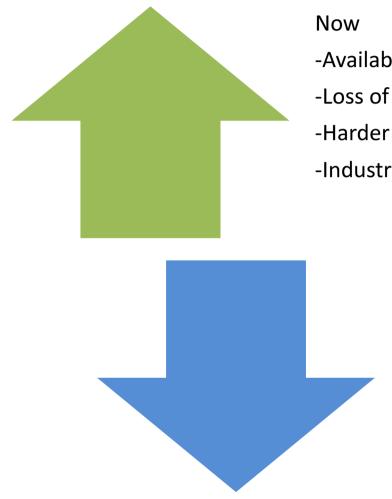


Shifting the blame



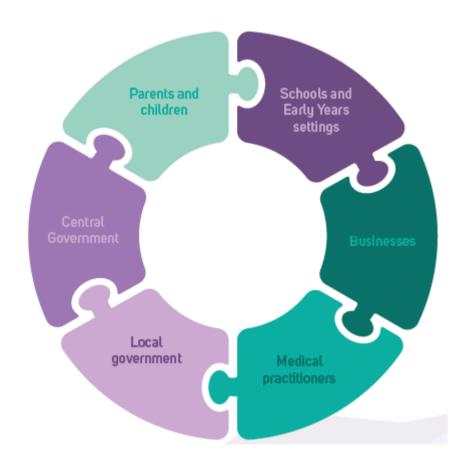
- -Availability of cheap unhealthy food.
- -Loss of green space.
- -Harder to walk/cycle.
- -Industry for promoting unhealthy food.

Previously

- -Blamed individuals/parents.
- -Assumed lack of knowledge of how to eat healthily
- -Lack of skills to cook healthy meals.
- -Not doing enough exercise-lazy.



What do we need to do?





DPH annual report for Southampton and Portsmouth 2017

Planning Healthy - Weight Environments - Six Elements

Movement and access

- 1
- » Clearly signposted, with direct walking and cycling networks
- » Safe and accessible networks, and a public » realm for all
- » Walking prioritised over motor vehicles, and vehicle speed managed
- » Area-wide walking and cycling infrastructure provided
- » Use of residential and business travel plans

Open spaces, play and recreation

- Planned network of multi-functional green and blue spaces
- » Easy-to-get-to natural green open spaces of different sizes
- » Safe and easy-to-get-to play and recreational spaces for all, with passive surveillance
- Sports and leisure facilities designed and maintained for everyone to use

Healthy food

- 3
- Maintain and enhance opportunities for community food growing
- Avoid over-concentration of unhealthy food such as hot-food takeaways in town centres and in proximity to schools or other facilities aimed at children and young people
- » Shops/food markets that sell a diverse offer of food choices and are easy to get to by walking, cycling or public transport

Neighbourhood spaces and social infrastructure

 Community and healthcare facilities provided early as part of a new

development

- » Services and facilities co-located within buildings where feasible
- » Public spaces that are attrative, easy to get to, and designed for a variety of uses

Buildings

- » Adequate internal spaces for bike storage, dining and kitchen facilities
- » Adequate private or semi-private outdoor space per dwelling
- » Car parking spaces are minimised across the development
- » Well-designed buildings with passive surveillance

Local economy

- 6
- » Enhance the vitality of the local centre by providing a more diverse retail and food offer
- » Centres and places of employment that are easy to get to by public transport, and on walking and cyling networks
- » Facilities are provided for people who are walking and cycling to local centres and high streets, such as street benches, toilets and secure bike storage



Southampton healthy weight plan 2017-2022

Actions are Required at National and Local Levels

National Action

National Action

- -Controls on advertising and marketing of unhealthy food and drinks to children
- -Controls on price promotions of unhealthy food and drink
- -Simplify planning regulation to limit proliferation of unhealthy food outlets
- -Sugary drinks tax which helps those at greatest risk of obesity
- -Improved labelling of sugar content of food and drinks
- -Improved education and information about diet
- -Apply School food standards to all schools
- Healthy food standards, adopted, implemented and monitored across the public sector

Local Action

- -Support active travel
- -Preserve parks and open spaces
- -Enable walking and cycling
- -Limit the concentration of fast food takeaways
- -Promote healthy food in public sector facilities such as hospitals and leisure centres (including healthy vending machines)
- -Ensure that local services and networks are in place to support parents in making and maintaining lifestyle changes following NCMP feedback.
- -Lead on innovative interventions to target those at risk
- -Promote healthy eating and a sustainable increase in physical activity levels

Local Action



Our Priorities- Children and Young Peoples Healthy Weight Plan 2017-2022





Four themes of the plan

Place

Southampton has the ambition develop a healthy weight environment where healthy choices are the easy choices for children, young people and families.

Targeted Prevention

Individuals and families at greatest risk will be supported by providing early help.

Themes

Settings

Places where children and young people go to live, learn and grow (early years, schools and colleges) will be supported to create a health promoting culture, championing healthy food choices and active lifestyles.

Treatment

Children and young people identified as not having a healthy weight will be provided with timely signposting to the appropriate self-help opportunities, tailored online or face-to-face support as required for long term behaviour change.



A Call to Action

- The outcomes set out in this plan will only be achieved in partnership with a range of sectors including local businesses.
- This is a call to local businesses and partners to pledge a contribution and measure the changes that result.
- Whether this is through partners applying for funding for a local target groups to sustainably increase physical activity levels.
- Or local businesses improving their cycle storage or outside space to encourage walking.
- Share your success: https://www.southampton.gov.uk/health-socialcare/children/healthy-weight/

Improve outside space to encourage more walking/cycling/active play Place Secure cycle storage for employees/tenants · Prioritise walking over motor vehicles Workplace health and wellbeing accreditation enabling healthier choices among staff **Settings** ·Workplace active travel plans · Healthy product placement in staff canteens Healthy vending machines Securing funding to support local families to sustainably increase physical activity levels **Targeted** support local parents lead healthy cook and eat sessions in the community prevention ·Support for local groups e.g. peer led buggy walks

Southampton's healthy weight plan

Action Plan Measures

Measures	Baseline (Southampton) 2015/16	England 2015/16	Target	2017-2019	2020-2021	2022
5% more new mums breast feeding	73.2%	74.3%	78.2%	74.3% 37 more*	76.2% 97 more*	78.2% 167 more*
5% more pupils with healthy weight at year R	77.0%	76.9%	82.0%	79% 63 more*	81% 126 more*	82% 158 more*
5% more pupils with a healthy weight at year 6	61.8%	64.5%	66.8%	63.8% 45 more*	65.8% 90 more*	66.8% 112 more*
4% increase in 15 year olds achieving 5-a-day	47.8%	52.4%	57.8%	52.8%	55.0%	57.8%
60 more settings (early years, school, colleges and workplaces) engaged in work to create a healthy setting	10	-	70	20	50	70
100 new businesses pledging an action to enable healthier choices	0		100	30	70	100



Independent report of the Chief Medical Officer 2019

- Our children have a right to live in a healthy environment.
- Being overweight or obese in childhood has profound impacts on the health and life chances of children.
- Children living in the most deprived areas are disproportionately affected.
- Our environment has slowly changed, making it harder for our children to be healthy.
- We need action across industry and the public sector. There
 is no magic bullet so many actions, each with a small impact,
 will be necessary.



Figure A1: A pictorial representation of some of the necessary Government actions

Access to

healthy

affordable

food

Create a healthy environment for all children.

Society

supports

people and

shapes the

environment

Cost of healthy food and drink.

e.g. incentives to rebalance cost of healthy food to make it more affordable such as VAT revisions to ensure healthier food remains zero rated and VAT on unhealthy options is consistent and progressive.

Availability of healthy food and drink on the high street

 e.g. Incentives to increase healthy food on sale such as free drinking water in all public places and shops.
 Develop a system to apply an upper level cap on calories in the out of home food sector.

Composition of food and drinks

e.g. by strengthening disincentives along the food chain to produce unhealthy food and drinks such as extension of Soft Drinks Industry Lew.

Portion size

e.g. working along the food chain to reintroduce recommended portion sizes and labelling for out of home food.

Marketing, advertising and promotions.

 e.g. by phasing out all marketing, advertising and sponsorship of less healthy food and drink products.

Public spaces and buildings offer healthy food, drink and water.

 e.g. by ensuring public institutions such as schools and hospitals provide healthier food and make free water routinely available.

Treatment

e.g. by ensuring treatment can meet population need and supporting professionals to identity, support and manage obesity.

Stigma

e.g. by supporting a change in discourse by working to reduce stigma and acknowledging the importance of environmental factors.

Activity levels

e.g. by supporting local authorities to create and maintain an environment where children are more physically active (e.g. better opportunities for active transport, green space for play).

Finding solutions

e.g. find win wins with industry and funding more quality research.

Join up across NHS and health sector

e.g develop a world class approach to joining up i.nformation about children's weight across NHS and health sector.

Government can change the factors that influence childhood obesity

Commercial

determinants

NOTE

This diagram is not a comprehensive representation of all Influencing factors. Where "food" is referred to "food and drink" should be read.



What is a whole systems approach

- Individual, isolated initiatives to viewing them as a whole system that interacts
- From asking, does the intervention work? To asking; how does the intervention change the system?
- From linear cause and effect to dynamic situations with feedback.
 Presenting a more realistic (but more complex) picture of the issue and its context, which changes over time.
- Top down control to partner and stakeholder involvement (with LAs providing co-ordination)

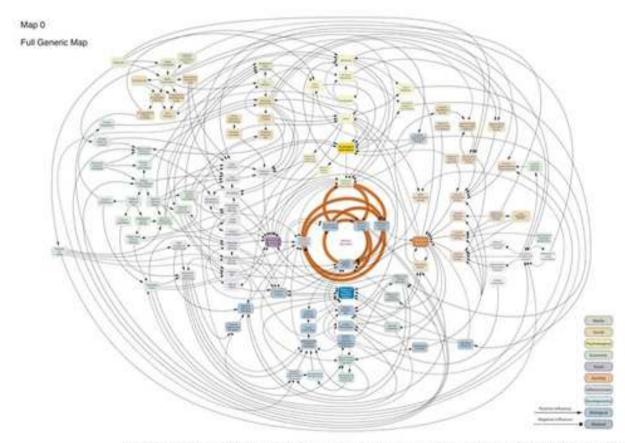


What is a systems approach?

- Get people together (key players).
- 2. Develop a collective understanding of an issue, (through a structured process). Develop your own local map.
- 3. Identify where to intervene.
- 4. Prioritise action.
- 5. Understand how your work fits into the system and aligns with the work of others and how it changes the system.



Obesity systems map- develop a local version



Source: Foresight - Tackling obesities: future choices - http://www.foresight.gov.uk/Obesity/Obesity_final/Index.html



Whole systems approach in Southampton

Current CYP Healthy Weight Plan runs 2017-2022

 Aim to start work on Southampton's whole systems approach in 2020



Any questions?

