

OBESITY

An issue too big to ignore... or too big to mention?

Report of the
Director of Public Health
County Durham
2015



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Contents

- County Durham statistics
- Impacts of obesity
- Causes of obesity
- Childhood obesity action plan
- What can we do about it?
- Next steps

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In County Durham

24%

4-5 year olds
have excess weight

that's almost
1,300
aged 4-5



That's around 43
classrooms

36%

10-11 year olds
have excess weight

that's over
1,800
aged 10-11



That's around 60
classrooms

72.5%

of adults
are estimated to be of
excess weight

around
310,000
adults



That's more entire
population of
DDES CCG

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The future

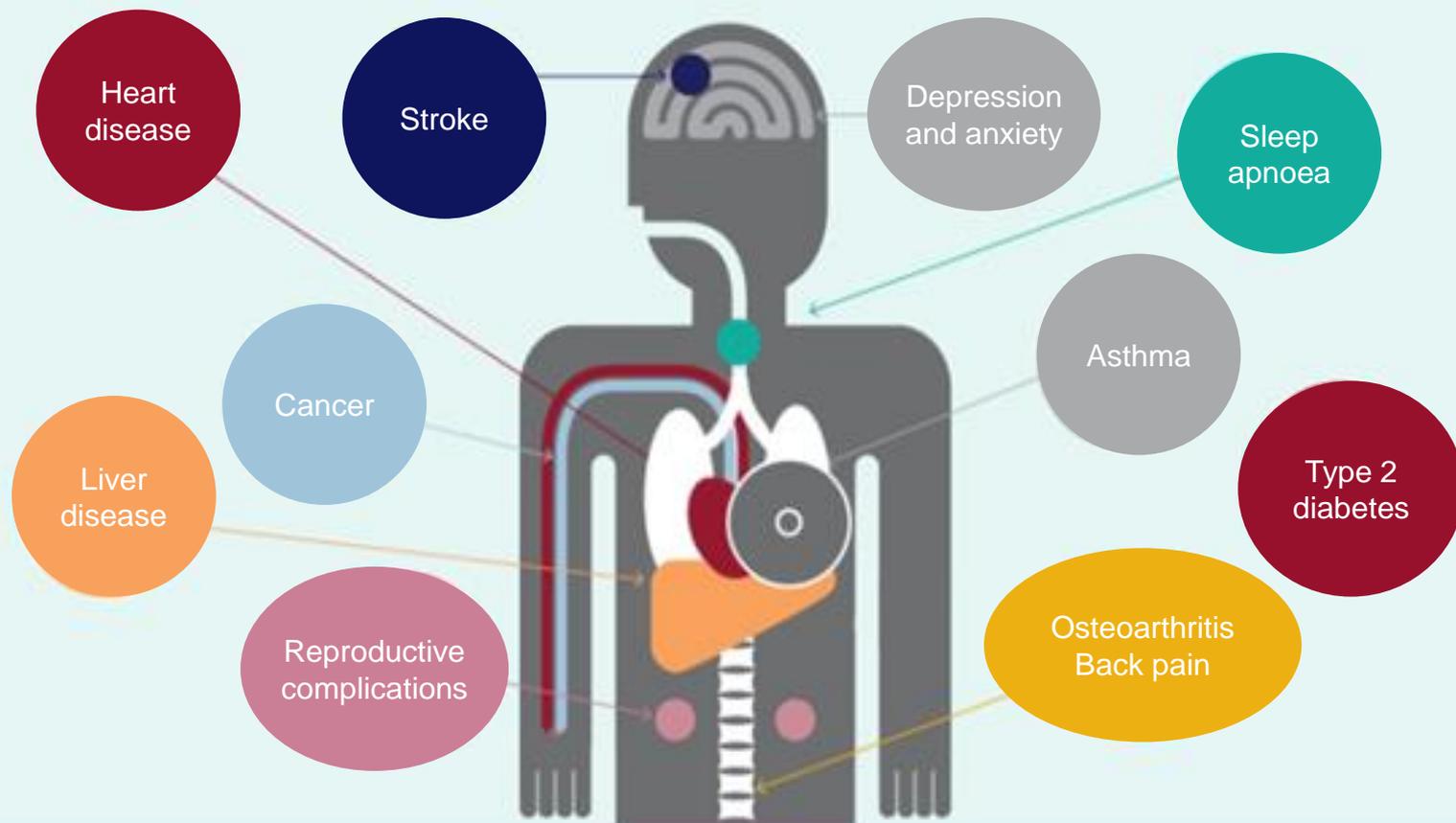
- If we fail to halt the rise in obesity then by 2050, **obesity**, in England is predicted to affect:
 - 60% of adult men,
 - 50% of adult women and,
 - 25% of children.
- Recently reported modelling suggests that by 2030,
 - 41–48% of men
 - 35–43% of women could be obese.

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Obesity harms health





Obesity harms children and young people



Emotional and
behavioural

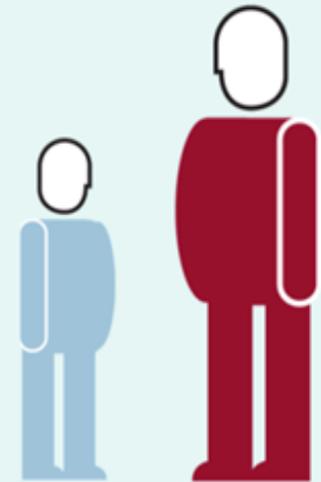
- Stigmatisation
- Bullying
- Low self-esteem



School absence



- High cholesterol
- High blood pressure
- Pre-diabetes
- Bone & joint problems
- Breathing difficulties



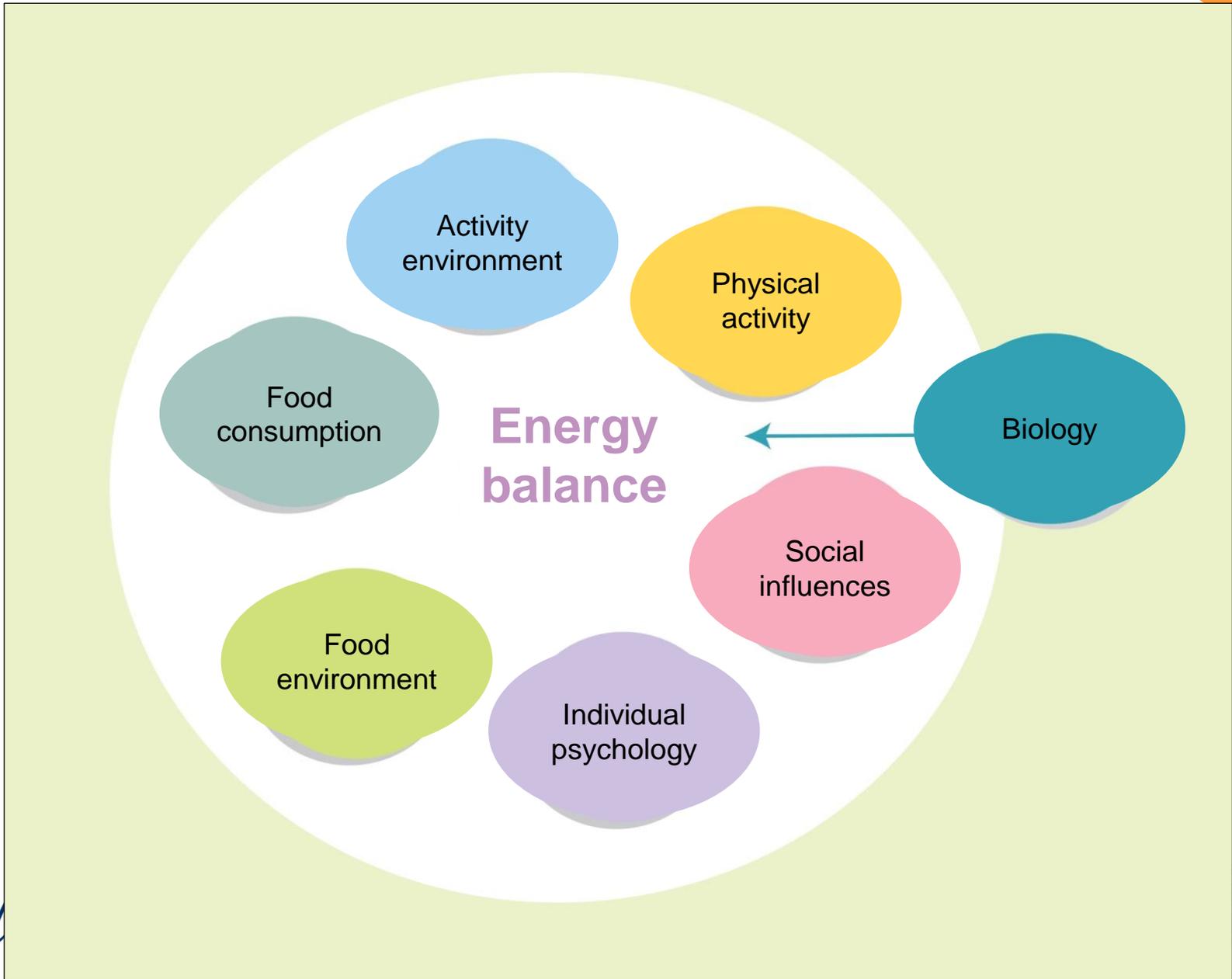
Increased risk of
becoming overweight
adults

Risk of ill-health and
premature mortality
in adult life

The annual cost of obesity



Source: After Public Health England



AD



Delivery already happening

- Healthy Weight Alliance
- Universal services
 - Midwives, health visiting, school nursing
- Schools
 - School food plan, daily mile, family food
- Area Action Partnership programmes
 - Holiday hunger, cooking on a budget, walking schemes,
- Wellbeing for life
 - 70% of individuals accessing for weight related issues
 - Groups interventions – walking, cooking
- Healthy Living Pharmacy programme
 - Sliming on referral
- Active travel and sustainable transport

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Green space

- **Health and social benefits** include:
 - Lower BMI, lower obesity levels, improved mental wellbeing, higher levels of physical activity
 - Greater community cohesion and reduced social isolation
- **Inequalities in access** to green space – more deprived communities are ten times less likely to live in the greenest of areas.
- **Accessible green space** has an important influence on health benefits due to frequency of use – within 10 minute walking distance.

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Food Environment

- A food jungle!
- Food Charter
- Local sustainable food strategy
- A place based approach, opportunity to shape land use planning to accommodate green space.
- Growing projects – community gardens
- Hot food takeaways – exposure in communities
- Local supply chain
- Settings to make change

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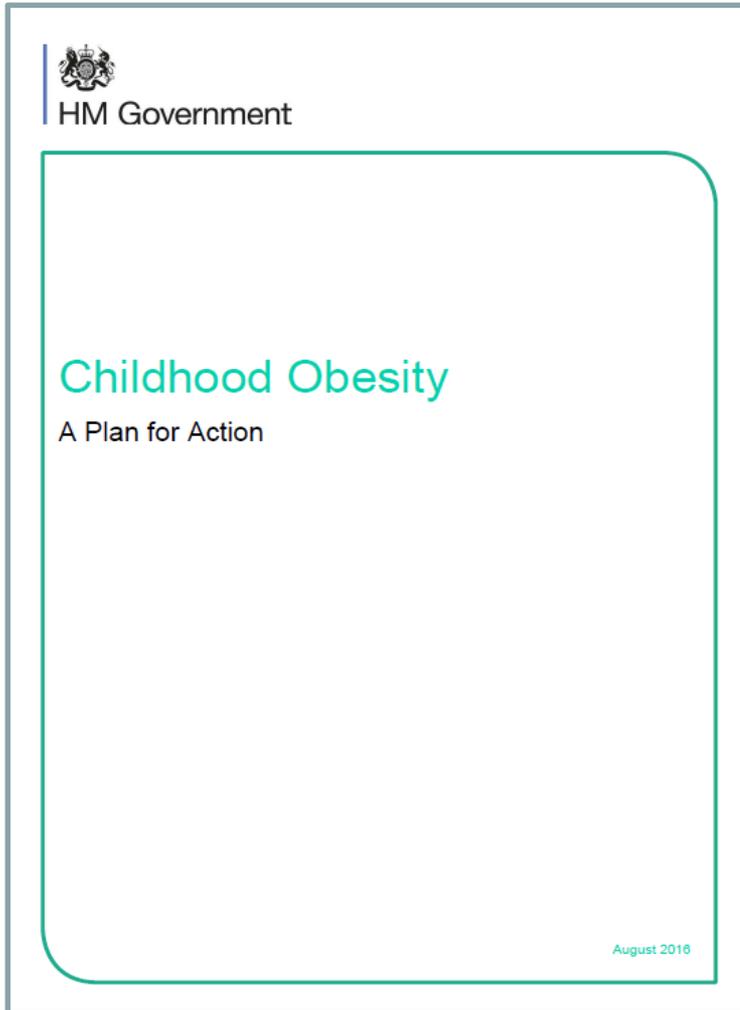
Whole system approach

- Tackling obesity requires a focus on multiple projects, at multiple levels, in multiple settings and for many groups of people and programmes.
- Expecting behaviour change by **solely** focusing on the individuals is unlikely to be successful.
- We need to work together to tackle obesity, not solely for the outcomes of individual projects.
- Breaking down barriers and work on trust for a common purpose.
- Public Health England (PHE) and Leeds Beckett University: Obesity systems leadership three year programme: County Durham 1 of 4 national pilot sites.

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Childhood obesity strategy



- Childhood obesity is a key priority for Public Health England
- 14 point action plan over a 10 year period
- National activity happening around a soft drinks industry levy, reformulation of nine categories of food over the next four years (removing 20% of sugar).
- There are some key areas which most could engage with:
 - Making healthy options available in the public sector (but what about across the whole of County Durham?).
 - Supporting early years settings (how can we all contribute?)

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Are we on the same journey?

- From multiple recommendations in DPH report, all of which are relevant and important, can we prioritise a few we can all sign up to together?
- Can we agree some bold aspirational targets that we can all deliver against?
- Healthy Weight Alliance are up for this challenge.
- PHE and Leeds Beckett University will support us on this journey.

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What can we achieve together ?

Five year challenge

- A child starting reception in 2021 will be less likely to have excess weight than a reception child of today
- A child in year 6 in 2021 will be less likely to have excess weight than a year 6 child of today
- A **focus on the environment** around the child, family, community – societal responsibility
- Should we set a target for 10% reduction or to narrow the gap between the England average?

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Partnership considerations

- Does this fit with your vision for your work?
- Can healthy weight be a key ambition for you?
- Can we continue to develop natural environments as a context or setting for health promotion?
- Can we do more through regulatory powers?
 - Hot food takeaways
 - Healthier catering awards
- Can we all lead by example e.g.
 - healthier catering in our venues or communities
 - More activity opportunities during working hours

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Thank you

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