Creating a healthier food and drink environment across the public sector

Rachel Manners, Nutrition Advice Team Leader, PHE
September 2018
Childhood Obesity: a plan for action

• Included a call to “harness the true potential of the public sector to reduce childhood obesity” and set an example to children and families by ensuring that every public sector setting from leisure centres to hospitals has a food environment designed so the easy choices are also the healthier ones.

• This included implementing Government Buying Standards for Food and Catering Services (GBSF)

“The NHS has an important role in tackling childhood obesity at both a local and national level… [This] includes action to create healthier environments in NHS premises by curbing the sale of unhealthy foods and drink... We will support local authorities, schools and hospitals, to adopt the GBSF.”

Childhood Obesity Plan, Chapter 2 (2018)
Healthier food and drink options across the public sector

Government Buying Standards for Food and Catering Services (GBSF)
NHS - Healthier food & drink options

- **Sugary drinks**: To be banned from 1 July 2018 unless suppliers voluntarily take decisive action to cut their sales. Provision for this made in current NHS Standard Contract published January 2018.
Indicator 1b: “Healthy food for staff, visitors and patients” on NHS premises

- Criteria include actions around price promotions, advertising, food and drink at checkouts, sugary drinks provision, and ‘calorie cap’ targets for confectionery, sweets, sandwiches and savoury pre-packed meals.

- NHS England’s supplementary guidance helps with practical implementation - e.g. definition of foods high in fat, salt or sugar (HFSS foods).

- PHE is providing technical advice to NHS England to help inform future development of the CQUIN.
PHE’s role in public sector catering

Publication of guidance and tools

➢ Healthier catering guidance and supporting tools
  “Nutrition Principles” document forms one of the five required hospital food standards

➢ Toolkit for encouraging healthier ‘out of home’ food provision and healthier catering guidance for different types of businesses

Provision of technical advice and support

➢ To help inform implementation of GBSF and other activity to encourage the availability and uptake of healthier food and drink options across central government, the wider public sector and beyond

  e.g. NHS staff health & wellbeing CQUIN
  e.g. Vending trial - supporting Leeds City Council
A Healthier Greggs
Lisa Brigham, Corporate Communications Manager
An introduction to Greggs

- Established for over **75 years**.
- On a journey to transform the business from a traditional bakery into a **contemporary food on-the-go retailer**.
- Our vision is to become the customers’ **favourite for food on-the-go**.
- **22,000** employees and **1,900** shops nationwide.
- **Millions** of customers every week.
- Continued **growth** as a business:
  - Turnover of **£960m**,  
  - **£81.7m** pre-tax profit,
  - and **7.4%** total sales (based on last financial year).
- **Share our success** with our local communities and help those in need e.g. Breakfast Clubs, Unsold food donations, Children in Need and Poppy Appeal.
A responsible Greggs

WE WANT TO HAVE A POSITIVE IMPACT ON PEOPLE’S LIVES

CUSTOMER HEALTH
WE ENCourage HEalthier FOOD-on-the-GO CHOICES

RESPONSIBLE SOURCING
WE CARE ABOUT WHERE OUR INGREDIENTS COME FROM

COMMUNITY
WE SHARE OUR SUCCESS WITH THE PEOPLE AROUND US

ENVIRONMENT
WE AIM TO USE ENERGY EFFICIENTLY AND MINIMISE WASTE

PEOPLE
WE ARE COMMITTED TO CREATING A GREAT PLACE TO WORK
EXCLUSIVE: Who ate all the pies? Greggs' second busiest store is in an NHS HOSPITAL

A GREGGS shop in an NHS hospital is the bakery's second busiest store in Britain.

By Isobel Dickinson / Published 15th March 2015

Obesity is the new smoking, says NHS boss in England

By Nick Triggle
Health correspondent, BBC News

19 September 2014 | Health

Health chiefs admit Wolverhampton hospital's Greggs 'not ideal' as city tackles obesity crisis

Health chiefs at a West Midlands hospital have admitted it is 'not ideal' having a Greggs bakery on the site.

GREGGS
Everyday tastes good
Q: I would like you to rate Gregg’s on a few key characteristics in your opinion (on a scale 1 to 10) 1 being Rubbish and 10 being Great; n=191 (shoppers who shop at least once per month)

Exit interviews conducted in Manchester, Leeds, Bristol and Glasgow, October 2012, Evolution Insights
What is Balanced Choice - Key Criteria

- No compromise on taste 
- Green or Amber on the traffic light system for:
  - Fat
  - Saturated Fat
  - Sugar
  - Salt
- Sandwiches and Salads under 400 Calories
Balanced Choice

- Launched in 2014
- Range developed to 41 products today
- Balanced Choice products span:
  - Sandwiches
  - Salads, Fruit & Yoghurts
  - Drinks
  - Porridge
  - Soup
  - Savoury
- Sales of the range now top £100m per year
Product development including no added sugar drinks and children’s menu
Million customers per week

1,900 shops nationwide
Sandwich range reduced calorie intake by 34 million Kcals a week!
Engagement of our 22,000 employees

Making an economic case for encouraging healthier food to go
We provide nutritional information and give our customers a clear choice.
Media coverage is changing perception

Greggs launches its summer menu and it looks delicious

Greggs launch healthy summer menu with cold pressed juices, salads and wraps

Forget the sausage rolls - Greggs is launching a delicious new healthy summer menu

How to be healthy at work: the most nutritious lunches on the high street

Healthier Focus Drives Big Rise In Profit For Greggs
New in Balanced Choice range for 2018
Healthier choices

• In addition to our Balanced Choice brand we track and drive sales of healthier choices
• These are all lines that have no red on traffic lights, and are sub 400 kcal
• We have 97 lines meeting this criteria, £227m sales in 2017 planned to grow to over £250m in 2018
Greggs have had real success in raising our health credentials.

Q. Agreement with: They (Greggs) offer healthy food

From Greggs Brand Tracker
Base: All Shoppers Aware of Greggs; 2011 n=5,000, 2014 n=4,805, 2017 n=5,499
Health and Wellness for our colleagues

- 22,000 colleagues engaged with the positive changes we are making.
- Balanced You - dedicated employee health and wellness programme.
- Focus on four key aspects: Healthy eating and drinking, keeping active and physically well, positive mental wellbeing and staying social.
- Themes include: Obesity Awareness, Time to Talk Day, Random Acts of Kindness Day and Nutrition and Hydration Week.
- Awarded Better Health at Work Award.
Greggs and the NHS

Developing relationships with NHS England:
• Signed up to SSB commitment

Working closely with PHE:
• One You campaign
• Invitation to Annual Conference 2017
• Leadership role in developing an Out Of Home Code of Practice to achieve 20% sugar reduction by 2020

Engagement with NHS Trust CEOs:
• Personalised communication sent to all NHS Trust CEOs
• Explaining action taken
Our commitment to reduce sugar by 20% by 2020

“We know that lowering the amount of sugar in our diets is becoming increasingly important to customers, so we’ve been working hard to reformulate recipes and create new products to reduce sugar across our range, while not compromising on the taste.

“We reported an overall sugar reduction of 12 per cent across the five categories we operate in, within the nine specified in the Government’s Childhood Obesity Plan at the first data collection in August 2017.

“Since then, we continue to make great strides as we move closer towards our commitment of achieving the 20 per cent reduction in sugar across all categories by 2020.”
Our healthier shop format

• We have been busy developing a 'healthier shop' format to meet CQUIN guidelines, which launched at New Cross Hospital in January 2017.
• This is the first Greggs shop to offer a menu and deals centred around our Balanced Choice range (which eliminates products high in fat, sugar and salt from our promotions and advertisements).
• It adopts a layout which reduces the number of HFSS products on display at our checkouts.
Working together to achieve CQUIN targets

- We came joint second in a league table compiled by health campaigners which ranks high-street brands in order of how well they meet NHS England targets on healthy checkouts, food advertising and price promotions in hospitals.
- Already achieved year one and two CQUIN targets for confectionary and hot and cold drinks.
- We have achieved the year one target for sandwiches and salads and are working towards achieving the year two target.
New Cross Hospital pre-refit layout
A fresh new look
Third party accreditation

Testimonial:

“It is important that patients, visitors and staff have a variety of choice when it comes to the food that they wish to eat, and in a hospital setting it is important that there are a number of healthy options on offer. I am pleased that the offer now available at Greggs is so wide and that there are so many healthy options open to their customers.”

David Loughton,
CEO of the Royal Wolverhampton NHS Trust
Third party accreditation
Thank you for listening.
Talking about weight

DR RACHEL PRYKE

GP WINYATES HEALTH CENTRE
RCGP MULTIMORBIDITY CLINICAL CHAMPION
CHAIR GPING - GPS INTERESTED IN NUTRITION GROUP

“Don’t slice the pizza – my diet says I’m only allowed one piece…”
Discussions about weight can go horribly wrong…

“You’re lazy and fat!”

“Please write that in Latin so I can take a week off work”
‘Professional’ comments may convey something quite different to the patient...

<table>
<thead>
<tr>
<th>I think you ought to lose some weight</th>
<th>The doctor thinks I’m fat, despite my diet attempts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your weight is making your joints worse</td>
<td>My pain is my fault</td>
</tr>
<tr>
<td>Do you realise your weight is causing your illness?</td>
<td>To rescue my dignity I shall have to become either defensive or aggressive – or simply not come back to this health professional</td>
</tr>
<tr>
<td>You can’t have your operation until you lose weight</td>
<td>My actual needs don’t count. They are rationing care for obese people</td>
</tr>
<tr>
<td>You just need to eat less</td>
<td>This doctor has no idea what it is like fighting obesity</td>
</tr>
</tbody>
</table>
Weight Continuum

- Understand the patient’s starting point:- At the point your patient attends, does your visual snapshot give you any idea where the patient is on their graph?
## Safe openers: let the patient set the agenda

<table>
<thead>
<tr>
<th>Question</th>
<th>HP’s hidden agenda</th>
<th>Patient perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you feel about your weight/diet?</td>
<td>Is this a touchy subject?</td>
<td>Open invitation to talk about topic that may be of concern</td>
</tr>
<tr>
<td>Do you keep an eye on your weight? / When did you last weigh yourself?</td>
<td>Where should I start? / Is the patient actively engaged or in denial?</td>
<td>I can explain whether this is important to me or not</td>
</tr>
<tr>
<td>What has happened to your weight over the last few years?</td>
<td>Where is the patient on their weight continuum?</td>
<td>I can explain some background to my successes/difficulties</td>
</tr>
</tbody>
</table>
Or – simply ask permission

Would it be ok if I ask you about your weight?
Brief interventions

- BWEL study successfully showed GPs can increase adult engagement with weight management
- 30 seconds to give brief opportunistic intervention
- 4 in 5 patients agreed that the conversation with their GP was appropriate and helpful. 1 in 500 thought it was inappropriate and unhelpful
- Brief intervention messages for children are yet to be formalised – but lots of options
Conveying the impact of weight on health

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<td>Have you sensed that your weight has affected your joints?</td>
<td>What is level of understanding e.g. re inflammatory nature of adipose tissue?</td>
<td>Understanding my condition better may help me to help myself</td>
</tr>
<tr>
<td>Were you aware of the link with weight and ... periods? ... diabetes?...sleep apnoea?</td>
<td>Weight loss may be best treatment option so I want the patient to feel positive</td>
<td>I didn’t realise the solution may lie with me</td>
</tr>
<tr>
<td>What things have you tried to improve your lifestyle?</td>
<td>What are the lifestyle priorities for this patient?</td>
<td>I might mention I gained weight after I stopped smoking</td>
</tr>
<tr>
<td>We know weight can affect the safety of doing an operation – has anyone talked to you about this ?</td>
<td>How can I gently broach the fact that you are unfit for operation?</td>
<td>Understanding the health risks can help me make the right decision about surgery</td>
</tr>
</tbody>
</table>
Target specific groups:

- NICE: Weight management before during and after pregnancy
- NHS DPP – patients with obesity and increasing trend in HbA1c or pre-diabetes
- Women with PCOS who wish to conceive
- Families with an overweight child
Normalise lifestyle advice by linking to presenting problems

Brief interventions
- Sugar/fizzy drinks :: dental health, obesity
- Portion sizing :: parental confidence
- Dietary fibre :: constipation /abdominal symptoms
- Physical fitness and activity :: asthma, falls, arthritis

Any mouth inspection – dental decay flags up nutritional issues: ‘Have you any concerns about the family’s eating habits?’

Acute illness - convey importance of ‘eating to appetite’

Asthma review – explain impact of fitness and weight on symptoms. ‘Is your asthma affecting ability to keep fit?’
Thank you!

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