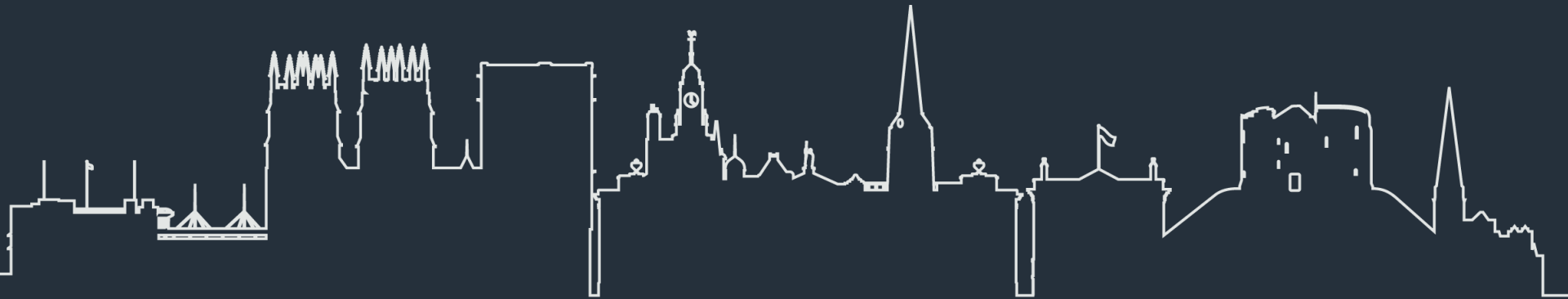


Taking action: the experience of developing and adopting an advertising policy

Phil Truby – Public Health Specialist



About me

- Public Health Specialist – 8 years at York
- Part of PH SLT
- Portfolio lead for Tobacco, Healthy Weight, Physical Activity
- I love running - snapped Achilles 18 months ago, still not right!



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Headline



- In May 2024, City of York Council became the 14th local authority to implement a healthier food advertising policy (and the second in Yorkshire and Humber).
- The policy also includes other products within the commercial determinants of health

The Policy

- Covers both Advertising and Sponsorship, across the council's property and public estate.
- It details the types of organisations, products and services that are prevented from advertising.
- It has provision for named organisations and named products and services, although none are detailed at present.



<https://www.york.gov.uk/AdvertisingAndSponsorshipPolicy>

The “products and services”

- tobacco or tobacco related products
- vaping products
- alcohol
- gambling
- unhealthy food or drinks defined as high saturate fat, salt and/or sugar (HFSS)
- pornography
- adult content
- cosmetic surgery
- loans and speculative financial products
- weapons, violence or anti-social behaviour of any description
- any product or service which is deemed or perceived to discriminate on the grounds of race, colour, national origin, religion, sexual orientation or disability
- ****Nicotine pouches****

How we got there



A long road, process commenced in 2019, COVID delayed things substantially.



Bus stop advertising contract expiring – provided the impetus



Support from sustain (Fran Bernhardt) – via ADPH Y&H



Building on the experience of those before us, including TfL



Strong leadership from consultant in PH (now our DPH)



Cross-council working – policy, comms and public health



Comms commissioned assessment of advertising potential and policy impact



Working together to improve and make a difference

Adoption

- The actual adoption of the policy was fairly painless (the Challenges came in the steps leading up to this)
- We expected industry challenge, but (as yet) haven't received any.
- **Published online** – allows for the policy to be amended and all relevant contracts point to the latest version of policy

Challenges

- Director level buy-in – “free choice”, “nanny state”, “loss of revenue”
- Elected members – especially opposition members
- City history – “Chocolate story”
- Ongoing – implementation and monitoring

Implementation



- York doesn't have an abundance of billboard or digital screen advertising, bus stops are the main source of revenue.
- Contract has moved from JCD to Clear Channel from 1 Jan 2025 – transition underway, including physical bus stops.
- Poses a challenge as JCD out of contract, but still selling advertising (and not currently complying with the new policy).
- Expecting Clear Channel to take on all bus stops by Dec 2025.

Implementation

- Bus stop contract monitoring
- Other contracts across the council – briefing with other teams and departments
- Continuous review – categories, products, companies
- Evidence base vs. “right thing to do”

Next Steps

- On bus advertising – First Buses main provider
- Train station – LNER managed
- HE/FE – 1 large college, 2 universities



Thank You

Any questions, feel free to get in touch:

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