



## Policy on supporting customers to be physically active

We will offer our customers products that support a healthy active lifestyle alongside the important work we already undertake to ensure that our lunchtime food drink and snacking products support a healthy diet.

Dick Metcalfe  
Head of Quality and CSR

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## Policy support document

### Policy on supporting customers to be physically active

#### Background

Improving the health and wellbeing of our customers is an absolute priority for Boots. We are fully committed to supporting our customers with their personal physical activity and healthy living goals. Our ambition is to offer an appealing, affordable, high quality and accessible range of Boots brand products to encourage physical activity and support a healthy active lifestyle.

Evidence strongly supports the fact that physical activity not only contributes to physical and mental wellbeing; it is essential for good health too. People who are physically active reduce their risk of premature death, obesity and chronic diseases such as coronary heart disease, hypertension, stroke, osteoporosis, type 2 diabetes and some cancers. Regular activity also helps to ease stress, anxiety and depression.

The current guidelines for physical activity are:

- ADULT GENERAL HEALTH - a total of at least 30 minutes a day of at least moderate intensity physical activity on 5 or more days a week<sup>1</sup>
- PREVENTION OF OBESITY - a total of 45 to 60 minutes a day is recommended for people who need to manage their weight<sup>1</sup>
- MAINTENANCE OF WEIGHT LOSS – 60 to 90 minutes a day may be necessary<sup>1</sup>
- CHILDREN & YOUNG PEOPLE - a total of at least 60 minutes a day of at least moderate intensity physical activity each day, and at least twice a week this should include activities to support bone health, muscle strength and flexibility<sup>1</sup>

#### The issue

Physical inactivity is one of the top 10 leading causes of death and disability in the developed world<sup>2</sup>.

Modern day living has contributed to a decline in physical activity levels with for example - less walking, greater use of the car, more energy saving devices in the home and increasingly sedentary hobbies such as television watching and playing computer games.

In 2006, the Health Survey for England (HSE) found that overall 40% of men and 28% of women were achieving the recommended physical activity levels<sup>3</sup>. In the case of children the Health Survey for England (HSE) they found that 70% of boys and 59% of girls achieved the recommended levels<sup>3</sup>.

#### Action

Maintain an offer of products that support a healthy active lifestyle and encourage physical activity for adults and children, such as a core range of fitness equipment and accessories available online.



A member of  
Alliance Boots

## References

<sup>1</sup> Department of Health, 2004. At Least Five a Week: Evidence on the impact of physical activity and its relationship to health. A Report from the Chief Medical Officer. London, Department of Health Publications

<sup>2</sup> World Health Organisation, 2002. The World Health Report: Reducing risks to health, promoting healthy life. Geneva, WHO

<sup>3</sup> Health Survey for England 2006: CVD and risk factors adults, obesity and risk factors children. January 31, 2008

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