



CANCER
RESEARCH
UK



DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

Little Helps for healthier living

Little Helps for Healthier Living.

9 January 2018

The King's Fund, London

British Heart Foundation, Cancer Research UK,

Diabetes UK & Tesco



Today.

Who's here?

British Heart Foundation

Cancer Research UK

Diabetes UK

Tesco supplier partners

Health community

Our agenda

09:00 – 09:15 Welcome

Dave Lewis

09:15 – 09:25 Tesco and CRUK

Harpal Kumar

09:25 – 09:40 Three years of partnership

Simon Gillespie & Chris Askew

09:35 – 09:55 Helping colleagues

Natasha Adams

09:55 – 10:05 Helping customers

Alessandra Bellini

10:05 – 10:25 Panel discussion

Hosted by Jane Lawrie

Clear role for Tesco

Customers, colleagues, and stakeholders want Tesco to help make healthy choices easier



68%

Customers

“Supermarkets should do more to help people be healthy”

(2013)



60%

Colleagues

“Tesco helps me lead a healthier lifestyle”

(2017)



61%

Stakeholders

“It’s important to focus on making it easier for customers to eat and live more healthily”

(2017)

30 years of health innovation



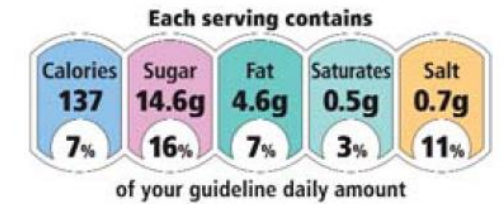
1984
First health range



1989
First Charity Partnership



2001
Race for Life



2005
Guideline Daily Amounts



2012
Reformulation



1994, 2015
Sweets off checkouts



2016
Free Fruit for kids



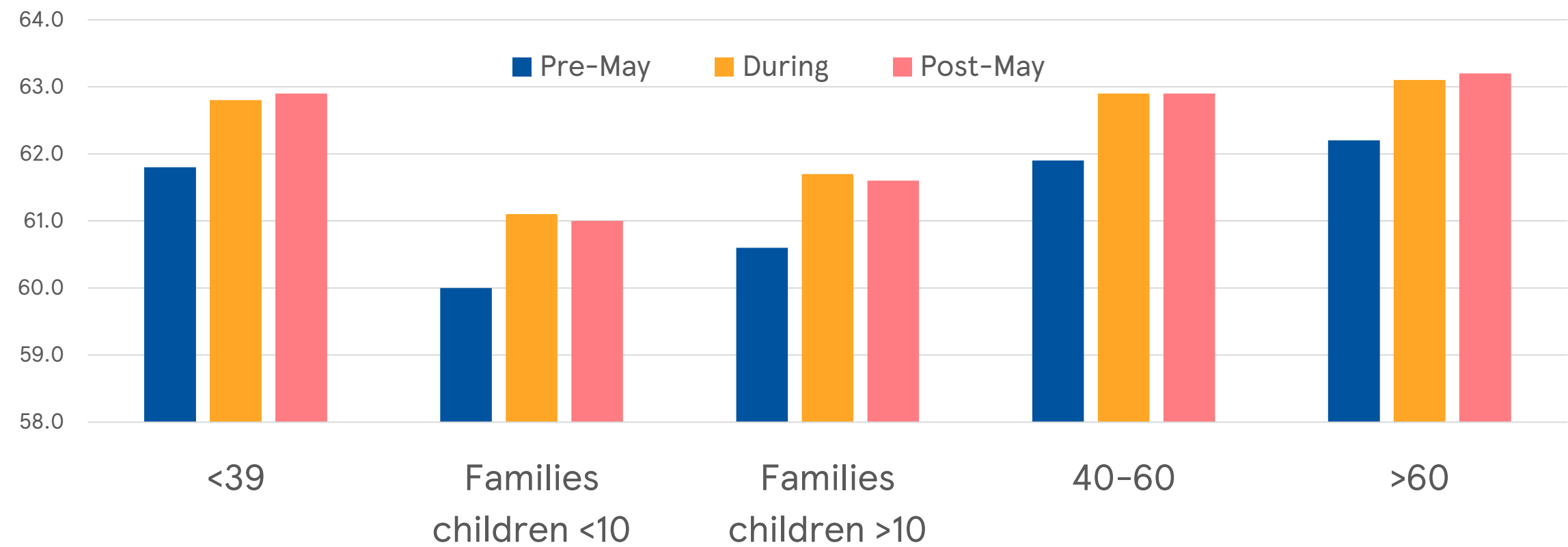
2014
National Charity Partnership

May 2017

Helpful
Little
Swaps.

What we learned

Our customers' baskets got healthier



- We use the nutritional information of products to measure how healthy the food and drink that customers buy is.
- The model was developed by an Oxford University academic and is independent of Tesco. It was originally developed to help OFCOM decide which foods can be advertised to children.

Developing an integrated approach



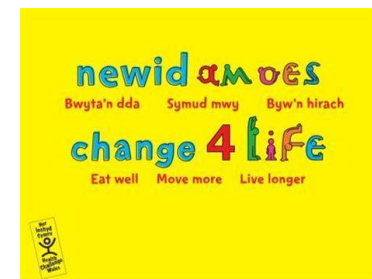
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DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

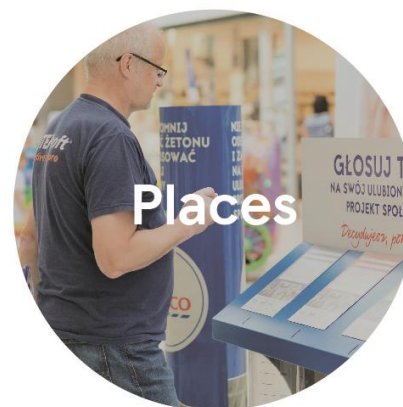
Little Helps for healthier living

Partnering to deliver public health goals



Little Helps Plan.

Every little help
makes a big difference.



Foundations:

Climate change | Cyber security
Governance and ethics | Health and safety

The background of the slide is filled with numerous translucent, 3D-rendered spheres of various sizes. The spheres are primarily blue, pink, and purple, with some featuring internal patterns or speckles. They are scattered across the frame, creating a dynamic and colorful abstract effect.

Cancer Research UK and Tesco

**OUR AMBITION IS THAT BY 2034,
3 IN 4 PEOPLE WILL BE
SURVIVING CANCER**



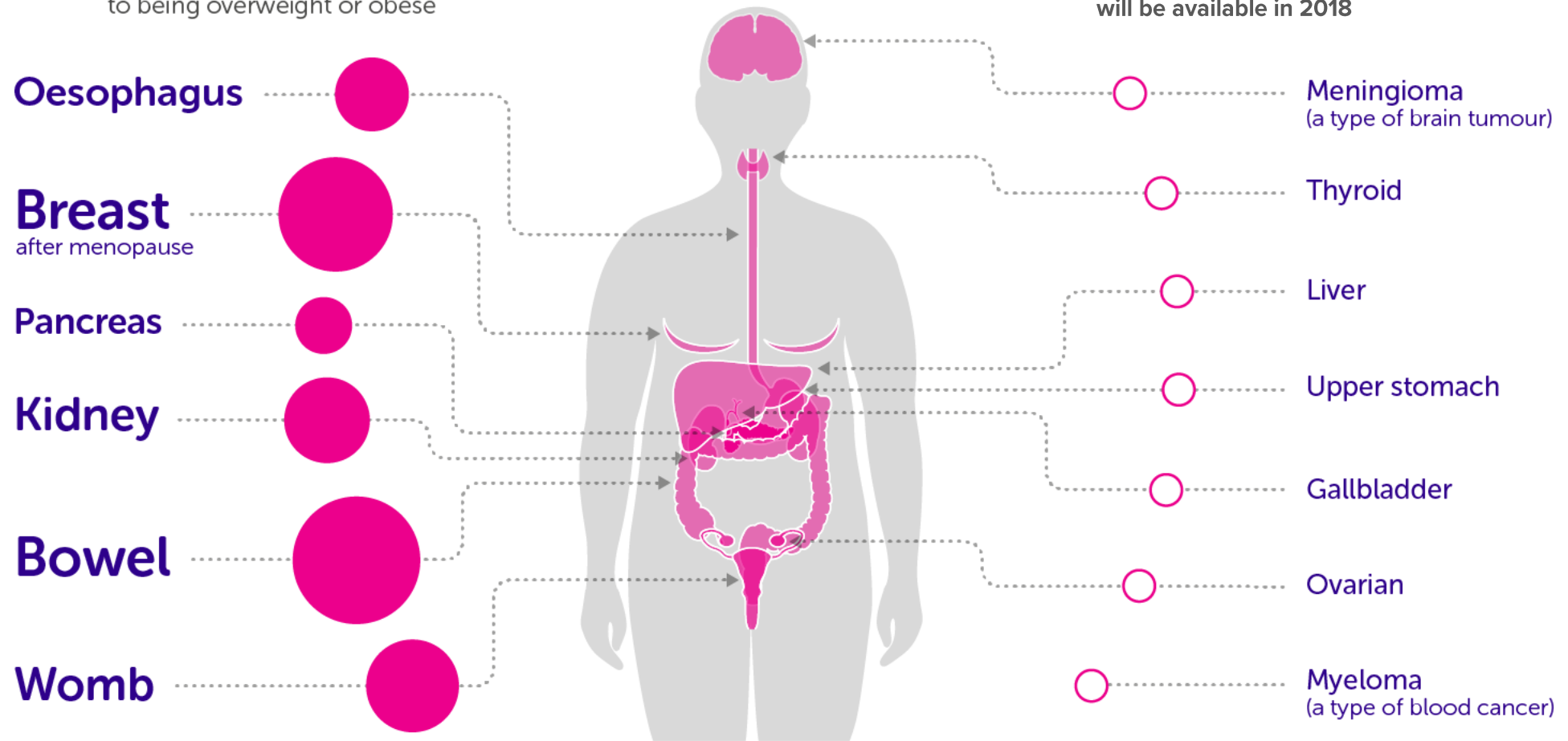
4 IN 10 CANCER CASES CAN BE PREVENTED, LARGELY THROUGH LIFESTYLE CHANGES



BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER

●●● Larger circles indicate cancers with more UK cases linked to being overweight or obese

○ Number of linked cases are currently being calculated and will be available in 2018



IF TRENDS CONTINUE, 670,000 CASES OF CANCER WILL BE CAUSED BY OBESITY BY 2035



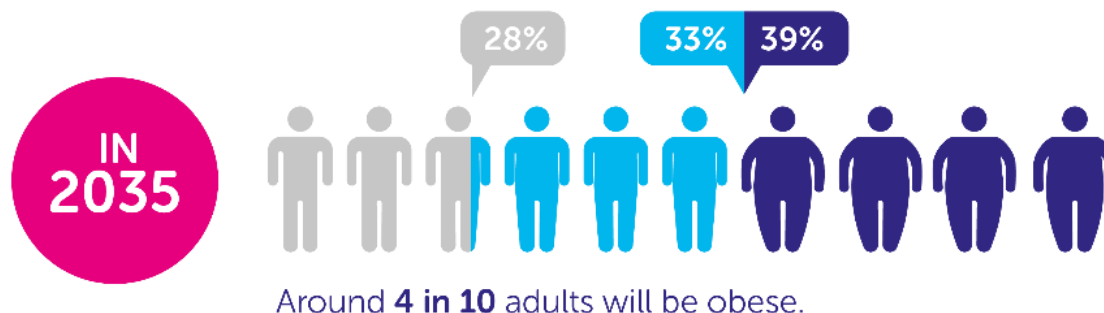
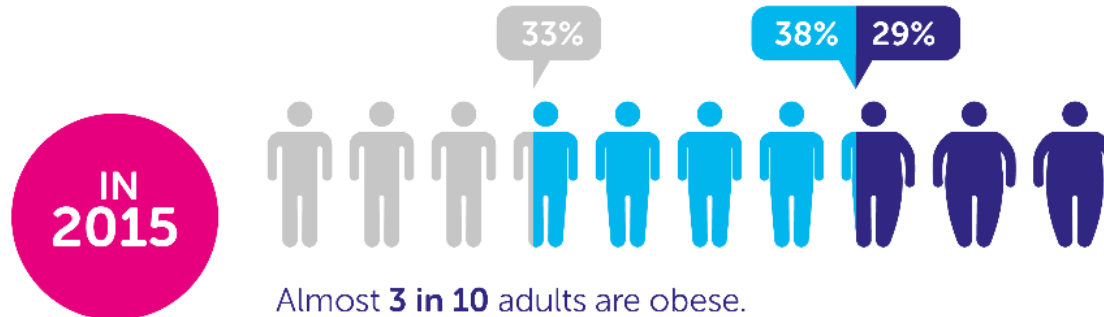
Healthy Weight



Overweight



Obese





17
SUCCESSFUL
YEARS OF
PARTNERSHIP

OVER 8.5M
FEMALE
PARTICIPANTS
TO DATE

20,000
COLLEAGUES
TAKE PART
EACH YEAR





£40M
RAISED IN TOTAL
THROUGH THE
PARTNERSHIP
SO FAR



CREATING A GAME CHANGING PARTNERSHIP TO SUPPORT OUR SHARED HEALTH AMBITIONS



Helpful little swaps

Our helpful little swaps mean this basket is lower in saturated fat, sugar, salt and now lower in price.

Find all our helpful little swaps in store.

TESCO
Every little helps

* Prices available until 22 May. Excludes Express, MT and RDI. Details at www.tesco.com/compare-little-swaps. Subject to availability. While stocks last. Delivery charges may apply.



Free fruit for kids in store.

Bananas!

We're the only supermarket with free fruit for kids. Find all of the helpful little swaps in store.

TESCO
Every little helps



Simon Gillespie.
British Heart Foundation

Chris Askew.
Diabetes UK





















- 1.2 million people engaged in National Charity Partnership's online and community prevention programmes
- Over £25 million raised



Natasha Adams.

Tesco



Colleague health is a priority – new approach since Jan 2017



Nutrition



Healthy body



Healthy mind

Colleague health is a priority – new approach since Jan 2017



Nutrition



Healthy body



Healthy mind

- 10.5m pieces of free fruit
- 310,00 water bottles and snack boxes
- Helpful Little Swaps
- Health based offers

Colleague health is a priority – new approach since Jan 2017



Nutrition



Healthy body



Healthy mind

- Free health checks for all
- Over 7,000 blood pressure and diabetes checks
- Great Tesco Walk
- Race for Life
- Getting active in our office environments

Colleague health is a priority – new approach since Jan 2017



Nutrition



Healthy body



Healthy mind

- Time to change pledge
- 950 colleagues have completed mental health awareness workshops
- Over 7,000 completed online Mindapple courses
- Mental health first aiders
- Walk and talk

Health heroes



A leading health programme for colleagues

- Continue to build a campaign-based approach to workplace health
- Apply the expertise of charity partners and engage with wide group of stakeholders
- Opportunity to develop the UK's leading workplace health programme, in terms of environments, people, interventions and outcomes.

Alessandra Bellini.

Tesco



Health is a priority for customers

73%

say that they
try to lead a
healthy
lifestyle

68%

think they
should be
eating more
healthily

2 in 3

tell us that they
want us to
make it easier
for them to be
healthy



The barriers to healthy eating

1. Taste

“Healthy food just doesn’t taste as good”

2. Cost

“The healthier options are so much more expensive than the normal stuff.”

3. Information

“I can’t keep up with what’s the latest thing we’re supposed to be or not be eating.”

4. Time

“In a rush, health slips right down my priority list.”

5. Access and visibility

“Sometimes I just can’t find a healthy option even if I’m looking.”

Our Health event in May helped to address the barriers

1. Taste



2. Cost



3. Information



4. Time



5. Access and visibility



Our Health event in May helped to address the barriers



What we learned from May 2017

Low sugar
outselling regular



Free checks leading to
healthier basket

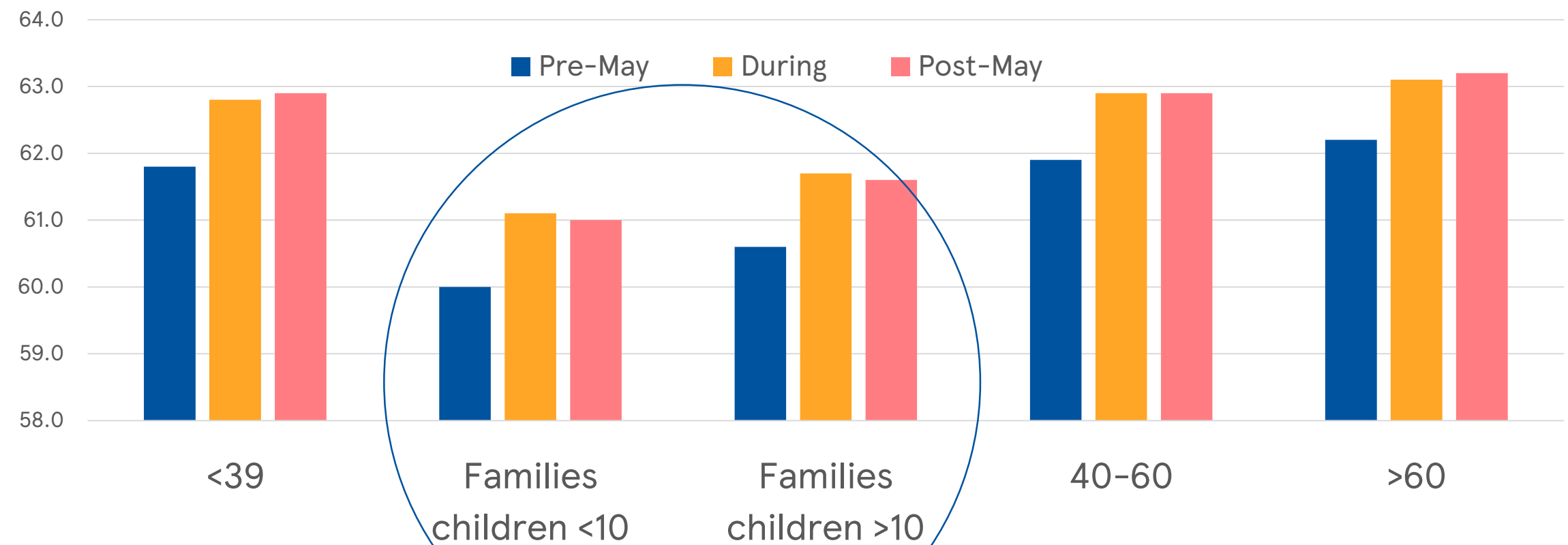


Helpful swaps leading to
healthier basket



What we learned from May 2017

Our customers' baskets got healthier



- We use the nutritional information of products to measure how healthy the food and drink that customers buy is.
- The model was developed by an Oxford University academic and is independent of Tesco. It was originally developed to help OFCOM decide which foods can be advertised to children.
- Further details work is here: www.tescopl.com/little-helps-plan/reports-policies-and-disclosure/healthy-little-differences-tracker

January 18 – An integrated approach

1. Taste

Healthy recipes

Balancing having fun and eating well can be challenging at this time of year, but our healthy recipes are here to make life a little easier – you can still enjoy wonderfully warming, comforting food, that's good for you, too. Try including one of our delicious healthy meals in your weekly meal plan.

Seven comfort food classics made healthier

Turn those indulgent classics into healthier versions with a few simple tweaks

Get started



2. Cost



3. Information



4. Time

Helpful Little Swaps Basket	
Volvic Touch Of Fruit Strawberry Sugar Free 1.5L	50p
Rowntrees Fruit Pastilles 30% Reduced Sugar 100g	90p
Heinz Baked Beans No Added Sugar In Tomato Sauce 455g	75p
Green Giant Salt Free Sweetcorn 198g	70p
Mini Babybel Light Cheese 12 Pack	£3.85
Hellmann's Light Squeezzy Mayonnaise 430ml	£1
Tesco 0% Fat Natural Yoghurt 500g	85p
Tesco Turkey Breast Stir Fry 400g	£3.80
Nestle Cheerios Oat Low Sugar Cereal 375g	£1.50
Tesco Reduced Salt Soy Sauce 150ml	65p
Total	£12.30
Difference	£2.74

5. Access and visibility




Regular Basket	
Volvic Touch Of Fruit Strawberry 1.5L	70p
Rowntrees Fruit Pastilles Pouch Bag 150g	£1
Heinz Baked Beans In Tomato Sauce 415g	75p
Green Giant Corn 198g	70p
Mini Babybel Original Cheese 12 Pack	£2.85
Hellmann's Real Squeezzy Mayonnaise 430ml	£1.24
Tesco Low Fat Natural Yoghurt 500g	85p
Tesco Beef Stir Fry Strips 357g	£3.80
Nestle Cheerios Multigrain Cereal 375g	£2.50
Tesco Light Soy Sauce 150ml	65p
Total	£15.04

43



January – an integrated approach 2018




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Helpful little swaps

Whether we're giving kids free fruit in-store, reducing sugar in our soft drinks or developing our award-winning Free From range, we're all about helping you and your family



Helpful little swaps

Our award-winning Free From range provides plenty of great alternatives to your favourite products


[Shop now](#)


Healthy recipes

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[Get started](#)




Breakfast



Lunch



Snack



Dinner



Goodness Mineral Water

£1.50

Helpful Little Swaps



Tropical Jelly with Peach and Pear Pieces

£1.50

Helpful Little Swaps

Less Than 100 kcal Per Portion



FREE Roy's

£1.50

PUDAM AS MOLUPTA



£1.50

BRIGHTEN UP YOUR BREAKFAST

Fruit for breakfast made easy



Find me in the tinned fruit aisle

1 of your 5 a day

Helpful Little Swaps


TASTY NEW FLAVOURS!



Sugar-Free.

Helpful Little Swaps

Snack Differently



Lighter option

Helpful Little Swaps

Wheykey

MAKE A CLEVER CHOICE THIS JANUARY



High in protein
Sugar free

Helpful Little Swaps





As we move forward

- Continuous, long term commitment
- Health by stealth – January event, reformulations
- Health by nudge – Helpful little swaps, recipes, promotions, sampling
- Health by engagement – Pharmacy health checks, partnerships with charities and stakeholders



Thank you.

Panel Discussion.

Jane Lawrie, Tesco

