

## **Public Health Commission**

### **Objective and terms of reference**

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The Public Health Commission aims to outline a practical and achievable Responsibility Deal between business and government which, when implemented, will produce a measurable improvement in public health, based on a clear understanding of consumer wants and needs.

#### **Terms of reference**

The Public Health Commission (PHC) will examine the proposals set out in the Conservative Party's proposed Responsibility Deal in public health in three main areas:

- How best to enable, encourage and motivate consumers to adopt a better diet and to increase their levels of physical activity in order to lead a healthier lifestyle
- How best to enable and encourage people to drink sensibly and responsibly
- How best to communicate and promote healthy lifestyle choices to people in work, in businesses of all sizes

The PHC will in addition be able to consider proposals other than those set out in the responsibility deal provided these support its overall objective.

The PHC is particularly interested in hearing from people who have experience of innovative and successful initiatives which have worked across family and the home, local communities and workplaces to promote and deliver healthy lifestyles.

It will examine barriers to developing successful initiatives, and the part government can play in delivering on its side of the Responsibility Deal.

The PHC is committed to working co-operatively to achieve progress in difficult areas. We recognise that members come from organisations with strong views on particular issues but we will all aim for:

- An open-minded review of the issues
- The development of recommendations which are practicable, realistic and actionable and:
  - Which offer a clear return on investment and can be robustly evaluated
  - Which can be implemented in the short to medium term
  - Which engage the support of as broad a range of stakeholders as possible
  - Which achieve measurable real and lasting improvement

The PHC intends to monitor the adoption and success of its proposals after it reports.