

Appendix 11: Prioritisation of Actions Excel Sheet

PRIORITISATION OF ACTIONS: Instructions

Food Environment Policy Index (Food-EPI) for England. July - August 2016

As a member of the Expert Panel, you are invited to prioritise a set of Actions (recommendations), which could contribute to improvements in the food environment in England.

Please follow the instructions in red below.

STEP ONE: READ THE BACKGROUND PAPER THAT WAS SENT TO YOU WITH THIS EXCEL SHEET

STEP TWO: FAMILIARISE YOURSELF WITH THE POLICY ACTIONS (Sheet 2) AND INFRASTRUCTURE ACTIONS (Sheet 3)

There are 8 columns in each of the Action Lists:

Column A contains the Domain names. There are 7 Policy Domains and 6 Infrastructure Domains. Each Domain covers a different aspect of the food environment.

Column B contains a sub-set of Good Practice Statements (only those which have a relevant Action). Please note, that the full list of Good Practice Statements are contained in the Evidence Paper.

Column C contains a rating for policy/infrastructure implementation in England compared to **international examples**. This rating was done by members of the Expert Panel during the rating workshop. Please note that scores that are lower than average (i.e. implementation was rated as lower than average) are highlighted in pale red. This is to emphasize that some areas have been identified as having little or no implementation.

Column D contains a rating for implementation in England compared to the **good practice statements**. In all other respects it is similar to column 3.

Column E contains the proposed Action to prioritise.

Columns F & G are highlighted in light green as these are the columns that you will need to fill in.

STEP THREE: PRIORITISE THE ACTIONS

1. You will prioritise the Actions using two criteria:

- **the relative Importance of the proposed actions (column F)**
- **the relative Achievability of the proposed actions (column G).**

See explanation of the prioritisation criteria in Table 1.

2. Start with the 12 Policy Actions (in Sheet 2)

- You have a total of 60 points to allocate across action statements (equivalent to an equal weighting of 5 x 12 policy actions). The more points you allocate, the higher the priority. You can leave some actions with no points.

- Use whole numbers only. It is up to you how many points you allocate to any one proposed action.

3. Check that the total number of points in each of the two columns equals 60 exactly (see Row 23, Columns F & G).

4. Now prioritise the 8 Infrastructure Actions (in Sheet 3)

- You have a total of 40 points to allocate across action statements (equivalent to an equal weighting of 5 x 8 infrastructure actions). The more points you allocate, the higher the priority. You can leave some actions with no points.

- Use whole numbers only. It is up to you how many points you allocate to any one proposed action.

5. Check that the total number of points in each of the two columns equals 40 exactly (see Row 15, Columns F & G).

Note: The prioritisation results will indicate which actions are the most important and the most achievable for government to implement. The more points you allocate to an action the more important and achievable you consider it is for improving food environments, relative to the other actions in the list.

STEP FOUR: WEIGHT IMPORTANCE AND ACHIEVABILITY

The two Importance and Achievability scores need to be combined to make one score.

1. Do you think Importance and Achievability criteria should be weighted the same or differently when these scores are combined? (At the moment they are weighted equally at 50:50, but you may feel that they warrant different weightings)

2. Change the percentage weight out of 100 if you think that Importance versus Achievability criteria should be weighted by anything other than 50:50

a. at the bottom of the Policy Actions sheet (Row 27, Columns F & G)

b. at the bottom of the Infrastructure Actions sheet (Row 19, Columns F & G)

STEP FIVE: PLEASE COMPLETE THE BRIEF EVALUATION FORM ON SHEET 4

This focusses on the Food EPI rating workshop held at Westminster University, 26th May 2016

STEP SIX: SAVE THE FILE AND RETURN

Please remember to save the file when you have completed the allocations.

- Use the following convention to save your file yy mm dd (INSERT YOUR NAME)

Table 1: Prioritisation criteria

Importance covers:		Achievability covers:	
Need	Size of the implementation gap	Feasibility	How easy or hard the action is to implement
Impact	Effectiveness of the action on improving food environments and diets (including reach and effect size)	Acceptability	The level of support from key stakeholders including government, the public, public health, and industry
Equity	Progressive / regressive effects on reducing food/diet-related health inequalities	Affordability	The cost of implementing the action
Other positive effects	For example on protecting rights of children and consumers	Efficiency	The cost-effectiveness of the action
Other negative effects	For example regressive effects on household income, infringement of personal liberties		

POLICY						
DOMAIN	GOOD PRACTICE STATEMENT	RATING of implementation against International Examples	RATING of implementation against Good Practice Statements	PROPOSED ACTIONS TO PRIORITISE	RATE Importance of Action	RATE Achievability of Action
	<i>Note : includes only those statements with a proposed policy action for prioritisation</i>	<i>Derived from workshop ratings</i>	<i>Derived from workshop ratings</i>	<i>You are prioritising the following statements according to their: Importance (60 points available) Achievability (60 points available)</i>	<i>Allocate 60 points in this column</i>	<i>Allocate 60 points in this column</i>
1. Food Composition	1.1: Food composition targets/standards have been established for processed foods by the government for the content of the nutrients of concern in certain foods or food groups if they are major contributors to population intakes of these nutrients of concern (<i>trans</i> fats and added sugars in processed foods, salt in bread, saturated fat in commercial frying fats)	3.3	2.1	Government to introduce composition standards for processed foods and dishes sold through food service in relation to free sugar, saturated fat and salt.	Enter number here	Enter number here
	1.2: Food composition targets/standards have been established for out-of-home meals in food service outlets by the government for the content of the nutrients of concern in certain foods or food groups if they are major contributors to population intakes of these nutrients of concern (<i>trans</i> fats, added sugars, salt, saturated fat)	2.1	1.2			
2. Food Labelling	2.2: Robust, evidence-based regulatory systems are in place for approving/reviewing claims on foods, so that consumers are protected against unsubstantiated and misleading nutrition and health claims	3.1	2.3	Government continues to argue that the European Commission should develop a nutrient profile model for regulating nutrition and health claims within two years.	Enter number here	Enter number here
	2.3: A single, consistent, interpretive, evidence-informed front-of-pack supplementary nutrition information system, which readily allows consumers to assess a product's healthiness, is applied to all packaged foods	3.4	2.7	Government argues for an amendment to the European Union's Food Information to Consumers Regulation to enable added sugar labelling on front-of-pack supplementary nutrition information.	Enter number here	Enter number here

3. Food Promotion	3.1: Effective policies are implemented by the government to restrict exposure and power of promotion of unhealthy foods to children through broadcast media (TV, radio)	2.9	2.1	Government to significantly reduce the exposure of children under the age of 16 years to the promotion of HFSS food and drink by removing such promotion from: a) broadcast media before 9pm; b) all non-broadcast media (including digital) which have an above average child audience; and c) the sponsorship of cultural and sporting events which appeal to children. ¹	Enter number here	Enter number here
	3.2: Effective policies are implemented by the government to restrict exposure and power of promotion of unhealthy foods to children through non-broadcast media (e.g. Internet, social media, food packaging, sponsorship, outdoor advertising including around schools)	1.8	1.3			
	3.3: Effective policies are implemented by the government to ensure that unhealthy foods are not commercially promoted to children in settings where children gather (e.g. preschools, schools, sport and cultural events)	1.6	1.3			
4. Food Prices	4.2: Taxes or levies on unhealthy foods (e.g. sugar-sweetened beverages, foods high in nutrients of concern) are in place and increase the retail prices of these foods by at least 10% to discourage unhealthy food choices where possible, and these taxes are reinvested to improve population health	2.1	1.5	Government to implement the levy on sugary drinks by April 2018 and redesign the levy as a sales tax to ensure that the intervention provides a clear price differential at point of sale to promote a reduction in consumption of sugary drinks. ²	Enter number here	Enter number here
	4.4: The government ensures that food-related income support programs are for healthy foods	3.2	2.1	Government to ensure that existing income-support programmes, such as Universal Credit and related precursors, provide adequate levels of financial support to cover the costs of living, including the cost of purchasing nutrient-rich diets.	Enter number here	Enter number here

5. Food Provision	5.1: The government ensures that there are clear, consistent policies (including nutrition standards) implemented in schools and early childhood education services for food service activities (canteens, food at events, fundraising, promotions, vending machines etc.) to provide and promote healthy food choices	3.5	2.7	The Department of Education to work with Ofsted, the Care Quality Commission and Food Standards Agency to set out a new framework and independent body for inspection and monitoring of school and nursery food standards in England.	Enter number here	Enter number here
	5.2: The government ensures that there are clear, consistent policies in other public sector settings for food service activities (canteens, food at events, fundraising, promotions, vending machines, public procurement standards etc.) to provide and promote healthy food choices	2.1	1.6	Government to make Buying Standards for Food and Catering Services mandatory for all public sector institutions by 2020. ³	Enter number here	Enter number here
	5.4: The Government actively encourages and supports private companies to provide and promote healthy foods and meals in their workplaces	1.7	1.3	Government to provide incentives and information appropriate to all organisations (especially small- and medium-sized enterprises) to promote and sustain the provision of healthy food in workplaces (including in employee canteens and in vending machines) – building on pledge H4 in the Public Health Responsibility Deal on Health at Work. ⁴	Enter number here	Enter number here
6. Food Retail	6.1: Zoning laws and policies are robust enough and are being used, where needed, by local governments to place limits on the density or placement of quick serve restaurants or other outlets selling mainly unhealthy foods in communities	2.3	1.5	Government to support local authorities to develop supplementary planning guidance and provide them with sufficient powers for a simplified mechanism of planning laws to enable them to both promote healthier food options and discourage less healthy offers.	Enter number here	Enter number here
	6.2: Zoning laws and policies are robust enough and are being used, where needed, by local governments to encourage the availability of outlets selling fresh fruit and vegetables	1.5	1.2			
	6.3: The Government ensures existing support systems are in place to encourage food stores to promote the in-store availability of healthy foods and to limit the in-store availability of unhealthy foods	2.2	1.5	Government to establish an appropriately-financed agency which is able to provide evidence-based guidance and support for retailers and food service outlets to both encourage and enable them to provide healthier food choices.	Enter number here	Enter number here

7. Food Trade & Investment	7.2: The government adopts measures to manage investment and protect their regulatory capacity with respect to public health nutrition	1.4	1.1	Government to ensure that robust provisions are in place to explicitly protect and promote public health within international trade agreements to which England is signatory.	Enter number here	Enter number here
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THE TOTAL FOR THIS COLUMN SHOULD EQUAL 60

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<i>Weight the Importance criteria</i>	<i>Weight the Achievability criteria</i>
50%	50%

¹ Quantified targets should be set, monitored on an annual basis and controls tightened if targets are not met. For example, assuming current studies show that 100% of UK children see HFSS promotion once per week, targets might be set to reduce this by 20% a year over the next 5 years. In addition HFSS brands that retain a high profile in children’s minds should be the subject of specific sanction.

² A sales task at two different levels (for drinks with 5-8g sugar per 100ml and >8g per 100ml) will still provide incentive for reformulation as lower sugar drinks will avoid the top-level price increase.

³ Government should liaise with caterers and employee representatives to develop an effective system with which to monitor for compliance.

⁴ Incentives could include small grants (such as the Challenge Fund, a successful DWP/DH initiative in 2010 that saw small grants applied for by SMEs and distributed by a Panel at regional level) or tax incentives (in the same way that, currently, businesses that offer private therapies to employees to facilitate a speedier return to work can offset £500 of this cost against tax).

Information should be offered at local level, including signposting to tools and local resources/providers (such as the Healthy Workplace Charter) and information on the business case (the benefits to employees and organisations) of healthier eating on performance, absence etc. This information could be delivered by local-government regulators (health & safety, or food standards who regularly visit local businesses, and also by public health teams).

Delivery will be by central government (tax incentives), local government (signposting) and other agencies (especially accessing innovation money for the small grants programme, for example) – and should be planned in conjunction with organisations such as the Federation of Small Businesses, the Institute of Directors, trade organisations (i.e. the Food and Drink Federation, and manufacturing) and the LEP Network.

Feasibility varies – whether there will be the funding available in the foreseeable future for tax incentives on healthy eating, for example, is currently very unclear. But there is government innovation money available for health and work through the Joint Health & Work Unit, and routes that have been proven to make a difference in workplace health that could be focused on healthy eating (such as the Challenge Fund). Some government departments have already produced resources such as the Workplace Wellbeing Charter (Public Health England) and there are plans to develop more in the near future (e.g. the PHE cost-benefit analysis tool. Workolace Health Needs Assessment tool. guidance etc.).

**INFRASTRUCTURE
SUPPORT**

DOMAIN	GOOD PRACTICE STATEMENT	RATING of implementation against International Examples	RATING of implementation against Good Practice Statements	PROPOSED ACTIONS TO PRIORITISE	RATE Importance of Action	RATE Achievability of Action
	<i>Note : includes only those statements with a proposed policy action for prioritisation</i>	<i>Derived from workshop ratings</i>	<i>Derived from workshop ratings</i>	<i>You are prioritising the following statements according to their: Importance (40 points available) Achievability (40 points available)</i>	<i>Allocate 40 points in this column</i>	<i>Allocate 40 points in this column</i>
8. Leadership	8.1: There is strong, visible, political support (at the Head of Government / Cabinet level) for improving food environments, population nutrition, diet-related NCDs and their related inequalities	2.0	1.6	Cabinet to make a clear statement on the prioritisation of sustainable health and environmental policies as a core principle in the form of a 25-year Food and Farming framework and commission a National Food and Nutrition Action Plan. ⁵	Enter number here	Enter number here
	8.4: There is a comprehensive, transparent, up-to-date implementation plan (including priority policy and program strategies, social marketing for public awareness and threat of legislation for voluntary approaches) linked to national needs and priorities, to improve food environments, reduce the intake of the nutrients of concern to meet WHO and national recommended dietary intake levels, and reduce diet-related NCDs	1.8	1.5	Parliament to adopt a National Food and Nutrition Action Plan, to ensure healthy and sustainable food supplies affordable to all, and commission regular reports on current food supply standards. ⁶	Enter number here	Enter number here
9. Governance	9.1: There are robust procedures to restrict commercial influences on the development of policies related to food environments where they have conflicts of interest with improving population nutrition	2.0	1.3	Government to exclude people with commercial interests in the food or beverage industry (current or within ten years) from participating in government committees related to food and nutrition policy. ⁷	Enter number here	Enter number here

10. Monitoring & Intelligence	10.1: Monitoring systems, implemented by the government, are in place to regularly monitor food environments (especially for food composition for nutrients of concern, food promotion to children, and nutritional quality of food in schools and other public sector settings), against codes/guidelines/standards/targets.	2.3	1.6	Government to identify a suite of indicators to monitor the food environment to be included in the public health outcomes framework	Enter number here	Enter number here
	10.5: There is sufficient evaluation of major programs and policies to assess effectiveness and contribution to achieving the goals of the nutrition and health plans	2.5	1.7	Government to outline a plan to evaluate policies related to the food environment and commission independent evaluations of major programmes and policies.	Enter number here	Enter number here
11. Funding & Resources	11.3: There is a statutory health promotion agency in place that includes an objective to improve population nutrition, with a secure funding stream	3.1	2.8	Government to establish a statutory, independent and well-resourced health promotion agency to improve population nutrition outcomes (that includes a nutritionist, chief scientist, civil society and target population stakeholder groups) to promote healthy policies, programmes and strategies	Enter number here	Enter number here
12. Platforms for Interaction	12.1: There are robust coordination mechanisms across departments and levels of government (national and local) to ensure policy coherence, alignment, and integration of food, obesity and diet-related NCD prevention policies across governments	1.6	1.2	Cabinet to set up and maintain robust coordination mechanisms across departments to ensure policy coherence, alignment, and integration of food and nutrition.	Enter number here	Enter number here

13. Health in All Policies	13.1: There are processes in place to ensure that population nutrition, health outcomes and reducing health inequalities or health impacts in vulnerable populations are considered and prioritised in the development of all government policies relating to food	1.9	1.3	Government to undertake health and health equity impact assessments of all government policies which affect food in order to reduce inequalities in population nutrition and health outcomes, and reduce food poverty.	Enter number here	Enter number here
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THE TOTAL FOR THIS COLUMN SHOULD EQUAL 40

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<i>Weight the Importance criteria</i>	<i>Weight the Achievability criteria</i>
50%	50%

⁵ Cabinet commissions PHE or a new National Commission to develop and monitor a rolling National Food and Nutrition Action Plan within the framework, which aims to ensure healthy and sustainable food supplies affordable to all. The FNAP is to be prepared with cross-ministerial advice and identifies SMART targets with priorities, responsibilities and deliverables for each government department.

⁶ The report on current food supply standards would be carried out by PHE or a new National Commission, which would report annually or biennially, and include the status and suitability of the DRVs, the Eatwell guidelines, and nutrient profiling and labelling schemes in terms of promoting sustainable health and environments. The reports would also (i) show how targets are being met for food supply patterns, dietary patterns and nutritional status of the population with special attention to disparities and inequities; (ii) identify measures needed to be taken by government departments to ensure better sustainability of food supplies and reduced marketing and promotion of unhealthful products; (iii) recommend specific measures and targeted interventions; (iv) recommend any necessary changes in the FNAP's priorities.

⁷ An example is that NGOs such as UK Health Forum and World Obesity Federation exclude conflicted people from acting as Trustees.