

DRD Partnership



PRESS RELEASE: For Immediate Release

Loving Food – East Lothian Council and Out of Home trade body Outsmart team up to promote new healthy eating initiative

- **First partnership of its kind launches in East Lothian with initiative aimed at supporting local businesses about calorie and allergen labelling**
- **Outsmart member, Clear Channel, donates space to promote initiative**
- **The partnership kick starts Outsmart's 'Get Smart, Outside' campaign, set to support other councils throughout 2020**

[January 13, LONDON] In the first partnership of its kind, East Lothian Council Environmental Health, working in collaboration with Outsmart, the trade body for the Out of Home (OOH) advertising sector, has launched a new initiative '*Loving Food @ East Lothian*' to support and advise local businesses about calorie and allergen labelling.

The '*Loving Food @ East Lothian*' initiative raises awareness about nutrition and supports local food producers and caterers with calorie labelling, as well as showing them how to reformulate recipes to reduce fat, salt and sugar levels.

Last year, Outsmart launched its 'Get Smart, Outside' campaign which works in partnership with public authorities to promote healthy living campaigns in their areas. Outsmart members provide unused advertising space across the UK, up to the value of £15m annually, to support partner authorities promote their healthy lifestyle initiatives.

Tim Lumb, Director of Outsmart said:

"We're really delighted to work alongside the Environmental Health team at East Lothian Council to promote their nutritional guidance initiative, helping to raise awareness about

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the importance of reducing the levels of fat, salt and sugar in the foods we consume. I'm also grateful to our member company, Clear Channel, which has provided advertising space throughout 2020 to make promoting this fantastic initiative possible."

"As an industry, we believe we can harness the power of advertising to effect positive behavioural change. 'Get Smart, Outside' recognises the importance of the problem of childhood obesity and builds on previous moves by the industry to tackle the issue such as voluntarily removing advertising of food and drink products high in fat, sugar and salt (HFSS) close to schools."

"Whilst some bodies are looking at imposing further restrictions, we believe a better way to tackle the issue is for public authorities and businesses to work together to bring about real change. The '*Loving Food @ East Lothian*' initiative is a great example of this in action."

Laura Gunning, Senior Environmental Health Officer, East Lothian Council said:

"The Environmental Health Service of East Lothian Council launched the 'Loving Food @ East Lothian' project to help food businesses inform their customers by advertising calorie content and reformulating recipes to reduce salt, fat and sugar. Thanks to this exciting partnership with Outsmart we were able to advertise our initiative on bus shelters across the county and promote engagement."

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NOTES TO EDITORS

1. About Outsmart

Outsmart is the national body representing the out-of-home (OOH) advertising media owners in the UK, supporting the employment of around 4500 people including 2700 directly in the sector. Our members work in partnership with TfL, local authorities and landlords across the UK to display advertisements on, and invest, their estates.

2. About '*Loving Food @ East Lothian*'

Loving Food @ East Lothian is a new initiative from East Lothian Council Environmental Health, to support and advise local businesses about calorie and allergen labelling. The initiative launched

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at the end of September 2019. To find out more about it or for food businesses looking for advice on calorie and allergy labelling or food reformulation, please contact Environmental Health by emailing lovingfood@eastlothian.gov.uk.

3. The poster and creative for 'Loving Food @ East Lothian'

