Policy Extract

2015 Manifesto: eight practical recommendations to prevent obesity and type 2 diabetes

The group suggests to introduce a sugary drinks duty and also consider other foods such as confectionary, both as a lever to support behaviour change and as a means for raising revenue for public health interventions. The obesity epidemic is preventable if the food environment is improved. Action on Sugar proposes a coherent strategy that will prevent obesity.

**Recommendation 1** – Implement sugar reduction targets for food and drinks – 40% by 2020.

**Recommendation 2** – Cease advertising and promotion of unhealthy foods and drinks to children and adolescent under 16.

**Recommendation 3** – Cease partnerships that imply increasing physical activity alone will prevent obesity.

**Recommendation 4** – Reduce saturated fat.

**Recommendation 5** – Limit the availability of unhealthy foods and drinks.

**Recommendation 6** – Introduce sugar drinks duty.

**Recommendation 7** – Implement national colour coded front of pack labelling.

**Recommendation 8** – Return responsibility for nutrition to an independent agency with statutory powers.