

“So much fast food here, it’s like being in a fat swamp”



Peter Wright

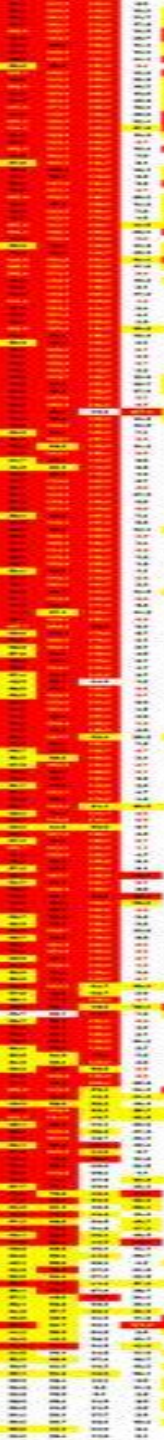
Environmental Health and Trading Standards Manager

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0191 4333910

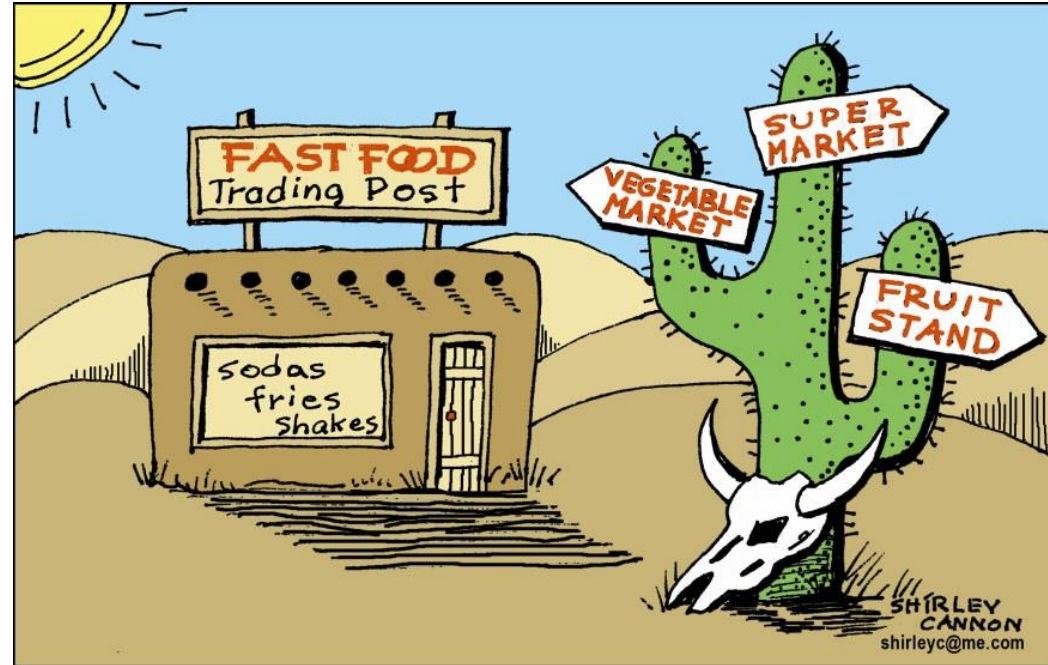
peterwright@gateshead.gov.uk

Wading through the fast food swamp



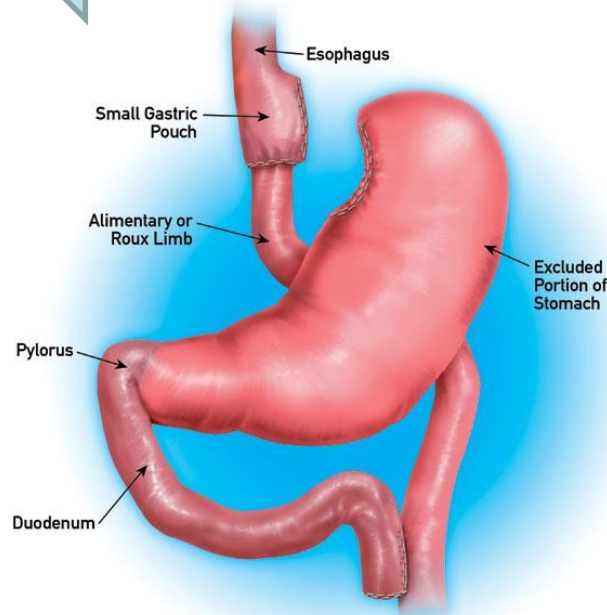
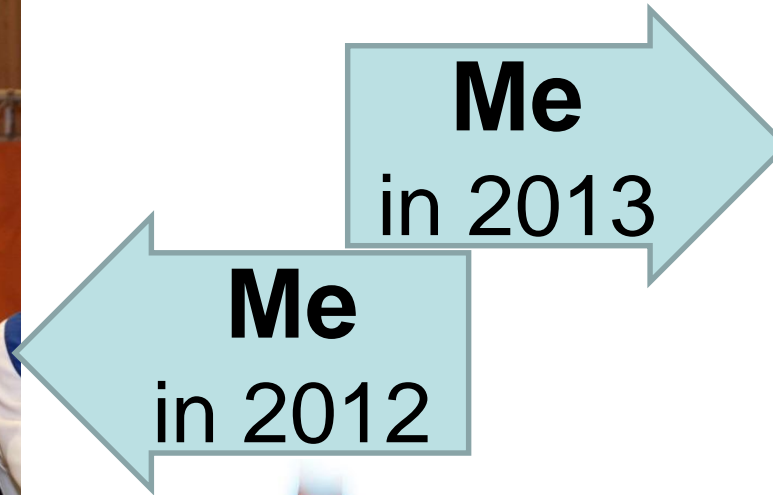
Food Deserts and Fat Swamps

Food deserts are defined as parts of the country vapid of fresh fruit, vegetables, and other healthful whole foods, usually found in impoverished areas.

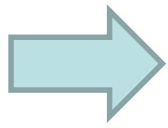


Living in a 'fat swamp': exposure to multiple sources of accessible, cheap, energy-dense fast foods in a deprived community

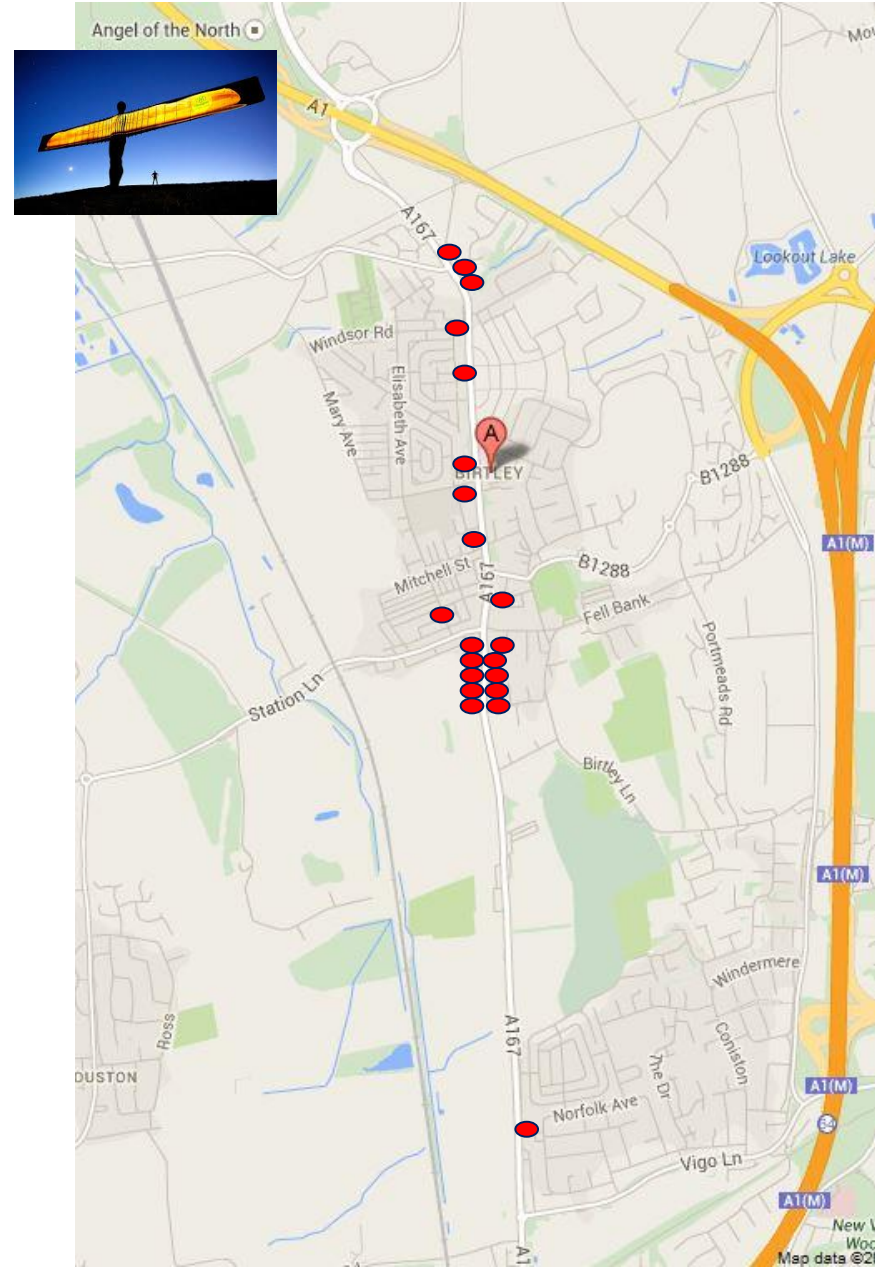
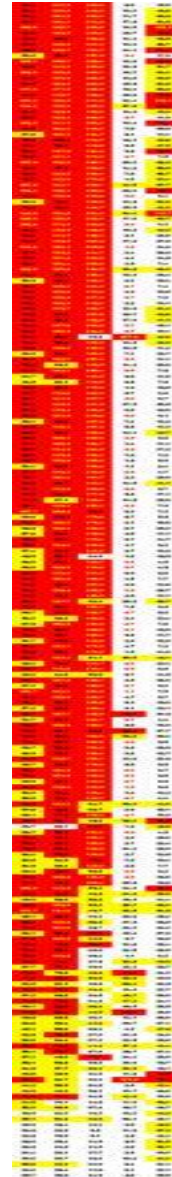
People need help



Why isn't it getting better?

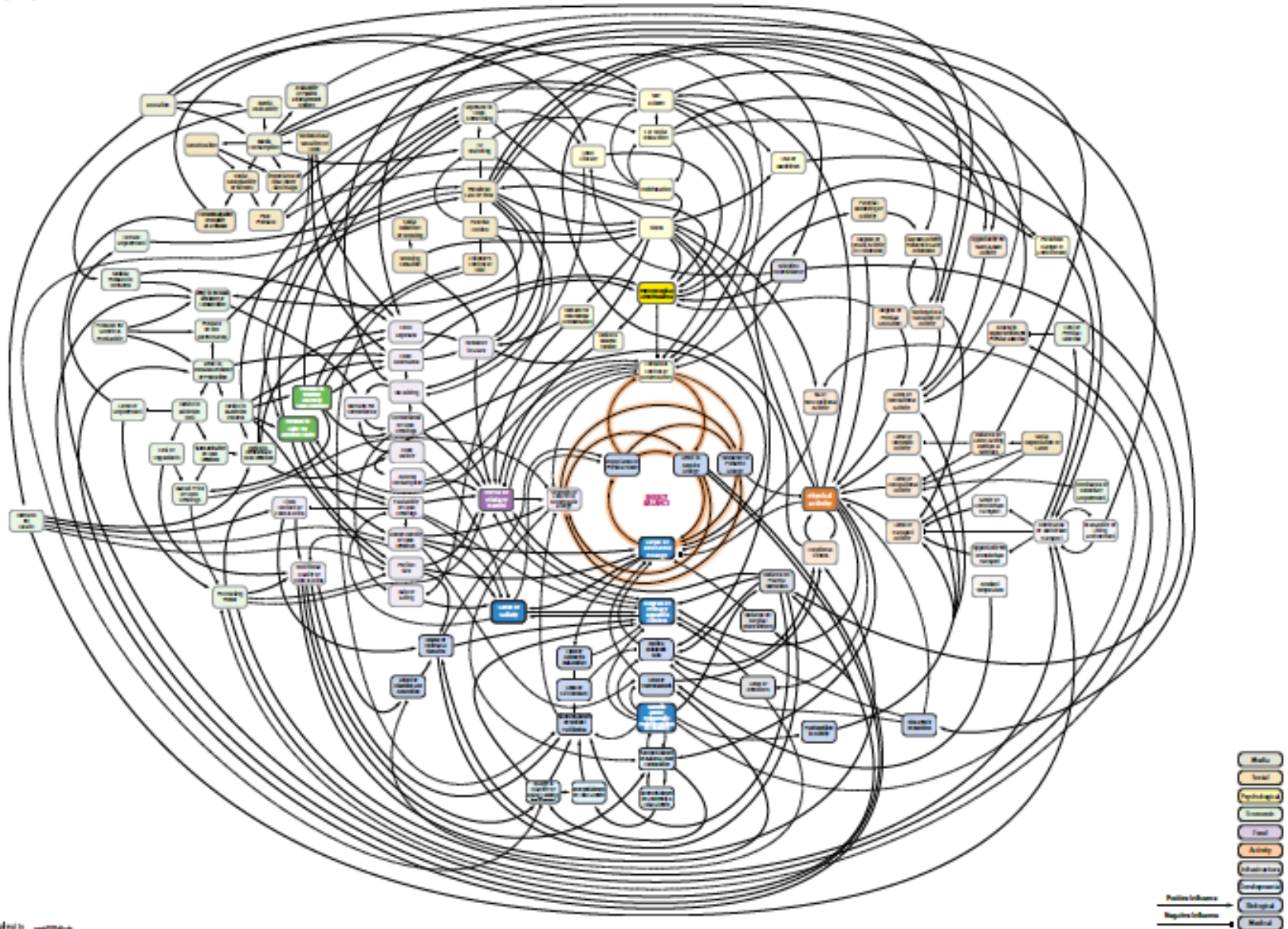


Because it's getting worse



Remember the complexity!

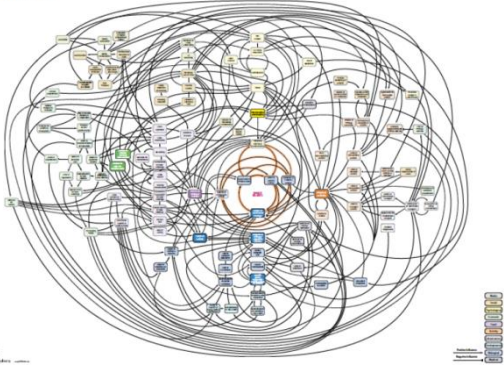
Obesity System Map



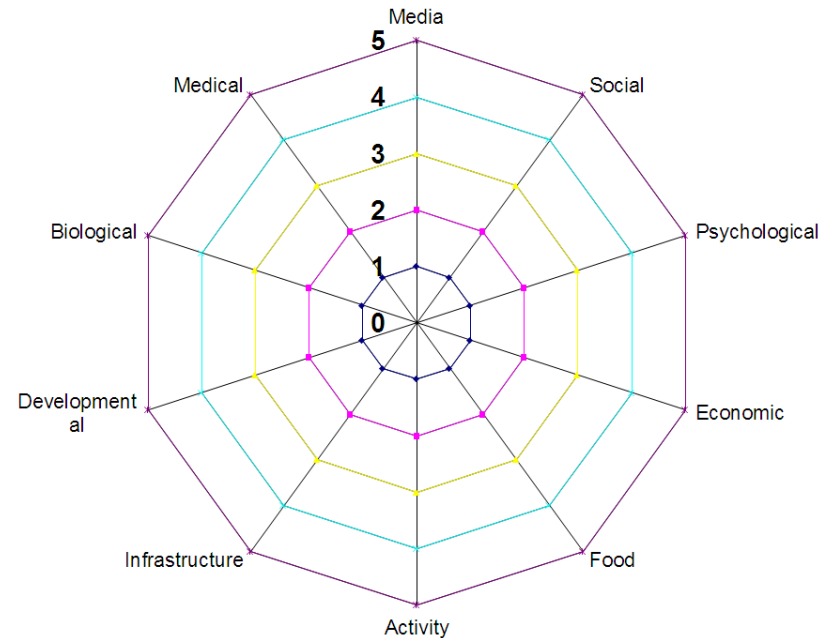
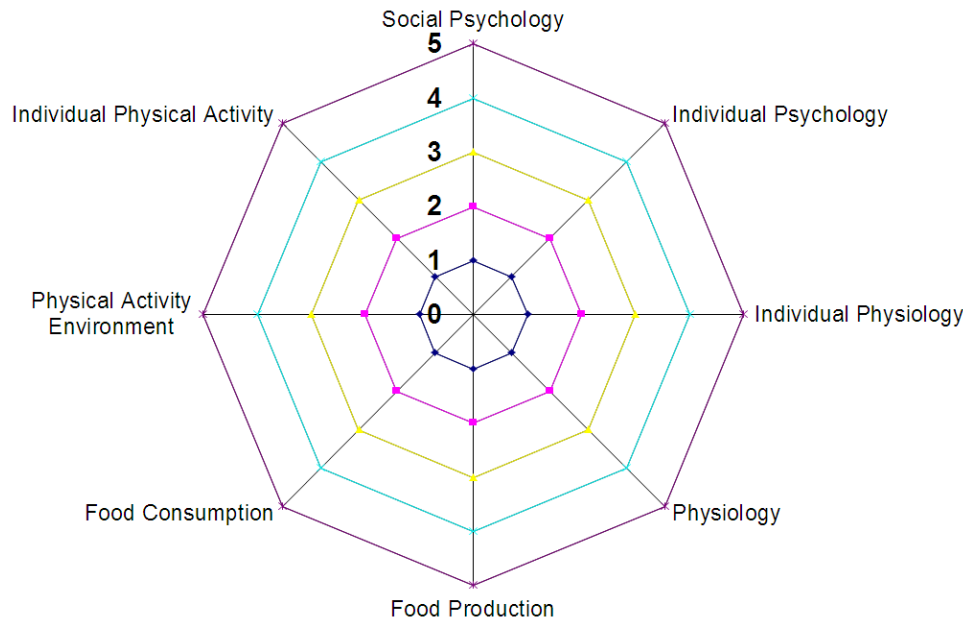
.... But don't let the complexity frighten you!

Remember the complexity!

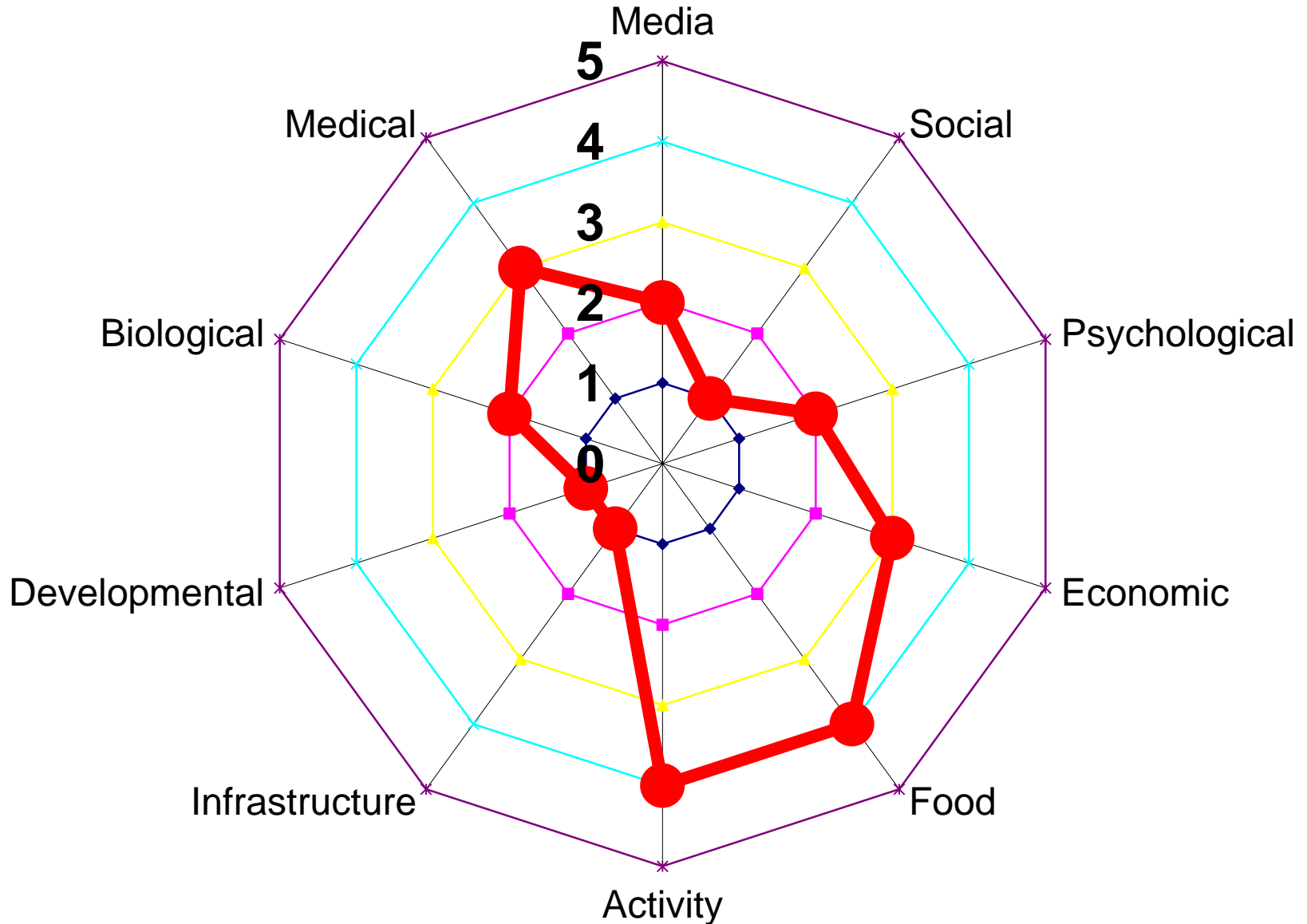
Obesity System Map



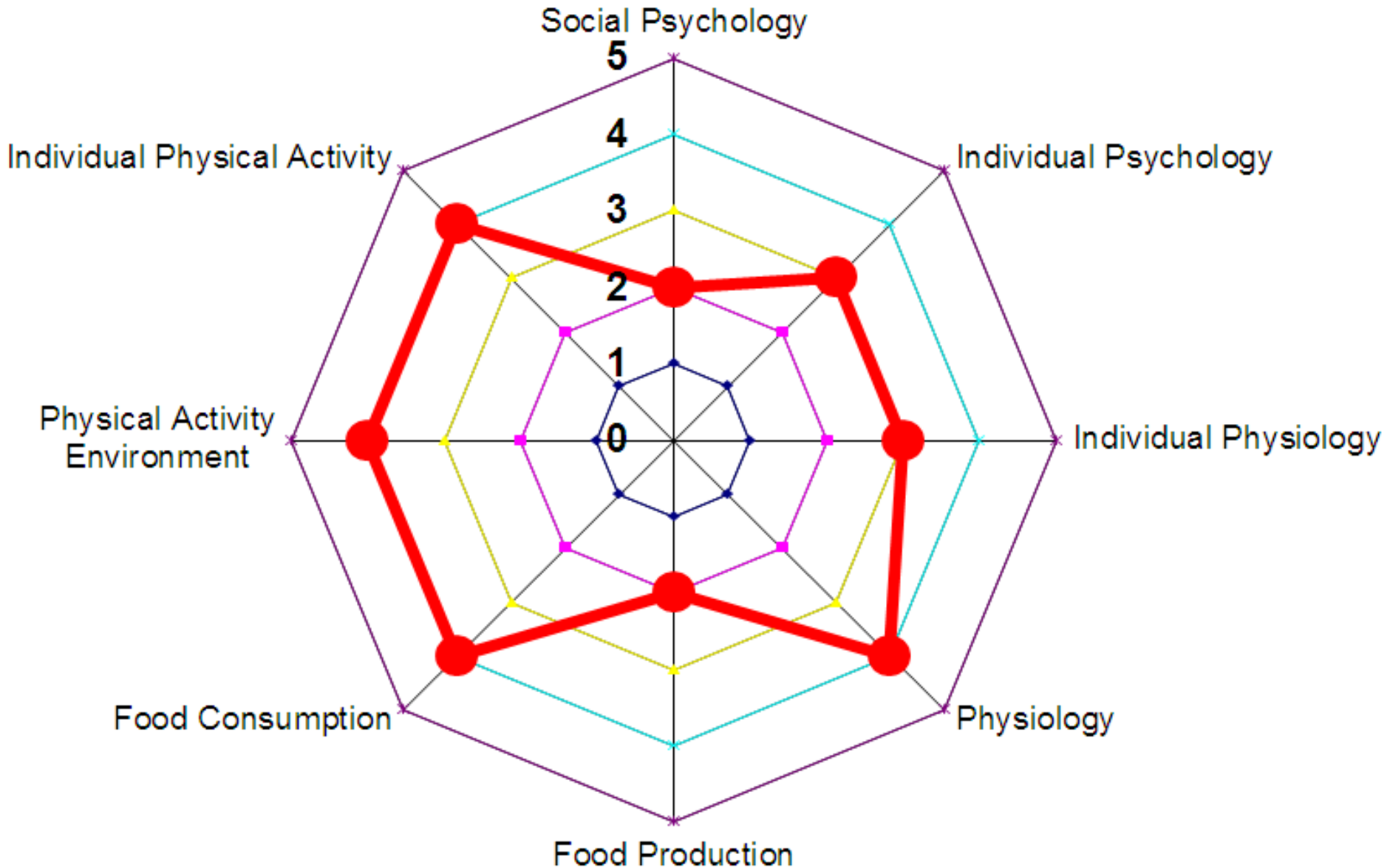
- Complexity is inevitable
- Don't be afraid of it
- We're going to need to simplify it
- We're going to need more people



Where do we need more help?



Where do we need more help?



What don't we know about obesity?

- What is driving obesity as a society level problem?
- Is the 'energy balance' theory **totally** fit for purpose?
- Is a 'calorie' just a 'calorie'?
- Is modern life partly to blame?
- Is it a mental health issue?
- What is the epigenetic impact* of all this on future generations?
- How do we fix it?

3 genetically identical mice, each with a different agouti gene expression due to epigenetic changes caused by differing maternal diet

<http://tinyurl.com/agoutimice>



New Causes of Causes for new conditions?

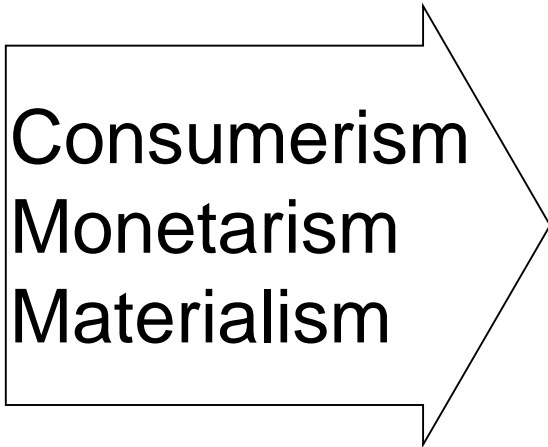
<http://www.afternow.co.uk/videos/1-crisis-modernity>

Modern conditions

Obesity, increasing anxiety and depression, increasing addictive behaviour, loss of wellbeing

Rich 60 year old men are as healthy as poor 30 year old men

Modern causes



Consumerism
Monetarism
Materialism

- Craving things because of image rather than function
- Hedonic Treadmill
- Loss of Purpose in Life

Gateshead's Take Away survey

From our 187 non-chain take aways

- Public Health paid for sampling and analysis
- 2 samples from each take away
 - Sweet & Sour Chicken with rice and Chicken Chow Mein
 - 12" Pepperoni and 12" Margherita pizza
 - Fish and Chips and Pie and Chips
 - Chicken Tikka Massala and Rice, Chicken Madras and plain Nan
- Information on prices and offers gathered

Gateshead's Take Away survey

From our 187 non-chain take aways

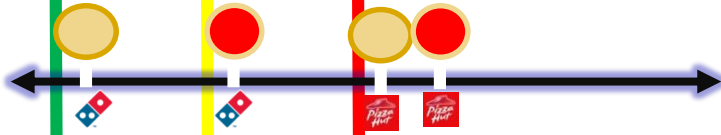
- Analysis for fats, sugars, salt and loads of other things
- Found wide variation in nutritional content and portion size
- Informal discussions revealed some families were eating at least 4 take away meals a week
- Areas where take aways had proliferated saw serious competition on price and portion size – in one area 12% of our take aways serve only 6 % of our population. Special offers exist here on 5 nights of the week.

The range of results

Portion size



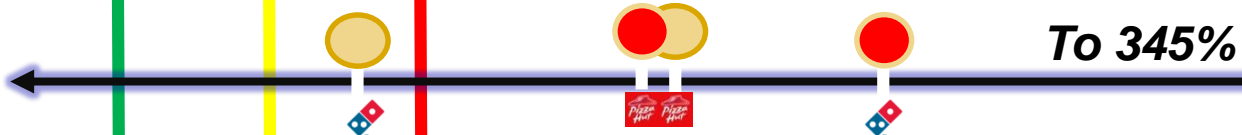
Calories



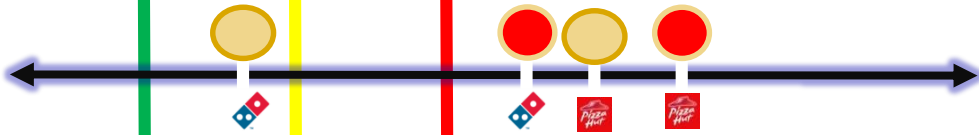
Total fat



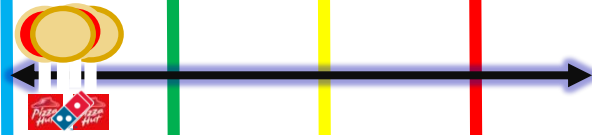
Saturated fat



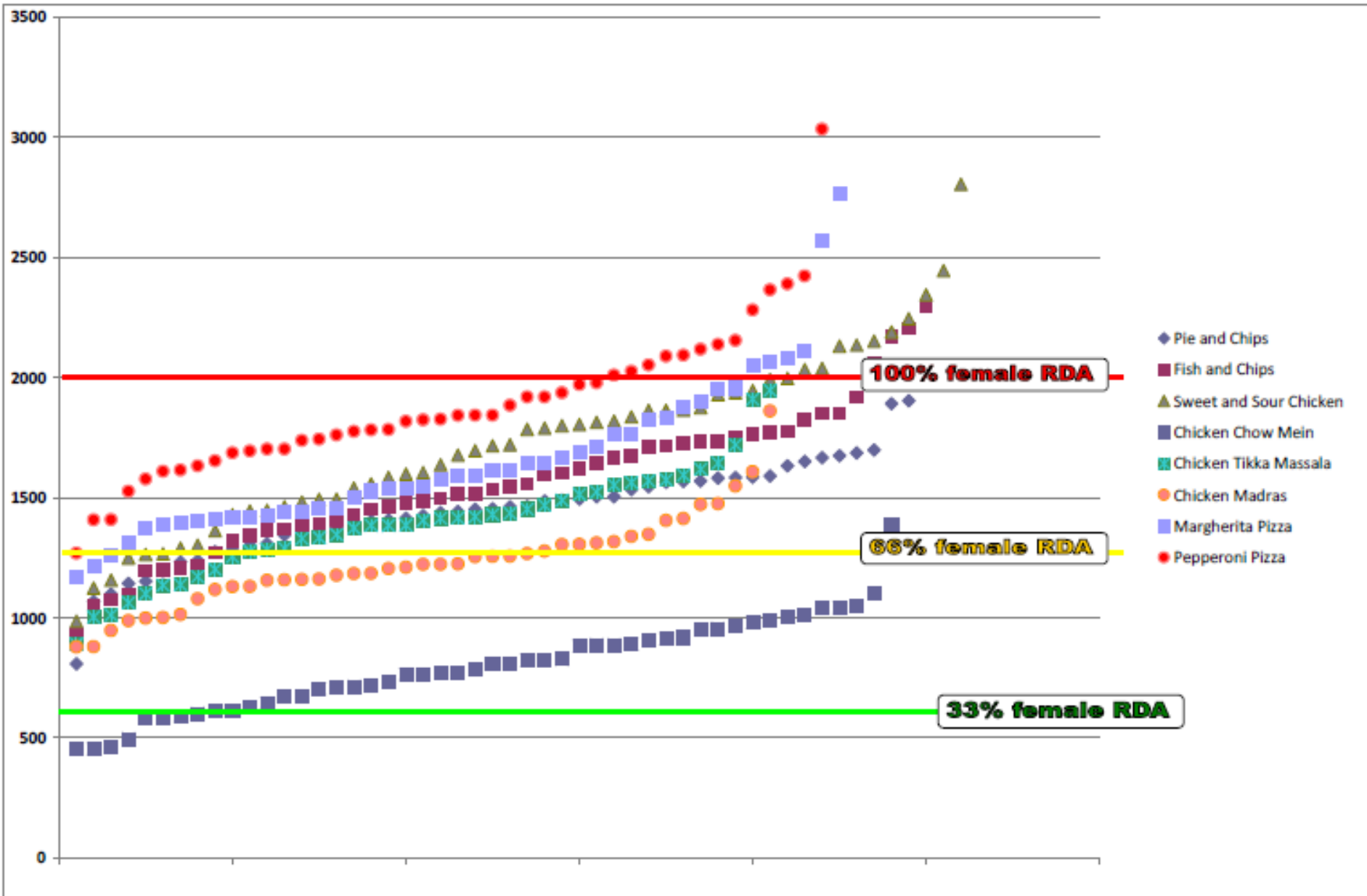
Salt



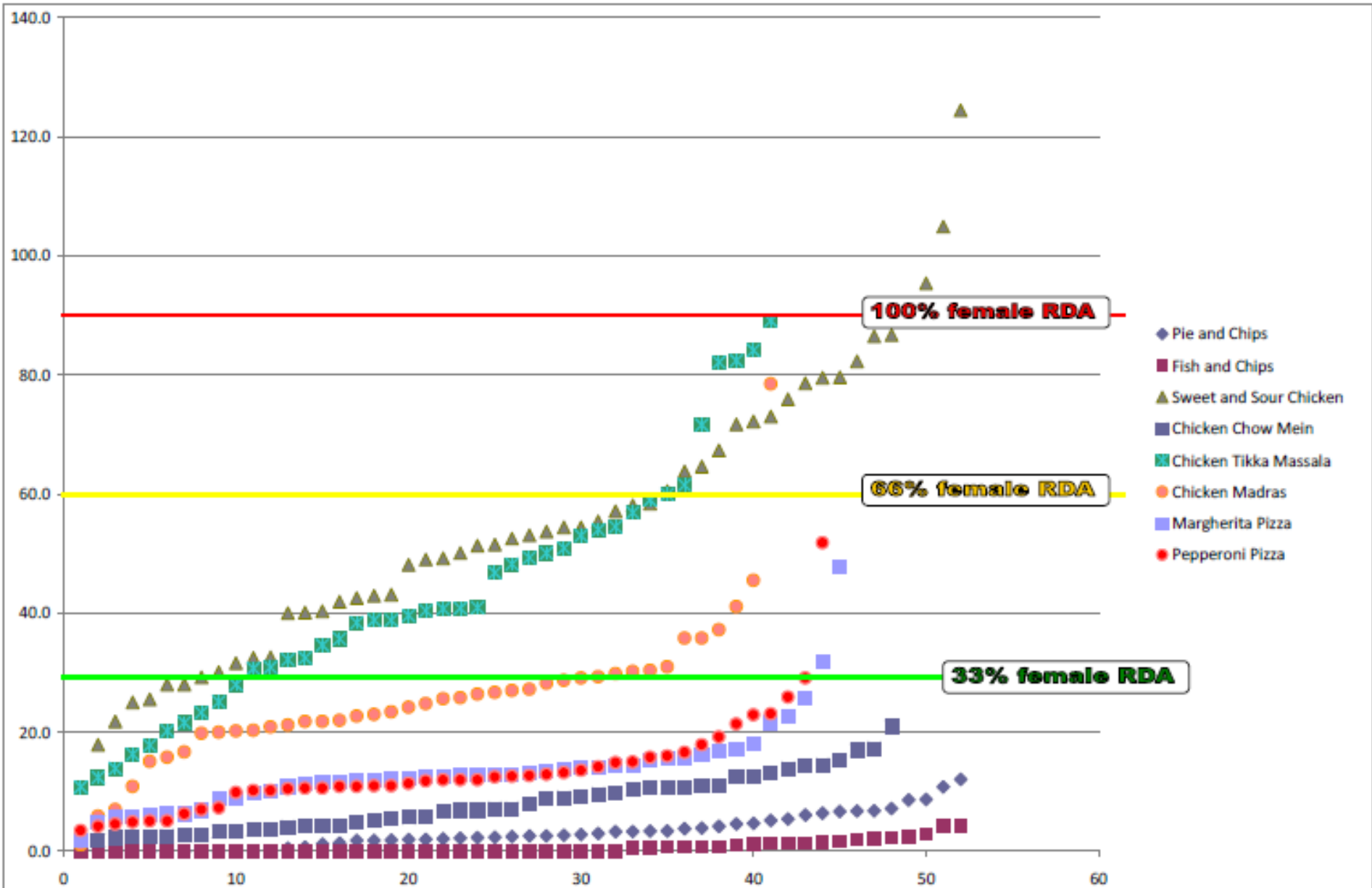
Sugar



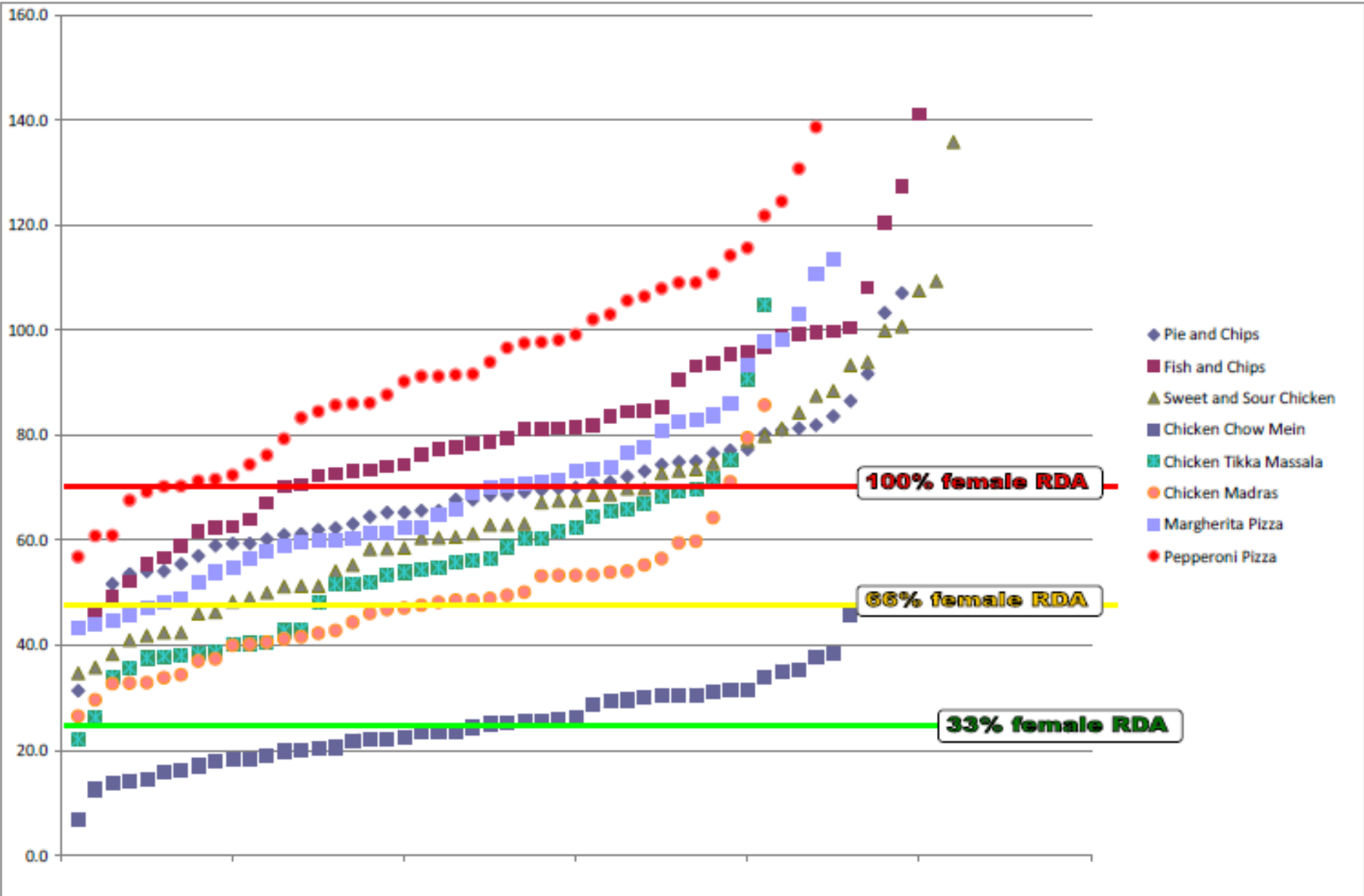
Calories



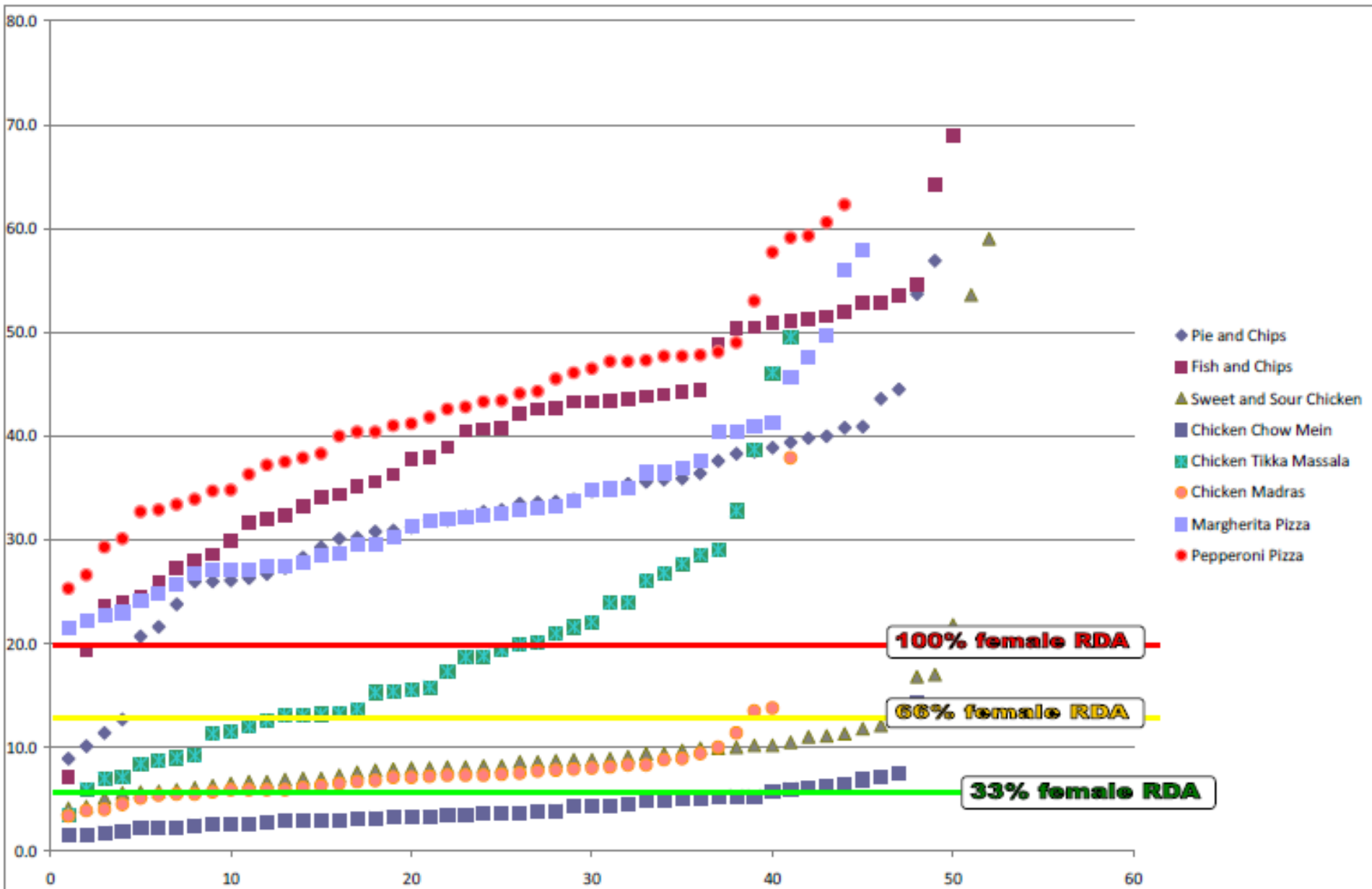
Sugars (gm)



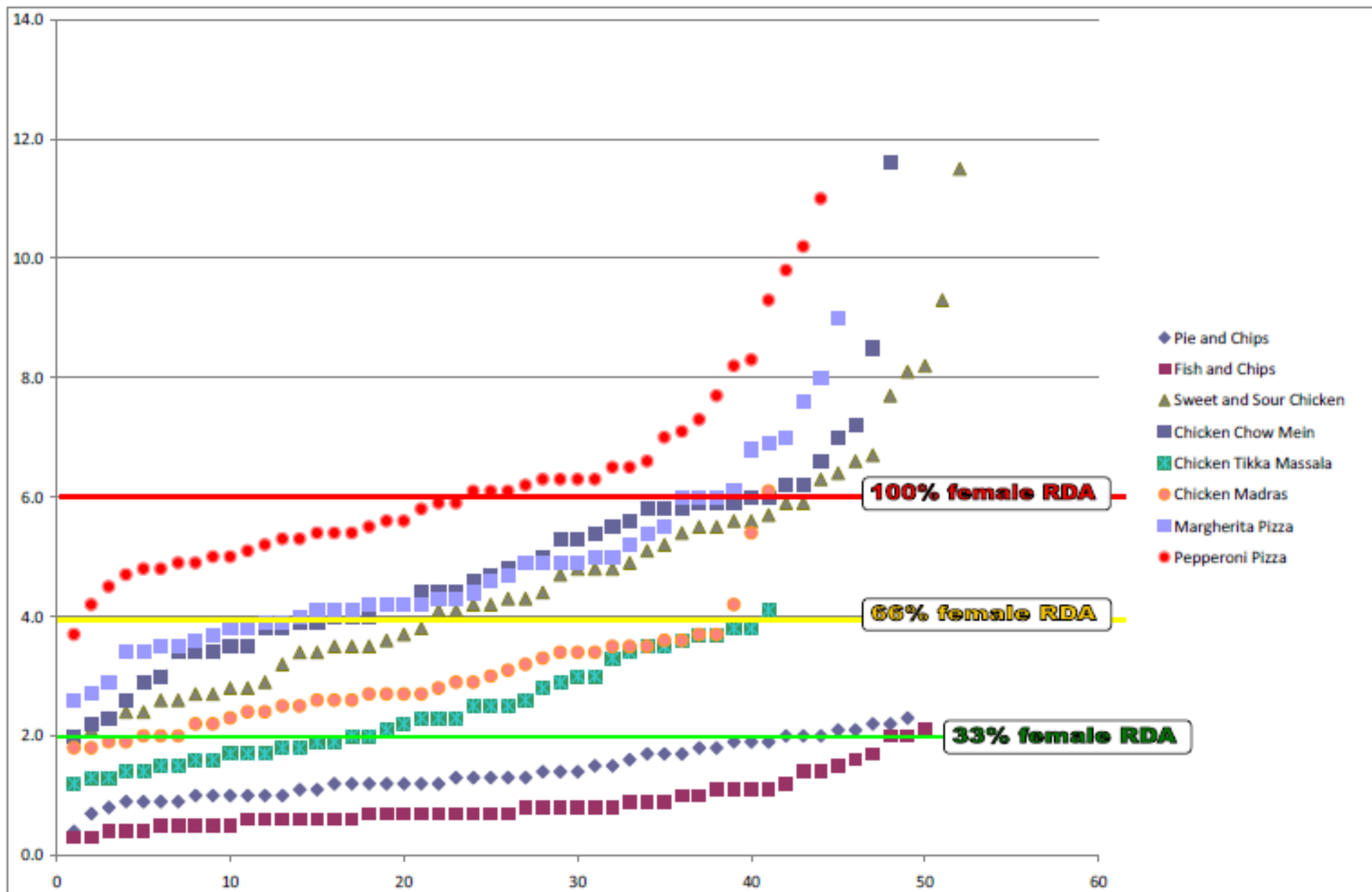
Total Fat (gm)



Saturated Fat (gm)



Salt (gm)



What next for take aways?

All 187 take aways given their results, 184 silences plus:

1. “Thanks. I hadn’t realised my portion sizes were so big compared to the competition. I’ll make them smaller and save a fortune on potatoes”
2. “I don’t give a stuff. I have a daughter to raise and a mortgage to pay. If people choose to eat the stuff I sell then that is their choice”
3. “Thanks, we’ll try to reformulate our meals. Please come back and sample us again.”

Results presented to DH in April 2013

- They are bound by the Health Minister’s wishes to pursue improvements by negotiation and encouragement
- They recommend that PHE should take up any advocacy for change

For Gateshead

- We’ve tried a small variety of educational initiatives with families, but none have yet succeeded in enabling them to make an informed choice.
- Need to raise awareness of the problem and get effective legislation to help prevent the ongoing supply of such lethal food.
- Supplementary planning document

Supplementary Planning Document

Gateshead Council
Supplementary Planning Document 2015

Hot Food Takeaway Supplementary Planning Document



A5 Use

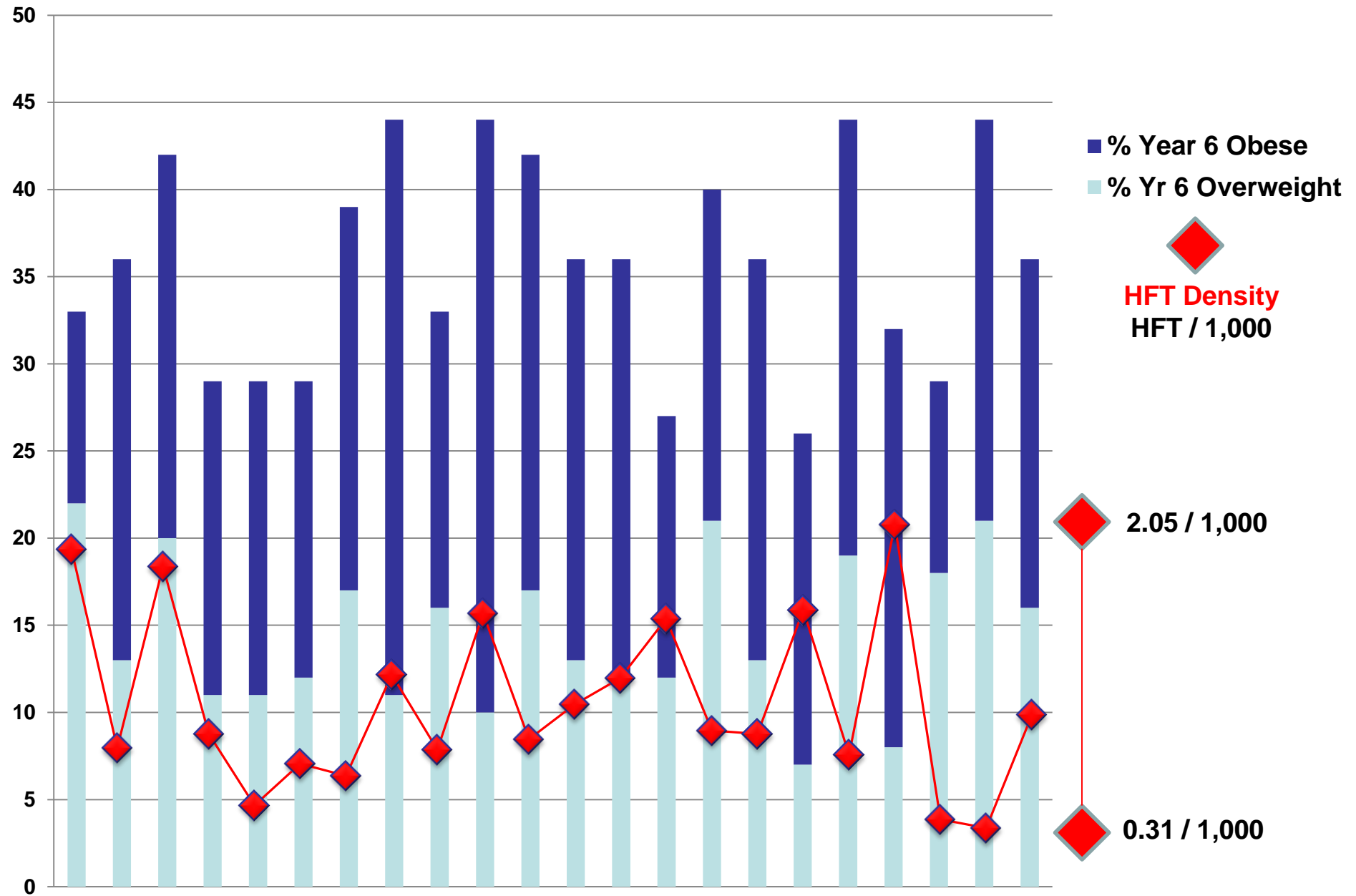
Pure hot food
takeaways

Not A5 use

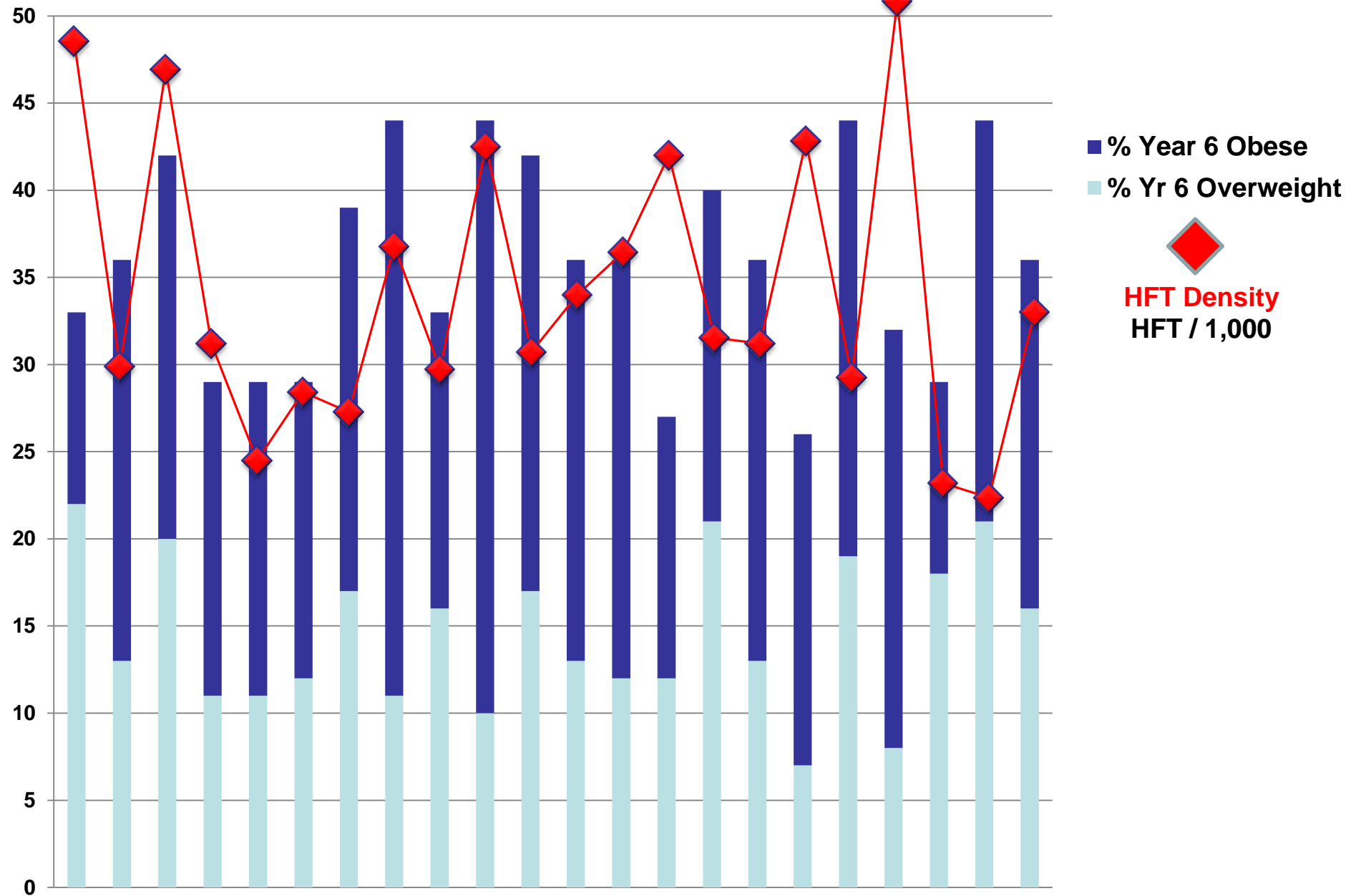
McDonalds
Burger King
Pizza Hut
KFC
Harry Ramsden
Greggs
Wendys
Spud U Like

Ward	Number of Hot Food Takeaways
Birtley	16
Blaydon	8
Bridges	16
Chopwell and Rowlands Gill	8
Chowdene	4
Crawcrook and Greenside	6
Deckham	6
Dunston and Teams	11
Dunston Hill and Wickham East	7
Felling	14
High Fell	8
Lamesley	9
Lobley Hill and Bensham	12
Low Fell	13
Pelaw and Heworth	8
Ryton, Crookhill and Stella	7
Saltwell	16
Wardley and Leam Lane	6
Wickham North	17
Wickham South and Sunnyside	3
Windy Nook and Whitehills	3
Winlaton and High Spen	8
Total	206

HFT density and Yr 6



HFT density and Yr 6



Takeaways will now deliver.....

141 will deliver to my office



What next for Obesity?

- **Apart from bariatric surgery, there are no low hanging fruit**
- We'll need to be in the business of understanding and transforming the nation's weight for at least a few generations to come

In terms of Take Aways, we need:

1. Effective planning legislation to prevent proliferation, and to reduce numbers where proliferation has occurred
2. Good controls on poor nutritional content
3. Mandatory nutritional training of take away staff
4. An end to the belief in 'nudge' and other toothless interventions

Some issues regarding take aways

1. What is a take away?

- The planning definition is unhelpful
- A5 use doesn't include restaurants, sandwich shops, bake on the premises shops....
- A5 use only covers about 60% of businesses selling hot, take away food
- Massive influx of mobile catering vans post survey

2. Causation, correlation and deliveries

- When we started maximum delivery range was 6 miles
- Now 9.2 miles
- People don't tend to use their nearest take away
- Our mapping of take away density and child obesity was inconclusive









Some issues regarding take aways

3. Middle class assumptions in society
 - *'healthy food is cheaper'* – except it isn't in some parts of the week
 - Take away meals are an occasional 'treat'
 - People know that it is unhealthy
 - It is part of free choice

4. It is all part of the huge complexity of obesity
 - Took nearly 18 months to get advice on how much should be in an individual meal
 - The food industry lobby is strong and wants a free market
 - 'easy' projects have little or no impact
 - Obesity is tolerated, despite its massive cost and impact on people's lives
 - Victim blaming is easier than solving it



The Samples – range in what we found

	Meal	Portion size (g)	Calories (Kcal)	Fat (g)	Saturated Fat (g)	Salt (g)	Sugar (g)
	Pie and Chips	310.8 – 842.4	808 – 1,892	31.4 – 103.3	8.9 – 53.7	0.4 – 2.3	0 – 10.8
	Fish and Chips	371.6 – 975.5	929 – 2,204	43.5 – 141.1	7.1 – 69.0	0.3 – 2.1	0 – 4.2
	Sweet and Sour Chicken	566.0 – 1,113.0	1,124 – 2,805	34.7 - 135.8	4.1 – 59.0	2.1 – 11.5	21.8 – 124 .4
	Chicken Chow Mein	332.1 – 1,110.0	445 – 1,389	6.9 – 48.9	1.5 – 14.3	2.0 – 11.6	1.8 – 21.0
	Chicken Tikka Massala	628.3 – 979.0	891 – 1,948	34 – 104.9	6.0 – 49.5	1.3 – 4.1	10.8 – 90.7
	Chicken Madras with Naan	502.0 – 846.0	720 – 1,861	26.5 – 85.7	3.4 – 37.9	1.8 – 6.1	1.1 – 78.5
	Margherita Pizza	410.0 – 832.0	1,171 – 2,370	43.4 – 103.2	21.5 – 49.7	2.6 – 8.0	5.8 – 32.0
	Pepperoni Pizza	430.0 – 861.4	1,268 – 2,423	56.8 – 138.6	25.3 – 60.6	3.7 – 10.2	3.5 – 51.8