OBESITY

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


Altogether better
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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.
Obesity harms health

- Heart disease
- Stroke
- Depression and anxiety
- Sleep apnoea
- Asthma
- Type 2 diabetes
- Liver disease
- Cancer
- Reproductive complications
- Osteoarthritis
- Back pain
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

Cost to wider economy: £27bn
Cost to NHS: £5.1bn
Social care: £352m
Obesity attributed days sickness: £16m
Obesity medication: £13.3m

Source: After Public Health England
Activity environment

Physical activity

Food consumption

Biology

Social influences

Individul psychology

Energy balance
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.
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?)
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.
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
Thank you