

**READING BOROUGH COUNCIL
REPORT BY COUNCIL MANAGING DIRECTOR**

TO:	HEALTH AND WELLBEING BOARD		
DATE:	20 SEPTEMBER 2013	AGENDA ITEM:	16
TITLE:	HIGH ENERGY DRINKS		
LEAD COUNCILLOR:	COUNCILLOR HOSKIN	PORTFOLIO:	HEALTH
SERVICE:	PUBLIC HEALTH	WARDS:	BOROUGH-WIDE
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report updates the board on the outcome of exploratory work in response to a delegated council question. It also informs the board on how the public health team will take this area of work forward in line with the agreed priorities of the health and wellbeing strategy for Reading.

2. RECOMMENDED ACTION

- 2.1 To note the current position and planned future activity.

3. BACKGROUND

- 3.1 In January 2012 the council received a report in response to a council question regarding promoting the responsible sale of high energy drinks to children. The report gave some suggestions on possible activity that could support a campaign but also advised that the council has limited power or influence over the sale of such drinks.
- 3.2 This Council called for a report to be presented to the Health and Wellbeing Board, on what additional measures could be taken in accordance with its Health and Wellbeing strategy.

4. HIGH ENERGY DRINKS

4.1 Limited Powers and Control

Trading Standards have very limited powers to deal with these products EU labelling rules require that drinks containing more than 150mg of caffeine per litre are labelled with the term 'high caffeine content' and accompanied by an indication of the amount of caffeine, but no other labelling is required by law. Advertisements for these drinks do not need to declare they have a high caffeine content.

4.2 The British Soft Drinks Association published a voluntary code of practice in 2010 which recommends prominent labelling on energy drinks such as “Not suitable for Children” and this code is supported by the Association of Convenience Stores. However there is little indication that the retail trade restrict the supply of these products on those grounds.

4.3 Although local authority schools in Reading do not sell high energy drinks, there are no powers to enforce young people to refrain from consuming them on school premises.

4.4 Any campaign to promote responsible retailing or highlight the effects that energy drinks can have on the body would have to be based on a voluntary partnership approach which would require additional resources to effectively introduce and monitor outcomes.

4.5 Wider Health Impacts

There is limited evidence or research available about the impact of chronic consumption of high energy drinks, and the long term effects it has on one’s health. Some research has linked consumption to obesity and Type 2 diabetes both of which are areas of focus within the Reading Health and Wellbeing Strategy.

4.6 The Health and Wellbeing Strategy, agreed by Council, sets out the key priorities for Reading and it is important to note that the action plan is still being developed, the plan captures existing local authority activity as well as some new responsibilities that the council have in relation to its new public health function. Work across the county and locally is taking place to consolidate understanding of the range of services that are being commissioned and provided locally.

4.7 Obesity

A health and wellbeing event ‘healthy eating, healthy living’ is being held on 24th September. The event will bring together a range of stakeholders from the local authority (environment, public health, transport, planning, trading standards), the voluntary and community and private sector businesses to inform the development of a co-ordinated and integrated approach to tackling obesity.

4.8 Diabetes

Reading is taking the lead in the Berkshire wide approach to diabetes activity, working along side a number of GP’s current services and activity is being reviewed to assess best practice. A one day event is being planned for November, where health professionals will share best practice and begin to develop an action plan to improve diabetes care.

5. **CONTRIBUTION TO STRATEGIC AIMS**

5.1 The Councils new public health functions will impact on the strategic aim of promoting equality, social inclusion and a safe and healthy environment for all.

6. **COMMUNITY ENGAGEMENT AND INFORMATION**

6.1 Our ongoing commitment to working with other local health services, partners, communities and local people in the work we do reflects the how important we believe engagement in developing local health services is.

7. **EQUALITY IMPACT ASSESSMENT**

No equality impact assessment has been undertaken for this report.

8. LEGAL IMPLICATIONS

There are no legal implications associated with this report.

9. FINANCIAL IMPLICATIONS

9.1 There are no financial implications associated with this report. Board members will need to consider any financial implications arising from the development of any specific activity relating to the delivery of strategy activity which will be the subject of further reports to the Board.

10. BACKGROUND PAPERS

- Council question and response (24 Jan 2012)
- The resolution from Council (minute 37, 23 Oct 2012)
- Verbal update at HWB (minute 12, 25 Jan 2013)