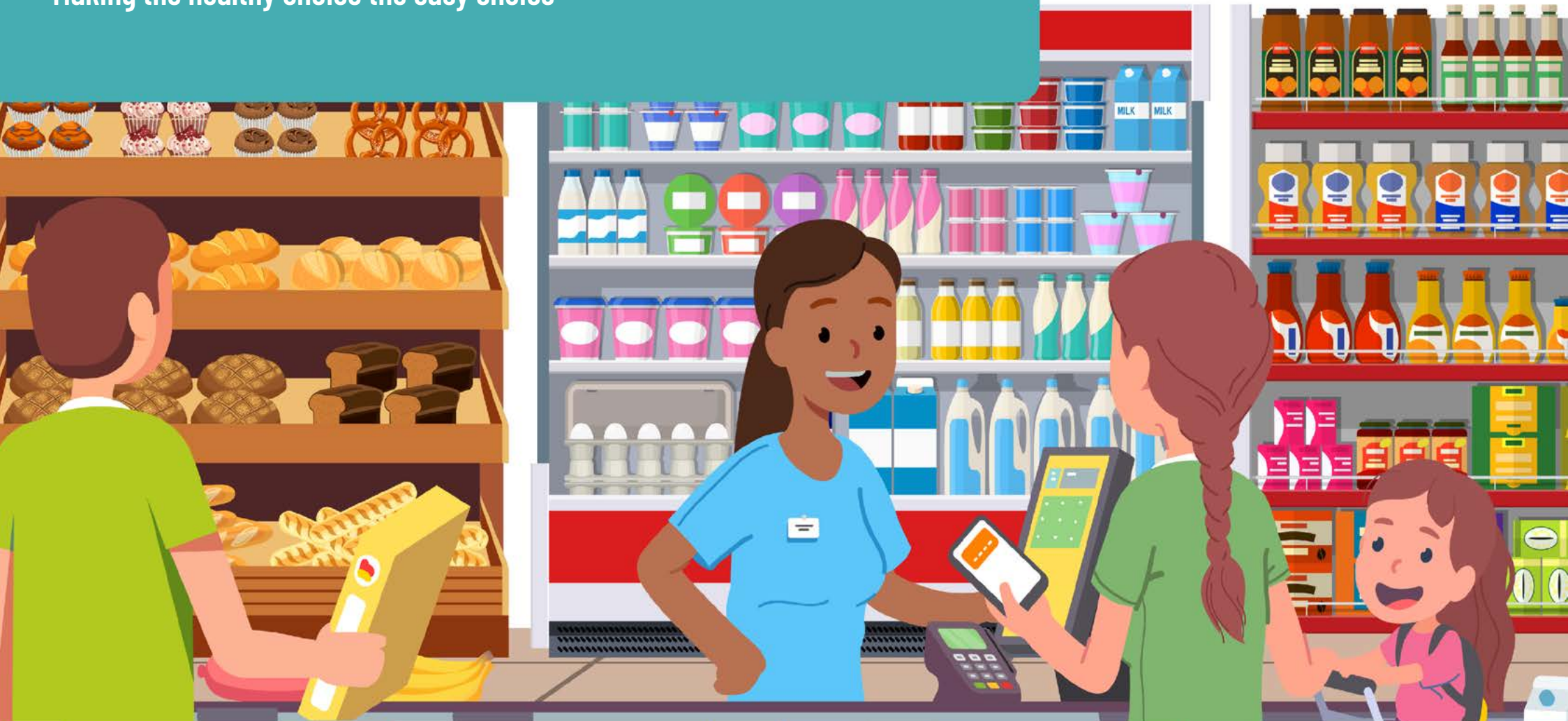




Healthy Food Environment

Making the healthy choice the easy choice



Hello

Being healthy is about making the right choices:

- eating healthy food
- drinking water
- being active.

All three are important for your physical, emotional, and mental well-being.

The problem

Sometimes it's hard to make the right choices. What you see around you, what's available, the advertising, and promotions you see can all make a difference to what you end up eating and drinking.



We use food for all kinds of things: family gatherings, parties and celebrations.



Meals:

- are too big
- have too much fat
- have too much sugar
- have too much salt.

We're getting more takeaways and cooking less.



Buy 1 get 1 free

Shops and supermarkets have more deals on unhealthy food than healthy food.



Food is available 24/7.



We're ordering more and more meal deliveries.



Food adverts are everywhere



The Welsh Government wants to help people make healthy choices and be active. So, we have a 10-year plan called [Healthy Weight: Healthy Wales](#).



We are making changes to the law so people have more healthy options. We want to improve the Food Environment you live in. So, we want to ask you what you think of these plans for:

- healthier food baskets
- healthier eating out and takeaways
- healthier planning for where you live.

As you go through this booklet, you can answer the questions online: smartsurvey.co.uk or as you go

Healthier Shopping Baskets

Making the healthy choice the easy choice

Shops and supermarkets have lots of offers on crisps, sweets, chocolate, cereals, desserts, and other foods that can be high in fat, calories, salt, and sugar. But they don't have as many offers on healthy things.

We want to encourage more offers for healthy foods to make it easier for people to choose.

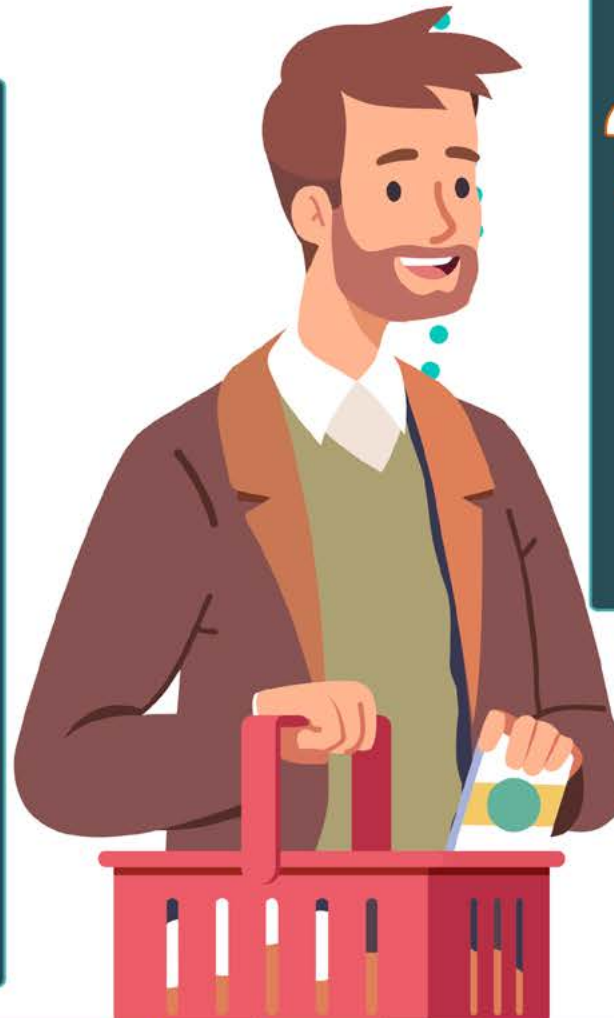
Proposal 1:

We want to introduce a law to stop promotions on less healthy food and drink which are high in fat, sugar or salt. This includes:

- temporary price reductions (like this week's offer)
- multi-buy offers (like buy one get one free)
- volume offers (like meal deals).

? Do you think this is a good idea?
Yes No Don't know

Why?



Proposal 2:

We want to stop less healthy foods and drink being placed at store entrances, checkouts, aisle ends, or free-standing display units.

? Do you think this is a good idea?
Yes No Don't know
Are there any other places?



How do we decide which products are high in fat, sugar, and salt?

It can be difficult to know what the right choice is. Some foods look or sound healthy, but they're not.

The Nutrient Profiling Model (NPM) is a food scoring system to work out how healthy a product is.

The UK Government are going to start using this scoring system in England to stop unhealthy food offers. We want to use this scoring system too.

Which foods should the new restrictions apply to?

Option A

Focus on the biggest issues for childhood obesity:

- Soft drinks
- Chocolate confectionery
- Sugar confectionery like sweets, and fudge
- Cakes
- Ice cream
- Morning goods like breakfast bars and drinks
- Puddings and dairy desserts
- Sweet biscuits
- Breakfast cereals
- Yoghurts
- Milk-based drinks with added sugar
- Juice based drinks with added sugar
- Pizza
- Crisps and savoury snacks
- Ready meals
- Chips and potato products

Option B

Focus on everything in Option A plus:

- Garlic bread
- Pies and quiches
- Bread with additions like raisin bread and hot-cross buns
- Crackers and crispbreads
- Cooking sauces and pastes
- Table sauces like ketchup and thousand island dressings
- Processed meat products like ham and pepperoni
- Pasta /rice/ noodles with added flavours like noodle pots
- Prepared dips and salads like cheesy dips and salsa salads
- Egg products and dishes like egg mayonnaise
- Sweet spreads like chocolate spreads



Which option should we focus on:

Option A Things that most affect children's health and weight?

Option B All Products high in fat, sugar, or salt?

Why?




What businesses will this affect?

Online shopping

Lots of people buy food online and get it delivered.

If we make these changes, we want the law to include online food shopping.

 **Do you think this is a good idea?**

Yes No Don't know

Why?



Other shops and businesses

The new rules will affect some shops and businesses and not others.

Specialist shops


There are some smaller shops that sell chocolate, cheese, sweets, and other things.

These shops would also have to limit their offers.

They would not have to move items away from the entrance or other areas.

Other things not affected

Food that isn't pre-packed and food that's close to its use-by-date **would not** be affected.

 **Proposal 1 limits on promotions should not affect**


- small businesses (below 50 staff)
- close to use-by-date price reductions
- non pre-packed products.

Do you think this is a good idea?

Yes No Don't know

Why?



 **Proposal 2 laws about placement of less healthy foods should not affect**

- small businesses (below 50 staff)
- stores that are smaller than 2,000 square feet (about the size of a tennis court)
- specialist retailers.

Do you think this is a good idea?

Yes No Don't know

Why?



Healthier Eating Out and Takeaways

Understanding how it adds to your weight

Eating out or getting in a takeaway can be a nice treat. But too many or too often can be unhealthy:

- we often don't know the amount of calories, fat, sugar or salt in the food
- portion sizes can be large
- takeaway meals can have twice as many calories as other meals
- sometimes they come with sugary drinks or other offers too.

There are lots of ways to improve this and help people make a healthy choice.

One way is to put clear information about calories on menus. This includes online menus for home delivery meals.

Some cafes, restaurants, and takeaways already do this, but we want them all to have it.

Proposal 3:

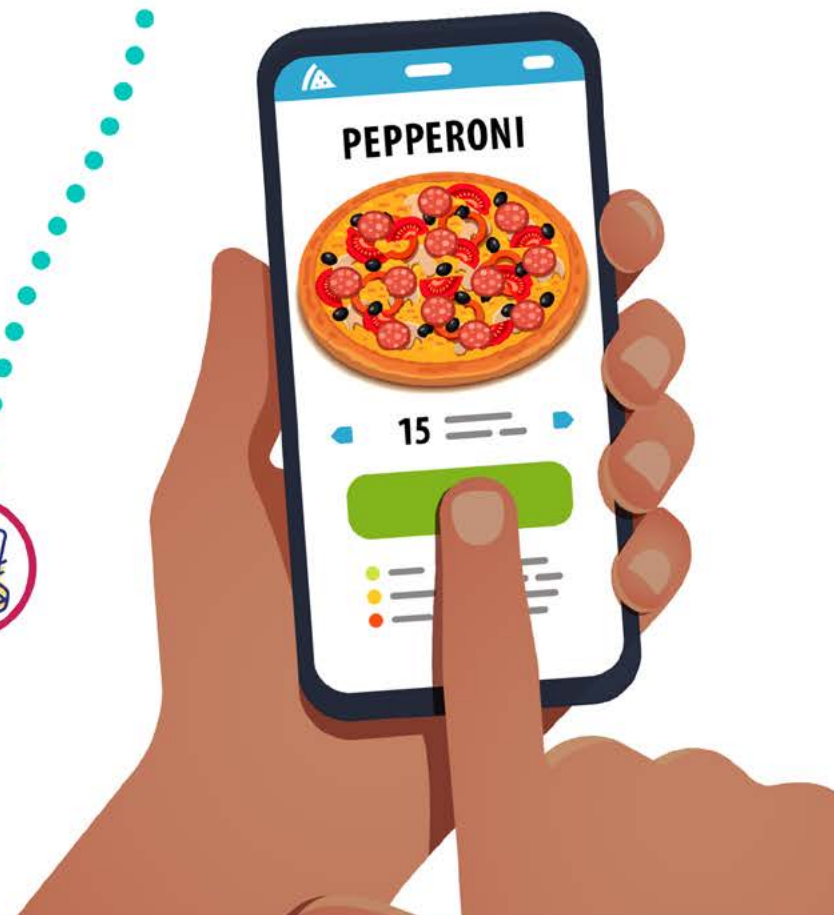
We want to have calorie labelling on food we eat out or take home.



Do you think this is a good idea?

Yes No Don't know

Why?





How calorie information should be displayed

There are lots of ways that menus are displayed in restaurants and takeaways like chalkboards, wall menus, screens and other places.

Information about calories should:

- be clear and easy to find
- use calories (Kcal), as that's what most people understand
- refer to the 'recommended daily amount' to help people know how much to eat across the day.

?	Do you think this is a good idea?			?	Should these rules include online food and drink deals too?		
	Yes	No	Don't know		Yes	No	Don't know
	Why?				Why?		

Children's menus

We are thinking about having calories on children's menus. But there are some issues that could make this difficult:

- children's menus cover lots of ages
- children need different calories at different ages
- it can be difficult for parents or carers to know what calories their child needs.

?	Should children's menus be free from having to show calories?		
	Yes	No	Don't know
	Why?		

Eating disorders

Eating can be stressful for some people. We think businesses should have copies of the menu without calories on for people who ask for it.

?	Should businesses have menus without calorie labelling available?		
	Yes	No	Don't know
	Why?		



Sugary soft drinks

Some drinks have lots of sugar and are unhealthy for people. They can affect your weight, teeth, and energy levels.

When we eat out, these drinks are often cheaper or come with free refills.

Some countries like France have already banned unlimited soft drinks.

Proposal 4:

We want to stop free refills of sugary soft drinks.

? Do you think this is a good idea?
Yes No Don't know
Why?

Size

The size of servings when we eat out can be larger, so people may be drinking more than normal.

A normal can of fizzy drink is **330ml** and has **35g** sugar. When we eat out, the cups can go up to **900ml** and have more than **100g** of sugar.

? Should we ban larger servings (over one pint or 570ml) of sugary soft drinks?

Yes No Don't know
Why?





What businesses will this affect?

These new rules **will affect** all restaurants, cafes, and takeaway businesses no matter what size they are.

These new rules **won't affect** charities or the events they run to raise money.

They **also won't affect**:

- schools
- colleges
- early years and childcare settings
- hospital in-patient food
- care homes.


These settings already have their own food rules.



Food that won't need labelling


There are some menu items that we wouldn't expect to be labelled. Things like:

- pre-packed food that already has the calories printed on it
- tomato ketchup, mayonnaise and other things people add to their food
- fresh fruit and vegetables.

 **Do you think this is a good idea?**

Yes No Don't know

Why?

 **Do you think this is a good idea?**

Yes No Don't know

Why?





Healthier Food Environments

Shifting the balance

In some communities, there are lots of unhealthy food to choose from, and not enough healthy choices. We want this to change.

We want our communities to make the healthy choice the easy choice. We want them to be healthy places where people can be active and get involved in planning their areas.

Proposal 5:

We want to support local action to create communities where the healthy choice is the easy choice.



What support and things could we put in place so you have more healthy options in your local areas?



Helping young people make a healthy choice

Many young people bring a packed lunch or eat in school, but some don't.

When there are takeaways all around a school, it becomes a quick, easy option. But it's not always healthy.

Some areas are already dealing with this. In Wrexham, takeaways must be more than 400 metres or a 10-minute walk from schools.

Proposal 6:

We want to limit the number of takeaways in towns and close to schools and colleges.



Should we look at changing the way planning decisions are made to limit the number of takeaways in communities and close to secondary schools and colleges?

Yes No Don't know

Why?





One last thing




What else would help make the healthy food choice the easy choice in your life?



Thanks for reading this and for your comments.

Please tell us what you think by:


 1st September 2022.

You can respond to this consultation here:

 smartsurvey.co.uk

Or please send it to:

 HealthyWeightHealthyWales@gov.wales

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