

Food & drink

Eatwell¹



Eat a **balance** of foods from the different groups over a day/ week



Eat at least 5 portions of a variety of **fruit and vegetables** a day

- Just over **a third** of our **daily food**



Base meals on potatoes, bread, rice, pasta or other **starchy carbohydrates**

- Just over **a third** of our **daily food**



Eat some beans, pulses, fish, eggs, meat and other **protein foods**



Have some **dairy** or dairy alternatives (such as soya drinks and yoghurts)



Choose **unsaturated oils** and spreads, and eat in **small amounts**



Eat foods **high in fat, salt and sugar less often** and in **small amounts**



Drink plenty of **fluids**

Food environment



Bolton has **718** licensed **alcohol** premises: 5.1 per square km – **higher** than England²



44% of **outdoor adverts** surveyed were for **food and drink**³



- **62%** of food or drink adverts featured 1+ **High Fat Salt or Sugar (HFSS)** item in areas with no healthier food advertising policy



- **31%** of all food or drink adverts were for **McDonalds** – **97%** included 1+ HFSS item



- **6x more** HFSS adverts in the **most deprived** areas than the least



Bolton has **469 fast food** outlets: 155.1 per 100,000 residents – **higher** than England²



Bolton has **49 supermarkets**: 17.0 per 100,000 residents⁴

Alcohol



The Chief Medical Officers' guideline for **both men and women** is **not to drink more than 14 units a week** regularly⁵

- If you regularly drink ~14 units per week, it is best to **spread your drinking**



Among adults living in the North West⁶:

- **20% don't drink** alcohol
- **53%** of adults drink **no more than 14 units a week**
- **6%** drink at **higher risk** level (males >50 units; females >35 units/ week)



Bolton's **alcohol related mortality** is **47.5 per 100,000 residents** – **similar** to England as a whole⁶

- Where alcohol is a contributory factor in the death but may not be the only factor



Bolton's **hospital admissions** where **alcohol is a main or contributory condition** is **1,720/ 100,000** residents. This is **better** than England⁶

Sugar



Free sugars – sugar added to food or drinks, or sugars naturally in honey, syrups, and unsweetened juices⁷

- Sugar can contribute to **weight gain**
- Sugar is one of the main causes of **tooth decay**



29% of Bolton 5 year olds have visually obvious **dental decay**⁸



Free sugar intake is on average **double** that **recommended**⁹

- Recommend no more than 5% of energy from free sugars (~30g for adults)
- **9%** of children; **19%** of adults meet the recommendation



After the '**fizzy drinks tax**' in 2018, **consumption of free sugar fell**¹⁰

- From all food and drink
Children: 62g/ day to 48g/ day
Adults: 58g/ day to 48g/ day

Food & drink

Cost of food



44% of the Bolton population live in areas at highest risk of **food insecurity**²



38% of Bolton **children** live in relative **low-income households**¹¹

- Among **the top 20** highest in the UK



Estimated minimum weekly **food costs**¹²

- Single working age adult: £74.39
- Pensioner couple: £124.66
- Single parent, 2 children: £143.98
- Couple, 2 children: £198.95

Among Bolton residents because there **wasn't enough money** in the past year a household member experienced¹³:



- **15% cut the size** of or **skipped** meals
- **9% didn't eat** for a **whole day**
- Those **aged 24-34** were most likely to be impacted

Fruit and veg



24% of the Bolton population eat **5-a-day fruit and veg** – **worse** than England¹⁴

- An indicator of a broader healthy diet



14% of the **lowest priced** fruit and veg products across the 7 major retailers **include added salt and/ or sugar**¹⁵



Just **3%** of **price promotions** are on **fruit and veg**¹⁵



Children who **grow their own** food can be more willing to **try new foods** and **eat more fruit and veg**¹⁶

- Gardening is **physical activity** in the **natural environment** – good for our **wellbeing**¹⁴



Over **a third of all food is wasted**¹⁷

- **60%** of waste happens in the **home**¹⁷
- **Fresh fruit and vegetables** are the most wasted¹⁸

References

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