United Kingdom Department of Health

Choosing Health: Making Healthier Choices Easier

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Health Secretary John Reid today published Choosing Health – the Government's White Paper on improving public health in England.

The document aims to make it easier for people to change their lifestyle so they eat more healthily, exercise more and smoke less. It also sets out moves to improve sexual health, encourage sensible drinking and improve mental well-being.

John Reid said:

'It is clear we need to do more as a society to improve people's health. Having defeated many deadly infectious diseases, we now face the challenge of avoidable ill-health caused by poor diet, lack of exercise and smoking.

'These are challenges for all of us to address in our lifestyles – making our own choices about what to eat, how often to exercise and whether we smoke, drink too much, take drugs or engage in risky sexual activity.

'People make their own choices about health, but they have made plain in our consultation that they want the information, advice and support in making their own choices so, we need to ensure that people have the information they require to make properly informed choices; and that they are presented with genuine opportunities and the practical support to make healthy choices.

'We have listened to the public about what they want and looked hard at the evidence of what is effective. There is a role for everyone in this – individuals, communities, employers, parents, schools, the hospitality, food and leisure industries, and of course the NHS and local government.

'This Government's role is to help ensure society moves in the right direction – by providing clear information for individuals, working with industry to deliver real progress and where necessary taking decisive action to ensure healthy choices are available to all.'

New measures in the White Paper include:

· Radical action to increase the number of smoke-free workplaces

· Curbs on the promotion of unhealthy foods to children

· Clear, unambiguous labeling of the nutritional content of food

· NHS Health Trainers to provide advice to individuals on how to improve their lifestyle

· A wide range of measures to tackle social and geographical inequalities in health

Find the complete report at:
http://www.dh.gov.uk/PublicationsAndStatistics/Publications/PublicationsPolicyAndGuidance/PublicationsPolicyAndGuidanceArticle/fs/en?CONTENT_ID=4094550&chk=aN5Cor