

A discussion with Leeds

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Health

Has Leeds cracked the obesity problem?

1 May 2019

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Leeds becomes first UK city to lower its childhood obesity rate
City's Henry programme gives children choices while helping parents maintain boundaries

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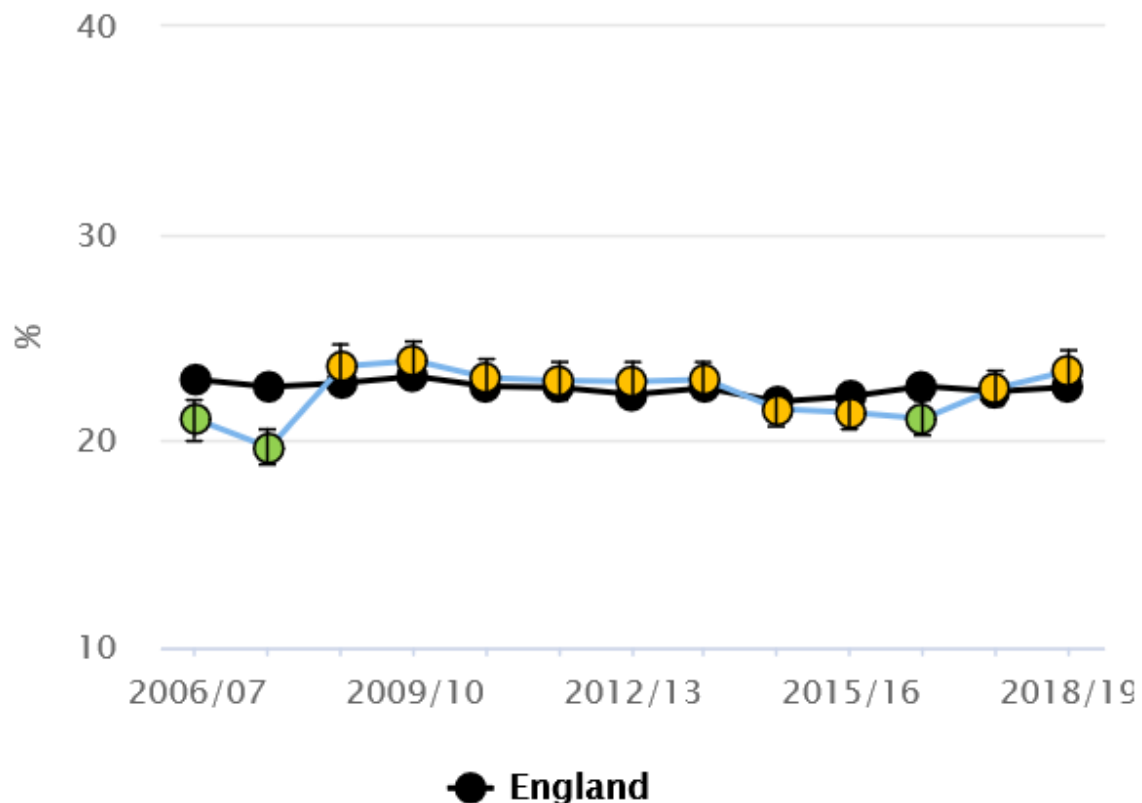
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Food for thought: Diet initiative in Leeds has reversed the city's obesity problem

A new initiative in Leeds which teaches parents to take back control has reversed the city's childhood obesity problem

The Guardian

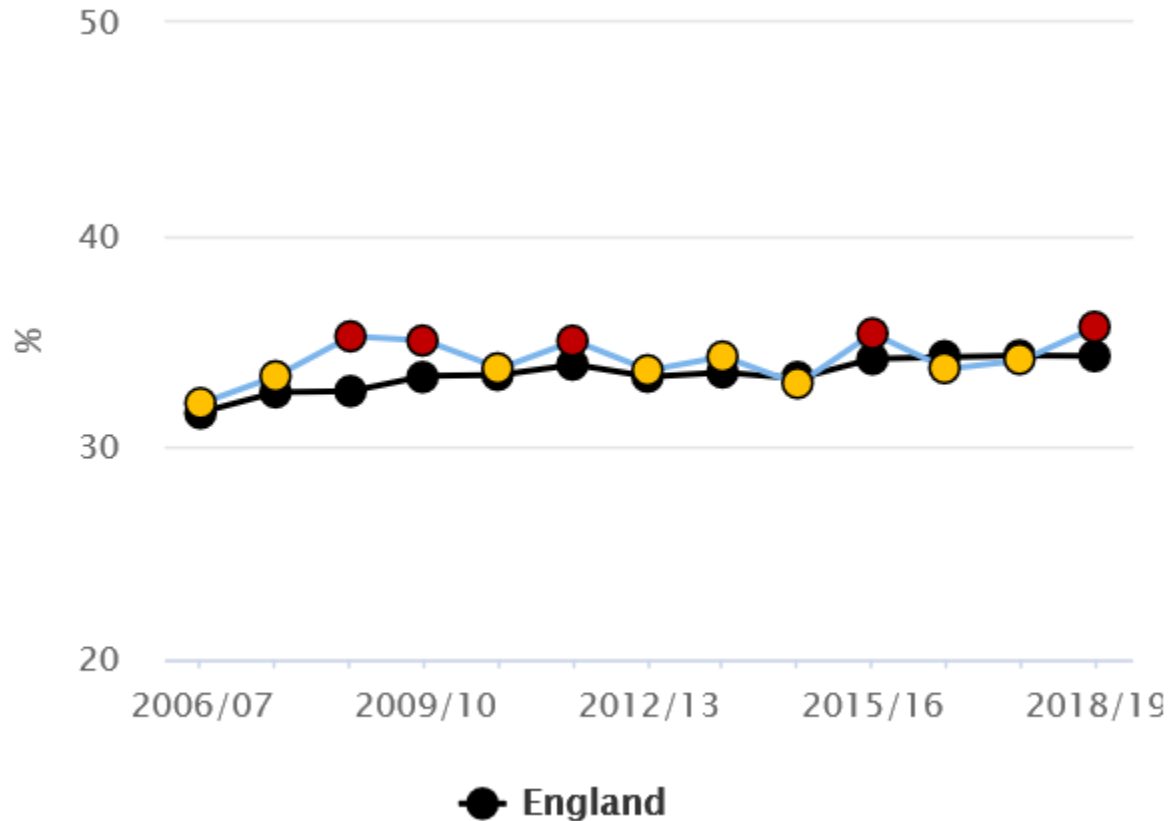
Overweight and obesity in year R



| Period | Leeds | | | | Yorkshire and the Humber region | England |
|---------|-------|-------|----------|----------|---------------------------------|---------|
| | Count | Value | Lower CI | Upper CI | | |
| 2006/07 | 1,310 | 21.0% | 20.0% | 22.0% | * | 22.9% |
| 2007/08 | 1,398 | 19.7% | 18.8% | 20.6% | 22.6% | 22.6% |
| 2008/09 | 1,740 | 23.6% | 22.6% | 24.6% | 22.7% | 22.8% |
| 2009/10 | 1,891 | 23.9% | 22.9% | 24.8% | 22.0% | 23.1% |
| 2010/11 | 1,875 | 23.0% | 22.1% | 24.0% | 22.1% | 22.6% |
| 2011/12 | 1,948 | 22.9% | 22.0% | 23.8% | 22.1% | 22.6% |
| 2012/13 | 1,961 | 22.9% | 22.0% | 23.8% | 21.9% | 22.2% |
| 2013/14 | 2,075 | 23.0% | 22.1% | 23.8% | 22.2% | 22.5% |
| 2014/15 | 2,014 | 21.5% | 20.7% | 22.4% | 21.5% | 21.9% |
| 2015/16 | 2,036 | 21.4% | 20.5% | 22.2% | 22.4% | 22.1% |
| 2016/17 | 2,021 | 21.1% | 20.3% | 21.9% | 22.2% | 22.6% |
| 2017/18 | 2,065 | 22.5% | 21.7% | 23.4% | 22.9% | 22.4% |
| 2018/19 | 2,111 | 23.4% | 22.5% | 24.3% | 23.7% | 22.6% |

Source: NHS Digital, National Child Measurement Programme

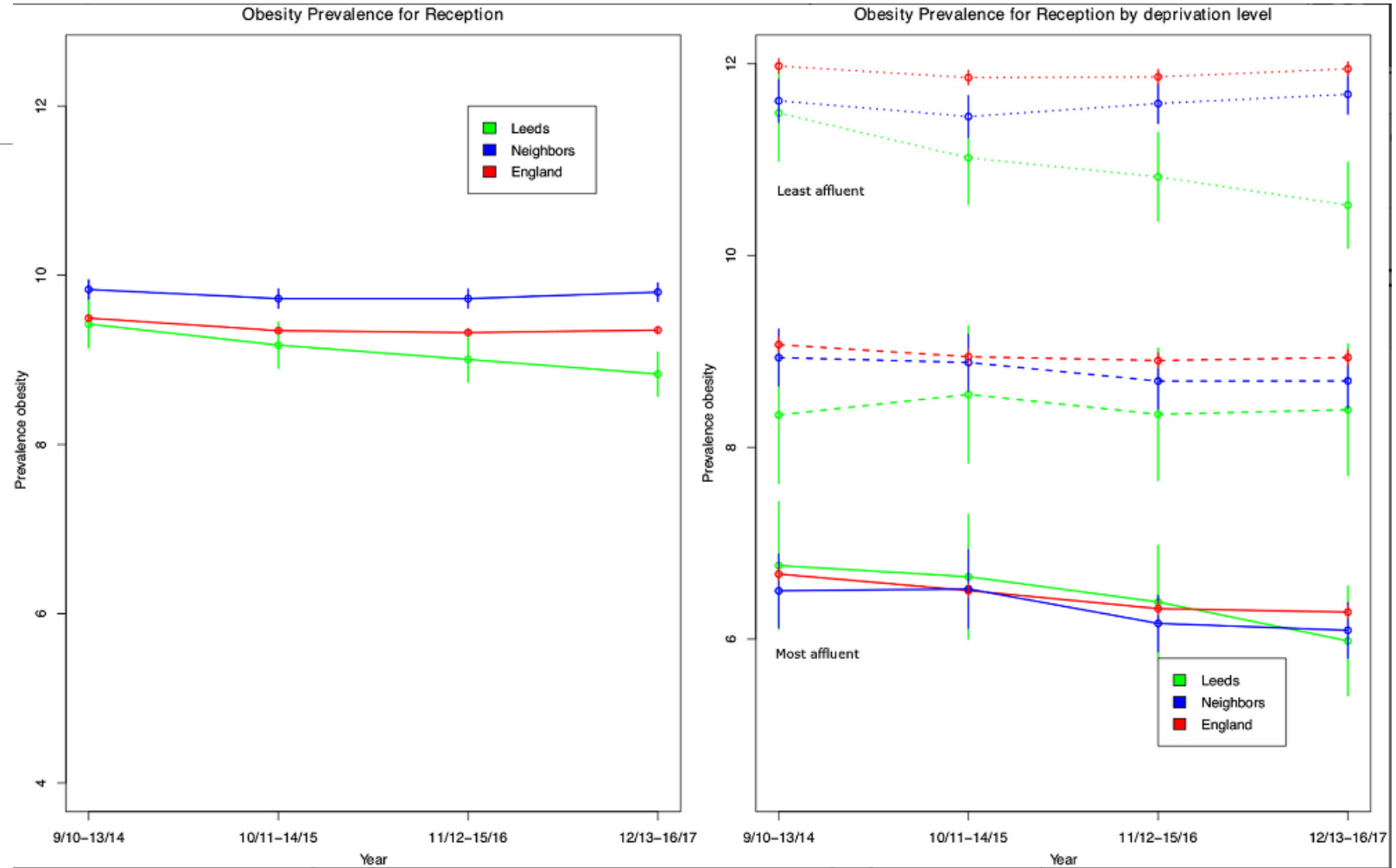
Overweight and Obesity- year 6



| Period | Leeds | | | | Yorkshire and the Humber region | England |
|---------|-------|-------|----------|----------|---------------------------------|---------|
| | Count | Value | Lower CI | Upper CI | | |
| 2006/07 | 2,178 | 32.1% | 31.0% | 33.2% | * | 31.7% |
| 2007/08 | 2,395 | 33.3% | 32.3% | 34.4% | 33.1% | 32.6% |
| 2008/09 | 2,522 | 35.2% | 34.1% | 36.3% | 32.5% | 32.6% |
| 2009/10 | 1,823 | 35.0% | 33.7% | 36.3% | 33.0% | 33.4% |
| 2010/11 | 2,404 | 33.7% | 32.6% | 34.8% | 33.2% | 33.4% |
| 2011/12 | 2,441 | 35.0% | 33.9% | 36.1% | 33.7% | 33.9% |
| 2012/13 | 1,721 | 33.6% | 32.3% | 34.9% | 33.2% | 33.3% |
| 2013/14 | 2,471 | 34.3% | 33.2% | 35.4% | 33.4% | 33.5% |
| 2014/15 | 2,487 | 33.0% | 31.9% | 34.0% | 33.3% | 33.2% |
| 2015/16 | 2,785 | 35.4% | 34.3% | 36.4% | 34.6% | 34.2% |
| 2016/17 | 2,621 | 33.7% | 32.6% | 34.7% | 34.6% | 34.2% |
| 2017/18 | 2,754 | 34.1% | 33.1% | 35.1% | 34.7% | 34.3% |
| 2018/19 | 3,066 | 35.7% | 34.7% | 36.7% | 35.1% | 34.3% |

Source: NHS Digital, National Child Measurement Programme

Obesity trends Leeds- Year R



Rudolf, M, Perera, R, Swanston, D, Burberry, J, Roberts, K, Jebb, S. Observational analysis of disparities in obesity in children in the UK: Has Leeds bucked the trend? *Pediatric Obesity*. 2019; 14:e12529. <https://doi.org/10.1111/ijpo.12529>

Leeds

- Population of 790k.
- Population aged 0-19 of 192k
- 33 wards
- Deprivation
- Life expectancy is 11.5 years lower for men and 9.4 years lower for women in the most deprived



Overall aims for the Leeds

- Strong economy, but a compassionate city as well.
- Two major plans: Health and Wellbeing and Inclusive growth plan.
- Child Friendly City.



Leeds strategies to tackle obesity

- Focus on the physical activity environment and the food environment:
 - **Child Healthy Weight Plan** (locally developed, partnership with council and external).
 - Signed up to the **Healthy Weight Charter** (Council). To consider the impact of council decisions on family weight status.
 - Food environment work-sign up to **Sustainable Food Cities Award**.
 - **Leeds Food Charter** (locally developed with partners).



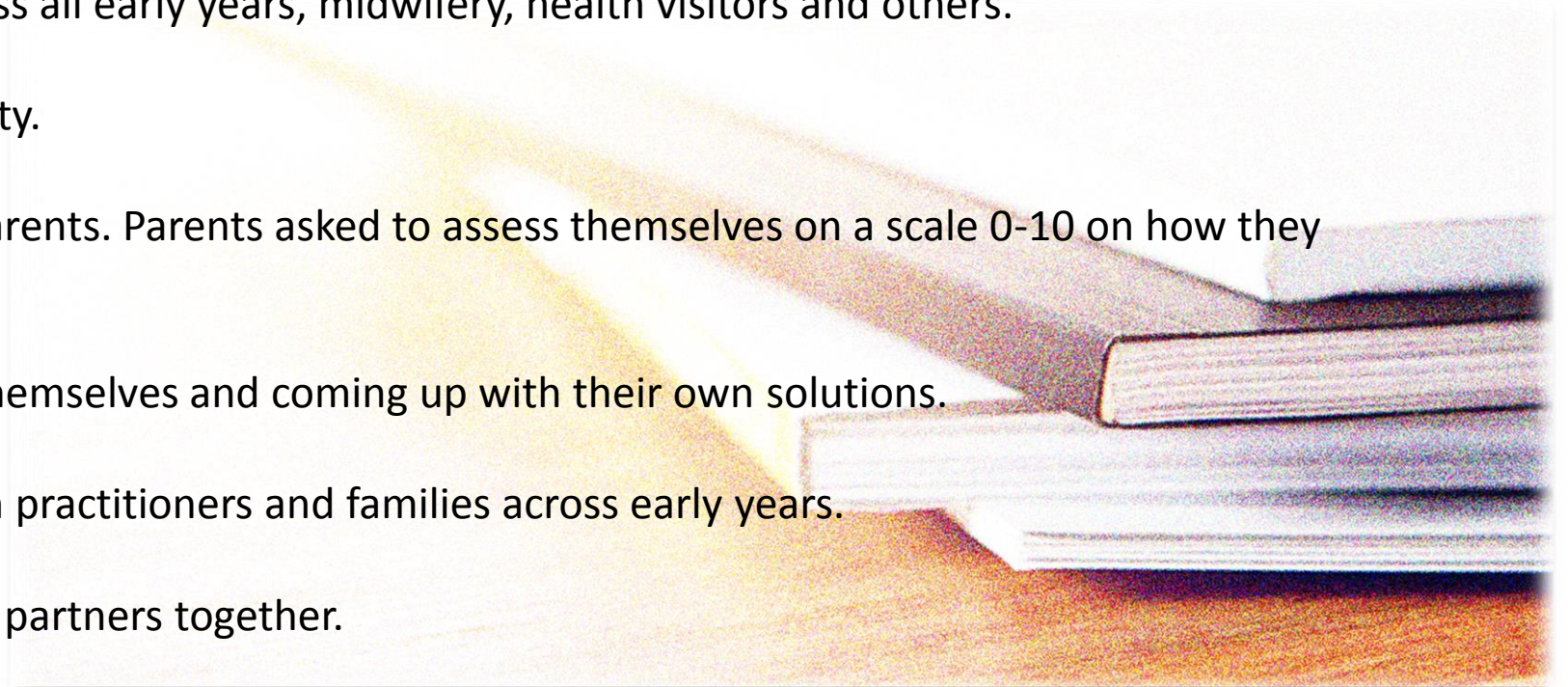
Child Healthy Weight Plan

- Leeds becomes an environment that is conducive to raising a child to be a healthy weight.
 - Whole school approach
 - Leisure and green space
 - Healthy built environment
 - Breast feeding, weaning
 - **HENRY**
 - Community lifestyle interventions
 - Change4 Life and local social marketing work
 - **2-3 year old BMI collection**
 - Consultation and partnership work



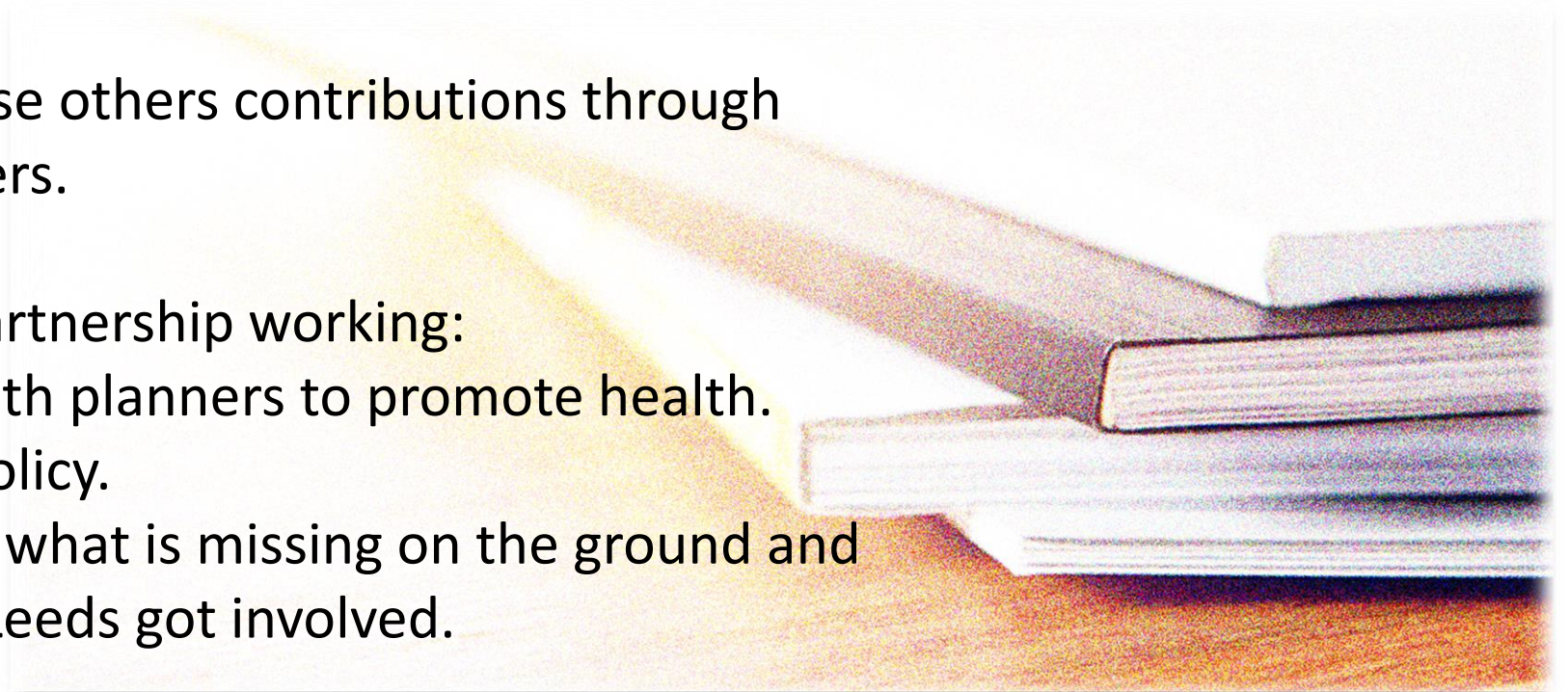
HENRY-(Healthy Eating and Nutrition in the Really Young)

- Licenced Programme.
- 1400 practitioners trained across all early years, midwifery, health visitors and others.
- Over 90 HENRY groups in the city.
- Based on conversations with parents. Parents asked to assess themselves on a scale 0-10 on how they are doing.
- Focus is on parents assessing themselves and coming up with their own solutions.
- Changed relationships between practitioners and families across early years.
- Promising results have brought partners together.



Influencing wider policy in Leeds

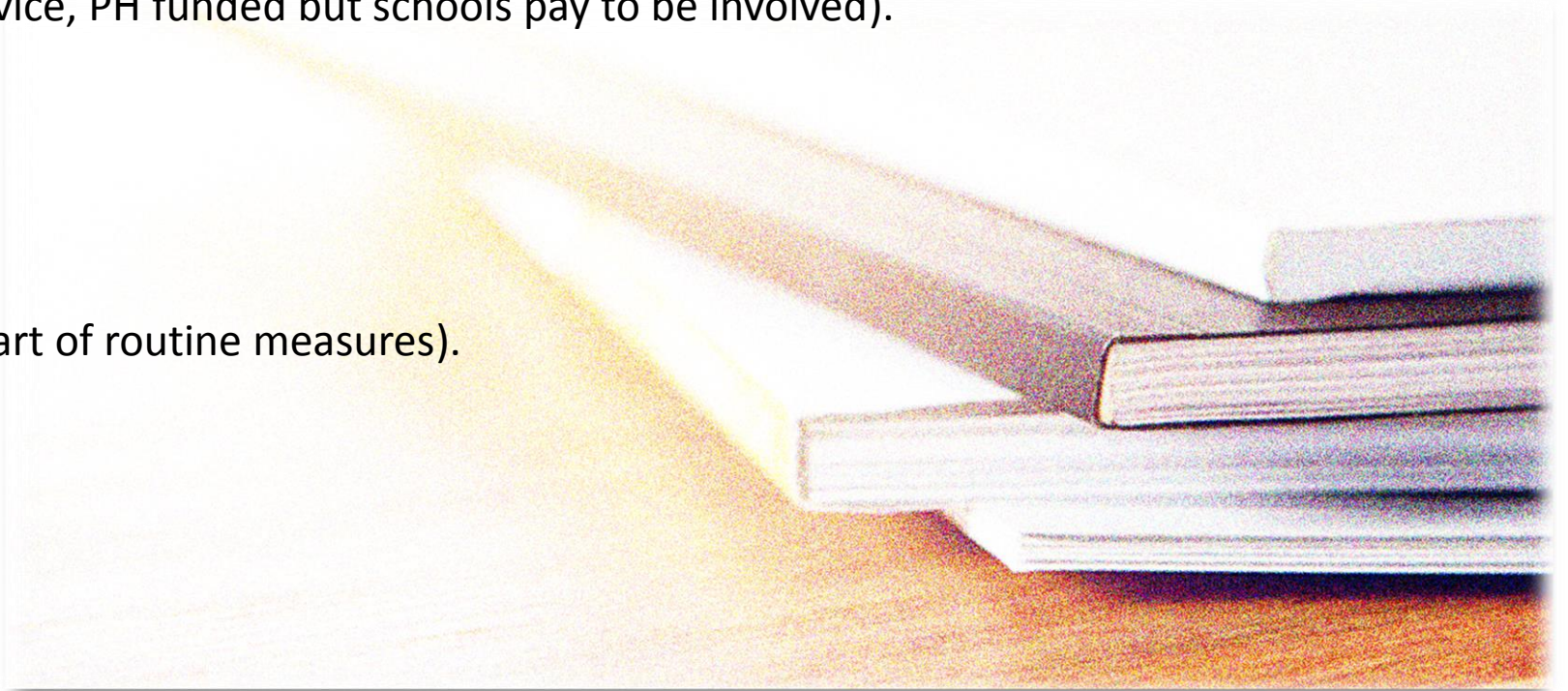
- Develop partnerships to identify common objectives to help each other deliver them collectively.
- Acknowledge and recognise others contributions through partnerships and news letters.
- Predominantly through partnership working:
 - Developed principles with planners to promote health.
 - Guidance rather than policy.
 - Collectively understand what is missing on the ground and where public health in Leeds got involved.



Prevention plan

- A lot of work underway under their prevention plan, (difficult to measure).
- Healthy Schools Team (traded service, PH funded but schools pay to be involved).
- Whole School Food Policy.
- Healthy Weaning workshops.
- Measuring BMI 2 year olds (not part of routine measures).

Practice has changed in many ways.



Healthy Weight Charter

- Based on fourteen standard commitments- examples:
 - Engage with the local food and drink sector where appropriate to consider responsible retailing, offering and promoting healthier food.
 - Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities.
 - Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available.
 - Increase public access to fresh drinking water on local authority controlled sites.

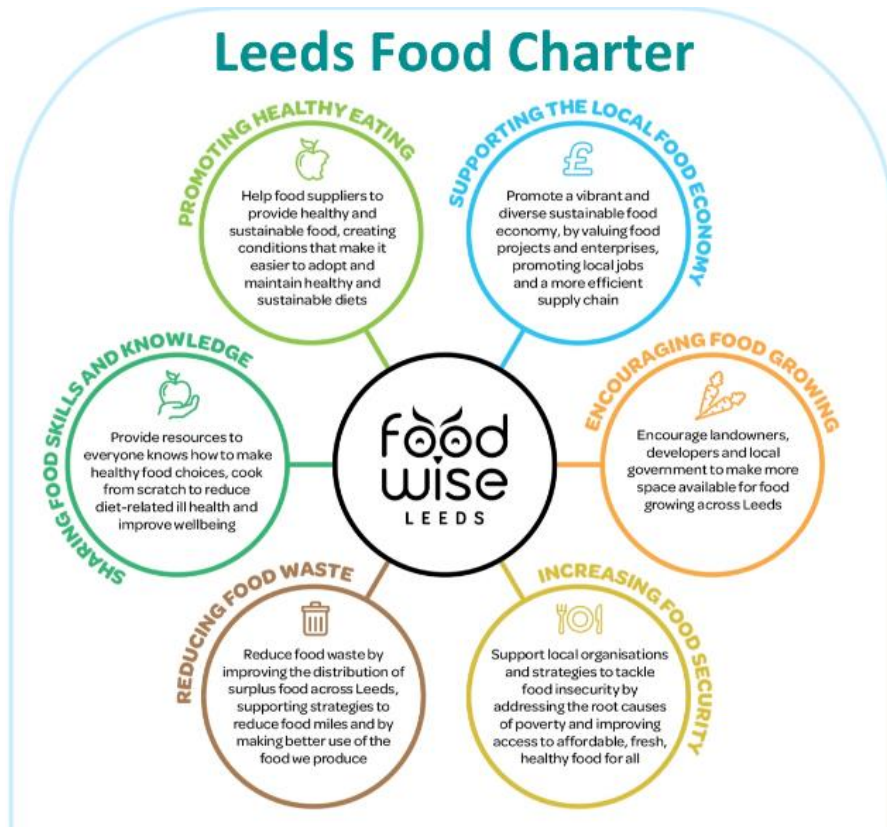


Sustainable Food Cities Award (national framework)

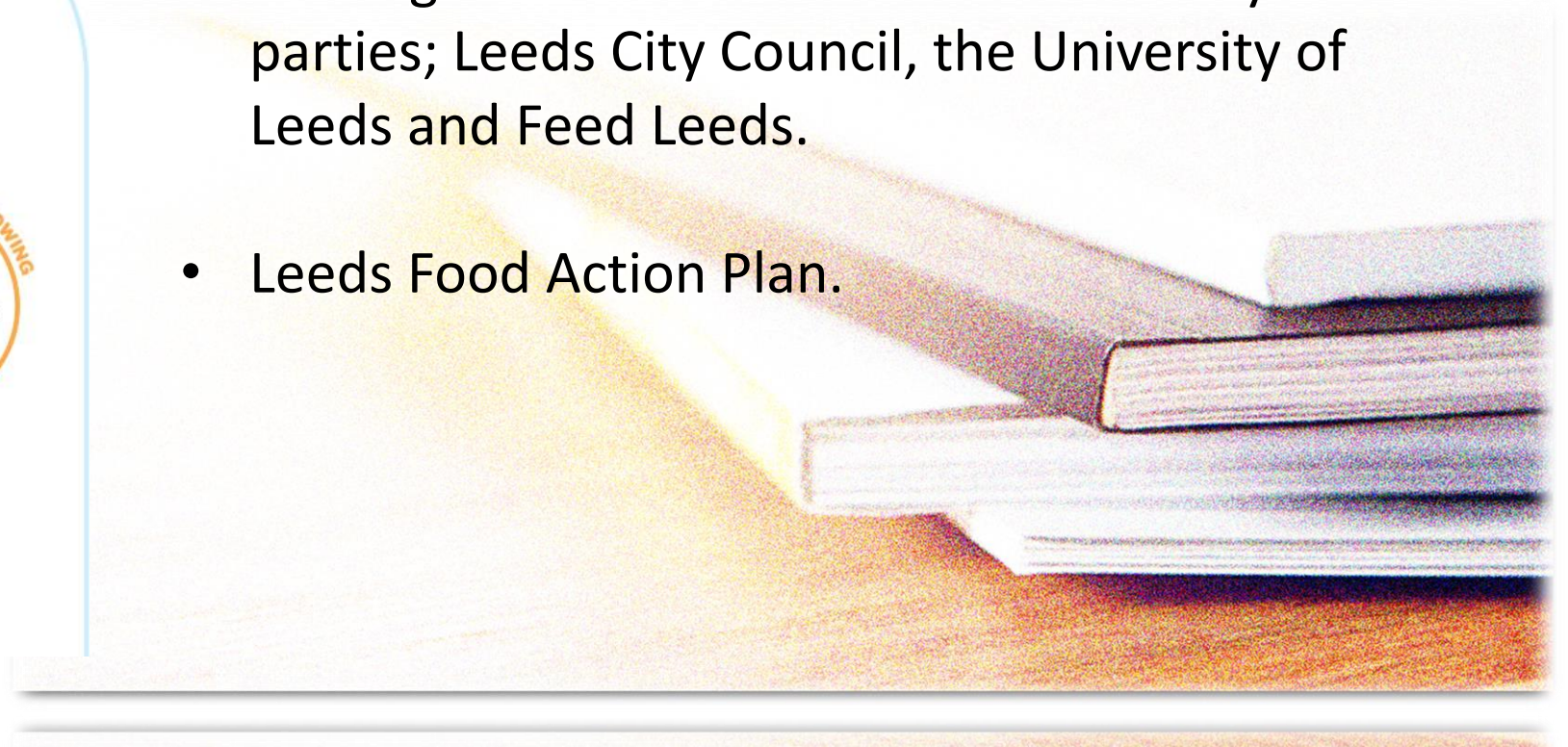
- A framework to help cities set a direction to transform food in the city based on 6 themes:
 - 1. Promoting healthy and sustainable food to the public
 - 2. Tackling food poverty, diet-related ill health and access to affordable healthy food
 - 3. Building community food knowledge, skills, resources and projects
 - 4. Promoting a vibrant and diverse sustainable food economy
 - 5. Transforming catering and food procurement
 - 6. Reducing waste and the ecological footprint of the food system



Leeds Food Partnership



- The organisation was initiated in 2016 by three parties; Leeds City Council, the University of Leeds and Feed Leeds.
- Leeds Food Action Plan.



Governance

- Health and Wellbeing Board and the Children and Young People's Trust Board.
- Work ongoing with other boards/committees-to build relationships with partners outside the Health arena, e.g. Community Committees.



Summary

- Leeds have started to turn the tide.
- Combination of council commitments and council/partner commitments.
- Long term strategy/strategies and ability to scale-up work.

Thank you