

Dietary health inequalities: the Scottish Context

Dr Gillian Purdon
Head of Public Health Nutrition



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What surrounds us shapes us

- Availability
- Marketing and promotions
- Advertising
- Retail food environment
- Out of home environment

Key barriers to healthy eating



Cost



Time



Promotions on
less healthy items

Healthy foods are three times more expensive – cost per calorie – than less healthy foods

**Not surprisingly low income families
EAT LESS FRUIT, VEG AND FIBRE
than higher income families**

I need to feed my family but I have:

Unaffordable gas and electricity bills

No money or space for kids activities

No freezer

Limited and unpredictable time for shopping, cooking and eating

A tiny kitchen

Blunt knives

So I need food my family can eat which:

Won't go off

Is quick and easy to prepare

Cheap

Is filling and tasty

Won't end up in the bin

Doesn't need lots of planning

The kids enjoy

In the shops and takeaways, unhealthy food is:

Has packaging which appeals to kids

On discount

Cheaper than cooking from scratch

Quick to prepare

Easy to find



Health inequalities



70% of adults are living with overweight or obesity in the most deprived areas



60% of adults are living with overweight or obesity in the least deprived areas

Dietary risk factors:



Red and processed meat **increases** the risk of bowel cancer



Salt **increases** the risk of high blood pressure and stroke



Sugar **increases** the risk of tooth decay and can contribute to weight gain



Saturated fat **increases** the risk of cardiovascular disease

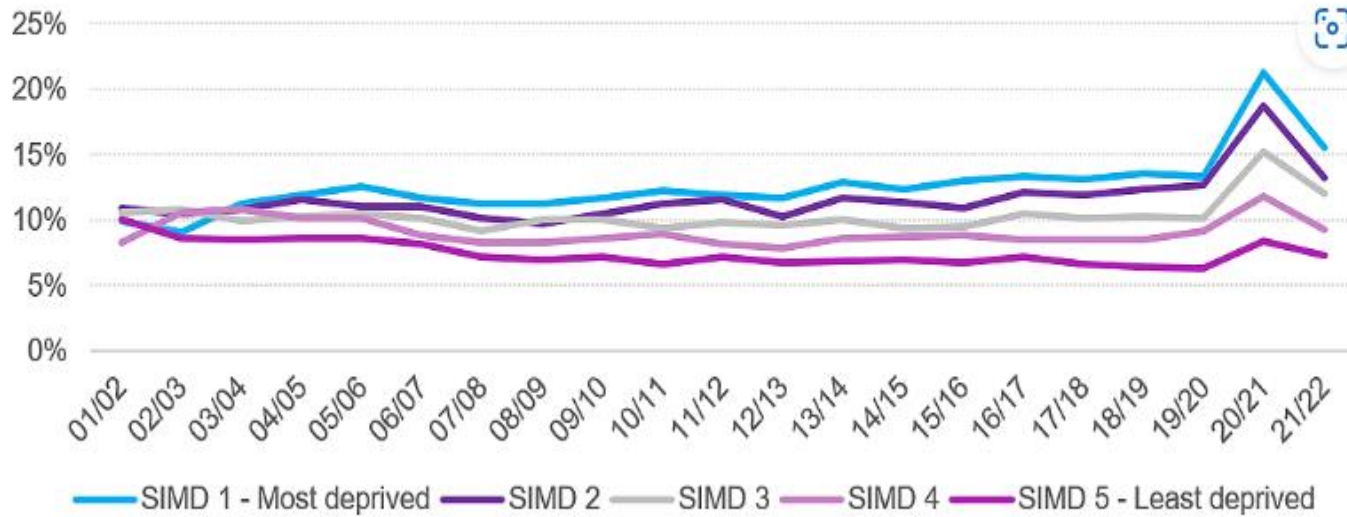


Sugary drinks **increase** the risk of type 2 diabetes

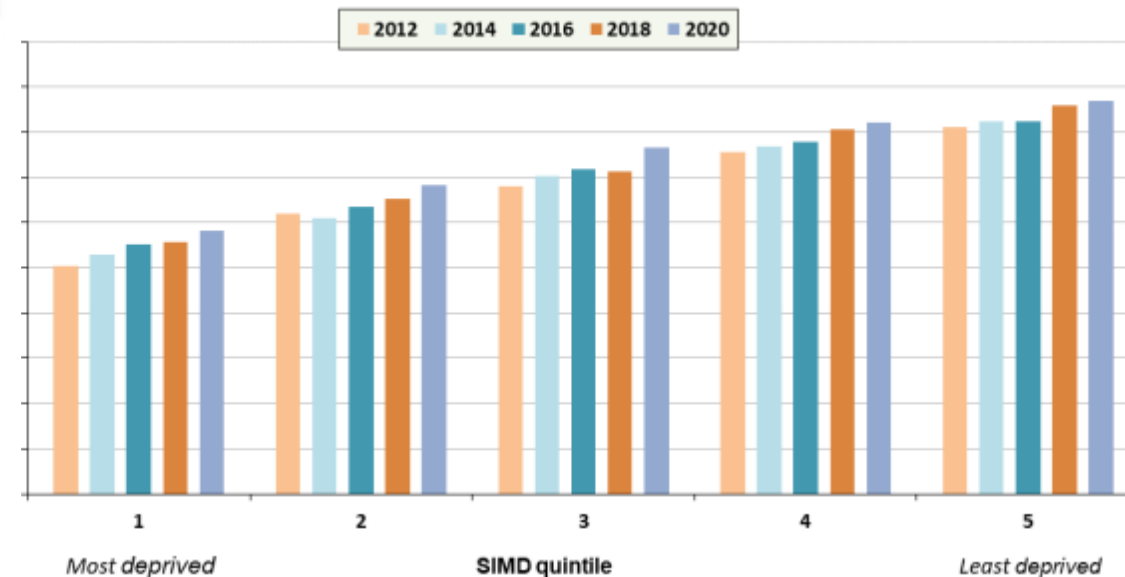

£4.6 billion

Estimated potential saving to Scottish Economy

Percentage of Primary 1 children at risk of obesity by deprivation, school years 2001/02 to 2021/22, Scotland



Change in the percentage of P1 children in Scotland with no obvious decay experience by SIMD quintile



The Scottish Diet



Scotland has been consistently missing its dietary goals for over 20 years

FSS Public Health Nutrition Strategy

Our vision:

A healthier and more sustainable food environment

Dietary intakes in Scotland

20%

of all calories and fat we eat comes from discretionary products



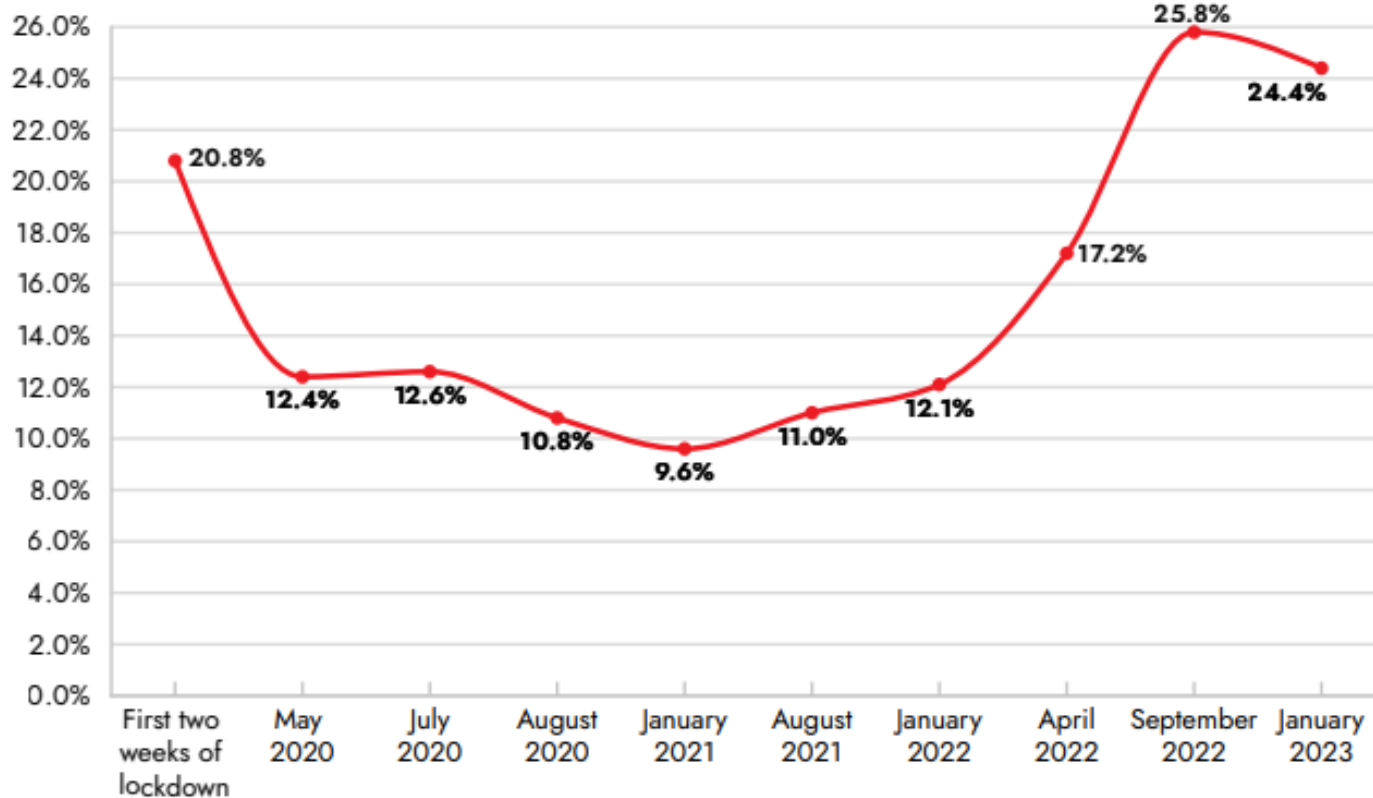
50%

of the sugar we consume comes from discretionary products



Concern about food insecurity

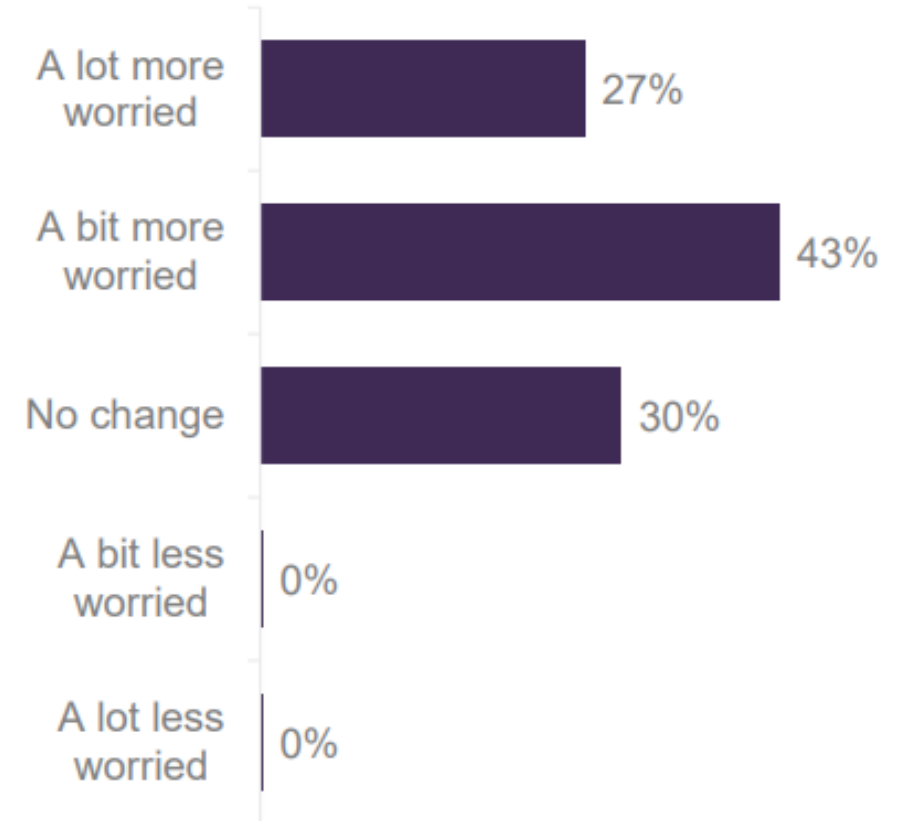
Percentage of households with children that are experiencing food insecurity*



SOURCE: FOOD FOUNDATION, FOOD INSECURITY TRACKER

*1-month recall period

Level of concern about affording food



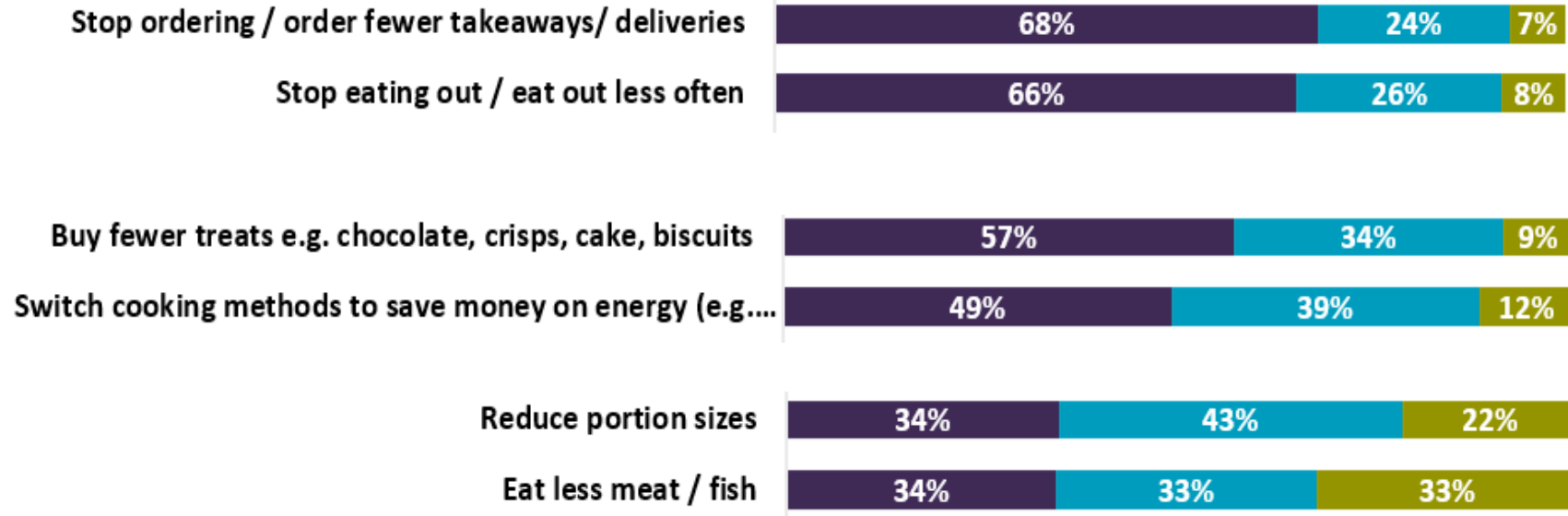
Source: FSS pulse survey, July 2022

Impacts and considerations due to the cost of living situation

18% have gone without essential food items



24% have skipped meals

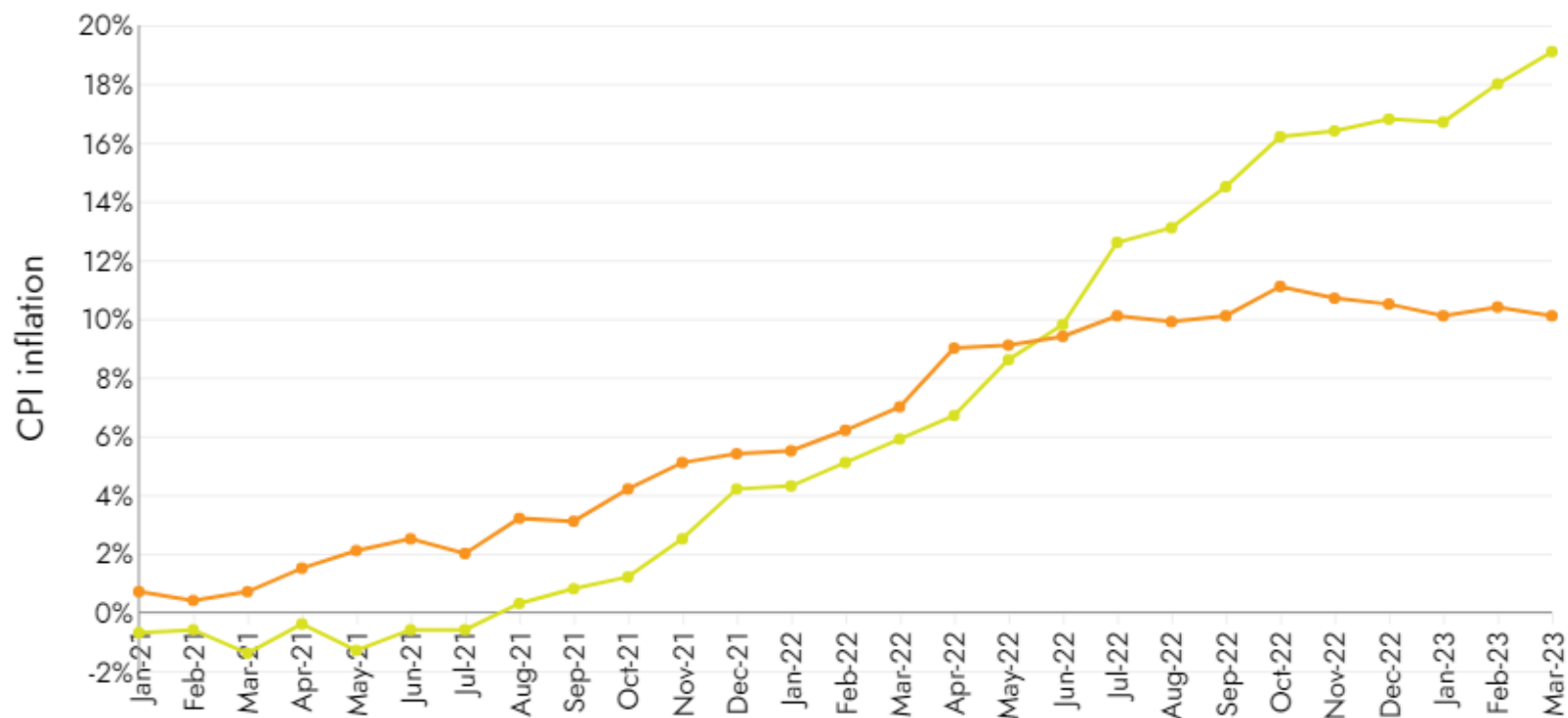


■ Already done this
 ■ Would consider doing
 ■ Would not consider doing

Impact of inflation on cost

Annual Consumer Price Index (CPI) Inflation

- Food & non-alcoholic beverages
- Overall Inflation



Source: [ONS, Consumer price inflation tables](#)

Addressing dietary health inequalities

- Those in areas of poverty are disproportionately affected by health inequalities, higher levels of overweight and obesity and poorest diets.
- FSS recommendations – including:
 - ✓ Reformulation is an effective way the food industry can support population diet
 - ✓ Healthy Futures Delivery Plan – rebalancing promotions
 - ✓ Out of Home Action Plan
- Focus on across food system and improving the food environment.
- [FSS Public Health Nutrition Strategy](#)
- Situation exacerbated by external factors

