

Healthy weight in Southwark

Health Improvement

Southwark Public Health Division

July 2023

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Prevalence of excess weight

Healthy Weight Strategy 2022-27

Five priority population groups and progress to date

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Case studies: Healthier Advertising Policy and Good Food Retail Project

We are working to increase opportunities for residents to be healthy and improve the obesogenic environment

INTRODUCTION & BACKGROUND

We have an obesity crisis in Southwark, which has a significant impact on our residents' health and wellbeing, our economy and our community as a whole.

- Obesity is one of the five significant risk factors for premature death. Council and ICB strategies are focusing on addressing the 'Vital 5' factors of BMI, smoking, harmful drinking, blood pressure, and mental health and wellbeing.
- Southwark's Healthy Weight strategy adopts a whole systems approach, working with partners across the borough's healthy weight network to deliver effective prevention and treatment services and interventions.
- To address obesity we must not only focus on increasing the opportunities for residents to be healthy, through prevention and treatment services, but will also focus on improving the environments we work, study and grow up in

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Southwark has high prevalence of childhood overweight and obesity compared to the rest of London and England

CHILDHOOD OBESITY: KEY HEADLINES

Prevalence of overweight and obesity has remained high, but relatively stable in recent years

- Children in Year 6 are twice as likely to be obese than children in Reception; but similarly as likely to be overweight.
- In 2021/22, 23% of Reception children were classed as having excess weight: overweight or obese, this rose to 44% for children in Year 6.
- The proportion of children who are overweight or obese has remained consistent over the past 10 years.
- Gender has little effect on weight status overall, however boys in Year 6 are more likely to be living with obesity compared to girls.
- Children from a black ethnic background are more likely to be living with obesity than those from a white ethnic background; children from Asian, mixed or other ethnic backgrounds fall in the middle
- Children living in the most deprived areas are more likely to be overweight or obese compared to those living in the least deprived areas

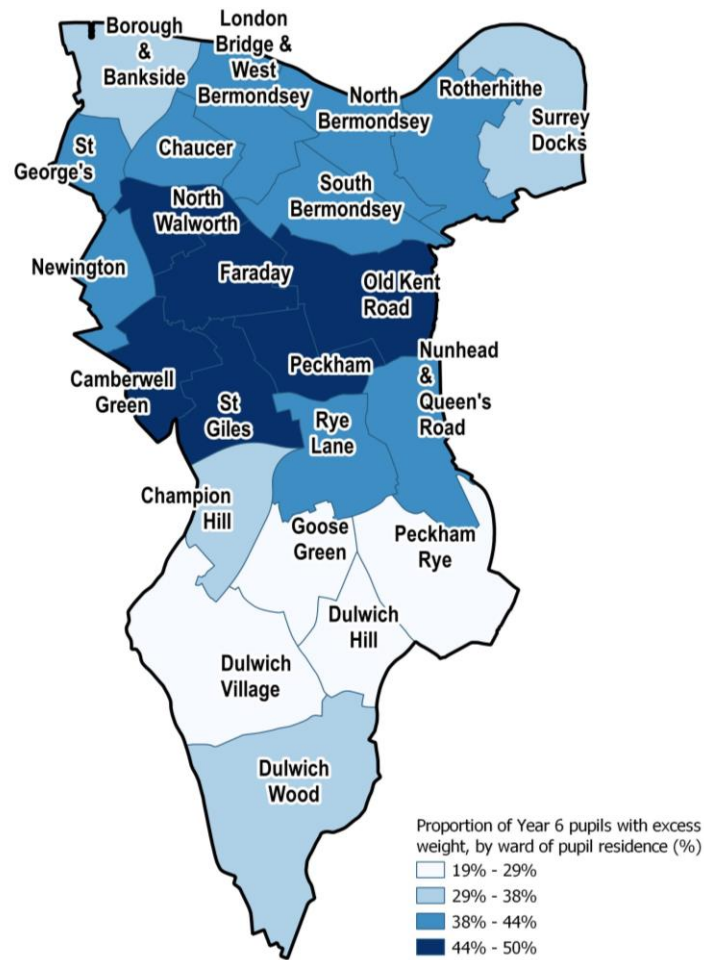
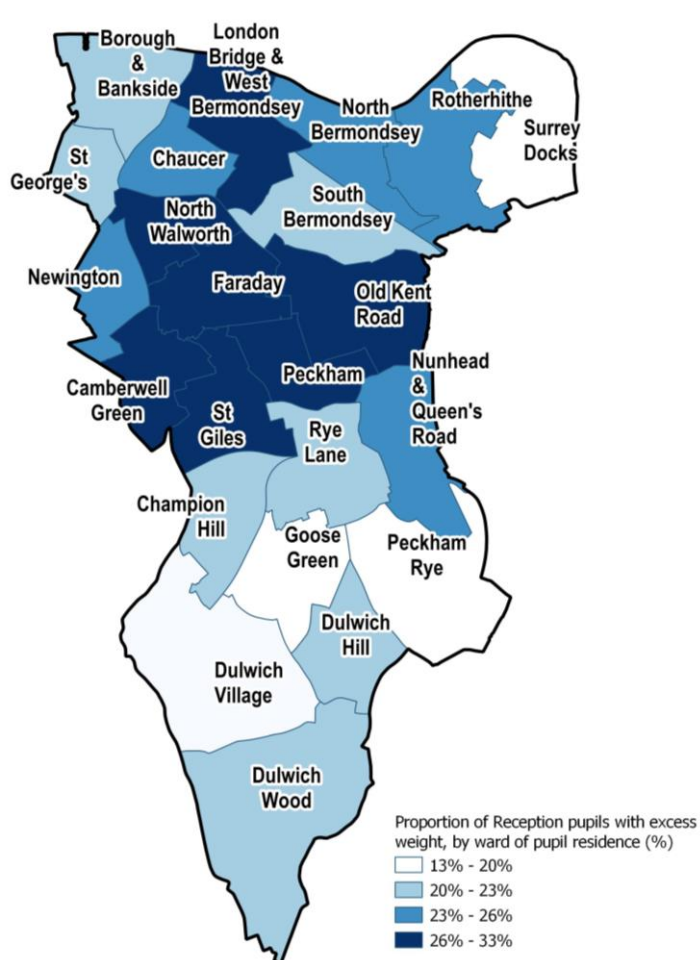
Reference

1. Public Health England (2018) National child measurement programme. Guidance for analysis and sharing.

Wards in the centre and north of the borough see higher prevalence of excess weight in YR and Y6

WARD OF PUPIL RESIDENCE: EXCESS WEIGHT

Figures 19 and 20: Maps of excess weight prevalence in Reception and Year 6 by ward of pupil residence.
3 year data 2018-2022 (excl. 2020/21)



Southwark has lower prevalence of adult overweight and obesity compared to London and England

ADULT OBESITY: KEY HEADLINES

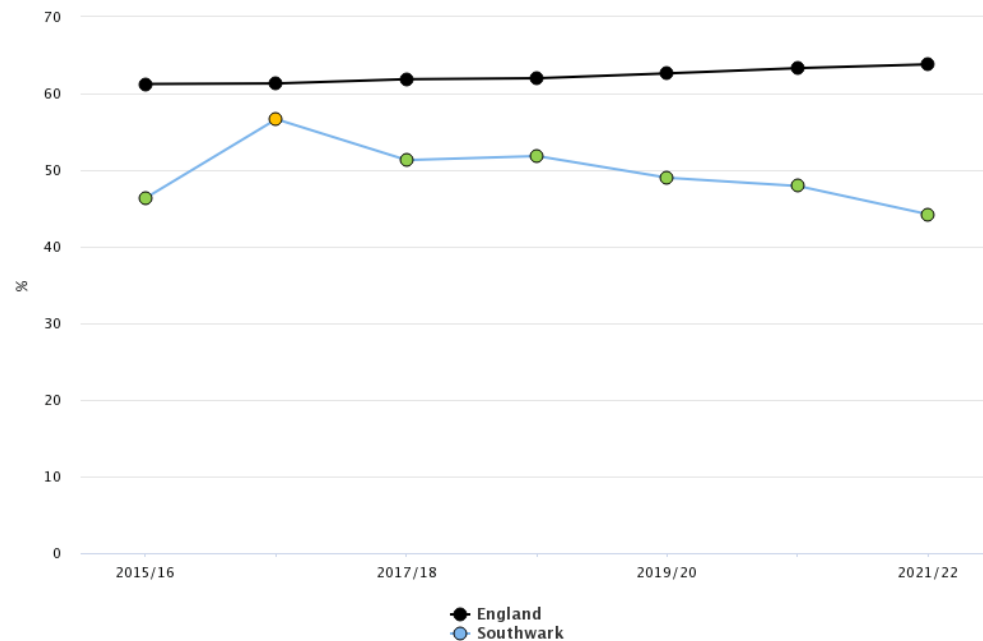
Southwark has lower rates of excess weight and obesity in adults compared to the rest of London and England.

- In 2021/22, 44% of adults were classed as overweight or obese, compared to 63% nationally. In Southwark, the prevalence of excess weight amongst men aged 45 years and 74 years is the highest of any age group, at 78% of the population

Rates of obesity during early pregnancy are lower in Southwark than London and England.

- In 2018/19, the proportion of pregnant women and birthing parents who have obesity (BMI $\geq 30\text{kg/m}^2$) in early pregnancy in Southwark was 17%. This is lower than the London rate of 18% and national rate of 22%.¹
- At present there is not enough data to identify trends over time or patterns at a local level.

Percentage of adults (aged 18 plus) classified as overweight or obese for Southwark



Reference

1. Public Health England (2021)
2. Graph: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England) (2021)

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The 2022-2027 Healthy Weight strategy builds on the 2016-2021 strategy: Everybody's Business, and the work that has taken place regionally and nationally to reduce obesity.

Healthy Weight Strategy 2022-27

Southwark's Healthy Weight Strategy is a partnership between Southwark Council and the South East London ICB (Southwark).

The strategy and action plan is also informed by comprehensive workshops and conversations with:

- Residents
- NHS colleagues and partners
- The Southwark Food Action Alliance
- Council colleagues, including from Transport, Early Help, planning and Leisure
- Local organisations and charities, including Guy's and St Thomas' Trust, Impact on Urban Health and Bite Back 2030

The strategy applies a whole systems approach, working with partners across the borough's healthy weight network to deliver effective prevention and treatment policies that aim to reduce inequalities and improve health.

We are actively working with SEL ICB on the Vital 5:

- SEL Healthy Weight Action Plan
- Healthy Weight Promoting settings: Workplace action plan

Obesity is determined by a complex interaction between individual characteristics, lifestyle and the physical, social and economic environment



Reference

1. Image: Dahlgren, G. and Whitehead, M. (1993) Tackling inequalities in health: what can we learn from what has been tried?

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Five priority population groups have been identified as being at higher risk of obesity and health inequalities

SOUTHWARK'S HEALTHY WEIGHT STRATEGY 2022-27

Inequalities within obesity rates in Southwark have informed the identification of the 5 population groups prioritised in this strategy:

1. Maternity and early years
2. Children and young people
3. Black, Asian and minority ethnic groups
4. People experiencing food insecurity
5. Men aged 45 years and above

A set of ambitions have been developed for each priority group and are reviewed annually

Five priority group ambitions

Maternity and Early Years

- Increase the recording of weight and the knowledge and confidence of healthcare professionals in discussing healthy weight during pregnancy.
- Support all children's centres to adopt a healthy and culturally appropriate food policy.
- Work to implement the recommendations of the 1001 days needs assessment.

Children and Young People

- Ensure that a minimum of 90% of schools serving meals that are compliant with the School Food Standards.
- Engage with secondary school pupils to gain greater insights into young people's experiences of healthy eating within the borough.
- Deliver insight led interventions and services over the course of the strategy that meet the needs of Southwark's young people.

People experiencing food insecurity

- Increase the uptake of Healthy Start vouchers in Southwark from an average of 60% to 85%, exceeding the Mayor of London's uptake target (80%) for across the capital.
- Develop a nutritional tool for food hubs to improve the nutritional quality of food aid provision.

Black, Asian and ethnic minority groups

- Review the accessibility of health interventions for black, Asian and minority ethnic groups and engage with residents to gain greater insights into how best to support black, Asian and minority ethnic groups.
- Increase the availability of health information within communities and in different languages
- Develop culturally appropriate and flexible services.

Men over 45

- Engage with men over 45 years in Southwark to gain a greater understanding of support required, so that interventions and services can be insight led.
- Pilot three different weight management interventions for men over the age of 45 years, with alcohol advice included within all weight management programmes.
- Develop and target innovative online and digital health services to support programme uptake and adherence.

Progress to date and achievements



Over 6500 Free healthy school meals delivered



Over 600 signed up to Healthy Weight Training



35 stores involved in Good Food retail, with a 22% increase in healthier food stocked

Good Food for All Londoners 2022

Tracking council action on food



NCMP pathway review and over 300 children joining the Child weight management programme



12 schools involved in Fizz Free Feb 2023



Healthy Start take up increased from 57% (May 2022) to 67% (May 2023)

New fast food outlets restricted from opening within 400m of a school and Healthier Advertising policy



SOUTHWARK
STANDS TOGETHER

Commissioned and developing a range of weight management services, including WW and programmes targeting men from black ethnic groups and Latin American people

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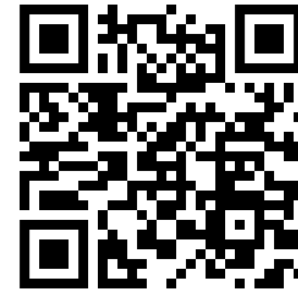
Case studies: Healthier Advertising Policy and Good Food Retail Project

The Healthy Weight training aims to equip Councillors with the knowledge and ability to promote healthy weight and support residents to achieve better health.

SOUTHWARK'S HEALTHY WEIGHT TRAINING

Refreshed for this year, the 30 minute online training programme gives Councillors essential information on how obesity is affecting Southwark, the services available, why it is relevant to Councillors and what we can do about it.

Log in here: <https://learn.southwarkhealthyweight.com/>
Username: *this is your southwark.gov.uk email address*
Password: Southwark2023



“Fascinating and really helpful, it is a worry, especially in the young... if I could go back and change my habits I would do it in a heartbeat.”

Find out more

Southwark's Healthy Weight Strategy:

www.southwark.gov.uk/health-and-wellbeing/public-health/reports-and-strategies?chapter=4

Wider Determinants of Health fingertips

<https://www.youtube.com/embed/eF7ZstmCgVs>

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Healthy advertising policy in Southwark

POLICY PRINCIPLES

- Advertisements of food and/or non-alcoholic drink products rated high in fat, salt or sugar (HFSS) are not permitted
 - This includes advertisements where there is a range of food/non-alcoholic drinks featured, and at least one is a non-HFSS product. For example, when promoting a meal within a restaurant or from a delivery service
 - All products within the advert need to be non-HFSS
- All food and non-alcoholic drink brands, service companies or ordering services can advertise providing it is their healthier options, consisting of non-HFSS products only
 - Brand only adverts must have healthy eating messages or promote non-HFSS products
- Advertisements cannot show or feature HFSS products 'incidentally', even if they are not the subject of the advertisement
 - This can include being referenced through text or graphic
 - Additionally, this includes any products that are not specifically identifiable but can still be assessed for a HFSS status
- All advertisements by manufacturers and distributors of alcohol will not be permitted

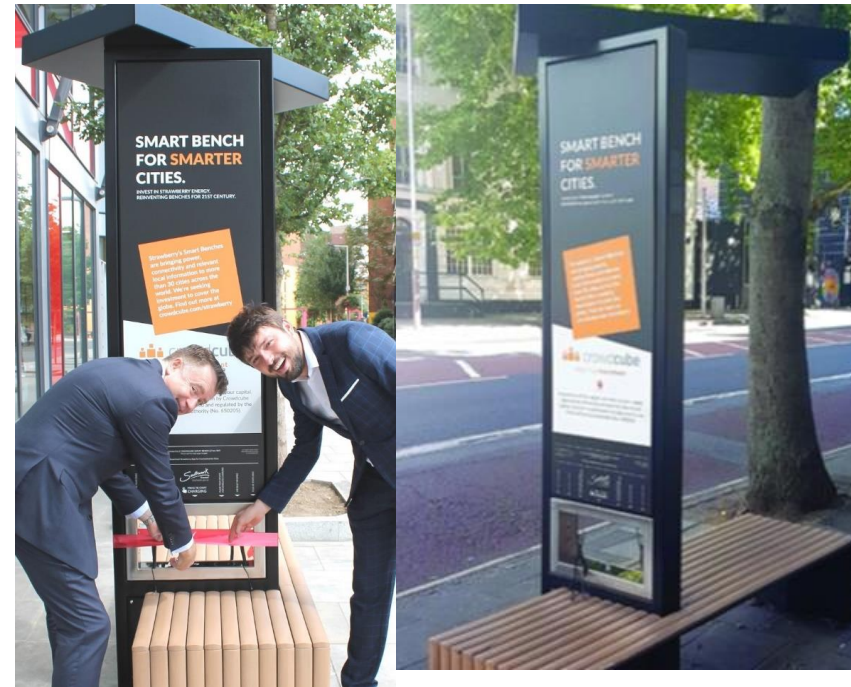
The **Nutrient Profiling Model (NPM)** is used to identify food and non-alcoholic drinks that are high in fast, salt or sugar (HFSS).

<https://www.southwark.gov.uk/assets/attach/9828/Advertising-policy.pdf>

Southwark Council's advertising policy

PROGRESS TO DATE

- Highways and Planning lead on ensuring implementation, with Public Health support
- All council sites are now compliant including digital boards, electronic displays, medium and large hoardings and smart solar-powered benches with charge-points for mobile devices, free Wi-Fi and sometimes even the opportunity to donate to charity via a contactless card.
- The benches also have the capacity to monitor air quality, through sensors that can also log temperature, humidity, noise and air pressure – with the results accessible in a downloadable app



Convenience stores and wholesalers have seen sales of healthier products and wish to maintain engagement and momentum

GOOD FOOD RETAIL PROJECT: OUTPUTS AND OUTCOMES

- Average 22% increase in availability of healthier options on shelf
- All retailers indicated that they intended to keep these products on shelf, and many said they would further grow their healthier range
- Wholesaler Bestway reported a nine-fold increase in sales of featured healthier lines during their trade day event in Lewisham. The event was supported by 13 key suppliers
- Bestway have introduced a national healthier promotion that runs throughout the year
- Supported the promotion and use of Healthy Start
- Demonstrates that convenience stores can be part of a strategic plan to improve access to healthier food in low-income areas



Increasing awareness of the Healthy Start Scheme across the borough was one of the top priorities from the action plan created in May 2022

GOOD FOOD RETAIL PROJECT: HEALTHY START PROMOTION

In December 2022, Southwark Public Health worked with Rice Marketing to promote the HS Scheme within 35 local retailers who were involved in a project with Rice Marketing.

