



Department
of Health

Responsibility Deal Celebration Event

Monday 23rd March 2015

Going further, faster

Through voluntary action, the Responsibility Deal has gone **further and faster** than mandatory targets could have achieved

Four networks..

..harnessing the influence of partners and industry to get real results

Working with partners..

Since the launch we have seen
nearly 800 partners signing up
across 43 pledges

Over 130 companies have committed to help people drink within the alcohol guidelines through voluntary action.



ALCOHOL

resetting the default to a healthier option



1 BILLION UNITS REMOVED

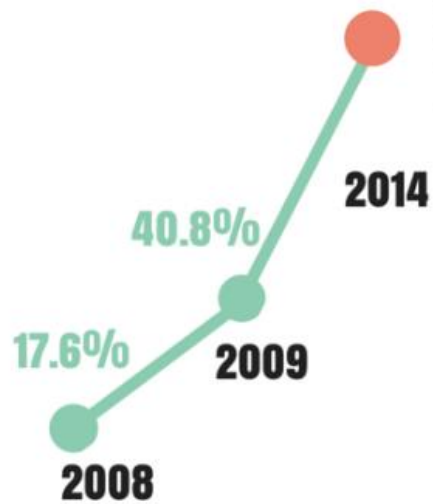
from the alcohol market over two years by
working with industry



Department
of Health

90.7%

of alcohol labels now carry the
pregnancy warning



The changing face of food

Billions of calories removed from soft drinks

Lower sugar cereals on the shelves

No-sugar drinks served as the default in leading cinema chains

Guilt-free checkouts appearing



The Salt Story

Reducing salt intake can help lower blood pressure in just 4 weeks



The food industry and government are working together to reduce salt in food



So far...

We've reduced average daily salt intakes by **15%** from **9.5g in 2000/01** to **8.1g in 2011**.



Reducing salt intakes by **1g** prevents **4147 premature deaths** and saves the NHS **£288 million** each year.



What's next...

OUR AIM
MAX 6g
salt a day
for adults

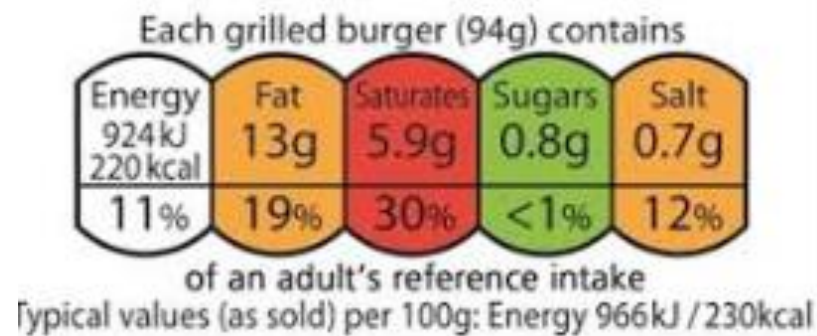


Businesses have now pledged to **further reduce salt** in many everyday foods by **2017** and to hit salt targets for popular restaurant dishes.



We are the first country in Europe to introduce a voluntary front of pack labelling scheme

Companies that account for almost **two thirds** of the food on sale signing up





EATING OUT
MENU

*1 in 3 meals sold on the high
street now display calorie
labelling, including 70% of
fast food and takeaway
meals*

#healthierchoices

A fitter nation..

The **Physical Activity network** has been working behind the scenes to get more people, of all ages and backgrounds, more active.

Over 5% of all
employees in the UK
are covered by our
**Promoting Physical
Activity** in the
workplace pledge

#healthierchoices

Through the physical activity workplace pledge, we estimate **1.5 million more people** are now supported to be more active than before in their workplaces.

Healthy work places

Employees are seeing
their health and
wellbeing taken more
seriously at work

BREAKING RECORDS:
536 partners in the
Health at Work network

#healthierchoices

Building healthier workforces..



Building healthier workforces..

- Over 80 construction firms are signed up to the health at work pledges representing over 250k employees.
- Construction is the UK's largest industry employing 2 million workers, 6% of the entire workforce.

Building healthier workforces..

- Construction is also the unhealthiest industry.
- These diseases are all preventable.
- This is the first sector-specific health at work pledge.

More work to do...further to go...

But **thank you** to everyone who has played a part in making this a reality

