



MEND and the Public Health Responsibility Deal

MEND became a signatory of the Responsibility Deal in December 2011. The Deal is a Department of Health-led initiative to encourage business and other organisations to take action to improve public health in England.

By becoming a Responsibility Deal partner, MEND is demonstrating our commitment to using our reach to help others become fitter, healthier and happier, and to acting responsibly as a business. MEND has agreed to honour a set of core commitments and supporting pledges in the areas of physical activity and health at work.

Core commitments:

- ii. We will encourage and enable people to adopt a healthier diet.
- iii. We will foster a culture of responsible drinking, which will help people to drink within guidelines
- iv. We will encourage and assist people to become more physically active
- v. We will actively support our workforce to lead healthier lives

Supporting pledges:

P1. We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.

P2. We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines.

P3. We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.

P4. We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.

P5. We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.



H1. We will embed the principles of the chronic conditions guides (developed through the Responsibility Deal's health at work network) within HR procedures to ensure that those with chronic conditions at work are managed in the best way possible with reasonable flexibilities and workplace adjustments.

H3. We will include a section on the health and wellbeing of employees within annual reports and/or website. This should include staff sickness absence rate.

H4. We will implement some basic measures for encouraging healthier staff restaurants/ vending outlets/buffets for staff, including:

- Ensuring the availability of healthier foods and beverages in all available channels to employees
- Working with caterers to reformulate recipes to provide meals which are lower in fat, salt, and energy and which do not contain artificial trans fats
- Provision of responsibly sized portions of foods
- Provision and promotion of the consumption of fruit and vegetables through availability and price promotion
- Provision of calories and/or Guideline Daily Amounts on menus per portion as a minimum (further nutrients optional)
- Ensure that water is visible and freely available

For more information about MEND's commitments and how we intend to fulfil our pledges, go to: <http://responsibilitydeal.dh.gov.uk/2011/11/11/mend/>