

Nottingham City  
Health and Wellbeing Board

# PHYSICAL ACTIVITY & NUTRITION DECLARATION

*“This declaration encapsulates a vision to improve physical activity and nutrition in Nottingham City and in doing so secure the health and well-being of the local population.”*

Several regional and national organisations have endorsed the underlying principle and content behind this declaration on physical activity and nutrition.

*British Dietetic Association*

*Public Health England - East Midlands*

*UK Health Forum*



## **1. PARTIES TO THIS AGREEMENT**

- 1.1. This declaration on physical activity and nutrition is a statement owned by the voting and non-voting members of the Nottingham City Health and Wellbeing Board<sup>i</sup>.
- 1.2. It is open to signatory from all local organisations who wish to demonstrate a commitment to promoting the physical and mental health and wellbeing of staff and citizens through a positive shift in culture around nutrition and physical activity.
- 1.3. A list of signatories will be hosted on the Nottingham City Health and Wellbeing website.

## **2. OPPORTUNITY**

### ***As local leaders in public health we welcome the:***

- 2.1. Opportunity for local health and social care organisations to lead local action to secure the physical and mental health and wellbeing of Nottingham City residents and workforce through improvements in physical activity, nutrition and the prevention of obesity whilst considering available social, environmental and financial NHS and social care resources.
- 2.2. Opportunity to protect some of the most vulnerable in society from giving children the best start in life to helping older adults (65 years and over) age healthily. In addition to enabling all children, young people and adults to maximise their capabilities and make informed choices.
- 2.3. Opportunity to address inequalities in health behaviours including for black and minority ethnic groups, those with severe mental illness and Intellectual/Developmental Disabilities.
- 2.4. Opportunity to solidify a set of common principles that can guide fundamentally different propositions. These can help local organisations contribute in new ways to the achievement of the Health and Wellbeing Board's Strategy and performance measures.

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<sup>i</sup> A list of voting and non-voting members can be found at <http://www.nottinghamcity.gov.uk/health-and-social-care/adult-social-care/looking-after-yourself-and-keeping-healthy/health-and-wellbeing-board/>

### 3. ACKNOWLEDGEMENT OF THE EVIDENCE BASE

***As local leaders in evidenced based public health we acknowledge that:***

- 3.1. Physical inactivity, poor nutrition and obesity are significant contributors to premature death and morbidity (e.g. poor mental health, poor oral health, cardiovascular disease, cancer and type 2 diabetes) in our communities.
- 3.2. Levels of obesity, diet quality, and physical inactivity are inequitable and vary by income and ethnicity as well as being worse in vulnerable groups such as those with severe mental illness and Intellectual/Developmental Disabilities;
- 3.3. Reducing the prevalence of obesity, malnutrition and physical inactivity in our communities significantly reduces costs to public services;
- 3.4. Obesity is a complex problem with many drivers, including our behaviour, environment, genetics and culture. It cannot be addressed through the actions of a single organisation and requires a 'whole system' approach at a local and national level;
- 3.5. Exposure to food and drink marketing can influence health and nutrition behaviour, particularly in children. Advertising and marketing of high-calorie, low-nutrient, processed foods and drinks increases their consumption.
- 3.6. Education, information and the increased availability of healthy alternatives help individuals to make healthy, informed food and drink choices;
- 3.7. The physical, social and cultural environment in which we live plays an important role in individuals' physical activity levels and has the power to encourage or discourage sedentary lifestyles.
- 3.8. The evidence base continues to evolve and innovation can be achieved through continued learning and engagement with research partners is required.

### 4. ROLES AND RESPONSIBILITIES

***We, the signatories, commit from this date to the principles outlined below and towards protecting the health and wellbeing of those who live and work in our city through a culture where physical activity and healthy food choices are promoted.***

#### 4.1. LOCAL & NATIONAL VOICE

- 4.1.1. Use influence to encourage national government to take the most effective, evidence-based action to become more active and promote healthy food choices.

- 4.1.2. Increase the knowledge and understanding of the benefits of good nutrition, healthy food choices and physical activity amongst those living and working within Nottingham City.

## 4.2. HEALTHY WORKPLACES & SCHOOLS

- 4.2.1. Complete individual action plans and annual self-assessments of workplace activity. This should be guided by Sections 6 (Physical Activity) and 7 (Healthy Eating) of the National Workplace Wellbeing Charter and the NHS CQUIN 2017-19 Indicator 1b, 'Healthy food for NHS staff, visitors and patients'.
- 4.2.2. Review provision, procurement and placement of food products in all buildings, facilities and providers to make healthy foods and drinks more convenient and affordable and limit access to high-calorie, low-nutrient, processed foods and drinks.
- 4.2.3. Review or develop organisational travel plans to ensure they promote physically active and environmentally sustainable ways of getting to and from work and travelling during working hours.
- 4.2.4. Support the creation of workplace and community champions to advocate for and conduct brief intervention with regards physical activity and nutrition.

## 4.3. SPONSORSHIP/PARTNERSHIP WITH FOOD AND DRINK INDUSTRY<sup>ii</sup>

- 4.3.1. Protect residents, in particular children and young people, from the commercial pressures and vested interests of the food and drink industry supplying processed foods high in percentage saturated fat, salt and/or sugar.
- 4.3.2. Ensure that commercial partnerships promote positive communications around diet, physical activity, oral health and healthy weight to the local community.

## 4.4. CULTURE CHANGE

- 4.4.1. Support the health and wellbeing of all citizens and our employees and take action to create a culture and ethos where the healthy food and physical activity choice is the easy and default choice.
- 4.4.2. Consider health in all policies in order to create sustainable, active environments and promote a healthy food culture. For example, use existing powers including licensing and infrastructure (e.g. town planning and/or

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<sup>ii</sup> Where contracts/partnerships already exist these should be reviewed to minimise their impact on children and families. Commitments in 4.3 should subsequently be enacted at a time of partnership/contract renewal or extension.

individual organisations' new building plans); staff and business travel policy; procurement of goods and services; and inclusion of health impact in new strategic documents,

- 4.4.3. Ensure public events promote active travel first and that the food and drink provided includes healthy provisions, supporting food retailers to deliver this offer.

## **5. WORKING RELATIONSHIPS**

### **5.1. SHARED APPROACH TO DELIVERING CHANGE**

- 5.1.1. Work will be insight led, based on a deep understanding of individuals and communities.
- 5.1.2. Innovation and 'test beds' are welcomed, Nottingham City has a desire to do things differently and to make a difference. Those engaging in innovative practice should work with partners from the Health and Wellbeing Board to identify and agree on key performance measures and rigorous evaluation methodologies.
- 5.1.3. Health and Wellbeing Board members will be expected to adopt a high challenge yet supportive approach to this agenda.

### **5.2. INFORMATION SHARING AND FREEDOM OF INFORMATION**

- 5.2.1. Organisations will be open and transparent regards the work being conducted to support their commitment to this declaration. Health and Wellbeing Board members will be expected to regularly report on progress.
- 5.2.2. Signatories acknowledge that many Health and Wellbeing Board members are subject to the requirements of the Freedom of Information Act 2000 (FOIA) and the Environmental Information Regulations and shall assist and co-operate with each other to enable compliance with its information disclosure obligations with regards the commitments under this declaration.

### **5.3. WIDER OPPORTUNITIES**

- 5.3.1. This declaration is not intended to limit the scope for potential joint work and all parties may, within the spirit of Section 4.3, seek to explore any collaboration, locally, nationally or internationally, which might improve the physical and mental health and wellbeing of the population.

## 5.4. TIMESCALES FOR REVIEW

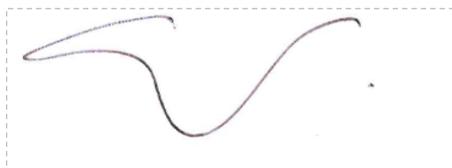
5.4.1. Health and Wellbeing Board members are expected to provide a written and/or verbal update of work and progress to support their on-going commitment to the declaration on an annual basis.

1.1.1. All other signatories are encouraged to review progress on an annual basis and, if requested, provide written/verbal updates to the Health and Wellbeing Board within an appropriate timescale.

## 1.2. GENERAL

1.2.1. This declaration will come into force on the date of signature below and organisations will remain accountable to its pledges until terminated.

### Signatory



**Gary Thompson**  
**Chief Operating Officer**  
**Greater Nottingham CCGs**  
**5 March 2018**

### Endorsed by Nottingham City's Health & Wellbeing Board:



**Cllr Nick McDonald - Nottingham City Health &  
Wellbeing Board Chair**

Signed declarations can be sent to Public Health Department, Nottingham City Council, Loxley House, Station Street. NG2 3NG