

Obesity Action Scotland and Scottish Alliance on Obesity Conference

“Healthy Food Environment: Time to Deliver”

Session 1: Food Promotions and Inequalities

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Role of diet in health

Globally:

10.6%

of all deaths in 2021 were associated with poor diet, with cardiovascular disease as the leading cause of death associated with diet.

Scotland:



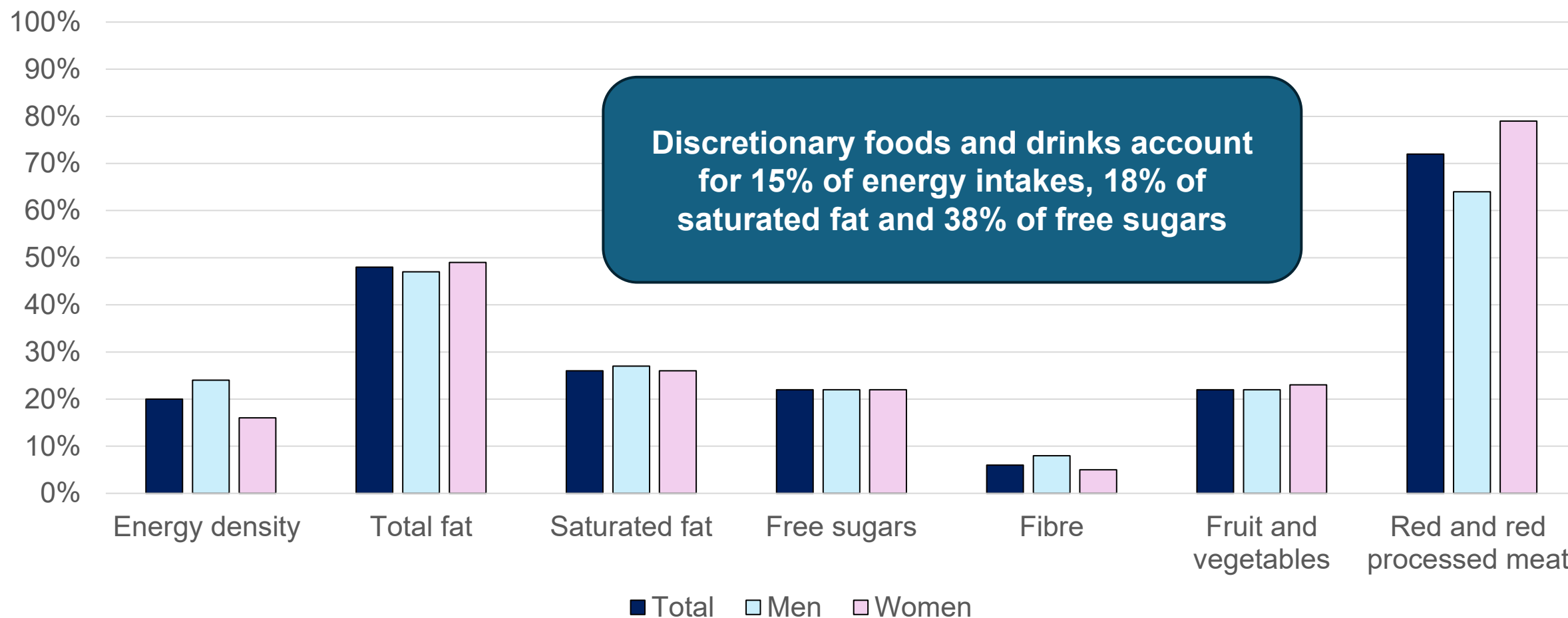
28%

of all deaths in Scotland are
caused by heart and
circulatory diseases

That's
50
people
each day

Diet and health in Scotland: at a glance

% adults meeting the Scottish Dietary Goals (2021)



Diets of children and young people

15% met the goal for energy density



27%
2-4 Yr



16%
5-10 Yr



7%
11-15 Yr

8% met the goal for free sugars



14%
2-4 Yr



8%
5-10 Yr



6%
11-15 Yr

Diets of children and young people

16% met the goal for fibre



32%
2-4 Yr



17%
5-10 Yr



7%
11-15 Yr

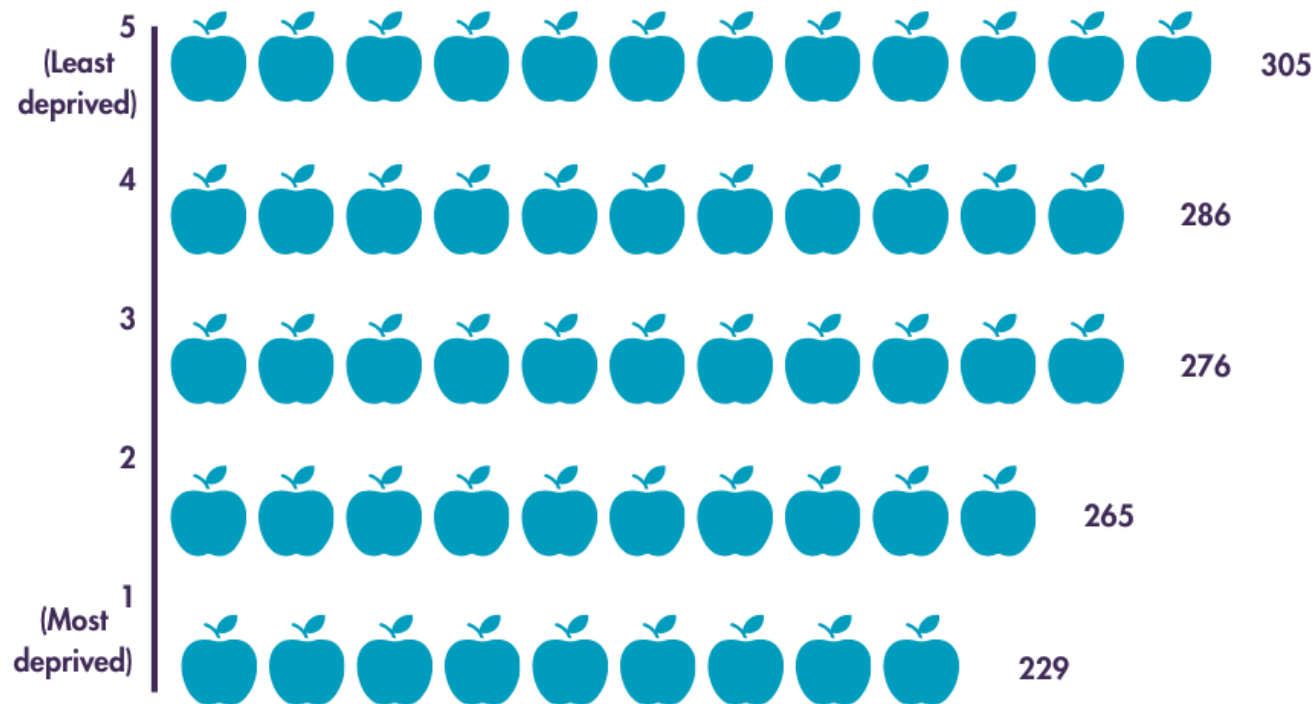
21% of energy came from
discretionary foods

41% of free sugars came from
discretionary foods



Diets of children and young people

Children and young people in the most deprived areas ate less fruit and vegetables than those in the least deprived areas.



Diets of children and young people

- Intake of protein and most vitamins generally adequate among children and young people.
- However intake of many minerals is too low, particularly among 11-15 yr olds.

	Population Mean Intake \geq RNI	
Iron	X Females, 11-15y	43% below LRNI
Iodine	X Females, 11-15y	
Calcium	X Females and males, 11-15y	40% females and 21% males below LRNI
Magnesium	X Females and males, 11-15y	
Potassium	X Females and males, 11-15y	
Selenium	X Females and males, 11-15y	33% females and 13% males below LRNI
Zinc	X All subgroups <i>except</i> males 5-10y	

Why should we focus on the food environment?

- Commercial determinants of health
- Public are concerned about obesity – but see it as an individual problem
- Requires systemic change - similar approach to that taken to reduce smoking
- All of food environment – out of home, retail, manufacturing, online
- Not just a health issue but increasingly an economic one

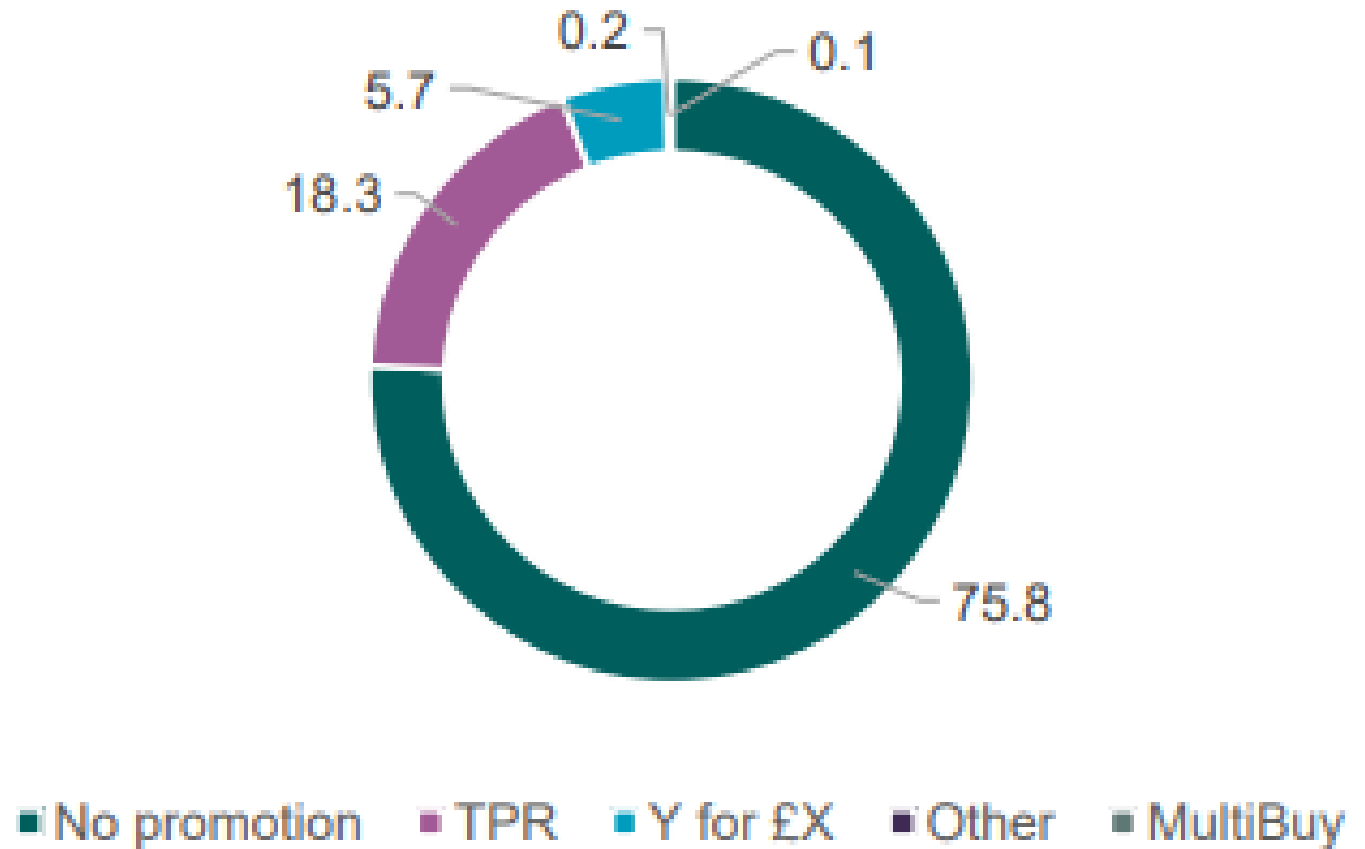


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Promotions

- Price promotions can encourage us to buy more than originally intended – **for food, this can be as much as 18%.**
- Latest estimations that **around a fifth** of all the food we buy from retail is done through a price promotion.

Volume of total food and drink purchased online on price promotion in Scotland in 2022, by promotion type



Rebalancing price promotions

% volume of food and drink categories purchased into the home from retail on price promotion in Scotland in 2022

Discretionary categories

Additional categories

Total Fish

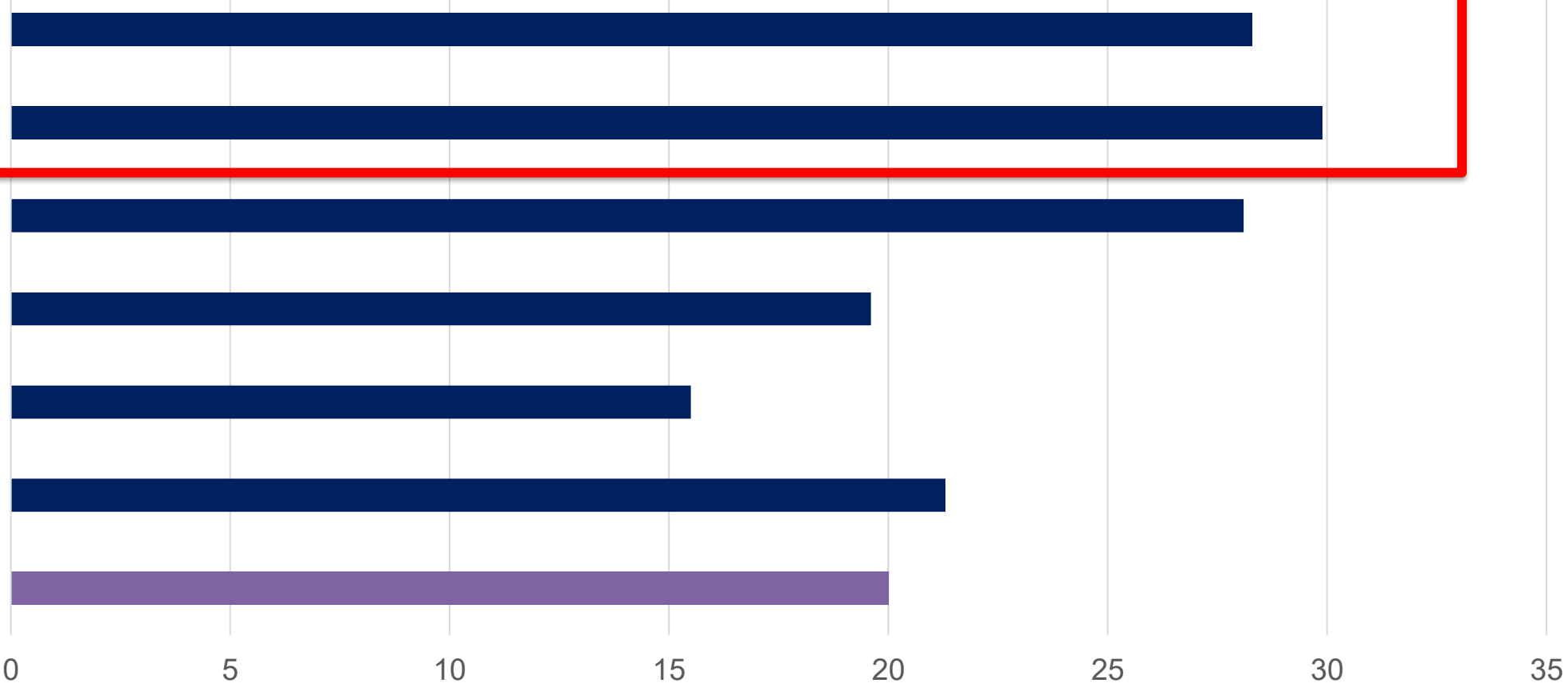
Total Meat

Vegetables

Fruit

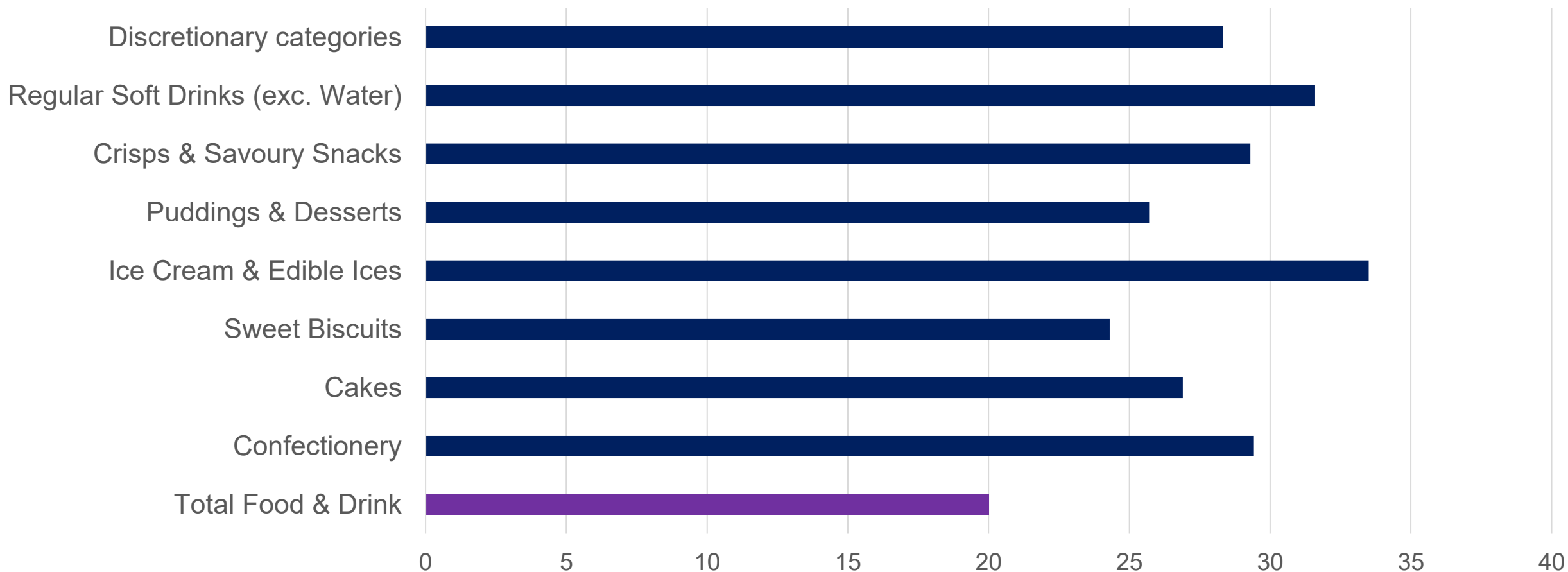
Total Food & Drink

0 5 10 15 20 25 30 35



Discretionary foods purchased on price promotion

Volume of discretionary food and drink categories purchased on price promotion in Scotland in 2022



Key asks of the regulations



Wide range of promotions captured, including temporary price reductions, meal deals, multi-buy offers, loyalty pricing and location-based promotions such as end of aisles and check-outs.



Restrictions must apply both online and in-store



At a minimum, restrictions should be applied to discretionary foods which typically make up around 15% of all the energy we eat.



Including the 'additional categories' outlined in the previous consultation will further strengthen the impact of proposals.



Robust monitoring and evaluation is essential to understanding the full impact of the
- policy



For safe food and
healthy eating

Thank you for your attention!

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