

Appendix 1. Local Authority Declaration on Healthy Weight: 14 commitments and opportunities

	Commitment	Examples of activity already being done or planned locally
1.	Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products.	<p>Examples to explore locally could include:</p> <ul style="list-style-type: none"> • Engaging with local fast food outlets to consider 'healthier' options (via environmental health or licensing). • Use procurement policy to promote and encourage healthier food and drink in out of home settings (including council-run cafes).
2.	Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities.	<ul style="list-style-type: none"> • Consider a local policy in relation to commercial partnerships and advertising of unhealthy food and drink, particularly aimed at children. • A regional piece of work is currently being done to develop a Yorkshire and Humber policy for the advertisement of food high in fat, sugar and salt.
3.	Review provision in all public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible).	<ul style="list-style-type: none"> • Conversations have taken place locally with vending machine providers in Riverside House and local leisure centres, to explore healthier options being provided (this is built on research examples from Leeds City Council). • Riverside Café also now provides '100 calorie' snacks and posters are being developed to promote these. • Partners will be engaged in this via development of a 'Partner Pledge' for example working with schools, colleges, the hospital, GP practices, and leisure centres.

4.	Increase public access to fresh drinking water on local authority controlled sites.	Water already provided in some sites, further work needed to explore how this could be rolled-out to other buildings (and aligned to the oral health agenda, particularly for children).
5.	Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited.	Supplementary planning guidance has been consulted on which forms part of the Rotherham Local Plan, which includes a checklist for health and wellbeing implications and a restriction of hot food takeaways close to schools and colleges.
6.	Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, academic institutions and local communities to address the causes and impacts of obesity.	Locally a 'Healthy Weight for All' plan is being developed, contributing to the Health and Wellbeing Strategy, which will be monitored by the Health and Wellbeing Board; setting out actions across all partner agencies.
7.	Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites.	<ul style="list-style-type: none"> • Potential to work with the School Improvement Service to engage schools in supporting health and wellbeing and reducing promotion of food high in fat, sugar and salt. • Consider restrictions on advertising close to schools. <p>For example: Sheffield currently exploring work with 'Clear Channel' to consider advertising of unhealthy food and drink in bus shelters.</p>
8.	Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities,	Ensure local plans support the Government Childhood Obesity Strategy where appropriate.
9.	Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer.	Procurement of food for local venues and events (such as Rotherham Show, Clifton Park) is being looked at to explore how suppliers could be encouraged and supported to provide healthier options.

10.	Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight.	Continue to develop a plan in relation to the Be Well @ Work Award, which supports employees to look after their health and wellbeing, including: <ul style="list-style-type: none"> • Activities being done to promote physical activity at work (e.g. using the stairs, moving around more during the day, promoting active travel). • Healthy eating sessions delivered to staff.
11.	Invest in the health literacy of local citizens to make informed healthier choices.	Communications plan being developed to support the declaration, which considers the role of local people (inc. elected members) to champion messages around healthy weight in communities.
12.	Ensure clear and comprehensive healthy eating messages are consistent with government guidelines.	<ul style="list-style-type: none"> • Local communications plan to ensure consistent messages to staff and public. • Public Health currently working with the 0-19 Service to look at training options for staff who work with children and families (in the council and The Rotherham Foundation Trust) to support them in being able to talk to families about the importance of healthy weight.
13.	Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity.	<ul style="list-style-type: none"> • Strategic Director of Regeneration and Environment (R&E) sits on local Health and Wellbeing Board and engaged in discussions around healthy weight. • Actions will also be included in the 'Healthy Weight for All' plan in relation to the built environment e.g. discussions have already taken place with colleagues in R&E in relation to the town centre public realm, elected member group looking at promoting walking and cycling in the borough, Rotherham Activity Partnership now established to plan and promote physical activity and sport locally.

14.	Monitor the progress of our plan against our commitments and publish the results.	To be monitored locally by officers to ensure actions are delivered and plan will be overseen by the Health and Wellbeing Board (as part of the broader 'Healthy Weight for All' plan).
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