Minutes of the twentieth meeting of the All-Island Obesity Action Forum, held on Tuesday 13th June 2018 at the Clayton Hotel, Belfast.

Present:
Dr Cliodhna Foley Nolan safefood (chair)
Dr Marian O’Reilly safefood
Dr Charmaine McGowan safefood
Ms Caroline Bloomfield Public Health Agency
Ms Gillian Costello Sport Ireland
Ms Margaret Carr Cancer Research UK
Prof Mary Flynn Food Safety Authority Ireland
Dr Laura McGowan The Association for the Study of Obesity, UK
Ms Ailbhe Byrne Food Drink Ireland
Ms Ruth Balmer British Dietetic Association
Ms Sharon Gilmore Food Standards Agency
Ms Janis Morrissey Irish Heart Foundation
Ms Margaret O’Neill Health service Executive

In Attendance:
Ms Sinéad Hurley safefood, Minute Secretary

Apologies:
Ms Ursula O’Dwyer Department of Health (ROI)
Mr Ian McClure Department of Health, NI
Ms Jill Fitzgerald Department of Education, NI
Ms Jennifer Feighan Irish Nutrition and Dietetic Institute
Mr Paul Doherty Food Drink Ireland
Ms Vanessa Hetherington Irish Medical Organisation
Mr Kevin O’Hagan Irish Cancer Society
Ms Maresa McGettigan Cancer Focus Northern Ireland

1. Welcome
Dr Cliodhna Foley Nolan welcomed members to the 20th Forum meeting. Apologies were noted.

2. Roundtable introductions
Members introduced themselves.

3. Minutes of meeting held on 14th November 2017 and any matters arising
Draft minutes from the previous meeting were approved. There were no matters arising.

4. Policy Updates
Department of Health, Northern Ireland (NI)
Marian O’Reilly read a written update from Ian McClure, Department of Health (NI)
- ‘Fitter Futures for All’ Strategy
Minutes of the twentieth meeting of the All-Island Obesity Action Forum, held on Tuesday 13th June 2018 at the Clayton Hotel, Belfast.

- Progress report will be updated and reviewed at the next Obesity prevention Steering Group meeting in October 2018.
- A workshop to review the short term outcomes will be held in September.
- The All Department Officials Group hope to meet to discuss the ‘Making Life Better’ framework in Summer/Autumn.
- The CMO Physical Activity Guidelines are currently being revised.
- Food in Schools policy - the nutritional standards that have been applied to school catering for the past 10 years are being reviewed to incorporate best evidence and practise.
- The launch of the Minimal Nutrition Standards for Catering in Health and Social Care was supported by CMO.
- The department contributed to the World Health Organisation audit questionnaire ‘Health Enhancement Physical Activity’.
- Consideration is being made into how funds will be allocated from the soft drinks levy.

Department of Health, Republic of Ireland (ROI)

The representatives for the Department of Health, ROI were on leave. Dr Cliodhna Foley Nolan spoke on their behalf.

- A small inter-department government group has been set up to oversee the implementation of the national obesity policy. There are two sub groups, one on reformulation and the other on healthy eating (currently focusing on under-fives).
- A workshop will take place in September/October to look at the best means of evaluation of progress with the hope to develop a scorecard for general consumption.
- A general health promotion campaign, with three angles, Eat Well, Think Well, Be Well was launched by Healthy Ireland.
- A formal update from Ursula O'Dwyer and her colleagues from the Department of Health will be sent when she returns from leave.

5. Members Update

Prior to the meeting members provided a brief written update on any campaigns or initiatives on-going in their organisation and this was circulated to all members. At the meeting they highlighted a number of updates.

Public Health Agency (PHA)

- Their key area focus is looking at an early years obesity prevention programme. This programme will target children under 5 years old. It will include group sessions delivered in Sure Starts as well as one to one with a child health assistant, on referral from a health visitor. A programme will have to be procured.
- The ‘Weigh to a Healthy Pregnancy’ programme has been expanded to cover women with a BMI of 38 and over (previously 40).
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- The various physical activity referral schemes will be brought together to a regional model and will be rolled out in the Autumn.
- Action (MON to send on the HSE Smart Start Programme details to CB).

Sport Ireland
- Sport Ireland are the lead organisation working on the European Week of Sport in the Republic of Ireland. The week will run from the 23rd to the 30th September 2018.
- They launched a new ‘Policy on Participation in Sport by People with Disabilities’ and will continue to invest into people with disabilities in sports.
- They are currently looking to evaluate their current community programmes.
- The ‘Get Ireland Walking’ initiative has just launched a new strategy. They are also developing ‘Get Ireland Running’, ‘Get Ireland Cycling’ and ‘Get Ireland Swimming’ initiatives.

Cancer Research UK
- The current primary concern is with policy change in obesity. The impact of junk food marketing has become an interest for the UK government.
- Scotland is testing price promotions and the policy is likely to become part of the Scottish obesity strategy.
- The organisation ran a UK-wide obesity campaign in February, highlighting that obesity was the second biggest cause of cancer, which was successful.

Food Drink Ireland
- Ran the National Wellbeing Workplace Day campaign this year, which was successful.
- They are actively looking for partnerships for the 2019 campaign.

Health Service Executive
- Focus in HSE has been to put structures in place
  - Prof Donal O’Shea has been appointed as clinical lead for two days a week.
  - Cheryl Flanagan has been appointed as the programme manager for the obesity programme.
- Minimal Nutrition Standards for Catering for Staff and Visitors in Healthcare settings has gone out for consultation
- A review was be conducted into the community cooking programme. There are three strands to the programmes – schools, community and HSE staff.
- Mychild.ie is to be launched. The website will include information on all aspects of child health and is being supported by the Nurture programme.

Food Standards Agency
- The Eatwell Programme continues supporting small to medium businesses. Most recently a workshop for the ice cream industry was held to support sugar reduction. A
Minutes of the twentieth meeting of the All-Island Obesity Action Forum, held on Tuesday 13th June 2018 at the Clayton Hotel, Belfast.

mentor scheme will run throughout the summer for business who attended and did not attend the workshop.

- A comprehensive study on the nutritional content of scones was conducted by the council.
- A tiered approach to allow SMEs to get on board with CalorieWise is being investigated.
- The ‘Know Your Calories’ campaign was launched in February 2018 and received positive feedback from industry. The second phase of the campaign will be in the New Year.
- The FSA will continue to build on their retail network.

Food Safety Authority Ireland

- The FSAI is focusing on a scientific report to support the development of healthy eating guidelines for toddlers (one to five year olds). A report is aimed to be published at the end of this year.
- The healthy eating booklet has been updated to include more information on each food group and to include areas such as labelling, allergen labelling and acrylamide. Hopefully will be published in the fall.
- FSAI is independently assessing the progress in reformulation by the food and drink industry.
- Research into the area of baby food legislation will be presented at the Nutrition Society.
- A report on the setting of maximum and minimum amounts for vitamins and minerals in foodstuffs was published in June 2018 and available online.

Irish Heart Foundation

- Are developing a new strategy and hope to have updates at the next meeting.
- Welcome the new Data Protection laws which offer some protection to children from marketing.
- They are monitoring the results of the sugar tax and will continue to call for these funds to be used for public health.

Association for the Study of Obesity UK (ASO UK)

- The regional groups will be renamed to the ASO NI Network and will now be known as the Association for the Study of Obesity Northern Ireland Network.
- An event was held on the 24th January in Queens on weight management before, during and after pregnancy. The event was successful.
- Upcoming events include the UK Congress Obesity in Newcastle upon Tyne in September with the theme ‘Preconception to Pension: Obesity through the life course’.
- The network are joining up with the Northern Ireland British Psychology Society for an event which will take place in early 2019.
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British Dietetic Association
- The BDA Dietitians Week ran from the 4th to the 8th June. The theme was ‘Dietitians Do Prevention’, this marks the start of a three year campaign for the association.
- Work has commenced in primary care, with representation from each country in the UK.
- The BDA is the new home for ‘Let’s get Cooking’. It has been developed and successful in England and will hopefully also be developed in Northern Ireland.

safefood
- The last phase of advertising for the START campaign took place in April.
- Data was published comparing the average spend of families with children in their main weekly shop on ‘treat foods’ versus ‘fruits and vegetables’ in ROI and NI. This was done in NI in collaboration with the Food Standards Agency.
- The next phase of advertising will run in September and focus on physical activity.

6. Topic for discussion – Credible sources of information for consumers
- A document produced by safefood was circulated with the members.
- The potential of the forum to help get credible information across was a topic of discussion.
- It was also discussed that a professional should be involved in the debates in the media.
- The opportunity to release a joint statement was discussed. The inclusion of the forum position on weight stigma in the statement was also discussed. A social media campaign was also mentioned.
- Case reports on the harm from untrustworthy sources of information was also discussed.
- The language on how the forum can help upskill the public to recognise what is trustworthy information.

7. Next Forum Meeting & Workshop
The next forum workshop will be held in November 2018 in Dublin. The topic chosen for this workshop is ‘Reformulation’. The workshop will include key note speakers and case studies. Currently Dr Charlie Foster, Dr Lee Smith and Dr Amelia Lake are being considered. The members were invited to suggest speakers they believe would be suitable for this event.

8. AOB
No other business was discussed. The meeting concluded at 15.35pm.

Date of next meeting - Location will be in Dublin in November 2018 – date to be confirmed.
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All-island Obesity Action Forum - Member Updates June 2018

Association for the Study of Obesity UK

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<thead>
<tr>
<th>Organisation Name</th>
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<tbody>
<tr>
<td>ASO UK</td>
<td>ASO is the UK’s foremost charitable organisation dedicated to the understanding, prevention and treatment of obesity. Regional groups now renamed as ‘Networks’, i.e. now <strong>ASO Northern Ireland Network</strong>.</td>
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<tr>
<td>ASO UK</td>
<td>1. “Weight management before during and after pregnancy” conference held at QUB, Belfast on the 24th Jan 2018 &gt;50 delegates. Half-day of research and evidence-based presentations attended by a range of health care professionals, academics, researchers, students, PHA and charities. Slides available to view at: <a href="https://www.aso.org.uk/network/northern-ireland/">https://www.aso.org.uk/network/northern-ireland/</a>&lt;br&gt;2. <strong>UKCO 2018 – Newcastle 6-7th September 2018.</strong>&lt;br&gt;<strong>Congress Theme</strong> - &quot;Preconception to Pension: Obesity through the Life Course&quot;&lt;br&gt;<strong>Pre-Registration for UKCO2018 is open</strong>&lt;br&gt;<strong>Early rate registration closes Friday July 13th</strong></td>
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**BDA The Association of UK Dietitians**

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<td>BDA</td>
<td>Dietitians Do Prevention</td>
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Dietitians Week ran from June 4-8th 2018. This year's theme was Dietitians Do Prevention, where the fantastic work that all dietitians do to prevent illness or optimise health was highlighted, be that in primary care or acute settings, public health, industry or education. All four nations of the UK have identified improving prevention and public health as key to the ongoing sustainability of health services. Hence the BDA has embarked on a three-year campaign to highlight that all dietitians do prevention and show how dietitians can play a key role in this important area. Example aspects of prevention include:

- **Recovery and Mental Health**: Diet and nutrition can play a key role in both preventing and managing mental ill health. Good nutrition and hydration can also help aid recovery and prevent relapse.
- **Rehab and Reablement**: Dietitians provide rehabilitation to people who have been unwell (such as after an operation or having a stroke). Support from a dietitian can provide symptom relief, reduce risks of further illness and prevent admissions to hospital.
- **Public Health and Primary Prevention**: Good nutrition and hydration is fundamental to good health. Dietitians help the public at large to stay healthy which helps prevent illness and diet related conditions such as malnutrition or obesity.
- **Optimising Health and Secondary Prevention**: For people who have a health condition, like diabetes or dementia, support from a dietitian can provide symptom relief, prevent complications and optimise quality of life.
- **Healthy Conversations and Making Every Contact Count**: Dietitians don't just discuss diet and nutrition when they do prevention, they discuss related issues that impact on health like exercise, smoking and social factors. Dietitians can then signpost people to where they can access further help for these non-dietary issues.

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<td>BDA</td>
<td>Let's Get Cooking</td>
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BDA is the new home of Let’s Get Cooking, the Children’s Food Trust’s network of school and community based clubs developed to help children and their families gain the skills and knowledge to cook healthy meals from scratch. The BDA have also taken on the Trust’s Learning Network – an e-learning platform with 18 courses related to improving food for children. Let’s get Cooking is a project.
Minutes of the twentieth meeting of the All-Island Obesity Action Forum, held on Tuesday 13th June 2018 at the Clayton Hotel, Belfast.

which supports schools to offer healthy cookery sessions to children and their families to increase cookery skills and to support eating a healthier diet. The programme is run primarily as an after schools activity. It is the largest national network of cooking clubs in the UK and has been delivered in over 5,000 schools and community groups across England. Since being set up in 2007 Let’s Get Cooking has expanded to include community “pop up” cooking sessions, online resources for home cooking, cooking classes in Further Education and at work based skills sessions. Although it has not run in Northern Ireland to date, there is potential for the programme here as it is very much in line with the Northern Ireland food in schools agenda.

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<td><strong>Health Services</strong></td>
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<tr>
<td>BDA</td>
<td>Dietitians in Primary Care</td>
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<td><strong>Research and Evidence Based Activities</strong></td>
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<td><strong>Organisation Name</strong></td>
<td><strong>Other</strong></td>
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<tr>
<td><strong>Cancer Focus NI</strong></td>
<td><strong>Schools, Workplace, Community initiatives</strong></td>
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Cancer Focus NI

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<tr>
<th>Organisation Name</th>
<th><strong>Keeping Well Service</strong></th>
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<tr>
<td>Mobile Health Checks and Wellbeing Services are for communities, workplaces sporting and cultural organisations across Northern Ireland. Full health checks include body composition checks and provision of lifestyle plans and follow-up monitoring. August 2017-January 2018- 1370 health checks delivered.</td>
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<td>Well Aware Service</td>
<td>Well Aware’ Programme – provides health checks and health promotion support and advice for those in the over 60 age group – targeting community groups in particular. August 2017- January 2018-293 health checks/info sessions delivered.</td>
</tr>
<tr>
<td>ManPowered Programme</td>
<td>A group based pilot 12-week intervention to optimise the physical, mental and social well-being of men with prostate cancer under active surveillance offering access to a range of health information, health checks and goal setting, including exercise prescription, food diaries and social prescribing. Thirty-five men have engaged with an adherence rate of 82%.</td>
</tr>
<tr>
<td>Post primary Schools</td>
<td>CFNI continue to provide the Be Body Aware for year 13 /14 and this year the programme has been delivered to around 1000 young people. Currently awaiting update.</td>
</tr>
<tr>
<td>Primary Schools</td>
<td></td>
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<tr>
<td>Cancer Focus NI</td>
<td>Cochrane Systematic Review Title: physical activity and exercise interventions for disease-related physical and mental health during and following treatment in people with non-advanced colorectal cancer <a href="http://cochranelibrary-wiley.com/doi/10.1002/14651858.CD012864/full">http://cochranelibrary-wiley.com/doi/10.1002/14651858.CD012864/full</a></td>
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Cancer Research UK

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<td><strong>Cancer Research UK</strong></td>
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<tr>
<td>General</td>
<td>CRUK is actively influencing the developments of obesity strategies in England, Scotland and Wales. The English and Scottish obesity strategies are due out in July 2018, with a consultation on the Wales strategy due in Autumn 2018.</td>
</tr>
<tr>
<td>Junk Food Marketing</td>
<td>CRUK’s main UK-wide policy objective is for the UK Government’s forthcoming childhood obesity plan to commit to banning junk food advertising during the TV shows most watched by children. The specific focus of this ban will be on evening and family time that is currently exempted through loopholes. CRUK has met with officials from the Department of Health, Department of Culture Media and Sport and Ofcom to take this forward. We are also calling on other devolved nations to press the UK Government into acting.</td>
</tr>
<tr>
<td>Price promotions</td>
<td>CRUK is also pressing administrations across the UK to regulate to restrict price promotions on high fat, salt and sugar (HFSS) food and drinks. Our work has primarily focused on action in Scotland, but also in Wales and England ahead of their forthcoming obesity strategies. CRUK is currently evaluating its obesity awareness campaign, which ran in February across the UK.</td>
</tr>
<tr>
<td>Awareness campaign</td>
<td>Early analysis has found that UK-wide awareness of obesity as a risk factor increased from 17% to 43% - a significant increase. A fuller set of analysis is due later, which may include Northern Ireland specific data.</td>
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<tr>
<td>Prevention in Primary Care</td>
<td>CRUK will be publishing a peer review study in Winter 2018 on the factors that impact the obesity of primary care to deliver effective obesity interventions. This is based on UK-wide data.</td>
</tr>
<tr>
<td>Primary School Obesity Study</td>
<td>CRUK will be publishing reports in Autumn 2018, which look at how marketing exposure is associated with consumption behaviours and obesity levels in primary school children. This involves a UK-wide quantitative study, followed by a qualitative study of selected participants.</td>
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Health Inequalities in Junk Food Marketing
Digital Junk Food Marketing
Online junk food marketing
KANTAR household purchasing studies – three in-house studies

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<tr>
<td>CRUK will be publishing a peer review paper in Autumn 2018 identifying health inequalities within the associations between junk food marketing and obesity in young people across the UK.</td>
<td><strong>CRUK</strong></td>
<td><strong>Health Inequalities in Junk Food Marketing</strong></td>
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<tr>
<td>CRUK will be publishing a peer review paper in Summer/Autumn 2018 exploring the associations between engagement with marketing on social media for foods high in fat, salt or sugar (HFSS) and the food and beverage consumption by adolescents and young people in the UK.</td>
<td><strong>CRUK</strong></td>
<td><strong>Digital Junk Food Marketing</strong></td>
</tr>
<tr>
<td>CRUK will be publishing reports from Summer 2018 on digital media marketing and unhealthy foods.</td>
<td><strong>CRUK</strong></td>
<td><strong>Online junk food marketing</strong></td>
</tr>
<tr>
<td>CRUK will be analysing Kantar Worldpanel data on household food and drink purchasing, nutritional data, promotional data and media consumption in late 2018/2019.</td>
<td><strong>CRUK</strong></td>
<td><strong>KANTAR household purchasing studies – three in-house studies</strong></td>
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| Department of Health NI | A Fitter Future for All 2012-2022 | Work is continuing on the development of the June 2017 – June 2018 A Fitter Future for All progress report. It is anticipated that the Obesity Prevention Steering Group (OPSG) members will be issued with a request for further updates in July, a draft report will then issue to the group in September for comments prior to being cleared at the OPSG meeting in October 2018 and online publication thereafter.

The OPSG is now starting the review of the current short term outcomes and will revise these as appropriate for implementation for June 2019 – 2022. Terms of reference for the review were issued to OPSG members and broadly accepted. A workshop is now being planned for key stakeholders to assist with the revision/development of the new short term outcomes. It is anticipated that this will take place in September 2018.

‘Making Life Better’ is the strategic framework for public health in Northern Ireland. It is designed to provide direction for policies and actions to improve the health and well-being of people in Northern Ireland and to reduce health inequalities. It is hoped the next All Department Officials Group (which oversees implementation of the framework) will meet in the summer/autumn.

The UK CMO Physical Activity Guidelines were published in July 2011 with the agreement that they would be revised after five years to ensure they remain fit for purpose. These are now currently being revised. The revised guidelines will seek to improve knowledge and awareness of the level of activity individuals should undertake, provide clear advice and guidance to healthcare professionals so they can advise their patients appropriately, and support behaviour change – with the ultimate outcome of increasing physical activity levels and support the achievement of the draft Programme for Government Outcome “We enjoy long, healthy, active lives”.

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<td><strong>Department of Health NI</strong></td>
<td><strong>Food in Schools Policy: healthy Food for Healthy Outcomes</strong></td>
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<tr>
<td>Under the Food in Schools policy, Nutritional Standards were developed to be applied in the school catering. This has been in place for ten years and is being reviewed to incorporate best evidence and practice to ensure it is fit for purpose.</td>
<td><a href="https://www.education-ni.gov.uk/publications/healthy-food-healthy-outcomes">https://www.education-ni.gov.uk/publications/healthy-food-healthy-outcomes</a></td>
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<tr>
<td><strong>Department of Health NI</strong></td>
<td><strong>All Island Food Poverty Network</strong></td>
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<tr>
<td>The Department continues to be a member of this all-island group.</td>
<td><a href="http://www.safefood.eu/Professional/Nutrition/Food-Poverty/All-island-Food-Poverty-Network.aspx">http://www.safefood.eu/Professional/Nutrition/Food-Poverty/All-island-Food-Poverty-Network.aspx</a></td>
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<td><strong>Department of Health NI</strong></td>
<td><strong>Minimum Nutritional Standards for Catering in Health and Social Care</strong></td>
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<tr>
<td>The Chief Medical Officer (CMO) supported the launch (16/06/17) of the Minimum Nutritional Standards for Catering in Health and Social Care. This is a collaborative project by the Food Standards Agency (NI), Public Health Agency (PHA) and safefood which supports those working within Health Service catering businesses who want to offer consumers a choice of affordable, healthy and sustainable food.</td>
<td><a href="https://www.food.gov.uk/news-updates/consultations/2016/minimum-nutritional-standards-for-catering-in-health-and-social-care">https://www.food.gov.uk/news-updates/consultations/2016/minimum-nutritional-standards-for-catering-in-health-and-social-care</a></td>
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<td><strong>Department of Health NI</strong></td>
<td><strong>Health Enhancing Physical Activity (HEPA) – World Health</strong></td>
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<tr>
<td>The Department completed a Northern Ireland response to a WHO policy audit questionnaire for 2018. This included input from a number of Departments including Education, Communities, and Infrastructure and also the PHA. England, Scotland and Wales also compiled responses of their own whereas in previous years there was a single UK response. Additional HEPA information can be found</td>
<td><a href="http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity">http://www.euro.who.int/en/health-topics/disease-prevention/physical-activity</a></td>
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**Food Drink Ireland**

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<tr>
<td><strong>Workplace Wellbeing Day</strong></td>
<td>Friday, April 13th 2018 saw Ireland’s fourth National Workplace Wellbeing Day take place. The is an awareness-raising day, showcasing the benefits of workplace wellbeing and encouraging as many companies as possible to sign up and put a focus on wellbeing on the day, and giving them key information to implement a sustainable and effective wellbeing initiative in their workplace. Research conducted by Ibec found almost six in ten employees (57%) say their employers are already providing some health and wellbeing support, up from five in ten (47%) when FDI first commissioned research into employee wellbeing in 2015. 2018 saw over 600 companies sign up to put a focus on workplace wellbeing and get involved in the lunchtime mile on the day. Nutritional advice was given by Dietitian Sarah Keogh and we had our ambassador David Wallace on hand to give advice on physical activity. We are already planning for 2018 and seeking key partnerships to ensure more and more of the Irish Business Community take part and put a focus on the wellbeing of their employees in 2019.</td>
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The KeepWell Mark

Minister for Health Simon Harris launched The KeepWell Mark, Ireland’s first workplace wellbeing accreditation on September 20th 2017. The KeepWell Mark was developed by the Food Drink Ireland Health Initiative in conjunction with Ibec. The KeepWell Mark is a set of health and wellbeing standards that organisations can achieve through the promotion of wellbeing in the workplace. To help companies achieve this accolade, we provide a clear path outlining and guiding companies on how to improve workplace health and safety while maintaining a sense of wellbeing. Microsoft and Oracle were among the first companies in Ireland to be accredited with The KeepWell Mark.

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| Food Drink Ireland | Phase 1 of the Food Drink Ireland Reformulation Report, launched in January 2017 showed that during the seven years (2005 – 2012) covered by the research:  
  • Salt content of the products analysed reduced by 37%  
  • Sugar content fell by 14%  
  • The amount of energy as measured in calories sold over the seven years to 2012 reduced by 12%.  
  • Both total fat and saturated fat intake reduced by approximately 10%  
  
Data collection is now nearing completion for phase two of the FDI Reformulation project. Phase two of the reformulation project will also capture data on product resizing and product fortification. |
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### Food Standards Agency Northern Ireland

<table>
<thead>
<tr>
<th>Organisation Name</th>
<th>Ongoing Campaigns</th>
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</thead>
<tbody>
<tr>
<td><strong>FSA</strong></td>
<td><strong>Know your Calories Campaign</strong></td>
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<td></td>
<td>The FSA launched the Know Your Calories Campaign on 26th February 2018, a regional integrated campaign to raise awareness of calories in NI so that people can make informed decisions about the food they eat. The four-week campaign focused on the recommended daily calorie intake for men and women and where to find calorie information on food labels and on menus when eating out. The campaign was targeted at the working poor (social grade C2 &amp; D with some drifting into C1) as our research showed unhealthy diets were more prevalent in deprived areas across NI. The initial outputs indicate the campaign has been well received. We secured coverage of the campaign across print (regional and local), online and broadcast media. The percentage of people who watched our campaign videos in full was 30% (compared to a KPI of 5%). 3000+ people clicked through to our website from related social media posts. Commercial partners (e.g. Co-Op and Subway) displayed our campaign assets in-store and online. We also implemented a successful cross-government partnership with the Public Health Agency, sharing healthy eating messages and assets to enhance the campaign. A full evaluation will be completed.</td>
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| **FSA**           | A 4 to 5 year programme which aims to implement a structured food product improvement programme with reductions in sugar, saturated fat, salt, calories and portion size to improve the nutritional quality of everyday foods produced, served and sold to consumers in NI by the NI SME food industry. This programme supports and aligns with the ambition outlined by Public Health England in response to the 2016 Childhood Obesity Plan to remove 20% sugar from foods consumed by children by 2020.  

The FSA held a workshop for the NI ice cream manufacturing sector in partnership with the College of Agriculture, Food and Rural Enterprise (CAFRE) in the food innovation centre on 3rd May 2018. The event discussed the technical capabilities and challenges of ice cream formulation, options for increasing the offering of healthier options to customers, the role and regulation of sugar replacers and sweeteners, as well as information on Nutrition and Health Claims. Specialists from Kerry Taste and Nutrition (Naas) showcased state-of-the-art ingredient and technology |
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| Calorie Wise | solutions for the ice cream sector. The Food and Drink Federation joined us from England to host a session on technical guidance for small and medium sized ice cream manufacturing businesses. This event catered for all stages of the reformulation journey, whether reformulated or reduced-portion products have been launched already or are being planned. The networking opportunity proved popular as well as one-to-one confidential discussions with the panel over lunch. Knowledge providers attending the event met afterwards to discuss the practical use of the information with their clients. The FSA is following up with the FDF on the creation of technical guidance to be distributed to assist SMEs. [https://www.food.gov.uk/northern-ireland/nutritionni/food-product-improvement-within-northern-ireland/food-product-improvement-within-northern-ireland](https://www.food.gov.uk/northern-ireland/nutritionni/food-product-improvement-within-northern-ireland/food-product-improvement-within-northern-ireland) |
| Calorie Wise | The Calorie Wise scheme supports businesses to display calories on menus with a logo so people can have the information they need to make healthier choices when eating out as well as encouraging food businesses to make healthier options more available. The FSA, in partnership with the 11 District Councils, held 16 Calorie Wise workshops throughout NI from September 2017 to March 2018. The workshops aimed to provide food business with information on the Calorie Wise scheme and the MenuCal tool. 226 participants attended the workshops representing 149 food businesses across NI. Attendees were from a range of catering establishments including cafes, restaurants, coffee shops, workplace canteens, takeaways, hotels, pubs and hospital catering facilities. Overall, the workshops were found to be very successful. The feedback provided from attendees in the evaluation forms and verbally at the end of each workshop was strongly positive. Feedback from attendees demonstrated increased knowledge and awareness of healthier catering (60%), displaying energy information on menus (68%), the Calorie Wise scheme (69%), and the MenuCal tool (76%) following the workshop. Approximately half of businesses stated that they were thinking about making the food they produce/serve/sell healthier (57%), reducing the portion size of the food they produce/serve/sell (47%) and displaying energy information on their menus (55%). One of the hospital catering facilities in the Northern Trust (Mid Ulster Hospital) was presented the Calorie Wise Award in March 2018. Five more sites within the Northern Trust are being presented with the award on 15th June 18 which will account for all catering establishments in the NHSCT. FSA have also been involved in active engagement with two chain catering establishments and two contract caterers who are currently working towards achieving the award in their outlets. |
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More information can be found at [https://www.food.gov.uk/northern-ireland/nutritionni/caloriewise](https://www.food.gov.uk/northern-ireland/nutritionni/caloriewise)

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<tr>
<th>Organisation Name</th>
<th>Food Poverty</th>
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<tbody>
<tr>
<td>FSA</td>
<td>FSA co-chairs the All Island Food Poverty Network (AIFPN) in partnership with <strong>safefood</strong>. The network involves a group of representatives from government departments/agencies, academia and non-government organisations who have a common interest in reducing food poverty in the island of Ireland.</td>
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**Conference**

The AIFPN are holding their annual conference at NICVA Centre, 61 Duncairn Gardens, Belfast on Tuesday 18th September 2018. The event will share new insights, latest research and explore solutions in tackling inequality and food poverty. Guest speakers will highlight the work delivered on the island of Ireland with social supermarkets and how collaboration between both jurisdictions is paramount. The event will look at the challenges homeless families in emergency accommodation face in relation food access and nutritional health. Presentations will explore the importance of engaging homeless individuals in discussions about their food experiences and how to optimise their wellbeing.

**Food Poverty Indicator Subgroup**

FSA chair a subgroup of the AIFPN which is currently reviewing existing food poverty indicators for NI, assessing their relevance and making comparisons with indicators used in other countries. The first meeting of the food poverty indicator subgroup took place during May 2018 with the next meeting planned for September 2018.
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Irish Medical Organisation

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<tr>
<td>Irish Medical Organisation</td>
<td>The Irish Medical Organisation (IMO) has consistently called for the introduction of a pricing structure that promotes consumption of healthy foods and drinks and discourages consumption of unhealthy foods and drinks. The IMO welcomed introduction of the sugar tax on soft drinks on May 1st this year. IMO is a member of CPME (The Standing Committee of European Doctors) and IMO representative Dr Patrick O’Sullivan has recently been appointed Chair of the CPME Working Group on Diet nutrition and Physical Activity At the Spring 2018 CPME published a Policy on Trans Fats which can be viewed at the following link.</td>
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Organisation Name | Health Services

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<tr>
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<tr>
<td>Irish Medical Organisation</td>
<td>Under the terms of the Under 6 Contract negotiated with the IMO in 2015, General Practitioners (GPs) carry out a periodic assessment of children at 2 and 5 years old of age gender weight and height and plot these on a centile chart. Followed up where appropriate by health promotion advice, brief intervention and support or referral to specialist services. GPs also record whether a child lives in a smoke free household with a view to proving information on smoking cessation to parents. Under the Diabetes cycle of care, negotiated in 2015, An estimated 85,000 patients with type II diabetes are reviewed twice a year of lifestyle factors including smoking, alcohol, exercise and weight control with brief intervention or referral to specialist services where appropriate. GPs also discuss issues such as overweight, alcohol consumption and smoking cessation with patients on an opportunistic basis.</td>
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<table>
<thead>
<tr>
<th>Organisation Name</th>
<th>Ongoing Campaigns</th>
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<tbody>
<tr>
<td><strong>Irish Nutrition and Dietetic Institute (INDI)</strong></td>
<td>Joint Oireachtas Committee on Childhood Obesity</td>
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<tr>
<td></td>
<td>INDI submitted to the Joint Oireachtas Committee on Childhood Obesity and was asked to give evidence to the Committee on 30th May 2018. Jennifer Feighan and Louise Reynolds attended.</td>
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<tr>
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<th>Food Poverty</th>
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<tbody>
<tr>
<td><strong>Irish Nutrition &amp; Dietetic Institute (INDI)</strong></td>
<td>Dublin City Council Homeless Hubs: Pilot</td>
</tr>
<tr>
<td></td>
<td>All Ireland Social Prescribing Conference</td>
</tr>
<tr>
<td></td>
<td>Simon Community Soup Kitchens</td>
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<tr>
<td></td>
<td>Homeless hubs are congregated settings to support individuals as they transition from Hotels to more permanent accommodation. Many of the families have lost cooking skills and confidence as they have been able to prepare meals for some time. INDI has joined with Dublin City Council and provided a recipe book with 12 easy meals to support community workers as they engage in cookery classes with families. UCD student Megan Rayner volunteered her time to prepare these. The pilots are ongoing and INDI will be involved in developing materials to support the expansion of this programme to Hubs nationwide.</td>
</tr>
<tr>
<td></td>
<td>With the support of <strong>safefood</strong> INDI participated in the All Ireland Social Prescribing Conference in March. Social prescribing aims to keep people healthy in their Community in the domains of Healthy eating, Physical Activity and Social Connectedness. Over 100 delegates from North and South attended.</td>
</tr>
<tr>
<td></td>
<td>Simon Community Soup Kitchens: Airfield Farm is involved and asked INDI to work with them to develop some soup recipes that were palatable and optimally nutritious. We shared some of the recipes from the INDI cookbook with them and they taste tested them, INDI did the nutrition analysis and these are now being used in Simon Soup Kitchens across Ireland.</td>
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<tr>
<td><strong>Public Health Agency (PHA)</strong></td>
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<td>[Ongoing Campaigns]</td>
</tr>
<tr>
<td><strong>Organisation Name</strong></td>
<td><strong>Schools, Workplace, Community initiatives</strong></td>
</tr>
<tr>
<td><strong>Public Health Agency (PHA)</strong></td>
<td>Early Years Obesity Prevention programme</td>
</tr>
<tr>
<td>Food in Schools</td>
<td>Revised Nutritional Standards for School Meals have been consulted upon and are awaiting Ministerial approval. Will be rolled out from September 2018, subject to approval.</td>
</tr>
<tr>
<td>Walking for All</td>
<td>New multi-agency walking programme being developed, merging Walking for Health and Walking in your Community.</td>
</tr>
<tr>
<td>Active Travel</td>
<td>Suite of programmes focusing on schools, workplaces and community.</td>
</tr>
<tr>
<td>Cooking skills</td>
<td>Suite of programmes continue to be offered, including Cook It, I Can Cook it, Food Values, Good Food Toolkit.</td>
</tr>
<tr>
<td>Choose to Lose</td>
<td>Community weight management programme, based on NHS Choices 12 week programme continues its pilot stage in all 5 Trusts. Evaluation due in August.</td>
</tr>
<tr>
<td>Couch to 5k</td>
<td>Jogging programme ongoing in partnership with local councils, targeting sedentary people.</td>
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</table>

Programme being developed to prevent and manage overweight and obesity in 0-5 year olds. Multi-agency steering group set up to agree, develop and procure an early years obesity prevention training programme which will:
- Equip health and early years practitioners with skills, knowledge and confidence to tackle sensitive lifestyle issues
- Provide families with a preventative 8-week group parent programme or a targeted 1-to-1 programme as appropriate.

Delivery planned through Sure Starts where available and in client’s home by a Child Health Assistant, on referral from a Health Visitor.
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<tr>
<th>Organisation Name</th>
<th>Activity</th>
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<tbody>
<tr>
<td><strong>Nutrition Matters for the Early Years</strong></td>
<td>Training continues to be provided to day-care facilities and childminders to improve healthy eating in very young children.</td>
</tr>
<tr>
<td><strong>Food Poverty</strong></td>
<td></td>
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<tr>
<td>Fare Share</td>
<td>Food redistribution programme continues.</td>
</tr>
<tr>
<td><strong>Health Services</strong></td>
<td></td>
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<tr>
<td>Weigh to a Healthy Pregnancy</td>
<td>Weight management programme for pregnant women extended from April 2018 to women with a BMI over 38, (previously BMI over 40).</td>
</tr>
<tr>
<td>Physical Activity Referral Programmes</td>
<td>Physical activity programme for people referred by GP or other health professional. New regionally consistent programme to be rolled out from September 2018 with standardised inclusion and exclusion criteria.</td>
</tr>
<tr>
<td>Minimum Nutritional Standards in HSC</td>
<td>(Partnership with safefood and Food Standards Agency) Manager recruited to lead on implementation of new standards for all food and beverages served to staff and visitors in HSC settings.</td>
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</tbody>
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<th>Details</th>
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<tbody>
<tr>
<td><strong>safefood</strong></td>
<td>START campaign</td>
<td>START is a new 5-year public awareness campaign aimed at maintaining a healthy weight in children across the island of Ireland. The campaign was developed in partnership with Department of Health and Public Health Agency in Northern Ireland; and Healthy Ireland, Department of Health. The campaign builds on previous childhood obesity campaigns and aims to help families start to take small daily wins towards a healthier lifestyle for their children. The last phase of advertising was run in April, across TV, radio outdoor and digital platforms. Data was published comparing the average spend of families with children in their main weekly shop on ‘treat foods’ versus ‘fruits and vegetables’. In NI, this was done in collaboration with the FSA. The next phase of the campaign will be run in September and will focus on physical activity.</td>
</tr>
<tr>
<td><strong>safefood, HSE and DH</strong></td>
<td>MediaWise, a media literacy resource for schools was made available online. It was promoted to all primary schools in the Republic of Ireland in September. It is available in an online format and as a hard copy resource.</td>
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<th>All-island Food Poverty Network</th>
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<tbody>
<tr>
<td>The network have met twice in 2018 and have finalised action plans. In NI the progress in the action plan is provided to the Regional Obesity Plan Implementation Group. The 2nd edition of the newsletter was issued in May 2018.</td>
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<tr>
<td>The network is hosting a workshops on 18th September in Belfast which will focus on social supermarkets and homelessness.</td>
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<tr>
<th>Organisation Name</th>
<th>Health Services</th>
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<tbody>
<tr>
<td>Food Standards Agency, Public Health Agency and safefood</td>
<td>Minimum Nutritional Standards for Healthcare Facilities in NI</td>
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<tr>
<td>Minimum Nutritional Standards for Healthcare Facilities in ROI</td>
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<tr>
<td>Standards were launched by the CMO in Belfast, on the 16th of June 2017. The Food Standards Agency, safefood and the Public Health Agency hosted a workshop with Innovation Lab (Department of Finance NI) on the 20th of September. The Innovation Lab will have an input on both implementation and evaluation of the program and we are expecting a set of guidelines and recommendations to be agreed shortly. The steering group is in the process of recruiting a lead dietitian/nutritionist for the implementation of the standards. safefood is now working with HSE with the view of adapting these standards to ROI.</td>
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<tr>
<td>The finalised the draft of the standards is now out with partners for consultation. The Healthier Food Environment Advisory Group will host a workshop in June to review the Vending Report, an audit carried out by UCD on behalf of the HSE and further develop the HSE vending policy. This work will inform the development of a vending policy for Health and Social care settings in NI, entandering again safefood’s role in promoting collaborative work with NI and ROI.</td>
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<thead>
<tr>
<th>Organisation Name</th>
<th>Research and Evidence Based Activities</th>
</tr>
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<tbody>
<tr>
<td>safefood</td>
<td>Published since November 2017</td>
</tr>
<tr>
<td>Folate Status in pregnant women: current situation on the island of Ireland</td>
<td></td>
</tr>
<tr>
<td>Cost of childhood overweight and obesity</td>
<td></td>
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<tr>
<td><a href="http://www.safefood.eu/Publications.aspx">http://www.safefood.eu/Publications.aspx</a></td>
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<th>Ongoing</th>
<th>Iodine status: Is there a public health issue on the island of Ireland?</th>
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<tbody>
<tr>
<td></td>
<td>Weaning practices on the island of Ireland</td>
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<td>Why are adults giving food treats to children?</td>
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<td></td>
<td>Investigation into the balance of healthy versus less-healthy food promotions among Republic of Ireland food retailers</td>
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<td></td>
<td>Do nutrient and health claims have an impact on the perceived healthiness and the amount of foods/meals eaten by adults on the island of Ireland?</td>
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<td></td>
<td>What’s on your child’s plate? Food portion sizes and the proportion of different food groups eaten by children on the island of Ireland</td>
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