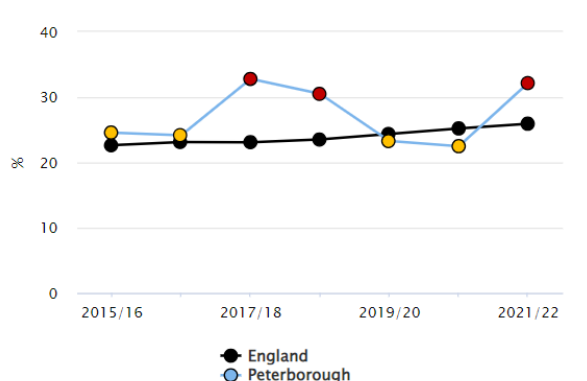
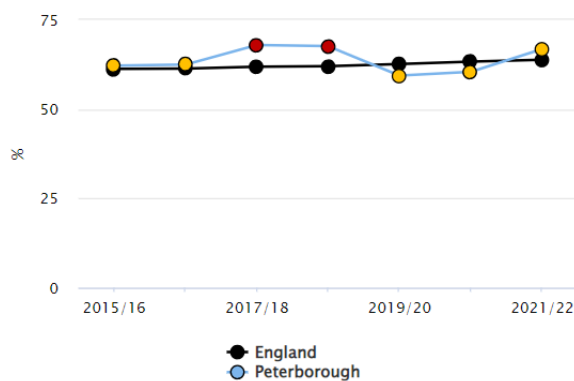
Area	Reception (%)					Year 6 (%)				
	Underweight	Healthy Weight	Overweight	Obesity	Severe Obesity	Underweight	Healthy Weight	Overweight	Obesity	Severe Obesity
Peterborough	1.5	76.6	11.4	10.5	2.6	2.1	56.7	15.2	26.0	7.1
England	1.2	76.5	12.1	10.1	2.9	1.5	60.8	14.3	23.4	5.8

Source: National Child Measurement Programme, NHS Digital. National dataset. Pupils from the Peterborough local authority schools submission, based on the child's residential postcode.

Data Key	
Green	Indicates that the area is statistically significantly <b>better</b> than the national average
Amber	Indicates that the area is relatively <b>comparable</b> to the national average
Red	Indicates that the area is statistically significantly <b>worse</b> than the national average

The graphs below show the trend in adult overweight and obesity levels in Peterborough, compared with the national average. This demonstrates the mixed picture across Cambridgeshire and Peterborough and highlights the areas with greatest need. Overall, both overweight and obesity levels are in line with or above the national rates.

4.6.3



Legend for both graphs: ● Better 95% ● Similar ● Worse 95% ○ Not applicable

Figure 2. Percentage of adults (aged 18+) who are overweight Figure 3. Percentage of adults (aged 18+) who are obese

classified as overweight or obese

classified as obese

Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)

### Billboard advertising in Peterborough

4.7

Two samples were taken by the members of the Public Health team of the billboard adverts on Bridge Street, Peterborough, in September and October 2023. Figure 1 shows that of the 27 adverts seen in September, 56% were for HFSS food or drinks. 11% of adverts fell within the health and wellbeing category (Great Eastern Run and Vivacity), however there were no adverts for non-HFSS foods or drinks. A similar situation was also observed in October, with 46% of adverts being for HFSS foods or drinks and no adverts for healthy options.

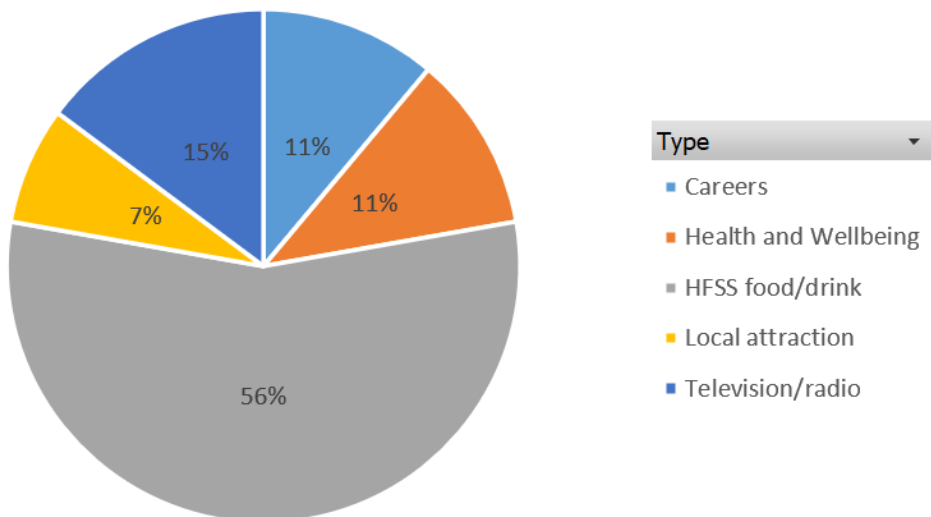


Figure 1. Type and proportions of billboard adverts seen in central Peterborough on 25/09/23

4.8

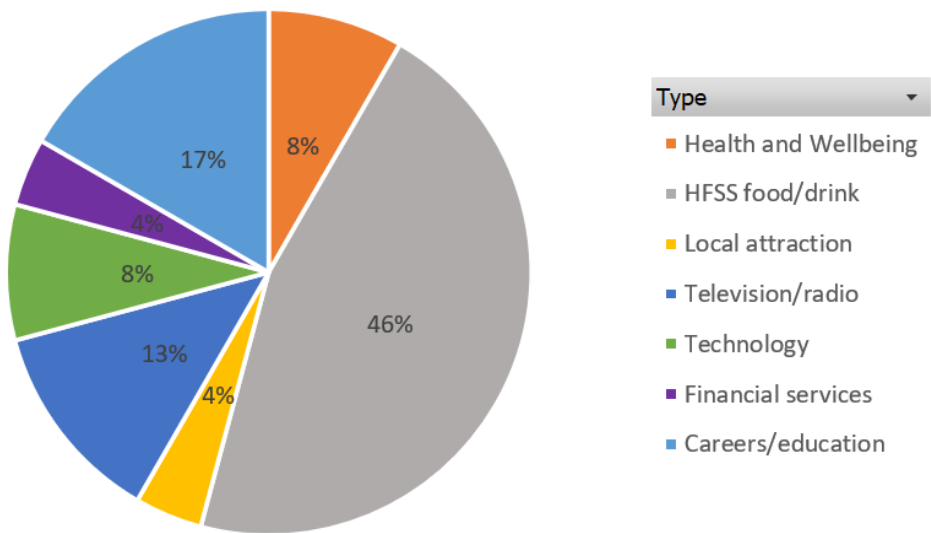


Figure 2. Type and proportions of billboard adverts seen in central Peterborough on 18/10/23

### Summary

Within the local authority and as a wider system, we are working to create an environment where the healthy choice is the first choice. A restriction on HFSS products in council-owned property would support the Joint Health and Wellbeing/Integrated Care Partnership strategy priority 'create an environment to give people the opportunity to be as healthy as they can be' which is focusing upon the prevention of obesity.

## 5. CORPORATE PRIORITIES

## 5.1 1. *The Economy & Inclusive Growth*

- *Environment*

*EQIA summary: If a HFSS advertising policy were to be implemented by the Council, there would be a neutral and potentially positive impact on carbon emissions. If a policy were to be implemented that resulted in decreased consumption of HFSS foods, carbon emissions could potentially be reduced in the city.*

- *Homes and Workplaces*
- *Jobs and Money*

## 2. *Our Places & Communities*

- *Places and Safety (including any rural implications)*
- *Lives and Work*
- *Health and Wellbeing*

An advertising policy would support the Joint HWB strategy priority 'create an environment to give people the opportunity to be as healthy as they can be' and the Public Health commissioned weight management services.

## 3. *Prevention, Independence & Resilience*

- *Educations and Skills for All*
- *Adults*
- *Children*

Rates of people who are overweight and obese are high in children in Peterborough. An advertising policy would support the Joint HWB strategy priority 'create an environment to give people the opportunity to be as healthy as they can be' and the Public Health commissioned weight management services.

## 4. *Sustainable Future City Council*

- *How we Work*
- *How we Serve*
- *How we Enable*

*Further information on the council's priorities can be found here - [Link to Corporate Strategy and Priorities Webpage](#)*

## 6. **CONSULTATION**

6.1 The petition was signed by 68 people and provides some views on the petition.

6.2 Additional consultation could be conducted with parents through children's services, community groups, weight management service users, and schools.

## 7. **ANTICIPATED OUTCOMES OR IMPACT**

7.1 If a HFSS food and drink advertising ban were to be implemented, it would decrease the exposure of the Peterborough population to unhealthy food and drink advertisements. Evidence suggests that reduced exposure to HFSS advertising reduces purchase and consumption of these products. Therefore, we would expect this to have a positive impact on health outcomes.

## 8. **REASON FOR THE RECOMMENDATION**

- 8.1
- Evidence shows that the promotion of unhealthy food and beverage products is a significant risk factor for child obesity and for the development of diet-related noncommunicable diseases.
  - Younger people and those living in more deprived areas are more likely to be exposed to unhealthy food and drink advertisements. Therefore, a policy that specifically restricts such advertisements has the potential to reduce health inequalities.

- A policy restricting HFSS products would support the Joint Health and Wellbeing/Integrated Care Partnership strategy priority '*create an environment to give people the opportunity to be as healthy as they can be*' which is focusing upon the prevention of obesity.

## 9. ALTERNATIVE OPTIONS CONSIDERED

9.1 No alternative options have been considered.

## 10. IMPLICATIONS

### 10.1 Financial Implications

Financial implications for the council are unclear. Although TfL showed no reduction in advertising revenue after introducing a ban on advertising HFSS. There are no data available for financial implications of advertising bans in other local authorities yet.

### Legal Implications

10.2 Other local authorities have introduced advertising policies that ban advertising HFSS with no known legal implications.

### Equalities Implications

10.3 A policy that specifically restricts HFSS advertisements has the potential to reduce health inequalities, as younger people and those living in more deprived areas are more likely to be exposed to unhealthy adverts.

## 11. BACKGROUND DOCUMENTS

### 11.1 References

(1) [Marketing of foods high in fat, salt and sugar to children: update 2012–2013 \(who.int\)](#)

(2) Abi-Rafeh, R. et al. (2021) What is the likely impact of advertising restrictions on obesity? Economics Observatory

(3) Smith, R. et al. (2019) Food Marketing Influences Children's Attitudes, Preferences and Consumption: A Systematic Critical Review. *Nutrients* 11(4):875

(4) Scott, L.J., Nobles, J., Sillero-Rejon, C. et al. (2023) Advertisement of unhealthy commodities in Bristol and South Gloucestershire and rationale for a new advertisement policy. *BMC Public Health* 23, 1078 <https://doi.org/10.1186/s12889-023-15995-z>

(5) Yau, A. et al. (2022) Changes in household food and drink purchases following restrictions on the advertisement of high fat, salt, and sugar products across the Transport for London network: A controlled interrupted time series analysis. *PLoS Med.*;19(2): e1003915. doi: 10.1371/journal.pmed.1003915. PMID: 35176022; PMCID: PMC8853584.

(5) Thomas, C. et al. (2022) The health, cost and equity impacts of restrictions on the advertisement of high fat, salt and sugar products across the transport for London network: a health economic modelling study. *International Journal of Behavioural Nutrition and Physical Activity* 19:93

(6) [Advertising Report - 2018/19 and 2019/20 \(tfl.gov.uk\)](#)

**12. APPENDICES**

12.1 None.

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