



Cumberland Council

Healthy Weight Declaration (HWD) Commitments

Strategic / system leadership

1. Implement the refreshed Local Authority HWD as part of a long-term 'systems-wide approach' to obesity.
2. Advocate plans that promote a preventative approach to encouraging a healthier weight with local partners, identified as part of a 'place-based system' (e.g. Integrated Care System and Place Based Partnerships).
3. Support action at national level to help promote healthy weight and reduce health inequalities in our communities (this includes preventing weight stigma and weight bias).
4. Invest in the health literacy of local citizens to make informed healthier choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines.
5. We will review and strengthen our initial whole systems healthy weight action plan and have a focus on wider and commercial determinants of health.

Commercial Determinants

6. Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing such as, offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products
7. Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Where any funding is available, we may offer to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions.
8. Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites.

Health Promoting Infrastructures / Environments

9. Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited and look to incorporate this into future local plans so the guidance around hot food takeaways in these areas are kept to a minimum or non at all.

10. Review how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity, active travel, the food environment and food security (consider an agreed process for local plan development between public health and planning).

11. Work alongside our internal colleagues and ZCC (Zero Carbon Cumbria) to consider how the HWD can support carbon reduction plans and strategies, address land use policy transport policy, circular economy waste policies, food procurement, air quality etc.

Organisational Change / Cultural Shift

12. Review contracts and provision at public events, in all public buildings, facilities and 'via' providers to make healthier foods and drinks more available, convenient and affordable and limit access to high-calories, low-nutrient foods and drinks (this should be applied to public institutions and scrutiny given to any new contracts for food and drink provision, where possible).

13. Increase public access to fresh drinking water on local authority controlled sites (keeping single use plastics to a minimum) and encouraging re-useable bottle refills.

14. Continue as an organisation to promote active travel for staff and visitors, whilst providing staff with opportunities to be physically active where possible (e.g. promoting stair use, standing desks, cycle to work / school schemes).

15. Continue to promote the health and wellbeing of Cumberland Council staff by constantly striving to improve the culture and ethos that promotes understanding of healthy weight, supporting staff to eat well and move more.

Monitoring and Evaluation

16. Monitor the progress of our action plan against the commitments and promote and share all good practice and communicate to internal and external partners and most importantly to our communities.