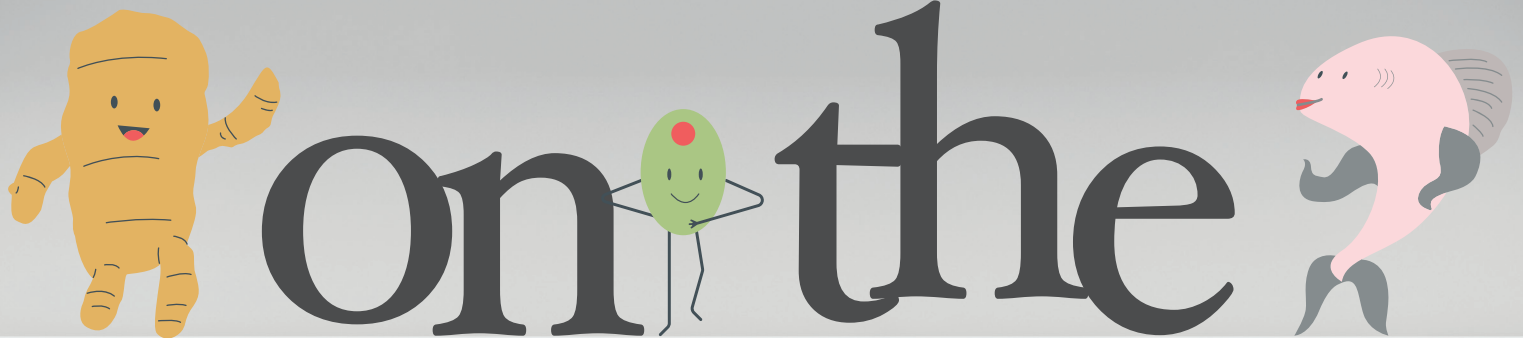
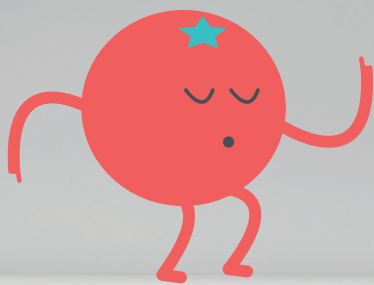




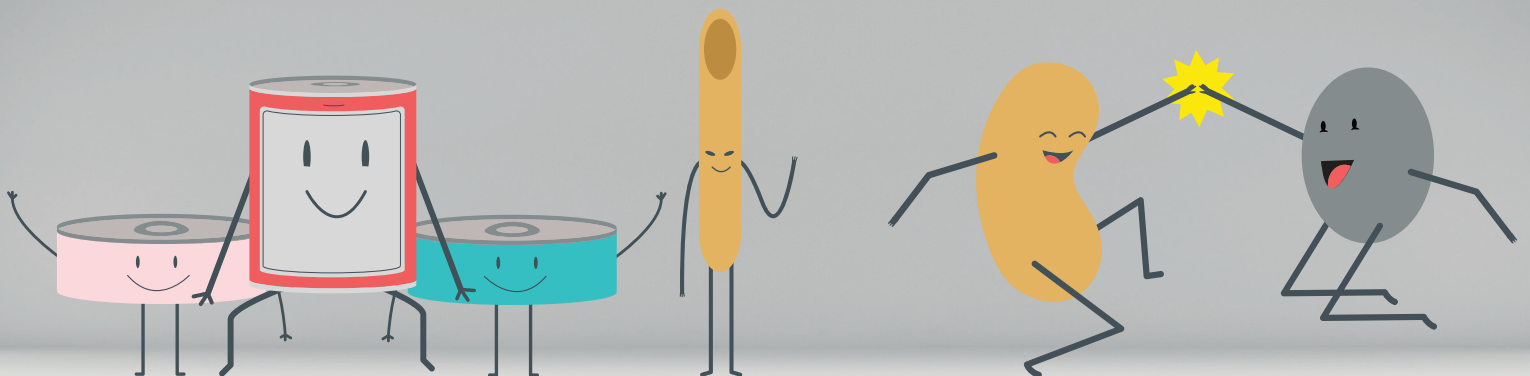
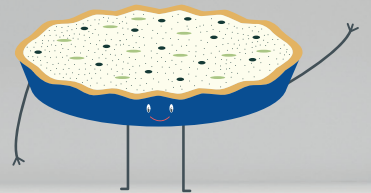
Health












on the



Shelf



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## Key points



By 2050 it's predicted that, in the UK, the number of adults with obesity will rise by **73% to 26 million**

The UK grocery retail market was valued at **£184.8 billion in 2018**

**One in five UK adults** say supermarkets cause them to go off track when attempting to lose weight

**A quarter of women** believe offers on unhealthy food and drinks in supermarkets cause them to gain weight

Half (**50%**) of the people polled believe there are more unhealthy products on supermarket shelves than healthy products

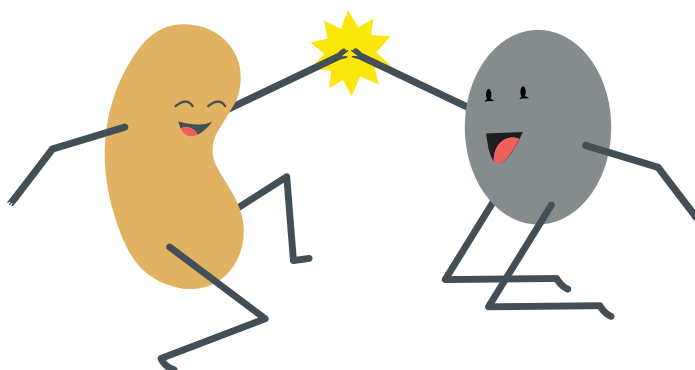
One third (**33%**) of 18 to 24-year olds have consumed unhealthy food when not hungry due to special offers in supermarkets

**Over 1 in 3** of us impulse purchase unhealthy products because they are on special offer in supermarkets

**70%** of all food and drink products located in prominent areas in supermarkets are for food and drinks that contribute significantly to children's sugar and calorie intake<sup>1</sup>

**73%** of parents had a food request from their child while shopping and 88% of requested items were unhealthy foods

**89.5%** of products on display at children's eye level in UK supermarkets were unhealthy according to the Food Standards Agency's (FSA's) criteria<sup>2</sup>



## Recommendations

### Retailers

*To adopt a set of key principles to apply to all major supermarket retailers, to include:*

#### Layout:

Greater allocation of shelf space to healthier products, based on the Government's **EatWell** guide

#### Pricing:

Use cartoon characters on healthy products such as fruit and vegetables; introduce a healthy rewards scheme

#### Shopper experience:

Supermarkets to introduce cookery demonstrations on how to use ingredients and provide recipe cards and advice

### Government

Business rate reductions for supermarkets and retailers who take health seriously by adopting key principles

Explore introducing a healthy rating scheme, similar to the FSA's Food Hygiene Rating Scheme 'scores on the doors', based on the proportion of healthy and unhealthy products stocked

## Foreword

**By 2050 the number of adults with obesity in the UK will rise by 73% to 26 million people. As well as the serious physical conditions obesity can lead to, people who struggle with their weight often experience stigmatisation alongside chronic issues of low confidence and poor self-esteem.**

People who reduce their weight to a healthy level are less likely to develop health conditions related to excess weight. Developing strategies to help cut obesity rates among the general population can relieve the heavy financial burden that obesity-related treatments place on the NHS. The costs associated with treating, for instance, type 2 diabetes, cancer, hypertension and heart disease, are estimated to be more than £5 billion a year.

Obesity is a complex and multi-layered issue. It needs everyone – government, health professionals and industry – to find workable ways to solve the obesity epidemic and help the millions of people it already affects.

Retailers, and in particular supermarkets, have a hugely important role to play in tackling obesity. The UK grocery retail market, which includes supermarkets, was valued at £184.8 billion in 2018 and has the power, influence and expertise to support healthier eating and can help to change the obesogenic environment we live in. Supermarkets can create an environment which enables individuals and families to make healthier choices.

Among families, parents tend to make the purchasing decisions. However, research shows that children have influence over their parents when it comes to food shopping, by making requests and developing brand loyalty.<sup>3</sup>

Consumers are faced with thousands of choices in supermarkets, making it hard to say no to unhealthy products and buy what was intended.<sup>4</sup> Layout, price drops and the disproportionate promotion of foods high in fat, salt and sugar (HFSS) contribute to the obesogenic nature of supermarkets, a situation that leads one in five UK adults to say supermarkets cause them to go off track when attempting to lose weight.

Some supermarkets have played their part to support healthier eating, for example by removing sweets and snacks from check outs reformulating products and introducing ‘healthy’ ranges. However, promotions such as Buy One Get One Free (BOGOFs) or ‘upselling’; the technique to persuade a customer to buy something additional or more expensive, are rife across supermarkets.<sup>5</sup> *Size Matters*, a Royal Society for Public Health (RSPH) and Slimming World report on the practice of upselling, revealed that during the course of one year the average person will consume an additional 17,000 calories due to upselling of high calorie food and drink.<sup>6</sup>

RSPH and Slimming World have worked with an expert panel to create a pop-up supermarket to showcase a new concept healthy supermarket and are calling for supermarkets to pledge to play a bigger role in ‘nudging’ consumers to making healthier choices.

The new *Nudge* store, based at The People’s Supermarket in Lamb’s Conduit Street, London, is designed as a blueprint of how supermarkets can encourage healthier food and drink purchases.

**We are grateful to the experts who gave their time and to The People’s Supermarket for their support in bringing this campaign to life.**



Shirley Cramer CBE  
Chief Executive, Royal Society  
for Public Health



Jenny Caven,  
Director of External Affairs,  
Slimming World

# Executive Summary

Royal Society for Public Health (RSPH) and Slimming World worked in partnership to research the impact that supermarkets are having on the UK's obesity epidemic. The aim is to raise awareness of how supermarkets can be part of a solution to support people to lead healthier lives through their marketing and sales tactics, and by encouraging customers to choose healthy food and drink purchases.

A panel of experts in public health, nutrition, diet, weight management, consumer insights and retail, were invited to discuss what a healthy supermarket could look like and how supermarkets could be more effective in nudging people towards healthier behaviour. The panel discussed every element of the supermarket experience, from layout, understanding the shopper, promotions and price.

The panel's recommendations were supported by public polling of 2,084 adults in the UK, and 2,000 Slimming World members, to understand their views on how supermarkets are contributing to the obesity epidemic and how they could do more to help people live healthier lives.

By taking the recommendations of the expert panel and findings from both surveys, we created *Nudge* at The People's Supermarket, designed as a blueprint of how supermarkets can encourage healthier food and drink purchases.

- The layout of the store has been changed to reflect the NHS advice on what constitutes a healthy, balanced diet and draws on advice from the Government's EatWell Guide.<sup>1</sup> The Eatwell Guide shows how much of what we eat overall should come from each food group. Allocation of shelving space has seen products which are calorie-dense, such as chocolate, crisps, sugary drinks and alcohol replaced with lower-calorie products like fruit and vegetables, lean meat, pulses and water.
- In-store educational points appear throughout the supermarket, 'nudging' shoppers to think about their purchases and to make healthier choices when buying food and drink, for example choosing a wholemeal option and trying new fruit and vegetables.
- *Nudge* has also introduced knowledgeable and approachable staff, recipe cards and food tasting of meals that are healthy, filling and can be easily replicated at home.

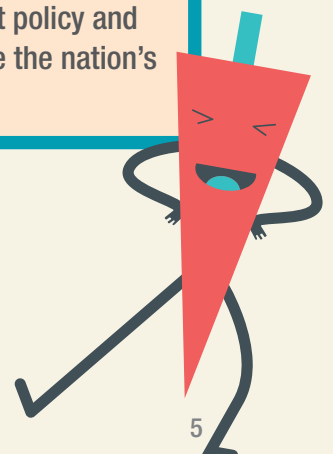
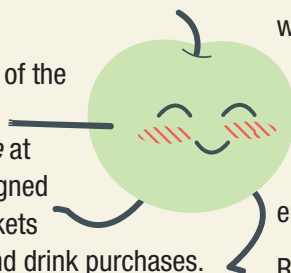
The corresponding report, *Health on the Shelf*, published by RSPH and Slimming World, highlights the pressing need for a transformation of the way supermarkets promote products to their consumers, by revealing a quarter of women believe offers on unhealthy, full-of-calorie food and drinks in supermarkets caused them to gain weight, and one in five UK adults also say supermarkets caused them to go off track when attempting to lose weight.

The report also shows that over half (61%) of the public feel more offers on healthier products such as fruit and vegetables would be the most effective way for supermarkets to promote healthier lifestyles, whilst almost half of respondents (48%) suggested reward points on healthier products could be effective. The new concept store aims to reflect these views and showcase how shoppers can make healthier choices in a supermarket environment.

RSPH and Slimming World are together calling on retailers to adopt a set of key principles to apply to all major supermarket retailers, and on the Government to implement policy and incentives for industry to take the nation's health seriously.

RSPH and Slimming World are together calling on retailers to adopt a set of key principles to apply to all supermarkets regardless of size or location, and on the Government to implement policy and incentives for industry to take the nation's health seriously.

<sup>1</sup> <https://www.nhs.uk/live-well/eat-well/the-eatwell-guide/>





# Supermarkets and Obesity

## Obesity in 2019

By 2050, 1 in 4 children (25%) under 16 will be classified as obese.<sup>7</sup> This startling forecast looks to be coming true sooner than predicted; in 2016/17, 20% of Year 6 children were classified as obese.<sup>8</sup> The prevalence of obesity among adults has been at a steady high since 2010, and in 2016 26% of adults were classified as obese.<sup>9</sup>

According to the NHS, obesity is generally caused by eating too much and moving too little. Consuming too many calories, particularly fats and added sugars, but not expending the energy intake through physical activity causes the excess energy to be stored as fat.<sup>10</sup>

Obesity is as much a psychological condition as physiological. Tackling it is not as simple as telling people to eat less and move more. Forward-thinking supermarkets could create an environment that makes it easier for people to make healthier choices and nudge them towards new habits.

Responsibility for addressing the obesity epidemic lies with everyone. Research has shown that children have influence over their parents when it comes to food shopping, by making requests and developing brand loyalty.<sup>11</sup> The grocery industry has to be accountable for their role in the obesogenic environment. Industry has the power to change their ways of working, which would make it simpler to make healthy choices.

**In 2016 26% of adults were classified as obese.**

**By 2050 1 in 4 (25%) children under 16 will be obese.**

## The power of supermarkets

Supermarket sales generate a large share of the retail sector's revenue. The UK grocery retail market was valued at £184.8 billion in 2018.<sup>12</sup> In the 2016/17 financial year 10% of household spending was on food and non-alcoholic drinks.<sup>13</sup> Tesco had the biggest market share of supermarkets in the UK in October 2018 at 27.4%.<sup>14</sup> In 2017 the total sales for the four biggest UK supermarkets, Tesco, Sainsbury's, Asda and Morrisons, was £18.2 billion.<sup>15</sup>

Supermarkets contribute to over-consumption of calories, using various tactics to convince consumers to buy more items. Layout, promotions and sensory cues all subtly influence consumers to maximise profit,<sup>16</sup> with little regard for the nutritional value of products promoted to consumers.

Layout, pricing and the disproportionate promotion of high in fat, sugar and salt (HFSS) foods are some of the ways in which supermarkets are limiting healthier choices. Consumers may not be aware of these tactics because they are normalised as part of the supermarket's strategy.<sup>17</sup>

# How do supermarkets influence our food choices?

## Layout

Supermarket layout is primarily designed to enhance sales. Healthy and unhealthy items are positioned together so that consumers reward themselves for picking up a healthy item by selecting an unhealthy item. However, the 80:20 rule suggests a diet of 80% healthy food and 20% unhealthy 'treats' is easier to maintain in the long term so nudging shoppers to healthier items could have significant benefits.<sup>18</sup> Consumers are faced with thousands of choices in supermarkets, making it hard to say no to unhealthy products and buy what was intended,<sup>19</sup> shifting the balance of the 80:20 rule in the unhealthy direction.

Fruit and vegetables are usually at the front of the supermarket so consumers feel good about selecting healthy items first, then as they move further into the shop, they select unhealthy items. Dairy and essential items are at the back of the store, so shoppers have to pass through the tempting items to reach them. Free samples encourage impulse buys, which are often unhealthy and processed products.<sup>20</sup>

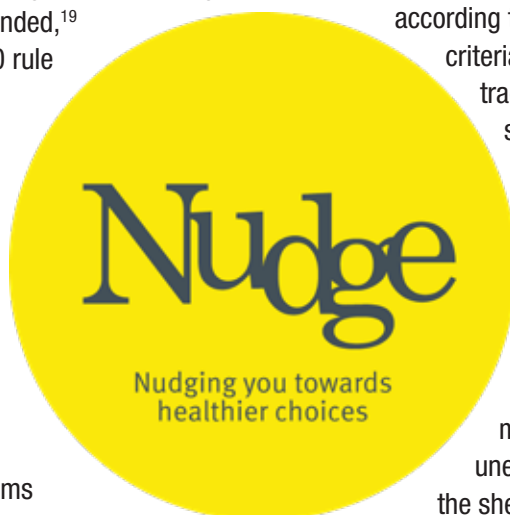
Promotional products are often located at the end of aisles in prominent positions. The Obesity Health Alliance (OHA), a coalition of over 40 organisations working together to reduce obesity by influencing Government policy, visited five UK supermarkets to survey the types of food and drink products promoted in prominent locations in-store. Products were included in the analysis if they contribute significantly to children's sugar and calorie intake; this included food and drink products that are part of Public Health England's (PHE) sugar reduction programme and calorie reduction programme. Over one third (43%) of all food and drink products located in noticeable areas, such as store entrances,

checkout areas, aisle ends or free-standing display units were sugary foods and drinks. Over two thirds (70%) of all food and drink products located in prominent areas were products that contribute significantly to children's sugar and calorie intake.<sup>21</sup>

Adults and children are equally susceptible to these strategies. Australian researchers found that children requested food located at their height, and while waiting in the queue at the checkout.<sup>22</sup> The vast majority (89.5%) of products on display at children's eye level in UK supermarkets were unhealthy

according to the Food Standard Agency's criteria.<sup>23</sup> In an article based on eye

tracking data, 'How to score with shoppers', The Grocer advised that for point of sale 'eye level is most effective, as the participants rarely looked up or down'.<sup>24</sup> Eye tracking has also demonstrated that attention is held by Point of Sale (POS) floor mounted messages, vertical banners and unexpected eye-catching items on the shelf.<sup>25</sup>

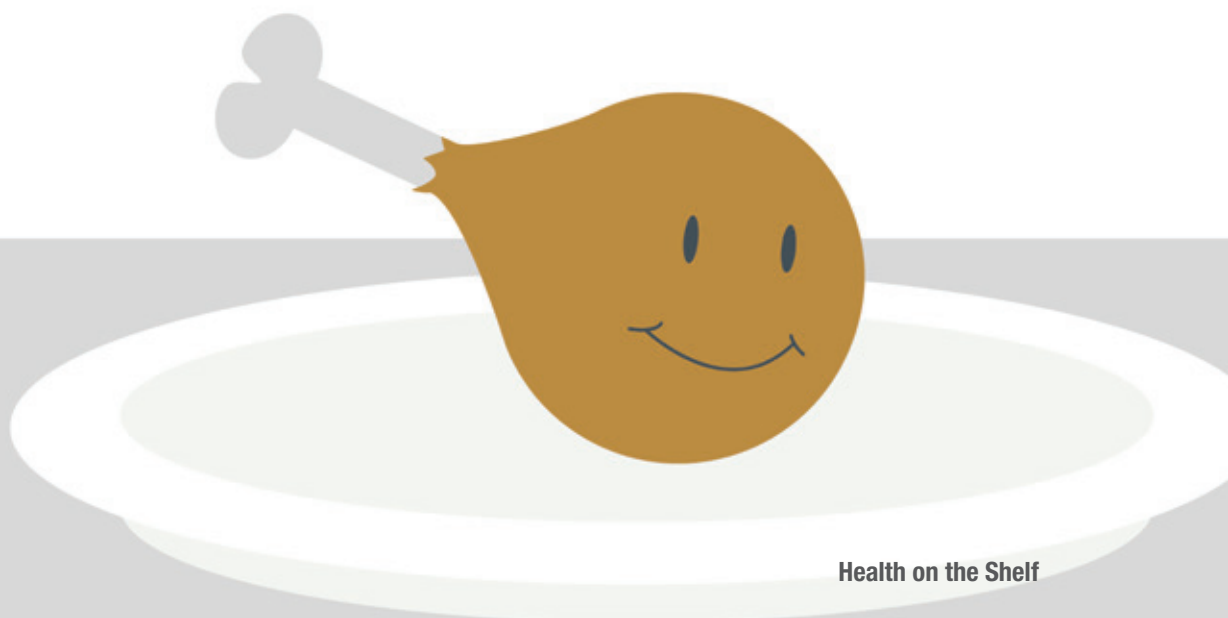


This creates difficulty for parents when making healthy choices for their children. One study found that three quarters (73%) of parents had a food request from their child while shopping, and 88% of requested items were unhealthy foods.<sup>26</sup> The combination of 'pester power' and the availability of unhealthy products in supermarkets is a clear contributor to the high levels of childhood obesity.

The result of this deliberate layout is more food purchased and taken home. However, not all food in the home is consumed; it was estimated that there was 7.1 million tonnes of household food waste in the UK in 2015.<sup>27</sup> Fresh vegetables and salad make up 28% of household food waste whereas sauces, pasta, rice, cakes and desserts, oils, fats and confectionery together only constituted 16% of waste. Foods that are higher in fats, salt and sugar do not spoil as quickly as healthy fruit and vegetables, so they are kept in the cupboards, available for longer.<sup>28</sup>

# Nudge

Nudging you towards  
healthier choices





## Pricing

Price promotions such as Buy One Get One Free (BOGOF) or upselling encourage consumers to buy more than originally intended. Upselling is a technique to 'persuade a customer to buy something additional or more expensive'.<sup>29</sup> The practice is not at the customer's request.<sup>30</sup>

*Size Matters*, an RSPH and Slimming World report on the practice of upselling, revealed that during the course of one year the average person will consume an additional 17,000 calories due to upselling of high calorie food and drink.<sup>31</sup> Slimming World members reported feeling empowered to resist upselling techniques, however not everyone has a support network to enable this.<sup>32</sup> In an attempt to challenge the obesogenic environment, the Department of Health and Social Care's Childhood Obesity Plan called for sugar and calorie reduction, along with a potential ban on advertising and promotions directed at children.<sup>33</sup>

In supermarkets, price promotions take the form of upselling, BOGOF offers, or supersized products. It is a familiar experience to go to the supermarket intending to buy a few items, and instead leave with multiple bags, often filled with products on a time-limited offer.

Meal deals are another tactic to convince customers to buy and consume more. A typical meal deal costs a few pounds and includes a sandwich, a drink and a snack. One study found that meal deals in supermarkets contain up to 30 teaspoons of sugar.<sup>34</sup>

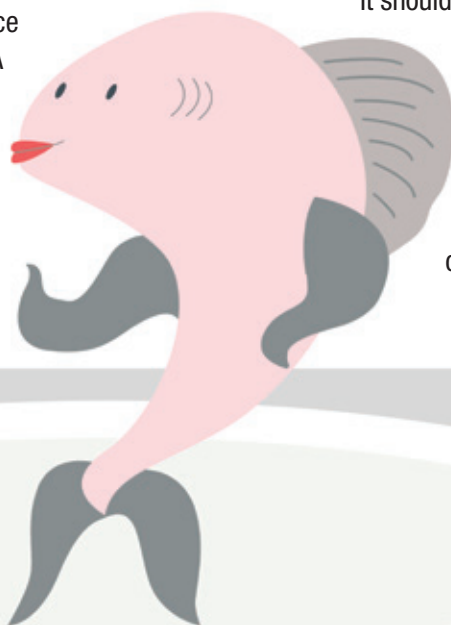
## Promotion of food and drink high in fat, sugar and salt (HFSS)

HFSS foods are disproportionately on offer in supermarkets. The OHA stated that the promotional environment within supermarkets does not align with healthy eating guidelines.<sup>35</sup> It is understandable that cheap food is appealing; polling figures showed that one in 14 people in the UK have had to use a food bank.<sup>36</sup> Buying food regardless of the nutritional value is more important than having no food.

The price of the item is significant in the consumer's purchase decision.<sup>37</sup> A review of the evidence on the relationship between food price and purchasing found that increasing prices of less healthy foods reduced their purchase, and reducing prices of healthier options increased their sales.<sup>38</sup> It follows that if HFSS items are cheaper than healthier produce, there will be a pull towards unhealthy choices.

Additionally, research showed that discount coupons increased the overall sale of HFSS food items, along with unplanned purchases.<sup>39</sup> The combination of promotions, discounts, offers and coupons may seem like a money saving method, but it is often at the expense of healthy choices.

It should be noted that the Government ran a consultation on its plans to restrict promotions of HFSS food and drink products by location and by price. This consultation closed in April 2019 and the outcome is still unknown.



## What the experts think

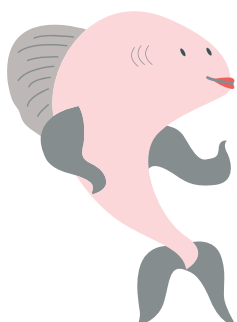
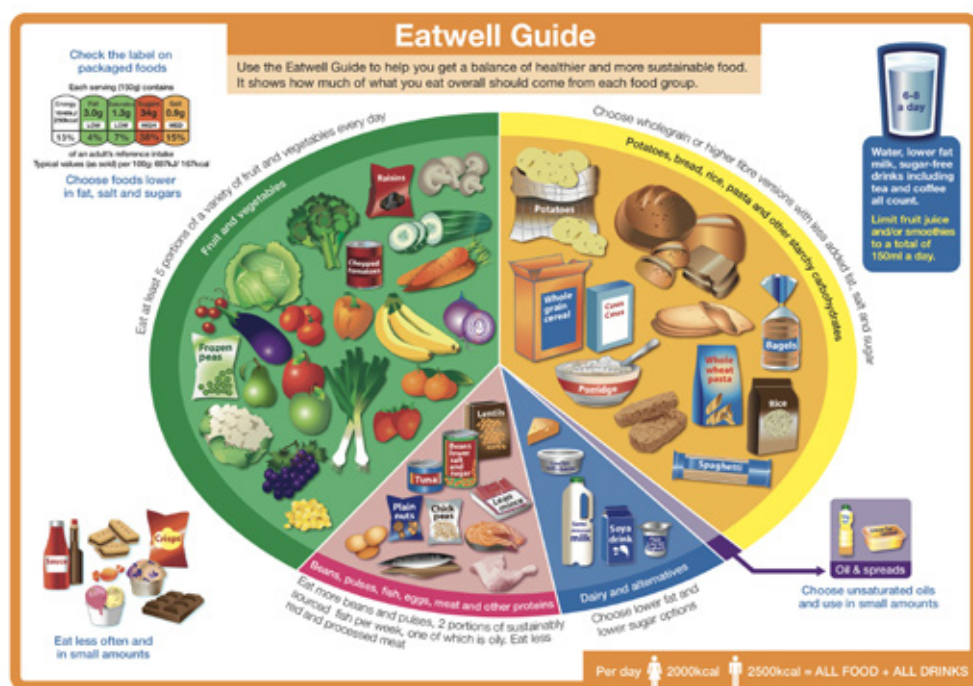
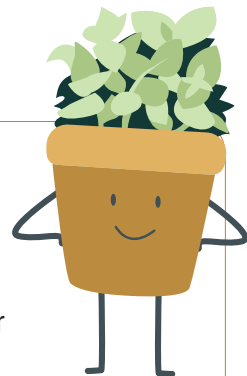


RSPH and Slimming World invited a panel of experts in public health, nutrition, diet, weight management, consumer insights and retail, together to discuss what a healthy supermarket could look like and how supermarkets could be more effective in nudging people towards healthier behaviour and help prevent rising levels of obesity. The panel discussed every element of the supermarket experience, from layout, understanding the shopper, promotions and price.

Here is what the panel recommended:

### Food Allocation and Position

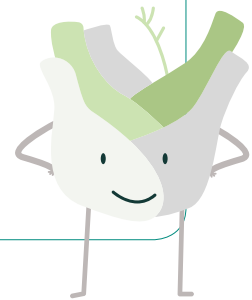
- ✓ Greater shelf allocation for healthy food
- ✓ Move junk food so that it is not at eye level or at checkouts
- ✓ If product placement is allowed, it should be transparent that the manufacturer has paid for a specific location in a store
- ✓ Use the Government's EatWell plate to determine the nutrition proportion of products stocked
- ✓ Change end of aisle promotions – if sugary drinks are being promoted, also have healthier versions on promotion too
- ✓ More space should be provided for fruit and vegetables, wholegrain, reformulated products with fewer calories and less sugar
- ✓ Fruit and vegetables should be positioned at multiple locations



## Shopper Experience



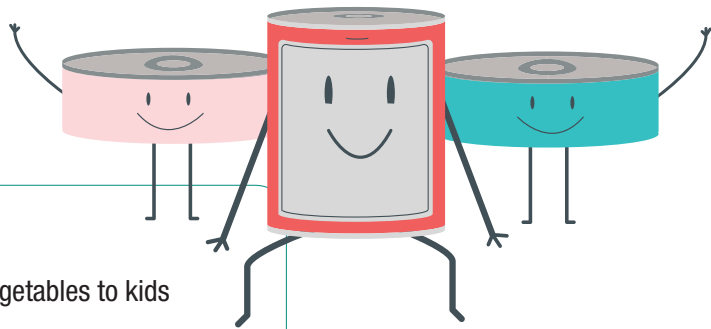
- ✓ Provide empowering and informative signage nudging customers to make healthier purchases
- ✓ Hand out healthy snacks so people can trial foods they wouldn't normally eat, and provide free fruit for hungry shoppers
- ✓ Have in place knowledgeable, friendly staff with a community feel in store to create a stimulating shopping experience
- ✓ Give discounts on healthier products instead of BOGOFs, or have one day a week when all healthy products are discounted
- ✓ Introduce a healthy rewards scheme and healthy meal deals through loyalty cards



## Nudge

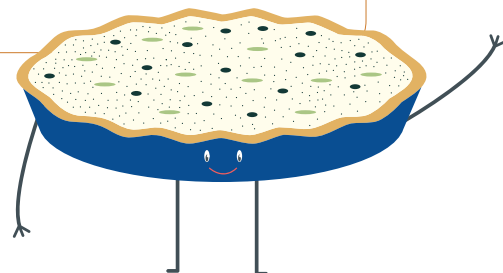
### Labelling and Branding

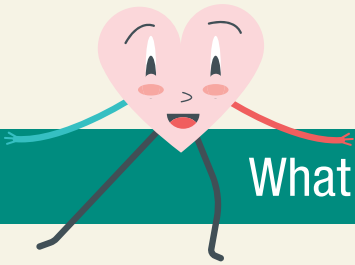
- ✓ Use cartoons to promote fruit and vegetables to kids
- ✓ Rename or rebrand healthy products
- ✓ Clearer labelling and packaging to identify healthier choices



### Education

- ✓ Demonstrate how to use surplus food to make healthy meals
- ✓ Live demonstrations showing how to use ingredients with recipe cards readily available
- ✓ Work with schools to engage children when food shopping
- ✓ Raise awareness of the tactics supermarkets use e.g. paying for aisle end displays
- ✓ Food and farming events to help people understand where their food comes from and how it is made

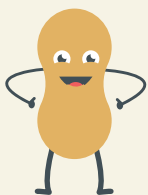
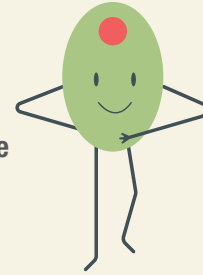




## What do the public think?

In May 2019, RSPH and Slimming World commissioned public polling of 2,084 adults from across the UK to find out their views on how supermarkets are contributing to the obesity epidemic and how they could do more to help people live healthier lives.

- ▶ **Over one third (42%) disagree** that supermarkets are doing enough to tackle obesity
- ▶ **More than one third (36%) agreed** they impulse purchase unhealthy products because they are on special offer
- ▶ **Only 1 in 3 (37%)** of those surveyed enjoyed the supermarket experience
- ▶ **Half (50%)** of those surveyed agree there are more unhealthy products on the shelves than healthy products
- ▶ When asked about the effect special offers on unhealthy, full-of-calorie food and drinks in supermarkets had on them a **quarter of women (25%)** said they had caused them to gain weight
- ▶ **Three quarters (75%)** of those surveyed who have children aged 10 or under agree that supermarkets should do more to promote healthy food and drink to children
- ▶ Around **three quarters (73%)** agreed that cartoon characters are often used on unhealthy products such as confectionary, sugary yogurts, breakfast cereal and cakes
- ▶ **Over two thirds (69%)** agreed that unhealthy products are often at their child's eye-level and therefore within easy sight



## How **Slimming World** members shop

A corresponding survey of over 2,000 slimmers following Slimming World's weight-loss eating plan online or attending a local weekly group, found that since becoming a Slimming World member, 86% of respondents had changed the way they shop.

► **86% said since becoming a Slimming World member they have changed the way they shop by:**

- ✓ **73%** don't buy products just because they are on offer
- ✓ **68%** plan their meals in advance of going shopping
- ✓ **65%** now use a shopping list
- ✓ **42%** avoid the confectionary aisle
- ✓ **39%** eat before they go shopping to ensure they are not hungry

► **Top 5 ideas Slimming World members believe would be the most effective for supermarkets to promote healthier lifestyles:**

- ✓ **90%** want more offers on healthier products such as fruit and vegetables
- ✓ **68%** want more positive signs promoting healthy foods and recipes
- ✓ **66%** want fewer promotions on unhealthy products
- ✓ **66%** want reward points on healthier products
- ✓ **52%** want clearer calorie labelling

► **Almost a third (30%) of Slimming World members said special offers on unhealthy, food and drink had a negative effect on their mood, with less than 5% saying it had a positive effect on their mood**

► **65% of Slimming World members strongly agreed or agreed that legislation should be introduced requiring supermarkets to engage in practices to encourage healthier choices**

► **42% of Slimming World members strongly agreed or agreed that supermarkets should be regulated by an independent body**



## Case Studies



Before

### Azra Bashir

Height: 5ft 5 ½ in

Starting weight: 14st 9lbs

Weight now: 10st 6lbs

Weight loss: 4st 3lbs

*Azra, 41, lives in Birmingham, with her husband and three children.*

My weight problems began as a child. At school I weighed the same as my age; at 12 I was 12st, at 13 I was 13st and so on. As I got older I gained more weight with each of my three pregnancies and by my 30s I thought I was destined to be overweight forever.

I was diagnosed with gallstones and the doctors said they'd be unable to operate on me until I'd lost weight. That, coupled with an unflattering photo of me that was taken on a family holiday, was the final straw.

I saw a banner for my local Slimming World group, and decided to join. I kept the decision a secret from my family and friends though, telling them I was going to a Zumba class instead. I suppose I thought it was something that wasn't necessarily seen as part of our Asian culture.

The basic concept of the eating plan is making meals from scratch and that's the Asian way – finding fresh ingredients and putting them all together to make beautiful food. In the past I'd always disliked food shopping – I felt guilty about the unhealthy food I put in my basket, but promotions and special offers made it easier for me to justify buying them. Now I don't even look at special offers on unhealthy products, I go straight to the fresh ingredients!

Once I told my husband and my children the truth they were very supportive, and now we all eat our favourite meals in a Slimming World-friendly way – my husband's lost 5st, too.

Being overweight is something that many people deal with; it doesn't matter where you're from or what your background is. That's the thing at Slimming World – everyone there is in the same boat – we all need help and support with how to cook healthily, the right things to eat, and tips & tricks on how to food shop!

After



Before

### Clare O'Connell

Height: 5ft 6 ½ in

Starting weight: 17st 10 ½ lbs

Weight now: 10st 1lbs

Weight loss: 7st 9 ½ lbs

*Clare, 33, lives in Redhill with her husband and two children.*

My son was around eight months old when I realised I needed to change my life for myself and my family. As a busy mum I never really had chance to look at myself in a mirror, so when I saw a photo of myself on Christmas Day 2016 I was shocked! I'd been telling myself that I had only 'just' had a baby so it was ok to be holding some excess weight, but looking at that photo made me realise I was a young woman, a mum of two, and I didn't look how I wanted to and feel how I deserved to.

After I joined Slimming World it was as though my eyes were completely opened and I found a new way of eating that easily fit around my life. What made it even easier was that I could still enjoy the same meals as my friends and family. Old favourites were all still on the menu, I just prepared and cooked them differently.

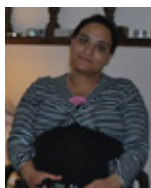
The changes I've made were so simple – little things like switching white bread for wholemeal and using low-calorie cooking spray instead of lots of oil. I noticed a big change on the scales though – in my first week I lost 6lbs! I couldn't believe it.

I picked up loads of tips in my Slimming World group about how to tackle food shopping, avoiding the foods and offers that would normally tempt me. Since becoming a member I always plan my meals in advance – I ignore offers on the shelves and stick to my list! I also involve my children with food shopping and make sure I'm passing good habits onto them, rather than picking up items that have cartoon characters, we talk about food choices, and I always let them pick a piece of fruit to snack on.

My relationship with my husband and children has seen the biggest change since losing weight. My energy levels are so much higher and I'm generally a more active and happy person so we have many more family days out at soft play and the park – the best thing is actually being able to keep up with them now! Slimming World has completely changed my life.

After





## Fiza Rasool

Height: 5ft 5 ½ in

Starting weight: 13st 2 ½ lbs

Weight now: 9st 8 ½ lbs

Weight loss: 3st 8lbs

Before

*Fiza, 43, lives in Surrey with her husband and three children.*

I got heavier after each of my pregnancies and began suffering with pain in my knees and back due to my weight which meant I wasn't able to run around with my children as much as I'd like to. I knew I had to do something about it though when my youngest child started commenting on my size – I wanted to be healthier, and set a good example for my children.

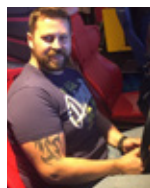
I have always enjoyed exercise, but because I hadn't been thinking about what I was eating my weight never seemed to change. I felt a little apprehensive on the first day I walked through the doors to my Slimming World group as I wasn't sure what to expect; I needn't have been though as my group was welcoming, helpful and encouraging.

I learnt that the Slimming World eating plan, Food Optimising, isn't restrictive, and no foods are banned. It teaches you about which foods to fill up on, so you lose weight but never feel hungry, and I found I was still able to enjoy my favourite treats. This really helped when I went food shopping for the first time after joining – I made great swaps; from sugary treats like chocolate buttons, to fruit such as grapes and berries. I filled my trolley with lots of fresh fruit and vegetables, lean meat, and herbs and spices. I was able to ignore the reduced prices on crisps and chocolate as my trolley was already full!

My weight loss has really boosted my confidence, and I'm really comfortable in my own body now. I love helping my family, friends, neighbours and colleagues, hopefully inspiring them to eat healthier.



After



## Ross Hebden

Height: 6ft 1in

Starting weight: 18st 8 ½ lbs

Weight now: 13st 7lbs

Weight loss: 5st 1 ½ lbs

Before

*Ross, 36, lives in Gloucestershire with his wife Amanda, and their three children.*

I've battled with my weight since childhood, and after I met my wife, Amanda, we settled into a routine of enjoying indulgent meals and cosy takeaways together, which meant my weight continued to climb. Life as an overweight person became a daily struggle.

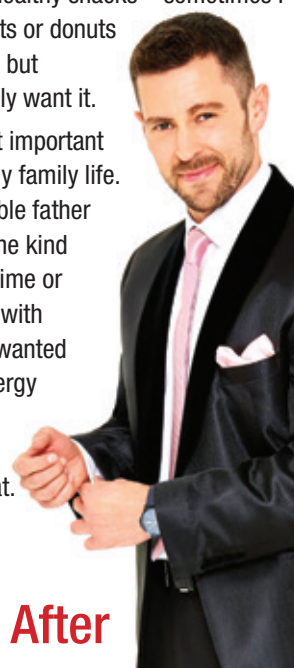
The final straw came when Amanda and I went to buy a new family car and we had a photo taken at the garage to celebrate. When I saw it, my heart sank. Deep down I knew that if I really wanted to lose weight, I had to look at what I was eating.

Amanda had recently given birth and was joining her local Slimming World group to lose some baby weight, so I decided to bite the bullet and go along with her.

I was worried I'd be the only man there and would feel out of place, yet everyone was so welcoming. It really helped me to get off to a great start. I was pleasantly surprised to find out that I could still enjoy my favourite meals – they just had to be prepared and cooked in a different way. With the knowledge I'd gained from my group, I approached food shopping very differently; I plan and prep my food shopping a lot more nowadays, and this helps me to avoid buying unhealthy snacks – sometimes I will look at a packet of biscuits or donuts if they are on offer, pick it up, but think to myself whether I really want it.

Since losing weight, the most important change for me has been in my family life. I wanted to be the best possible father to my kids. I was becoming the kind of dad who was tired all the time or was too out of breath to play with them, and that wasn't who I wanted to be. Now I've got lots of energy to keep up with my three wonderful children, and I couldn't be happier about that.

I feel like a totally different person – full of confidence and ready to take on whatever life throws at me.



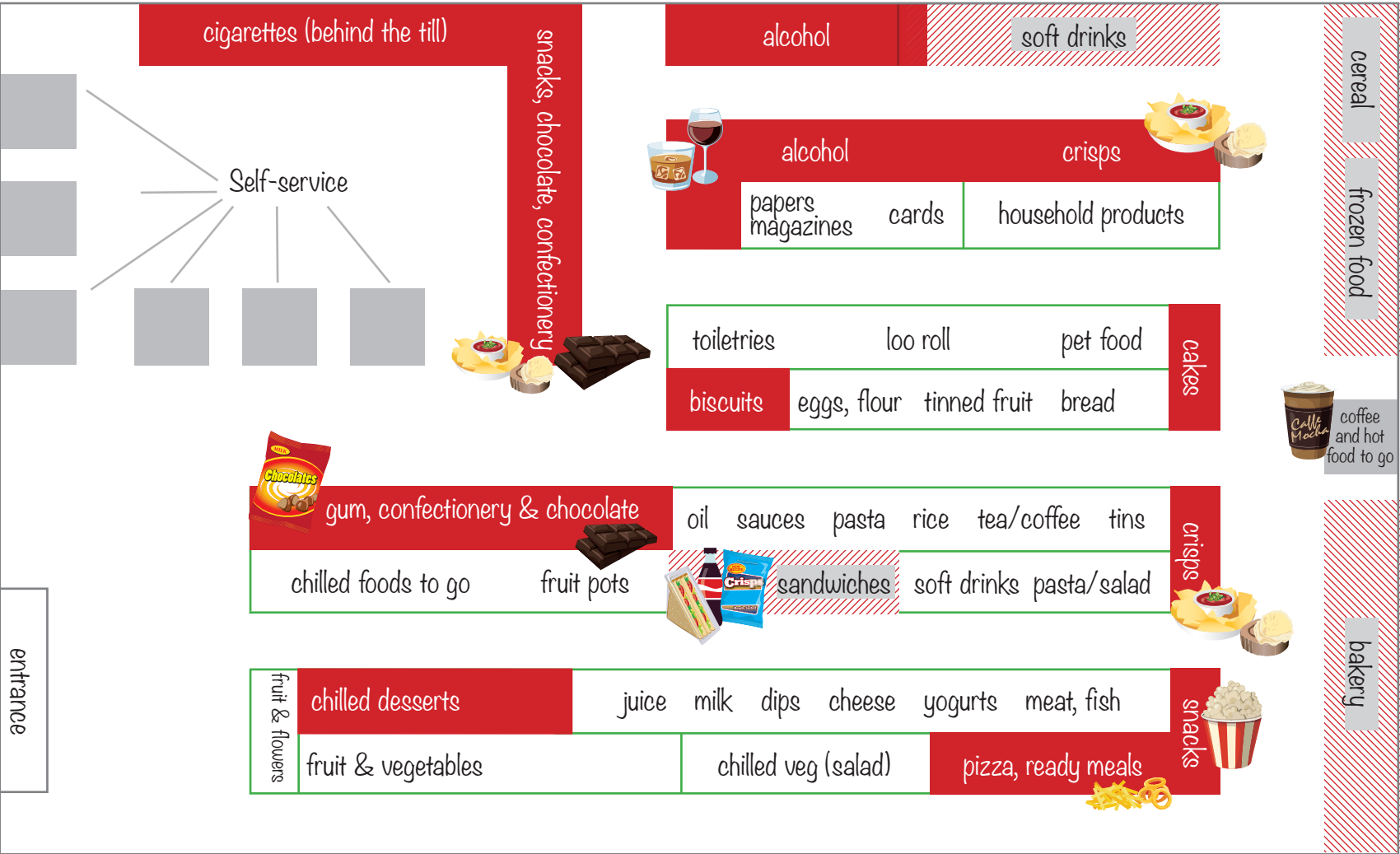
After

Floor Plans

In May 2019, RSPH and Slimming World carried out a snapshot audit of small, local style supermarkets to measure how the stock and layout compares to the Government's recommended nutrition intake, the EatWell guide. Small supermarkets were assessed because according to the Food and You Survey, buying from mini supermarkets has increased from 35% to 43% since 2012.

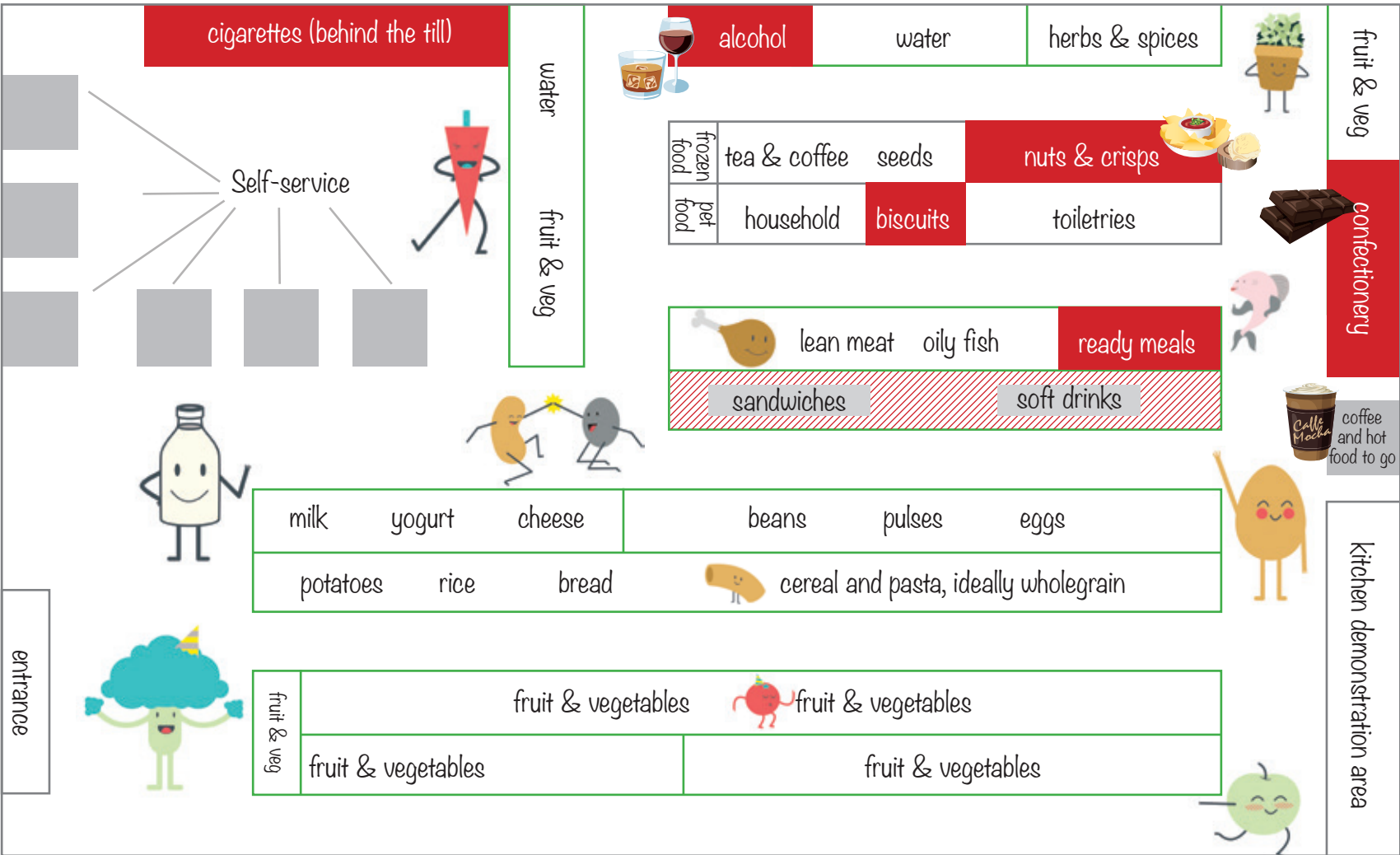
Standard small supermarket layout

The areas highlighted in red typically stocked less healthy products, such as confectionery, chocolate, and crisps, that the EatWell guide recommends eating less often and in small amounts. The supermarkets investigated had these products located in multiple prominent positions around the store, including at the end of aisles and near the checkout. We've highlighted the areas in red where there was a high proportion of food and drinks high in fat, salt, sugar, or alcohol.



Re-designed supermarket layout

The blueprint for the re-imagined healthier supermarket, based on the recommendations from the panel of experts, has fewer areas stocking foods high in fat, salt and sugar.



## Recommendations

### Retailers

*To adopt a set of key principles to apply to all major supermarket retailers, to include:*

#### Layout:

Greater allocation of shelf space to healthier products, based on the Government's **EatWell** guide.

#### Pricing:

Use cartoon characters on healthy products such as fruit and vegetables; introduce a healthy rewards scheme

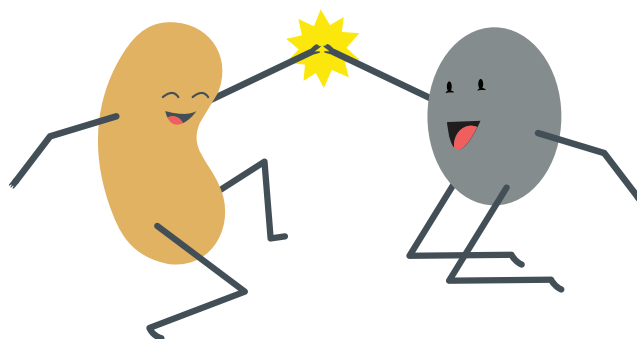
#### Shopper experience:

Supermarkets to introduce cookery demonstrations on how to use ingredients and provide recipe cards and advice

### Government

Business rate reductions for supermarkets and retailers who take health seriously by adopting key principles

Explore introducing a healthy rating scheme, similar to the FSA's Food Hygiene Rating Scheme 'scores on the doors', based on the proportion of healthy and unhealthy products stocked.



#### About Slimming World

Established in 1969, Slimming World is the UK's largest independent weight management organisation and holds around 19,000 groups weekly across Britain — in England, Scotland, Wales, Northern Ireland and in the Republic of Ireland. Groups are run by a network of 5,000 Slimming World trained, self-employed Consultants who have all been successful members. More than 900,000 members attend groups in community venues each week.

Slimming World's method is as simple as it is successful. The unique Food Optimising programme is a healthy eating plan based on the science of satiety and energy density that helps members to reduce energy intake without having to count calories, meaning they can enjoy a huge range of healthy, every day foods that are satiating and low in energy density (calories/gram). The principles behind Slimming World's philosophy are based on a deep understanding of the challenges faced by overweight people and recognition that those who struggle with weight carry a double burden, the weight itself and a burden of guilt and shame about their weight. This is backed up by a plan which motivates people to gradually increase activity until it becomes part of everyday life. These lifestyle changes are facilitated within warm and friendly, supportive community-based weekly groups so that members feel empowered to remain slim for life.

#### About RSPH

The Royal Society for Public Health (RSPH) is an independent health education and campaigning charity, committed to improving and protecting the public's health and wellbeing. We are the world's longest-established public health body with over 6500 members who are committed to supporting the public's health. Our activities include providing qualifications, e-learning, accreditation and programmes. We also campaign on a wide range of issues to support better health and wellbeing for the public.



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