1. How important do you think it is that we aim to be a Good Food Nation?

Very important, when put into context of other health improvement targets

2. How would we know when we had got there? What would success look like?

Not sure

3. Do you agree with the proposed vision? How would you improve it?

Yes in principle, see comments at Q8

4. How would your life be better? What does being a Good Food Nation mean in your locality?

Not sure

5. Are there any other essential steps we need to take before setting out on this journey?

See comments below at Q8

6. How do you think a Food Commission could best help?

Unsure

7. In what areas should indicators be set to check we are on track towards our goals?

Unsure

8. What are your views on the different approaches that could be taken to help us become a Good Food Nation?

Aberdeen City Alcohol & Drugs Partnership Response:

Without having a strong view on the propositions within the document, and though supportive of the overall direction and outcome, there are important considerations that we feel are not included:
Section 6: “Unfinished Business”. There is no mention of the role of alcohol in terms of being a barrier to good diet and a significant contributor to the various poor health outcomes outlined in the document. The role of alcohol consumption in relation to obesity would be a key factor for example. Alcohol is very high in sugar and therefore contains significant calorie content (7.1 kilocalories per gram) with only fat holding a higher energy value per gram. The National Diet and Nutrition Survey (2008/9 - 2010/11) conducted by the Department of Health and Food Standards Agency finds that

"for adult consumers, alcohol provided on average 8.7% and 6.9% of energy intake for those aged 19-64 years and 65 years and over respectively".

In the NHS Grampian area we are aware that 41% of the population regularly exceed the sensible drinking guidelines. This percentage is very similar to the Scottish average. Scottish Health Survey data (2008-2011) demonstrates that over consumption is clearly a 'whole population' issue and not contained within any one age grouping. Furthermore, the 'Knowledge, Attitudes & Motivations' component of the SHS survey shows that correct identification of the guidance and knowledge around units is very poor and has not improved in recent years. This is markedly represented in the older age groups. Clearly there are significant challenges around public health messaging in this area. It has only been in very recent years that any effort has been expended in terms of public health messaging around the role of alcohol and calorie content/diet (with Scotland taking a lead in this). From our perspective there is limited understanding in the public domain as a result, and this of course being exacerbated by the fact that alcohol products are currently exempted from EU legislation on labelling.

We feel it would be important that in order for Scotland to become a 'Good Food Nation', we need to work in tandem with the various strategies and initiatives to ensure that alcohol (as a classic cross-cutting example of a barrier to good health in Scotland) is acknowledged and therefore included as part of all planning in this area. There are deep seated cultural issues at play in our relationship to alcohol and the public in general have proven not to be receptive to 'stand-alone' public health messages, particularly focused on alcohol unit guidance. Therefore there are opportunities to ensure that this message can be woven through other strands of health improvement to improve understanding and resonance and create a more consistent and sustained approach overall.

9. Do you agree with the proposed initial focus on:
   - Food in the public sector
   - A children’s food policy
• Local food
• Good food choices and
• Continued economic growth?

Yes, but with proviso of comments at Q8 having some bearing

10. Which other areas would you prioritise?

Unsure

11. What other steps toward achieving a Good Food Nation would you recommend?

See comments Q8

12. What else should be considered?

13. What steps do you plan to take to help Scotland on the journey toward becoming a Good Food Nation – in the next month and in the next 12 months?

14. How did you hear about this Discussion Document?

Email circular

Responding to this Consultation Paper

We are inviting written responses to this consultation paper by 17th October 2014. Please send your response with the completed Respondent Information Form (see "Handling your Response" below) to:

goodfoodnation@scotland.gsi.gov.uk

Or by post to:
Good Food Nation
Food and Drink Division
B1 Spur
Saughton House
Edinburgh
EH11 3XD

If you have any queries please contact Eugenia Christie at 0131 244 9574.
Aberdeen City Alcohol & Drugs Partnership Response:

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Kind regards
Fraser Hoggan

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