

TOM PURSGLOVE MP
CORBY & EAST NORTHAMPTONSHIRE



HOUSE OF COMMONS
LONDON SW1A 0AA

20th June 2018

Jew Constituent

RE: CHILDHOOD OBESITY STRATEGY.

Thank you for contacting me recently about the Government's plan to tackle childhood obesity; your comments upon which I read with great interest.

With nearly a third of children aged two to fifteen overweight or obese, I agree that this is an important issue to tackle.

I am pleased that the Government has launched a far-reaching plan to curb childhood obesity, which urges industry to cut the amount of sugar in food and drinks while investing millions of pounds into school sport. The Government is confident that this strategy will reduce childhood obesity rates by around a fifth over the next ten years, and I hope you are encouraged by these efforts.

Additionally, sugary drinks are the single biggest source of sugar for children. To help combat this, the new plan will see the food and drinks industry working towards a 20 percent reduction in the sugar used in products popular with children, including a five percent reduction in year one. This can be done through cutting sugar levels, making portions smaller, or encouraging the uptake of lower sugar levels.

This will sit alongside the new Soft Drinks Industry Levy, which is designed to encourage soft drink producers and importers to reduce the amount of sugar in their products and to move consumers towards healthier alternatives. The money raised from the forthcoming levy will be invested in programmes to reduce obesity and encourage physical activity and balanced diets for school children.

I should also say that there is a total ban on the advertising of less healthy foods during children's television programmes, on dedicated children's broadcast channels, and in programmes deemed to be "of particular appeal" to children under the age of 16. The rules also contain restrictions on advertising content for both the broadcast and non-broadcast media; for example, promotional offers may not be used in less healthy food TV adverts targeted at pre-school or primary school aged children.

The Government is absolutely committed to reducing childhood obesity and one of the best ways to do this is to boost sports in schools. That is why the plan also asks primary schools to help every pupil get at least 60 minutes of moderate to vigorous physical activity a day.

On the topic of encouraging physical activity in schools, I recently asked the Prime Minister at Prime Minister's Questions, to join me in calling for schools across the country to roll out the 'Daily Mile' initiative. This is something I am very passionate about, given its benefits for the physical health of young people, and I am pleased to report that the Prime Minister agreed with me on this, and I will continue to make the case for it.



Once again, thank you for having taken the time to contact me and if I can ever be of any further assistance to you then please do not hesitate to contact me again.

With best wishes,

Tom

**TOM PURSGLOVE MP
MEMBER OF PARLIAMENT
CORBY & EAST NORTHAMPTONSHIRE**