



Understanding local environmental influences on childhood obesity

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Poor diet and obesity

 Poor diet-related ill health costs the £5.8 billion each year¹



 Over half (56%) obese²

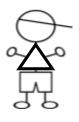


aged 25 to 34 years are overweight or

One in three children aged 10-11 years are overweight or obese³













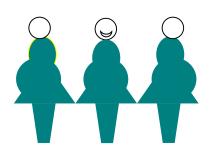
1 Scarborough, JPH 2011 2 HSE, 2017 3 NCMP data 2017/18

The Southampton Women's Survey





12,583 non-pregnant Southampton women aged 20-34 years interviewed between 1998 and 2002



Subsequent pregnancies studied, ultrasound scans and interviews



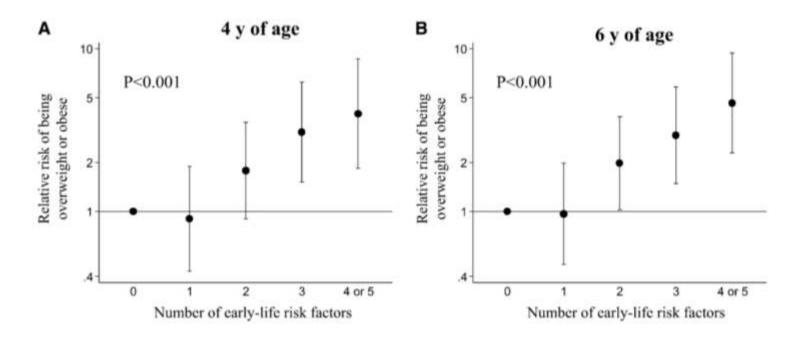
3,158 births





Children followed-up at 6, 12, 24 and 36 months, samples seen at 4, 6-7, 8-9 and 11-13 yrs

Early life risk factors for childhood overweight/obesity



- (1) maternal pre-pregnancy obesity (2) maternal smoking in pregnancy
- (3) low maternal vitamin D status in pregnancy (4) maternal excessive gestational weight gain
- (5) Not breastfed or short duration of breastfeeding





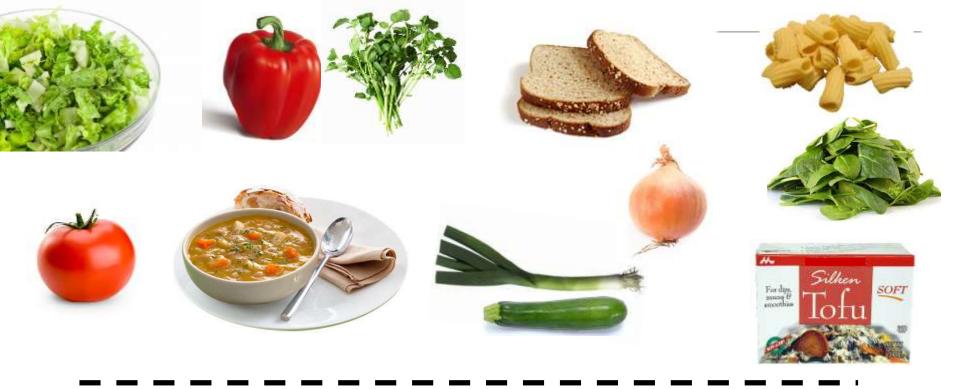


Diets of women and children



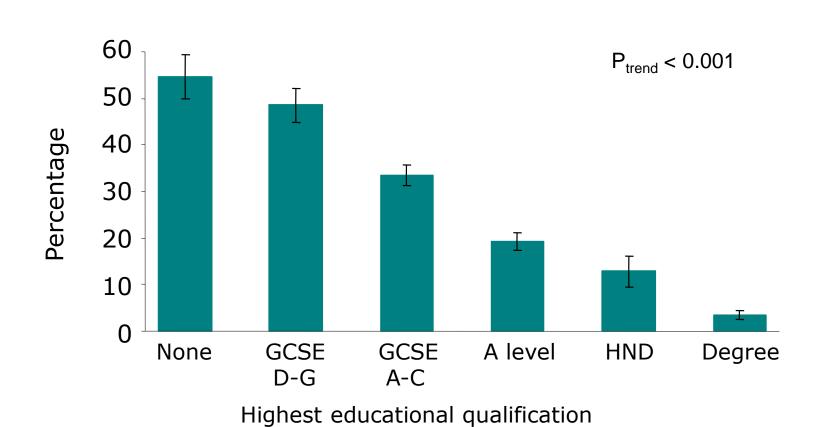


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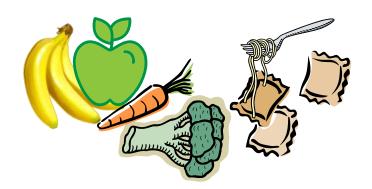
Percentages in the lowest quarter of diet quality score by highest educational qualification



Infant guidelines pattern

High consumption:

- fruit
- vegetables
- rice and pasta
- home prepared foods

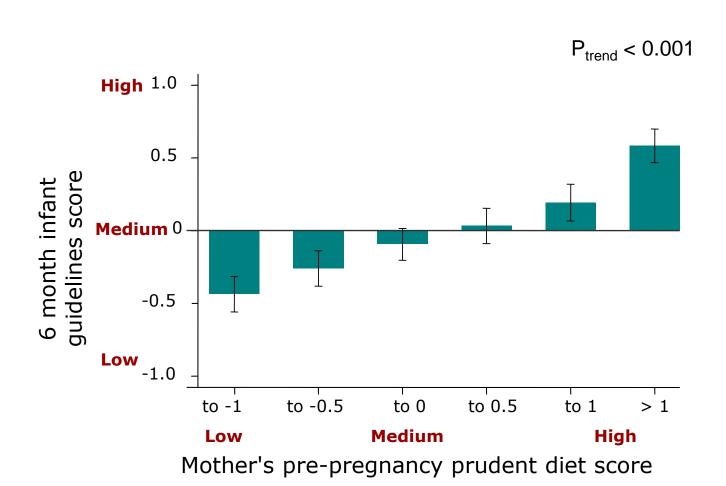


Low consumption:

 commercial baby foods - jars

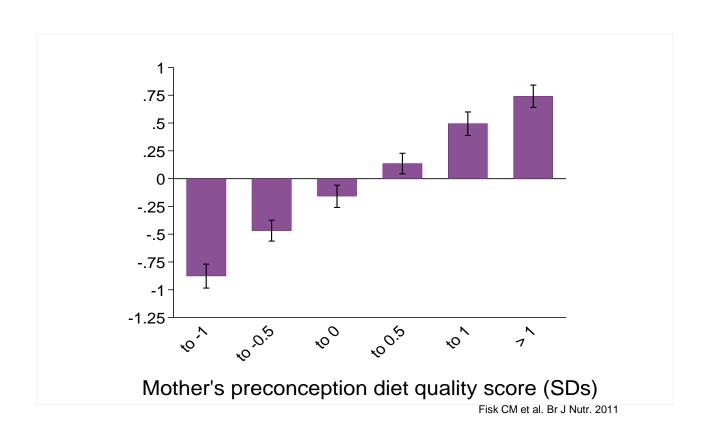


Infant guidelines pattern score according to diet quality score of the mother



Association between childhood diet quality at 3 years and maternal preconception diet

Association between diet quality of mother preconception and child at 3 years





Why do some women have poorer diets?

"Easy to take the kids down to McDonalds or something"



"Fruit and veg is expensive. It's a shame they can't make it cheaper"

"There's always buy-one-get-one-free isn't there on a packet of chicken nuggets or something."



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