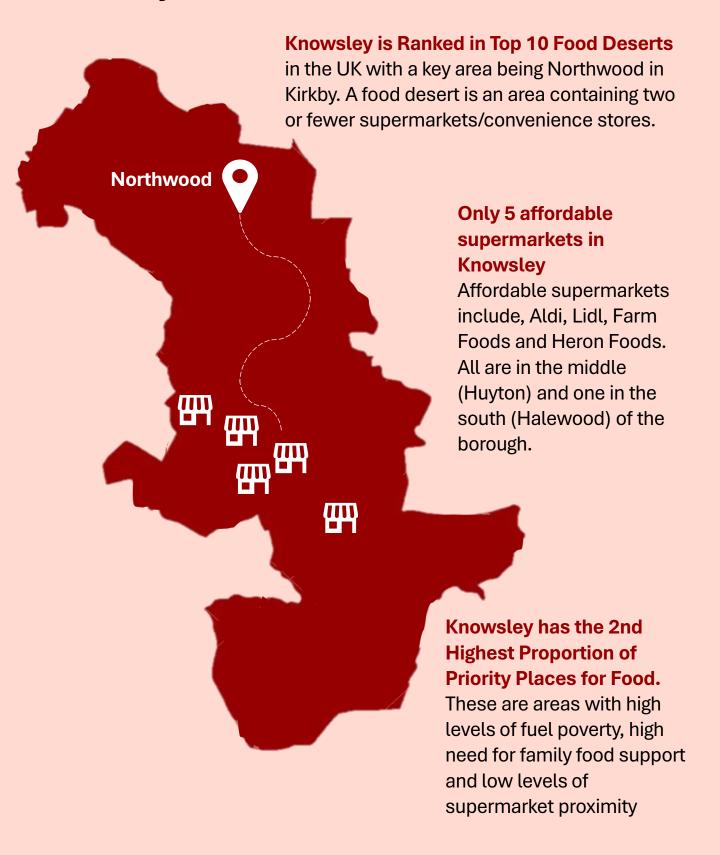
Additional Challenges to Healthy Eating in Knowsley



Appeal

Barriers to Healthy Eating in Knowsley



Availability of Places to Buy Food

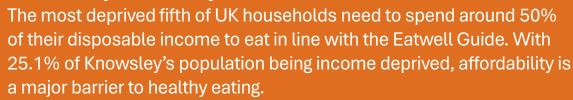
It is estimated that 1 in 4 places to buy food are fast food outlets. This proportion is higher in deprived areas and can be seen in Knowsley with Northwood, Whitefield, Page Moss and Prescot North having 11 to 16 fast-food outlets.



Availability of Low Sugar Options in Childrens Food Categories

Only 7% of breakfast cereals and 8% of yogurts marketed to children are low in sugar.

Affordability of a Healthy Diet





Cost of Healthy Food

Healthy foods cost nearly three times as much per calorie than less healthy foods, with fruit and veg costing almost double.



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Advertising Spend on Food



1/3 of food advertising spend goes to confectionery/soft drinks compared to 1% for fruit and veg. People in deprived areas are more likely to be exposed to this advertising, making Knowsley residents particularly vulnerable.



Marketing of Baby and Toddler Snacks

97% of snacks marketed towards babies and toddlers feature a nutritional or health claim on the front of the packaging despite often being high in sugar for this age group