

Obesity and physical activity

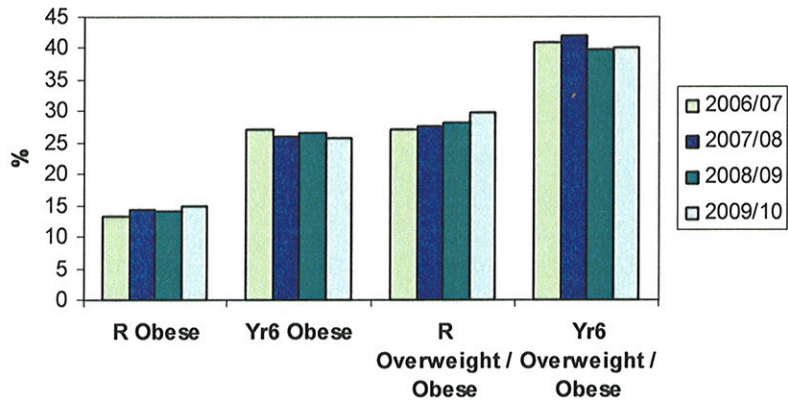
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Children Services & Education Scrutiny
16th November 2010



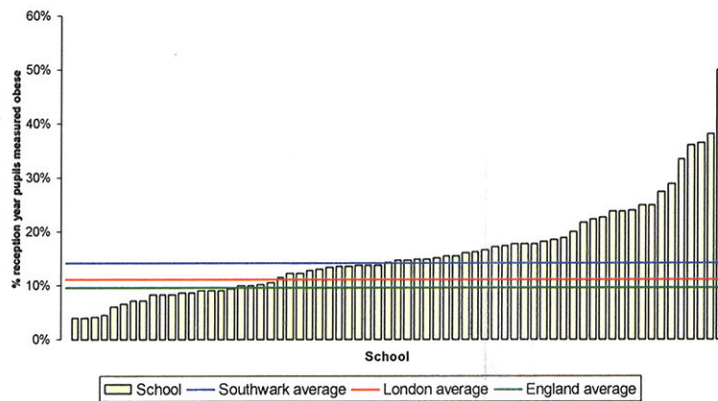
Presentation

- Childhood obesity – why it's of concern
- Evidence for what works: obesity and physical activity
- Healthy Weight Strategy – what are we doing & key priorities

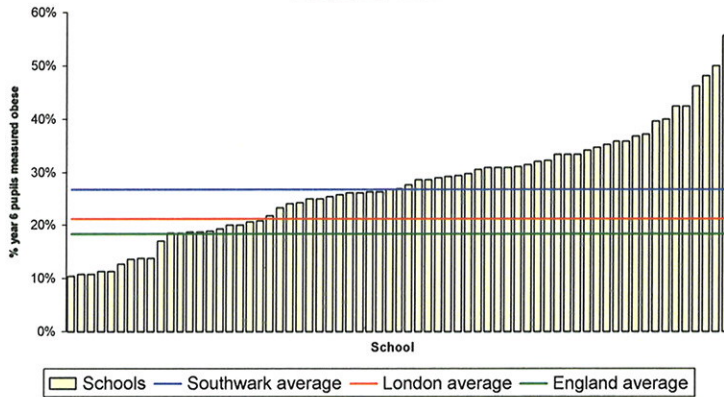
Child Measurement Programme Trends in Southwark



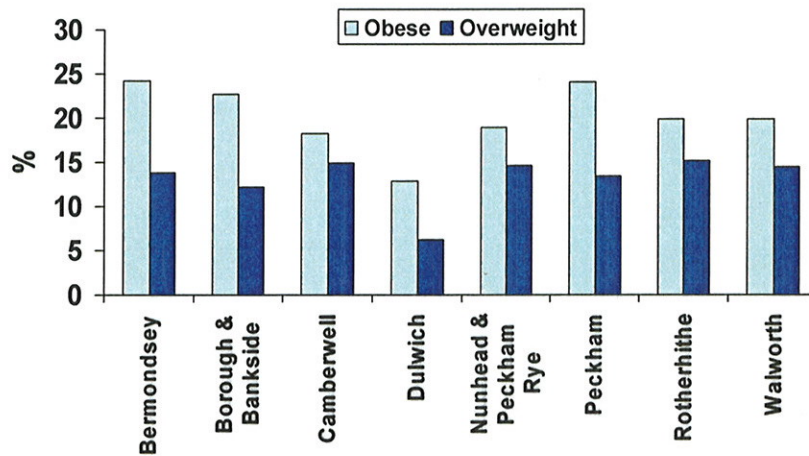
Schools: Percentage of Reception Year Obese, 2008/09



Schools: Percentage of Year 6 Obese, 2008/09



CMP By Community Council, 2008/09



What works for childhood obesity

- NICE and the Foresight Report

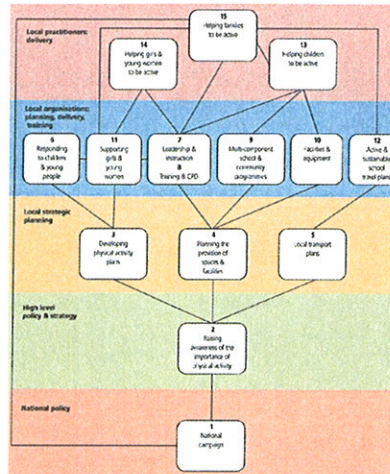
Both agree that the approaches must include environment, schools, workplaces and families with emphasis on multifaceted approach

What works for physical activity

- NICE guidance
- Recommendations on physical activity for children & young people ** (Jan 2009)
- Improving physical environment to encourage physical activity
- Evidence based behaviour change

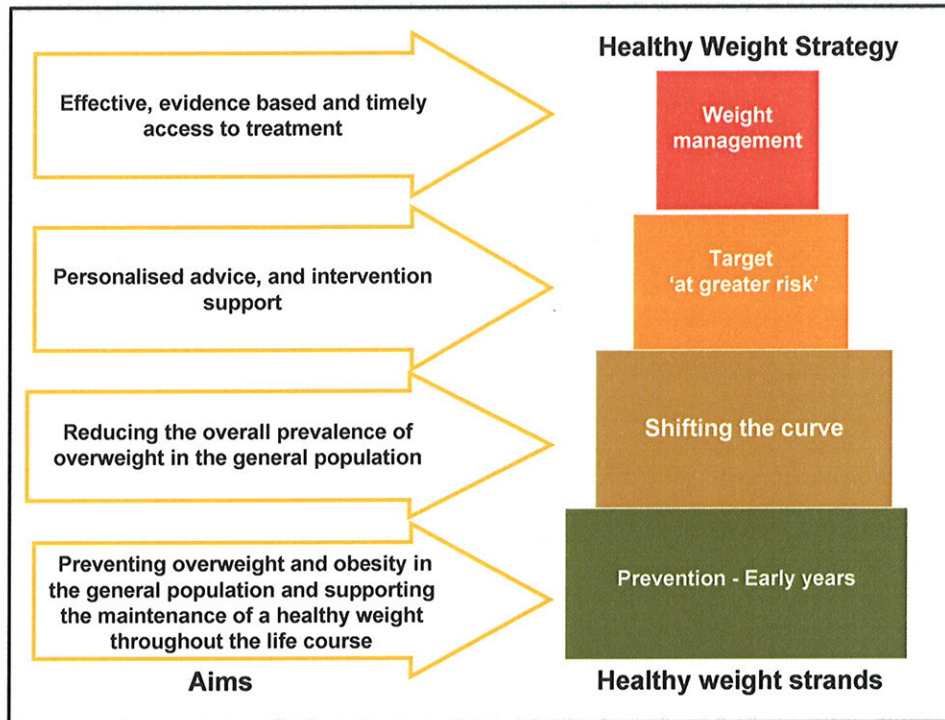
Physical activity recommendations

- Promoting physically active travel
- Providing a creative curriculum
- Putting young people at the centre
- Involving staff and parents
- Effective community links
- Space, facilities and equipment
- Developing a physical activity policy
- Providing structured and unstructured opportunities
- Whole school approach
- Monitoring and evaluation
(NICE Promoting Physical Activity for Children & Young People)



Effective local programmes

- M.E.N.D – Mind, Exercise, Nutrition, Do it!
 - Decrease in BMI and waist circumference
- Superstars Challenge
 - Decrease in BMI and waist circumference
- Bacon's School Sports Partnership
 - Year on year increase in physical activity levels (2009 50% > 3hrs PE; 2010 62%)



Strategy	Aims	Egs effective Interventions	Target groups	Delivery settings	Partners
Effective Treatment of obesity	Effective, evidence based and timely access to treatment	<i>Surgery Drug therapy Community based treatment programmes</i>	BMI > 35 Children 98 th centile	Secondary Care Primary Care Community	GSTT Primary Care NHS Southwark
Targeting those at risk of obesity	Personalised advice, and intervention support	<i>Brief interventions Community based treatment programmes</i>	BMI > 30 Children 98 th Centile LD & BME groups	Primary Care Community settings	Primary Care Local authority Voluntary and Community
Shifting the curve of overweight	Reducing the overall prevalence of overweight in the general population	<i>Healthy public policy to increase physical activity and healthy eating Healthy schools programme</i>	BME groups Socio-economically deprived	Neighbourhoods Workplaces Public spaces Commercial sector	Southwark Council Voluntary and Community Private sector
Early intervention and prevention	Preventing overweight and obesity in the general population and supporting the maintenance of a healthy weight throughout the life course	<i>Healthy Pregnancy advice Breastfeeding and weaning support Early years interventions</i>	Pregnant women Children BME groups Socio-economically deprived adults	Early years Schools Primary Care Community Workplaces	Early years providers NHS Southwark Voluntary and community GSTT

Strategy Plan Priorities 10/11

Strand 1

Early Years prevention

- Maternal health
- Baby Friendly Status / La Leche training / peer support
- Training for early years staff
- Children's centres:
 - Healthy eating policies
 - Physical activity policies

Strand 2

Shifting the curve

- Physical environment
- Whole school approach to promoting Free School Meals
- Working with parents and families
- Physical activity for the most inactive
- Led walks
- Training for community leaders
- Southwark Food Strategy

Strategy Plan Priorities 10/11

Strand 3

Targeting 'at risk'

- Training for at risk BME communities
- Training for providers of LD services
- Health checks for high risk groups
- Training for Primary care on brief interventions

Strand 4

Weight management

- Intervention for families
- Weight management options for adults
- Training for frontline professionals

Childhood Obesity & Free School Meals

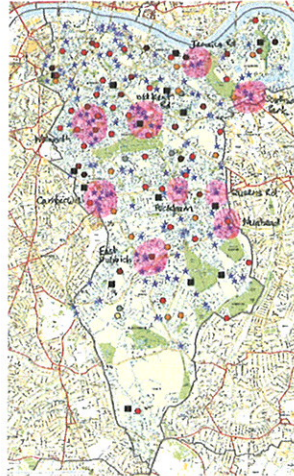
- Good evidence that healthier eating amongst school children can have positive effects on behaviour and concentration in class rooms
- Limited evidence that free school meals on their own impacts on childhood obesity but as part of a whole school approach (working with pupils, teachers, parents)

Whole school approach

- Engaging with pupils, teachers, parents
- Healthy eating and food in curriculum
- Healthy policies in place
- Healthy behaviour in and out of school settings
- Linking into School Transport Plans, Food Strategy, physical environment

Fast food outlets

- Limit saturation – opening of new outlets
- Area Action Plans
- Spatial Planning Document
- Promote healthier menus at existing outlets



Any Questions?

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