

Appendix D

Childhood Obesity: A Plan for Action

1. The government published [Childhood obesity: A Plan for Action](#) in August 2016. The plan aims to reduce levels of childhood obesity, improve the health and wellbeing of children, and contribute towards reducing future pressures on the NHS and society.
2. The plan sets out 14 key areas of actions. Seven of these relate directly to food (including reducing sugar and a soft drinks levy), four relate to schools (including helping children to have an hour of physical activity a day), the other three are supporting early years settings; harnessing the best new technology and enabling health professionals to support families.
3. Many health experts, campaigners, Ministers and those in the food and drinks industry have expressed their disappointment that the plan does not go far enough in addressing the root causes of obesity; it is acknowledged that this requires effort across government and a range of stakeholders including local councils.
4. The LGA will be responding to the government's [Soft Drinks Industry Levy Consultation](#) which is currently underway and closes 13 October. The LGA has called for fundamental reforms, such as a mandatory reduction of sugar in soft drinks, better sugar labelling on food and drink products, calorie counts on menus in chain restaurants, and for councils to be given powers to ban junk food advertising near schools.
5. We believe that these measures, which would help to promote greater individual responsibility, could help to significantly reduce childhood obesity. It is disappointing that a number of these key asks have not been included in the plan and we will continue to press government for them to be introduced. Local authorities anticipate having spent £505 million tackling obesity in adults and children, following the transfer of public health responsibility in April 2013.
6. Links to a selection of media releases are included below for information;
 - 6.1. Media work relating to obesity:
 - 6.1.1. [Obesity crisis: 500 children suffering Type 2 diabetes is 'wake-up call' for the nation.](#)
 - 6.2. Better food labeling:
 - 6.2.1. [Make traffic light labelling mandatory, says LGA.](#)
 - 6.2.2. [Fizzy drinks need child-friendly 'teaspoon labels' to spell out sugar content, say councils.](#)
 - 6.2.3. [Obesity crisis: Make pub, restaurant and cinema chains show calorie counts says councils.](#)

6.3. Media work relating to reducing sugar:

- 6.3.1. [Soft drinks firms must commit to sugar reduction in popular drinks to combat obesity crisis, say councils.](#)

6.4. Online advertising targeting children:

- 6.4.1. [Councils raise public health concerns over food firms' online games for children.](#)

6.5. Publications relating to obesity:

- 6.5.1. [Healthy weight, healthy futures: Local government action to tackle childhood obesity.](#)
- 6.5.2. [Tipping the scales: Case studies on the use of planning powers to limit hot food takeaway.](#)
- 6.5.3. [Building foundations: Tackling obesity through planning and development.](#)
- 6.5.4. [Healthier Food Procurement.](#)