Find out who your MP is here: <http://www.parliament.uk/mps-lords-and-offices/mps/>

**Email Subject: The issue**

Dear XXXXXX MP,

I’m writing to draw your attention to the solutions we already have at hand to tackle the rising levels of childhood obesity. In particular, healthier, lower sugar options when we shop and improved nutritional labelling on all food and drink eaten in and out of the home.

Did you know poor diet is now the biggest cause of premature death and disability worldwide? Yet 46% of food and drink advertising goes to confectionary, sweet and savoury snacks and soft drinks; whilst just 2.5% is spent on fruit and vegetables.

I need you, as my MP, to speak on my behalf. I do not have as big a voice as the food industry that heavily promotes food and drinks unnecessarily high in fat, salt and sugars.

***Health Impacts of a poor diet***

* Excessive calorie consumption can lead to **obesity**, increasing the risk of **type 2 diabetes**, **heart disease**, **cancer** and **stroke**, as well as **mental health problems** such as **depression**, **anxiety** and **low self-esteem**.
* Dietary intake of free sugars is the main cause of **tooth decay** in children
* Salt is linked to **raised blood pressure**, causing **stroke** and **heart disease**,
* Saturated fat is linked to **increased blood cholesterol** and increased risk of **heart disease**.

***Yearly costs to the NHS***

|  |  |  |
| --- | --- | --- |
| **Obesity** (£6.1 billion) | **Diabetes** (£14 billion) | **Hypertension** (£2.1 billion) |

**Many of these cases are entirely preventable.** Spending a **relatively small amount on prevention would result in huge cost savings for the NHS and the wider economy**.

Over the past 4 years we have had 3 childhood obesity plans and 2 letters from Dame Sally Davies all setting clear actions that must be taken to half childhood obesity by 2020, yet there has been no action.

***The Solution***

**Please help your constituents by calling for a mandatory sugar reduction programme and mandatory front of pack colour-coded labelling on all food and drink products and menus.**

There is an argument that the public just needs better education but how are we supposed to make healthier choices when we aren’t told what’s in the food we buy? What good is education when the majority of food sold to us is high in salt, sugar and fat? How can we make healthier choices if the options just aren’t there?

That’s why I’m calling on you, as my MP to make your voice heard and support your constituents to live healthier lives!

I look forward to your response