

# Creating a better food offer for Tameside

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A balanced diet is essential for health and wellbeing





**The biggest risk factor for ill health is what you eat**



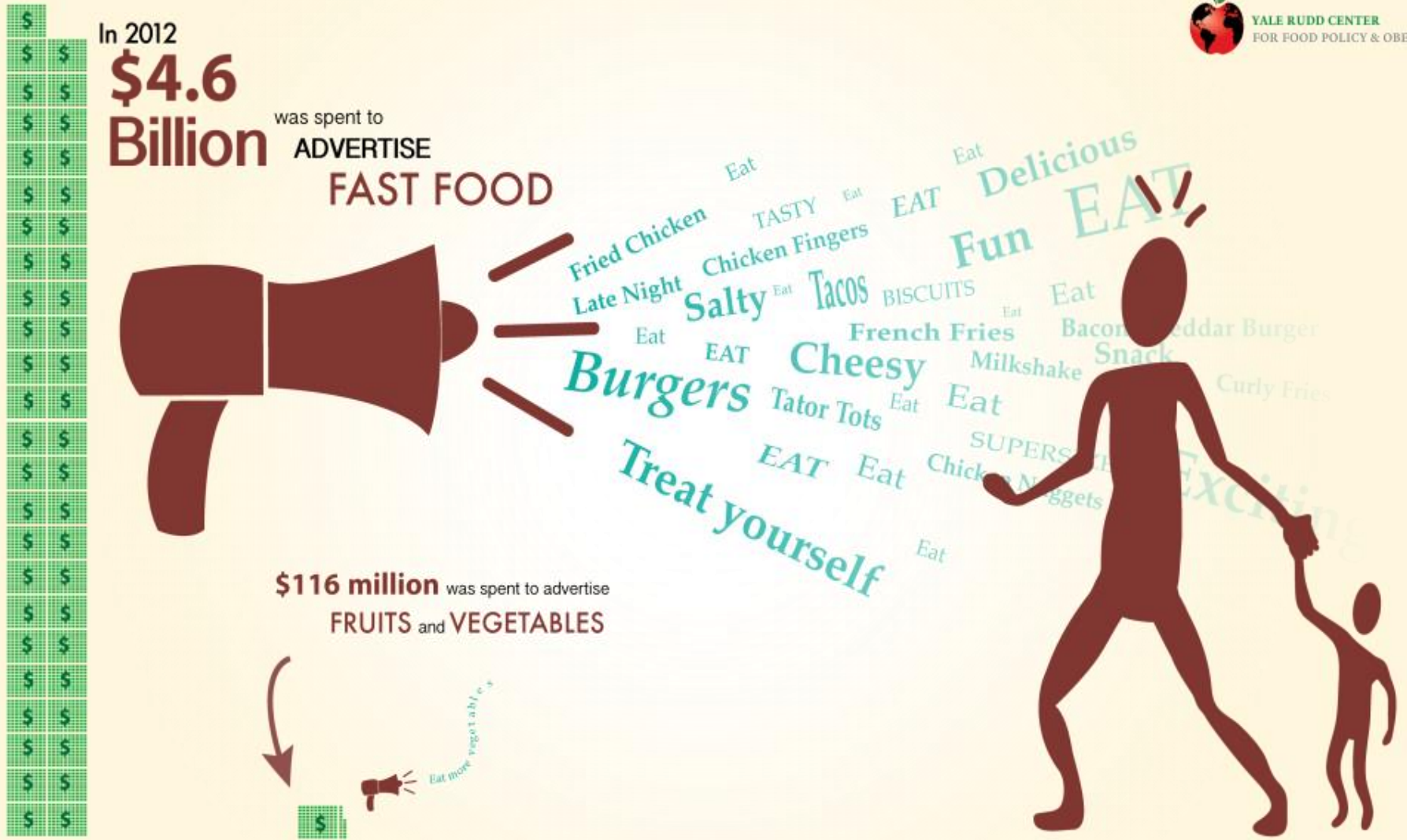
# Out of home food offer



**Where is the takeaway capital of the UK? Fast food towns 'dominated' by burgers and kebabs revealed**



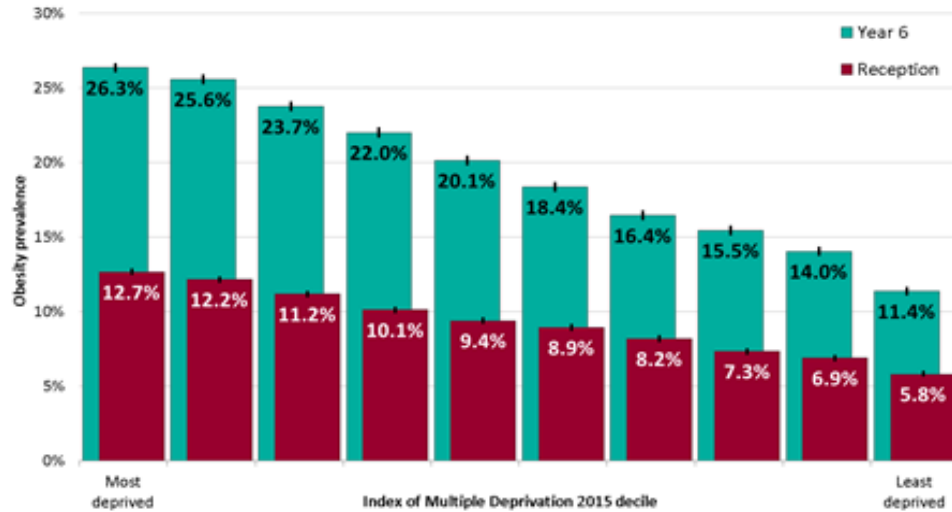
# The Myth of Choice



■ = \$1,000,000

# Obesity prevalence by deprivation decile

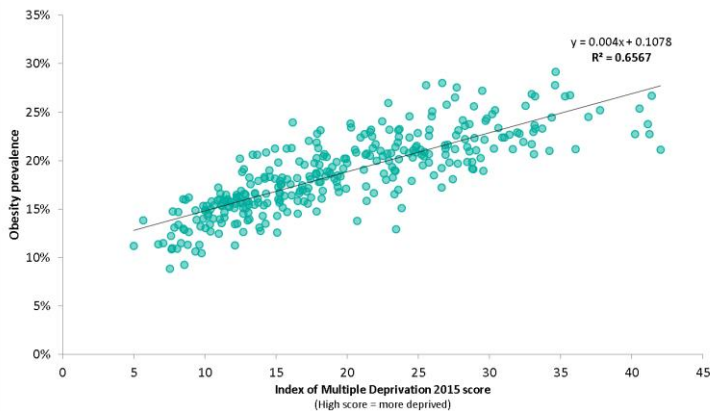
National Child Measurement Programme 2016/17



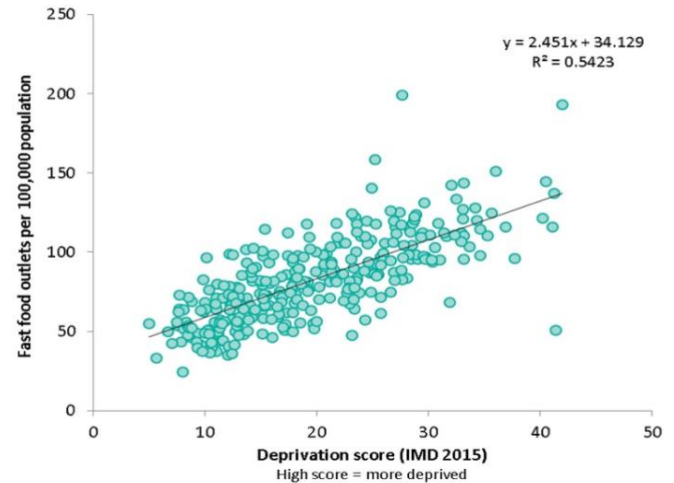
Child obesity: BMI ≥ 95<sup>th</sup> centile of the UK90 growth reference.

## 18 Patterns and trends in child obesity

### Relationship between obesity and deprivation Year 6 children



### Relationship between density of fast food outlets and deprivation by local authority



National Child Measurement Programme 2016/17 – Year 6 children

# Rebuilding Good Food Culture

Working together to normalise 'good' food

LOVE  
FOOD  
festival



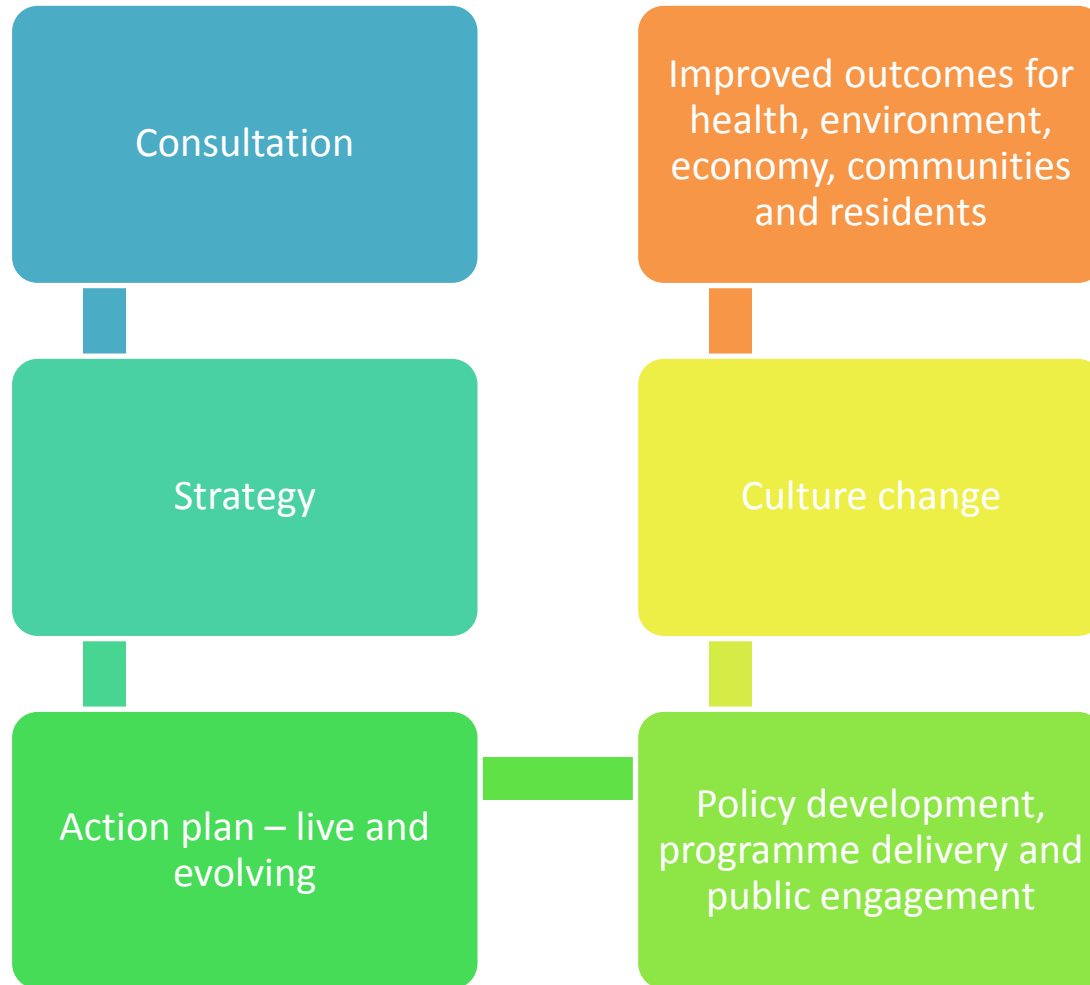


# Defining 'good' food



1. Promoting healthy and sustainable food to the public
2. Tackling food poverty and access to affordable healthy food
3. Building community food knowledge, skills and projects
4. Promoting a vibrant and diverse sustainable food economy
5. Transforming catering and food procurement
6. Reducing waste and ecological footprint of the food system

# Next steps



# Health and Wellbeing Board discussion and feedback



# Thank you