

Department for Education Relationships Education, Relationships and Sex Education (RSE) and Health Education

Via online form: <https://consult.education.gov.uk/pshe/relationships-education-rse-health-education/>

Deadline: 7 November 2018, 11.45pm

Would you like us to keep your responses confidential? No

Introductory questions

1. **What is your name?** Donna Castle
2. **What is your email address?** donna.castle@pagb.co.uk
3. **What is your religion?** Do not answer
4. **What is your ethnic group?** Do not answer
5. **Which of the following best describes the capacity in which you are responding to this consultation?** Organisation
6. **If you are responding on behalf of a school/organisation/teaching union, please give its name.** PAGB (Proprietary Association of Great Britain). PAGB is the UK trade association representing manufacturers of branded over-the-counter medicines, self care medical devices and food supplements.
7. **Who do you want the information in your response to the consultation to be attributed to?** The organisation

Statutory guidance

16. Do you agree that the content of the physical health and wellbeing education in paragraphs 86-92 of the guidance is age-appropriate for primary school pupils?

- agree

Please briefly explain why you have given this answer in the text box below.

PAGB welcomes the inclusion of self care in the proposed physical health and wellbeing education for primary school pupils. We believe that basic information about daily exercise, good nutrition and simple self care techniques are age-appropriate.

We particularly welcome the proposal that by the end of primary school, pupils should know what constitutes a healthy diet (including understanding calories and nutritional content). Evidence from the National Diet and Nutrition Survey (NDNS) which is run on a rolling basis by Public Health England shows a number of serious nutrient shortfalls across all age ranges. Children aged four to ten are obtaining only 20% of the recommended intake of vitamin D from food sources and 12% of children in this age range have vitamin A intakes which are below the lower reference nutrient intake (LRNI, the level at which deficiency is likely to occur). One in ten of

this age group has inadequate intakes of iron and nine out of ten children are not eating the recommended five portions of fruit and vegetables a day.

Rates of health literacy are low, with research from the Royal College of GPs estimating that health information is currently too complex for more than 60 per cent of working age adults in England to understand. In order to improve health literacy in this country, PAGB believes it is vital that children start to learn about health, wellbeing and self care from primary school age.

(NDNS reference: <https://www.gov.uk/government/collections/national-diet-and-nutrition-survey#current-ndns-results>)

17. Do you agree that the content of physical health and wellbeing education as set out in paragraphs 86-92 of the guidance will provide primary school pupils with sufficient knowledge to help them lead a healthy lifestyle?
- disagree

Please briefly explain why you have given this answer in the text box below.

While we very much welcome the health topics proposed for primary school age children, we believe that basic information on the safe and appropriate use of medicines is missing and should be included.

Self care, in particular, self care for self-treatable conditions, has a crucial part to play in the future sustainability of the NHS. Public Health England is investing in awareness campaigns, such as Stay Well This Winter and Stay Well Pharmacy to help educate people on self care and where to go for advice on minor health concerns. PAGB is pleased to be a partner in these campaigns but believes that introducing children, from primary school age, to the concept of the pharmacist as a healthcare professional who can provide advice and information would support more self care behaviour in later life.

18. Do you agree that the content of the physical health and wellbeing education in paragraphs 93-99 of the guidance is age-appropriate for secondary school pupils?
- agree

Please briefly explain why you have given this answer in the text box below.

PAGB welcomes the inclusion of self care in the physical health and wellbeing education for secondary school pupils. We believe the inclusion of information on healthy eating and harm from smoking will build on the topics in the primary school curriculum and these subjects are age-appropriate.

The importance of good nutrition and the nutritional content of food should be included in the healthy eating topic. In the teenage population, a quarter of girls

aged 11-18 have vitamin A intakes below the LRNI while 54% of girls and 12% of boys in this age group have iron intakes below the level at which deficiency is likely to occur. The percentage of teenage girls at risk from folate deficiency has nearly trebled from 10% to 28%. 39% of teenagers of both genders are at risk of deficiency in vitamin D while 16% of teenage boys and 22% of teenage girls have intakes of calcium that are below the LRNI. The most recent NDNS results also show that teenagers are getting over 20% of their daily calories from nutrient poor food and drinks, an issue of great concern in relation to obesity.

(NDNS reference: <https://www.gov.uk/government/collections/national-diet-and-nutrition-survey#current-ndns-results>)

19. Do you agree that the content of physical health and wellbeing education as set out in paragraphs 93-99 of the guidance will provide secondary school pupils with sufficient knowledge to help them lead a healthy lifestyle?

- disagree

Please briefly explain why you have given this answer in the text box below.

PAGB agrees that the secondary school health and wellbeing education should build on the primary school content and introduce new content at appropriate points. As with the proposal for the primary school content, we believe that information on the safe and appropriate use of medicines should be included, particularly as teenagers will be more aware of the availability of over-the-counter medicines.

The topic of internet safety should include advice on how to assess the quality of health information online and what information to trust. An increasing number of people are using the internet to self-diagnose, but there is a significant amount of incorrect and misleading information online.

This could link with education on falsified medicines and how to buy over-the-counter medicines safely, particularly if buying online.

24. Do you have any further views on the draft statutory guidance that you would like to share with the department? Do you think that the expectations of schools are clear? Please include this information in the text box below.

PAGB welcomes the inclusion of health education in the primary and secondary school curricula. We have been calling for the mandatory inclusion of health education to improve health literacy rates.

The future sustainability of the NHS is based on individuals taking responsibility for their own health and wellbeing; not only in making appropriate lifestyle choices around diet, exercise, smoking and alcohol etc, but also in terms of the appropriate use of NHS services. PAGB believes it is crucial that children are taught to take

ownership and responsibility for their own health from a young age and that health education is sustained throughout their school years.

The Self Care Forum (www.selfcareforum.org) is a charity which works to further the reach of self care and embed it into daily life. The Department for Education should engage with the Self Care Forum as it develops its proposals in this area.