The Public Health Responsibility Deal

Goals

Goals, objectives or targets related to nutrition:

The five core commitments (outlined below) define the scope, purpose, and high-level ambitions of the Responsibility Deal. All Responsibility Deal partners have signed up to the core commitments and, in doing so, they are confirming their support for the Deal’s ambitions and committing to take action in support of them where they can.

The core commitments

The business community, voluntary sector and NGOs have already done a great deal to help people achieve a healthier diet, increase their levels of physical activity, drink sensibly and understand the health risks of their lifestyle choices. Signatories to the Public Health Responsibility Deal will work in support of the following core commitments in relation to their customers and staff, where relevant.

1. Recognise that we have a vital role to play in improving people’s health.
2. Promote and enable people to adopt a healthier diet.
3. Foster a culture of responsible drinking, which will help people to drink within guidelines.
4. Encourage and assist people to become more physically active.
5. Actively support our workforce to lead healthier lives.

Strategies

Strategies and activities related to nutrition:

In turn, collective and individual pledges set out the actions that partners will take to deliver against these core commitments.

Collective pledges represent the collectively agreed action that members of a given sector will take in support of a particular core commitment. All partners have signed up to deliver at least one of the collective pledges? some have signed up to many more. These pledges have been designed and developed by the networks, and approved by the relevant network chairs and the Department of Health.

Individual pledges are specific to a particular organisation or sub-group within a sector, and have been developed by them and approved by the relevant network chairs and the Department of Health. Making an individual pledge gives an organisation the opportunity to
demonstrate where they can be leaders in their sector by going further than collective action can at present, or to make a commitment in an area where collective action is not appropriate.

Food pledges

*We will promote and enable people to adopt a healthier diet?*

- Out of home calorie labelling? We will provide calorie information for food and non alcoholic drink for our customers in out of home settings from 1 September 2011 in accordance with the principles for calorie labelling agreed by the Responsibility Deal.
- Salt reduction? We commit to the salt targets for the end of 2012 agreed by the Responsibility Deal, which collectively will deliver a further 15% reduction on 2010 targets. For some products this will require acceptable technical solutions which we are working to achieve. These targets will give a total salt reduction of nearly 1g per person per day compared to 2007 levels in food. We recognise that achieving the public health goal of consuming no more than 6g of salt per person per day will necessitate action across the whole industry, Government, NGOs and individuals.
- Artificial trans fats removal? We have already removed, or will remove, artificial trans fats from our products by the end of 2011.

Health at work pledges

*Actively support our workforce to lead healthier lives?*

- Healthier staff restaurants? We will implement some basic measures for encouraging healthier staff restaurants/vending outlets/buffets, including:
  - Ensuring the availability of healthier foods and beverages in all available channels to employees
  - Working with caterers to reformulate recipes to provide lower fat, salt, artificial Trans Fatty Acids and energy meals
  - Provision of responsibly sized portions of foods within food outlets
  - Provision and promotion of the consumption of fruit and vegetables through availability and price promotion
  - Provision of calories and/or Guideline Daily Amounts on menus per portion as a minimum (further nutrients optional)
  - Water is visible and freely available

M&E Indicators

**M&E Indicators related to nutrition:**

**Accountability to the Public**

Monitoring progress is key to establishing accountability by confirming that the actions organisations have pledged to take have been completed.

Similarly, evaluation has an important role to play in showing the public and other interested parties, as well as the partners themselves, the impact of the Deal in changing behaviour and/or improving health outcomes. The Department of Health is currently considering the feasibility of an independent evaluation of the impact of elements of the Deal.

Partners have agreed to fulfil the monitoring and evaluation requirements for each pledge to which they have signed up. More detail on the requirements for each pledge are available on the Department of Health website.

An online registry will provide transparency on who the Deal?s partners are and the pledges on which they have committed to take action. It will allow partners, the public, and other interested parties to track progress. Information will also be available to indicate where partners are reporting on their own progress. The online registry can be reached on the Department of Health website.

**M&E Indicator types:**

Process indicators
The Start of an Ongoing Process

The pledges announced at the launch of the Responsibility Deal represent an important step forward for public health, and demonstrate that this way of working can deliver real advances. However, the launch represents just the start of an ongoing process. To date, over 100 organisations have been involved in developing the Public Health Responsibility Deal. Those that have now signed up to pledges have formally become Responsibility Deal Partners.

In the coming months the Responsibility Deal will involve a wider range of organisations that will develop pledges in new areas that realise the full potential of this way of working. The Deal will also continually seek new partners. While over 170 organisations have already signed up at this early stage, many others will not be aware or have had time to consider whether they can become a partner. There is the opportunity for the widest range of commercial and non-commercial organisations to get involved? for instance, almost any employer has the potential to sign the Health at Work pledges. Trade bodies and other representative organisations will have a particularly vital role to play in energising their sectors and, in some instances, larger organisations will be able to mentor others to help them prepare for signing up.

To see the most up to date list of partners that have signed each pledge, and to sign up your organisation, please visit: http://responsibilitydeal.dh.gov.uk/

Policy topics:

- Diet-related NCDs
- Fat reduction (total, saturated, trans)
- Nutrition counselling on healthy diets
- Physical activity and healthy lifestyle
- Promotion of fruit and vegetable intake
- Salt reduction
- Food labelling
- Regulating marketing of unhealthy foods and beverages to children

Partners in policy implementation:

- Government
  - Health
  - Sub-national
  - Details: more
    - Department of Health, Medical Research Council Human Nutrition Research Unit

- National NGO(s)

- Private Sector
  - Details: more
    - Catering, retail and manufacturing sectors

- Other
  - Details: more
    - The Food Network

Links