



Public Health
England

Protecting and improving the nation's health

Overview of national policy relating to childhood obesity

Angela Baker, Deputy Director PHESE

PHE and its functions

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities.

It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services.

PHE is an operationally autonomous executive agency of the Department of Health.

Contents

- The issue
- Why it matters
- Who gets obese
- What are we doing nationally
- What is the evidence around local interventions

What is Obesity?

Obesity is the medical term for having too much fat stored in your body for good health.

When people gain weight through a 'positive energy balance', that is more energy (food and drink) coming into the body than is being spent through activity and exercise, the surplus energy is stored mainly in fat cells that are present throughout the body.

Obesity prevalence

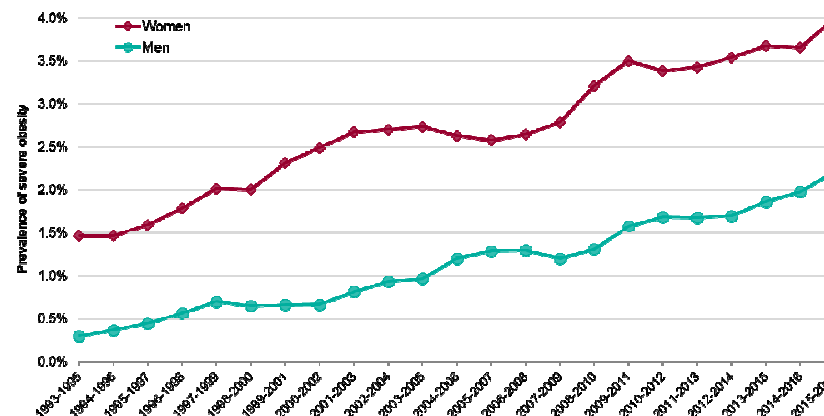
Adults

- 2/3rd overweight or obese
- 1/3rd classified as obese
- Prevalence of both obesity and severe obesity continue to increase

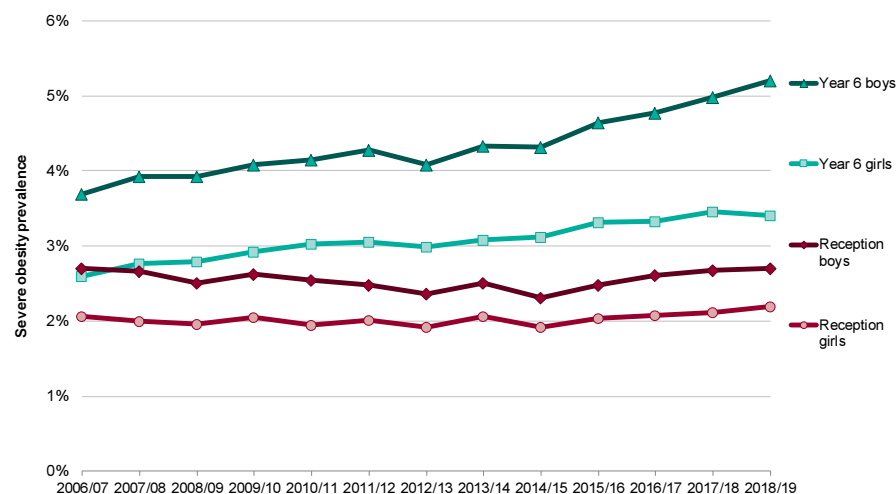
Children

- 1/5th children in Reception and 1/3rd children in Year 6 are overweight or obese
- Severe obesity prevalence among boys and girls in Year 6 has shown an upward trend since 2006/07

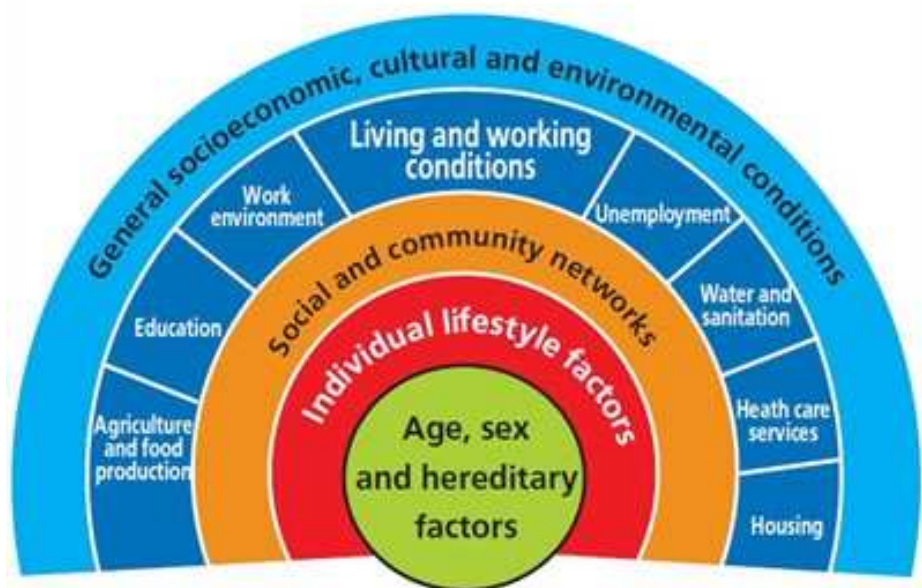
Trend in severe obesity among adults
Health Survey for England 1993 to 2017 (three-year average)



Trend in severe obesity in children by age and sex
NCMP 2006/07 to 2018/19

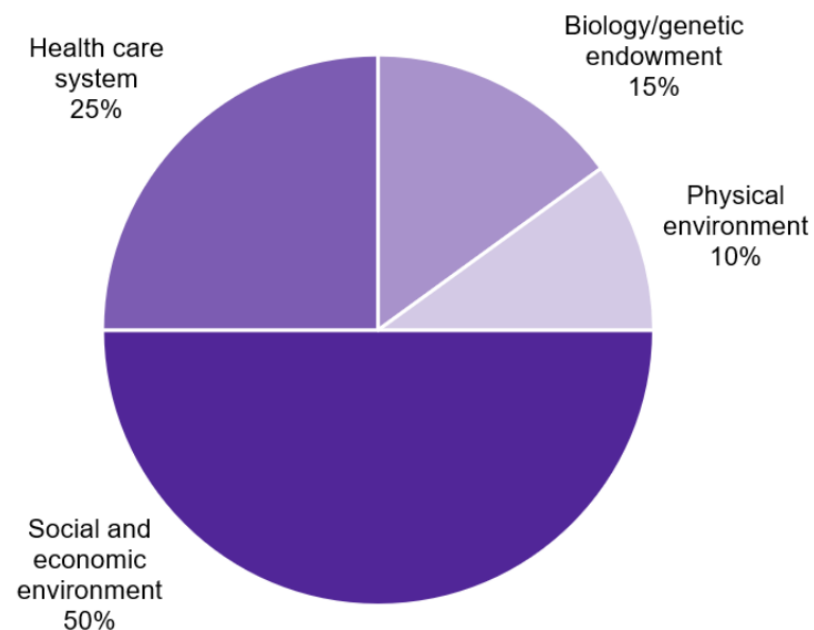


Determinants of health



The Determinants of Health (1992) Dahlgren and Whitehead

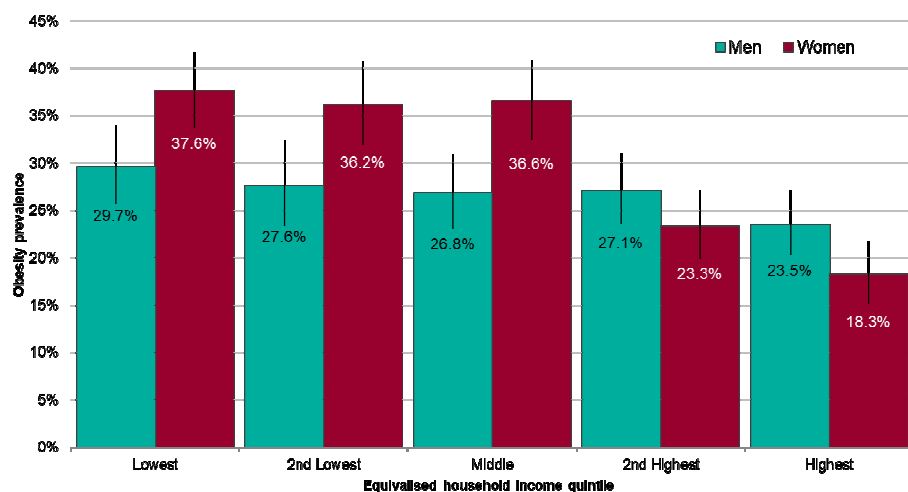
Estimated impact of determinants on health status



Canadian Institute of Advanced Research 2002

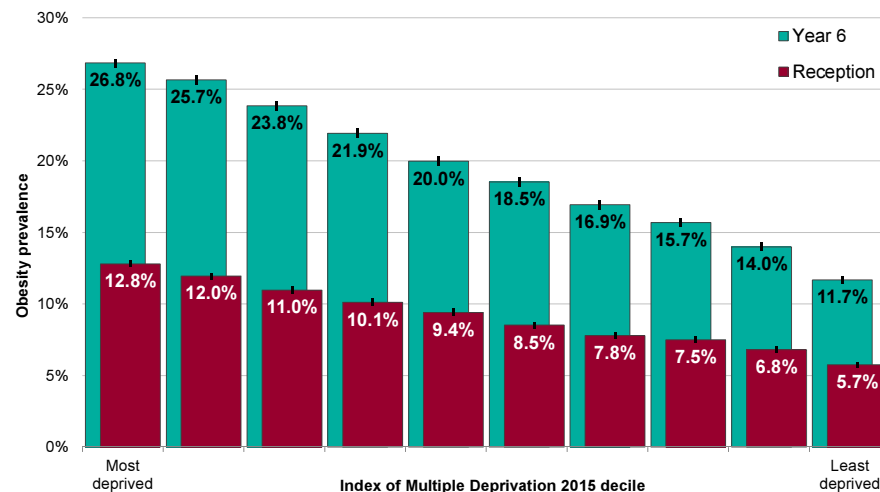
Obesity and health inequalities

Adult obesity prevalence by income
Health Survey for England 2017



95% confidence intervals are shown
Adult (aged 16+) obesity: BMI $\geq 30\text{kg/m}^2$

Child obesity prevalence by deprivation decile
National Child Measurement Programme 2017/18



Child obesity: BMI $\geq 95^{\text{th}}$ centile of the UK90 growth reference

Government commitments

- Prevent excess weight gain across the life course
- Identify risk(s) earlier and support behaviour change to minimise weight gain and support appropriate weight loss.
- Help people maintain a healthier weight for longer
- Improve nutrient content of food and drinks
- Create and plan a health promoting environment

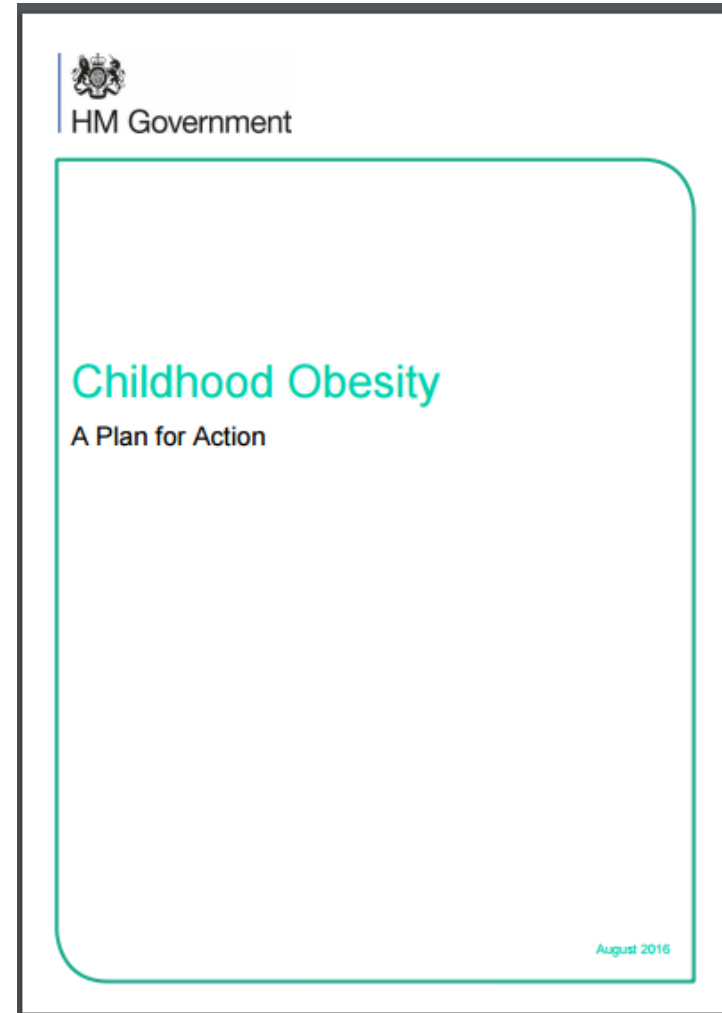


HM Government Childhood Obesity A Plan for Action

Published August 2016

PHE-led deliverables include:

- Taking out 20% of sugar in products
- Achieving 2017 salt targets
- Reducing calories in a wider range of products contributing to children's intakes
- Updating the nutrient profiling model
- Revised menus for early years settings
- Explore digital weight management approaches for children and families



Childhood obesity: a plan for action, chapter 2



Labelling

- Mandate **calorie labelling on the out of home sector** (including online food delivery)
- Explore what **additional opportunities** leaving the EU presents for food labelling

Sugar reduction

- Consider **extending the SDIL** to milk-based drinks if they fail to reduce sugar by 2020.
- Consider **further use of tax system** if sugar reduction does not achieve the desired progress
- Consult on introducing a ban to **end the sale of energy drinks to children**



Local communities

- Develop a **trialblazer programme** with LAs to ensure those that want to take action have the knowledge, support and leadership to do so.
- Strengthening **Government Buying Standards for Food and Catering Services**

Our national ambition is to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.



Retail

- Intend to ban price promotions of **HFSS food and drink**, such as buy one get one free and multi-buy offers or unlimited refills of sugary drinks.
- Intend to ban the promotion of **HFSS food and drink by location** (at checkouts, end of aisles and store entrance)



Marketing

- Consult on introducing a **9pm watershed for advertising HFSS products** in broadcast media with similar action in the **online space**

Schools

- Review how the **least active children are being engaged in physical activity in schools** to ensure that our investment helps all children lead active lives
- A national ambition for every primary school to adopt an active mile initiative, such as **The Daily Mile**.
- Introduce secondary legislation to **update the standards for school food** and take steps to ensure compliance
- Consult on use of **healthy start vouchers** to provide additional support for low income families

Prevention Green Paper

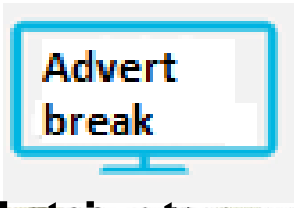
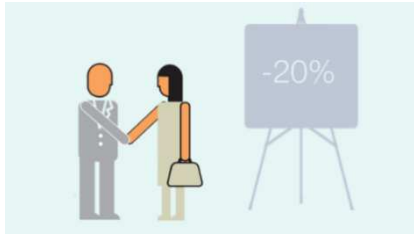
- Advancing our health: prevention in the 2020s

“We’ve published “Chapter 3” of the Childhood Obesity Strategy, including bold action on:

- infant feeding,
- clear labelling,
- food reformulation improving the nutritional content of foods,
- and support for individuals to achieve and maintain a healthier weight.

In addition, driving forward policies in Chapter 2, including ending the sale of energy drinks to children.”

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/819766/advancing-our-health-prevention-in-the-2020s-accessible.pdf



Food and drink Reduction and reformulation

Nutrient profile model

Food procurement catering advice and local food offer

Societal influences

Individual psychology

Individual activity

Activity environment

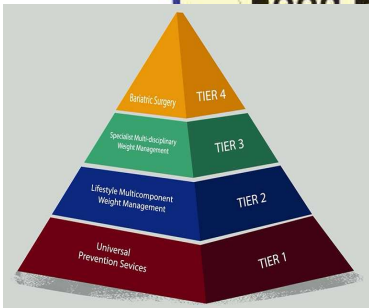
Food Production

Food Consumption

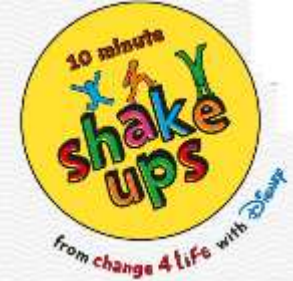
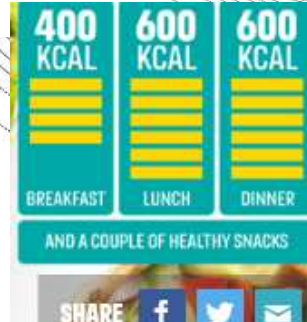
Biology



Getting people active

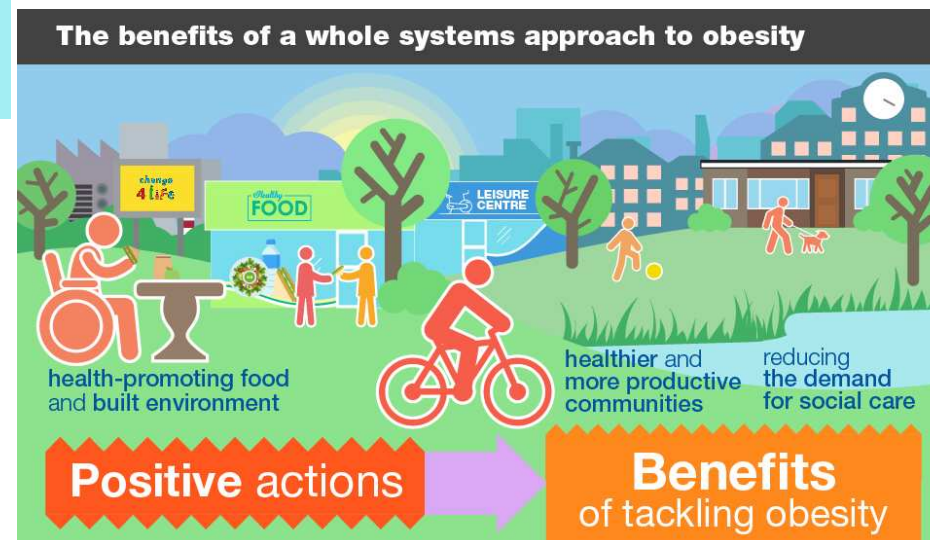
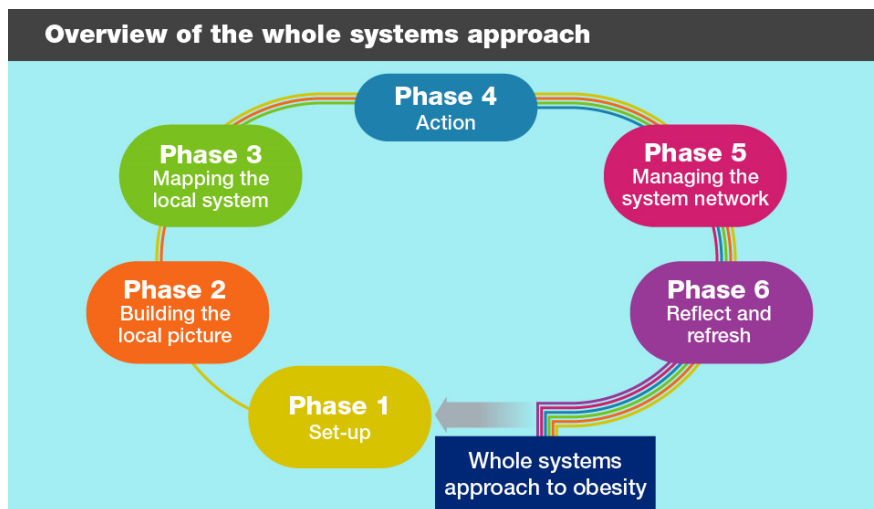


Secondary prevention 'care and support'



Planning so the default = healthier choice the easiest choice for families

Whole systems approach to obesity



<https://www.youtube.com/watch?v=SLu9AOpfsjs>

NICE guidance adults

Weight management: lifestyle services for overweight or obese adults

Public health guideline [PH53] Published date: May 2014 [Uptake of this guidance](#)

Recommendation 1 Adopt an integrated approach to preventing and managing obesity

Local authorities, working with other local service providers, clinical commissioning groups and health and wellbeing boards, should:

- Ensure there is an integrated approach to preventing and managing obesity and its associated conditions (see [recommendation 1](#) in Obesity: working with local communities, NICE public health guidance 42). Systems should be in place to allow people to be referred to, or receive support from (or across) the different service tiers of an obesity pathway, as necessary. This includes referrals to and from [lifestyle weight management programmes](#). All the options in the local obesity pathway should be made clear to both professionals and the public.

<https://www.nice.org.uk/guidance/ph53/chapter/1-Recommendations>

NICE guidance children

Weight management: lifestyle services for overweight or obese children and young people

Public health guideline [PH47] Published date: October 2013

Recommendation 2 Commissioning lifestyle weight management programmes for children and young people

What action should they take?

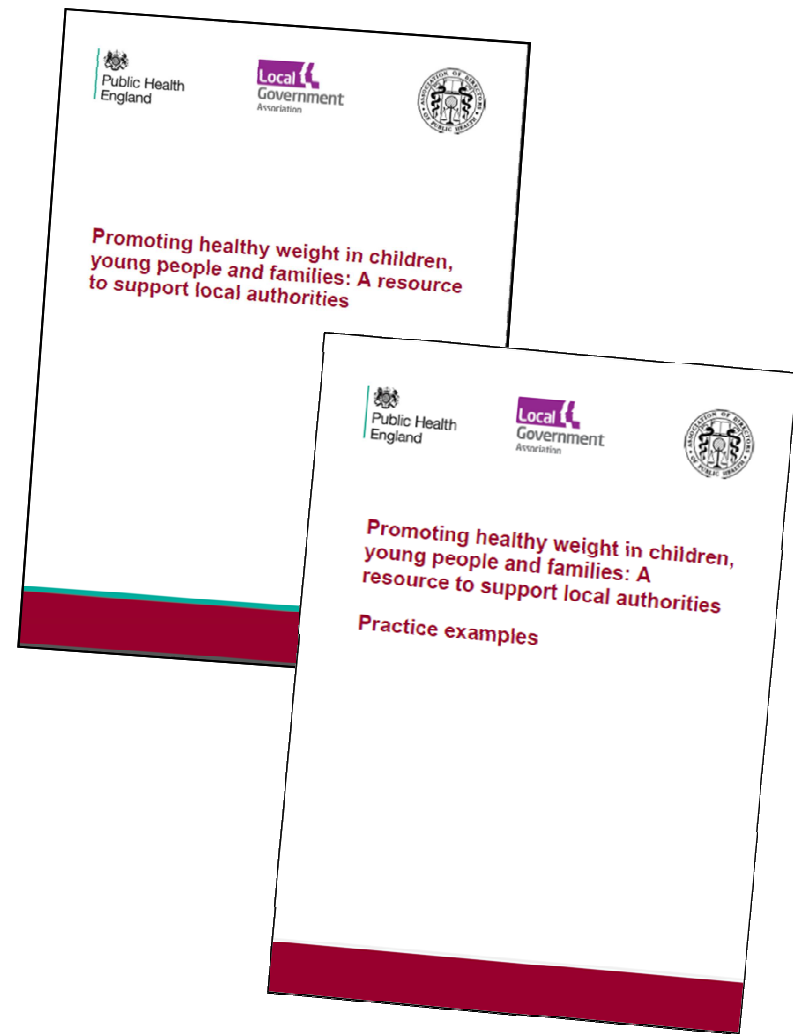
- Identify needs using the [joint strategic needs assessment](#). Use community engagement techniques with local families to identify any barriers and facilitators discouraging or encouraging the uptake and completion of programmes.
- Commission [lifestyle weight management services](#) to meet the needs of local children and young people, including those of different ages, different stages of development and from different cultural backgrounds. Services should be in line with the health and wellbeing strategy.

<https://www.nice.org.uk/guidance/ph47/chapter/1-Recommendations>

Resource to support local authorities to take action to reduce childhood obesity

- Series of Briefing notes
 - why action is needed
 - key messages
 - opportunities for action
 - supporting resources
 - other useful resources

- Local Practice examples

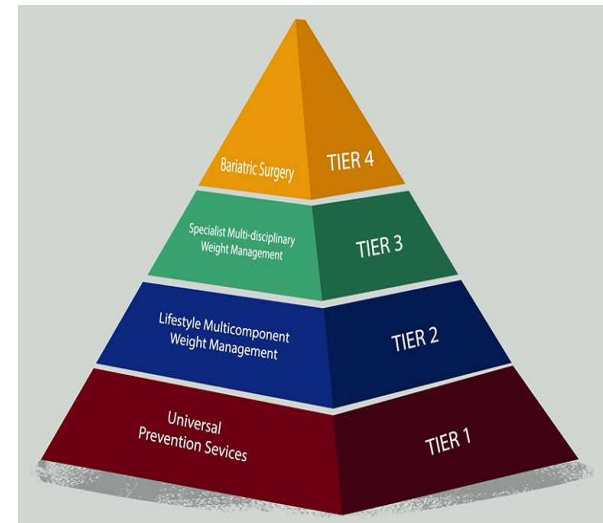


Weight management services ...part of a whole systems approach to obesity



Weight management services (WMS)

- NICE recommends that multicomponent lifestyle interventions are the treatment of choice for both children and adults identified as overweight or obese
- Lifestyle weight management services have been shown to be effective at supporting individuals to lose small but significant amounts of weight
- Even a small weight loss can offer significant health benefits in the short and long term



Evidence base for adult lifestyle WMS

- There is good evidence to support the effectiveness and cost effectiveness of these interventions
- A brief intervention in which physicians opportunistically endorse, offer, and facilitate a referral to a lifestyle weight management service to patients with a BMI of at least 30 kg/m² reduces healthcare costs and improves health more than advising weight loss (Retat et al 2019)
- Systematic review identifying the critical features of successful weight management programmes concluded: (Sutcliffe et al 2016)
 1. Supportive relationships between service users and providers & service users and peers
 2. Self-regulation and maintenance of a healthy weight depend upon individuals' experiencing their own ability to engage in activities such as exercise, and experiencing the various benefits afforded it.
 3. Thus relationships are an essential first step in a weight management journey, since they provide a much-needed external motivator or 'hook' for people to engage with a WMS and to initiate healthy behaviours.

Evidence base for children lifestyle WMS

- Cochrane reviews of lifestyle weight management services delivered to children have concluded:
 - Multicomponent interventions appear to be an effective treatment option for overweight or obese **preschool children up to the age of 6 years** (Colquitt et al 2016)
 - Multi-component behaviour-changing interventions that incorporate diet, physical activity and behaviour change may be beneficial in achieving small, short-term reductions in BMI, BMI z score and weight in **children aged 6 to 11 years** (Brown et al 2017)
 - Low quality evidence found that multidisciplinary interventions involving a combination of diet, physical activity and behavioural components reduce measures of BMI and moderate quality evidence that they reduce weight in overweight or obese adolescents, mainly when compared with no treatment or waiting list controls (Al-Khudairy et al 2017)
- Systematic review showed the three key features of a successful WMS to be (Sutcliffe et al 2017):
 1. Showing families how to change rather than telling them what to change
 2. Getting all the family 'on board'
 3. Enabling social support from peers

Physical activity in the context of weight management

- Physical activity has an important role in helping individuals to maintain their weight
- Increasing physical activity and decreasing sedentary lifestyle are important components of any weight management intervention, however the most important factor for weight loss is dietary changes.
- NICE (CG189) recommends that all adults should be encouraged to ‘increase their levels of physical activity even if they do not lose weight as a result, because of the other health benefits it can bring (for example, reduced risk of type 2 diabetes and cardiovascular disease)’.

Supporting weight management services

Report of the working group into:
Joined up clinical pathways for obesity

Prepared by a joint working group with representation from:

Association of West Midlands
Bradford Medical Department
London Borough of Merton
National Institute for Health Research
National Obesity Observatory
Patient User Group
Public Health Rotherham
Royal College of Physicians
Staffordshire
Stoke-on-Trent

Public Health England
Protecting and improving the nation's health

National mapping of weight management services
Provision of tier 2 and tier 3 services in England

Royal College of Physicians

Investigating provision & the evidence base

2013-15

LIFE BEFORE **LIFE DURING** **LIFE AFTER**

Tier 2 - Adults

1 2 3 4 5 6 7 8

LET'S TALK ABOUT WEIGHT
A help-to-use guide to conversations about weight management with children and families for health and care professionals.

ASK
You've got to stay on check (even if you're not obese) and if you've had a feedback (SCAP feedback) you've got to look about the feedback in the future.

ADVISE
The child's weight that is most likely to be in the range for a range of their height and age.

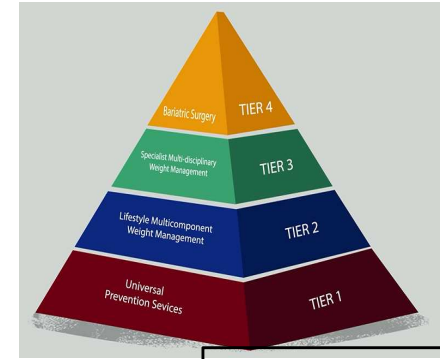
ASSIST
Parent/carer receives advice and offer of referral proactively.

ACTIONS
1. Make the referral if the family accepts the offer.
2. Make sure the child's records are up to date and accurate.
3. Follow up with the family.

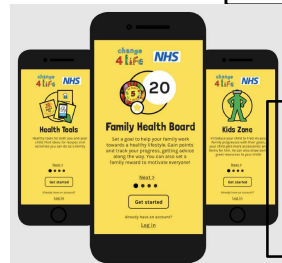
Changing Behaviour: Techniques for Tier 2 Adult Weight Management Services

Evidence base guides & tools building on user insight

2017

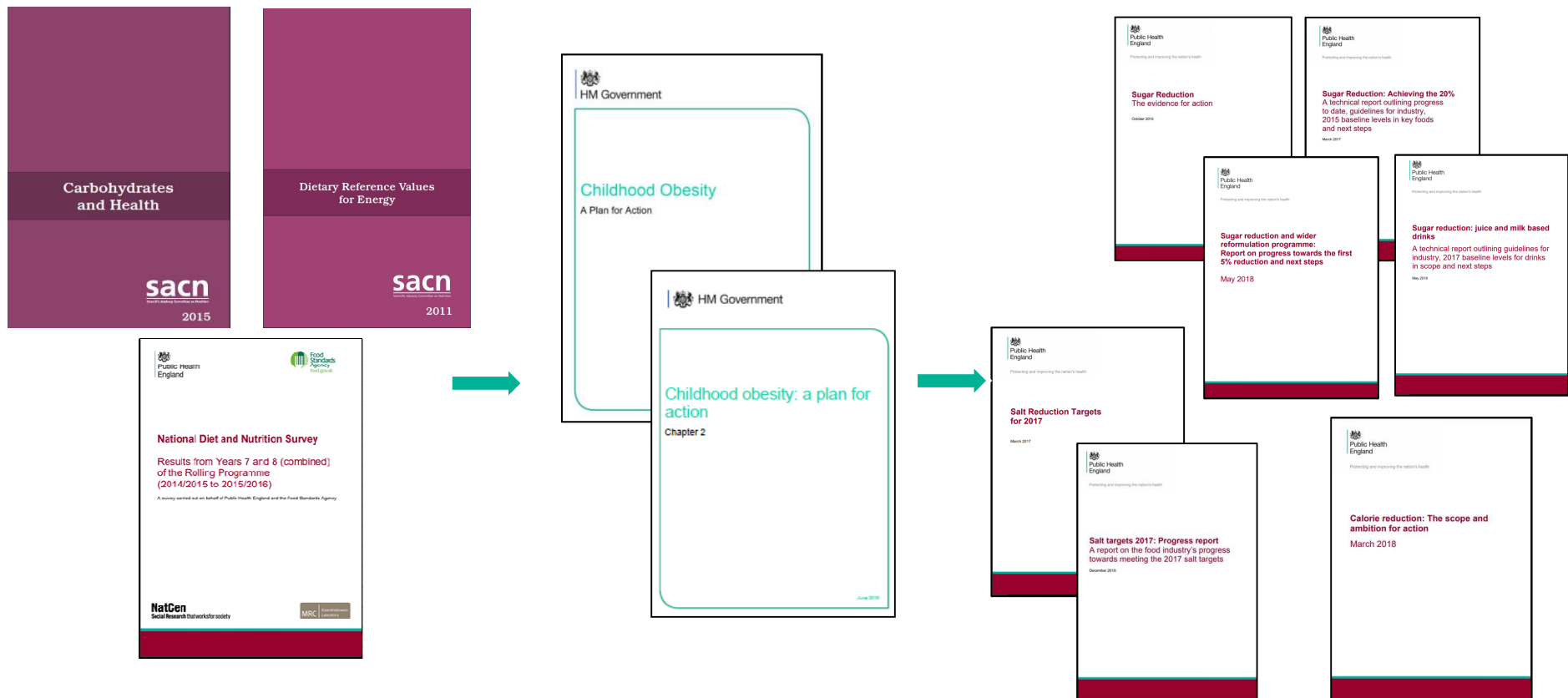


Supporting obesity in the NHS LTP



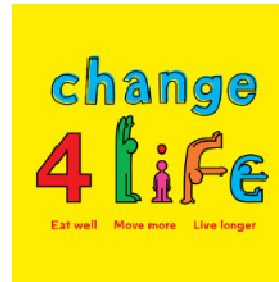
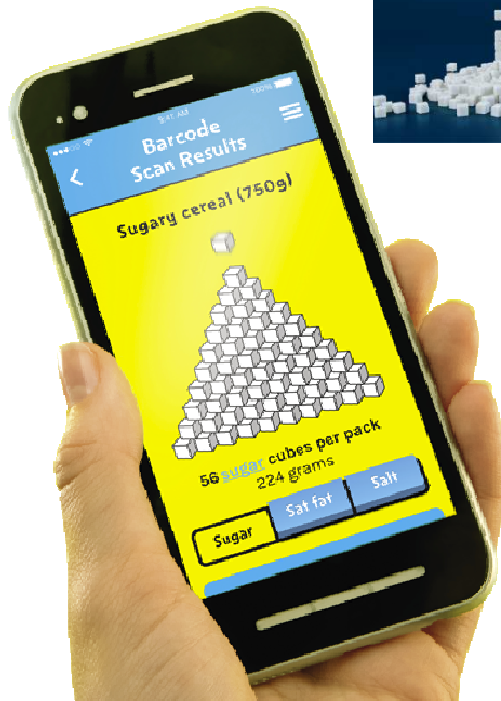
Developing and testing digital approaches

2020

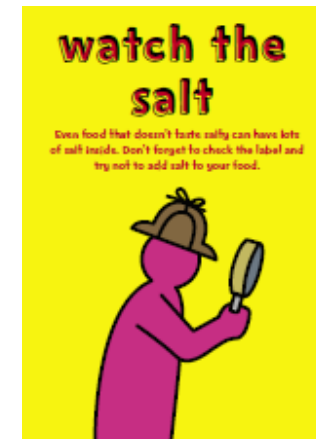
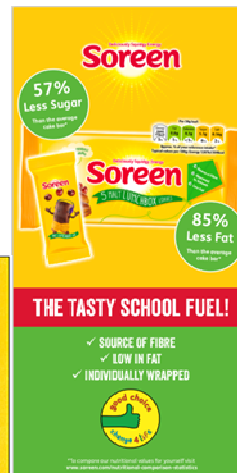
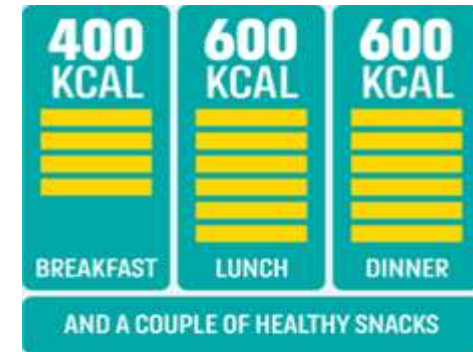


Our national ambition is to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.

Social Marketing



Media coverage to date



PHE's role in public sector catering

Publication of guidance and tools

➤ **Healthier catering guidance and supporting tools**

“Nutrition Principles” document forms one of the five required hospital food standards

<https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

➤ **Toolkit for encouraging healthier ‘out of home’ food provision and healthier catering guidance for different types of businesses**

<https://www.gov.uk/government/publications/encouraging-healthier-out-of-home-food-provision>

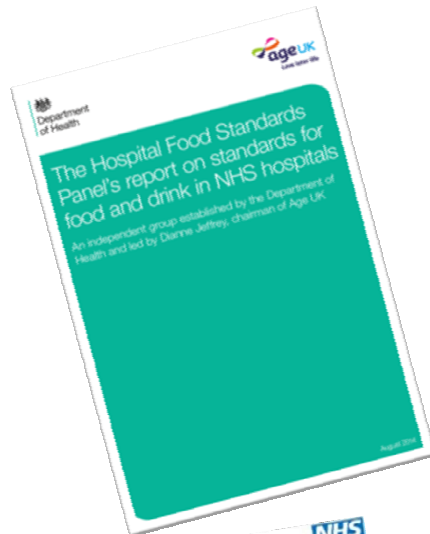
Provision of technical advice and support

- To help inform implementation of GBSF and other activity to encourage the availability and uptake of healthier food and drink options across central government, the wider public sector and beyond

e.g. NHS staff health & wellbeing CQUIN

e.g. Vending trial - supporting Leeds City Council

Healthier food and drink options across the public sector



Government BUYING STANDARDS

Department for Environment, Food and Rural Affairs

THE GOVERNMENT BUYING STANDARD FOR FOOD AND CATERING SERVICES¹

Central government procurers directly or through their catering contractors are required to apply this GBS. Others are encouraged to follow it. It includes a set of minimum mandatory standards for inclusion in tender specifications and contract performance conditions. It also includes some best practice standards which are recommended but not required.

The Balanced Scorecard is a supporting tool to use in order to procure food and catering services. It goes beyond production standards, resource efficiency and nutrition helping provide a comprehensive tool for setting technical specifications and evaluating bids. It includes award criteria to reward good practice, and to further stimulate investment and innovation.

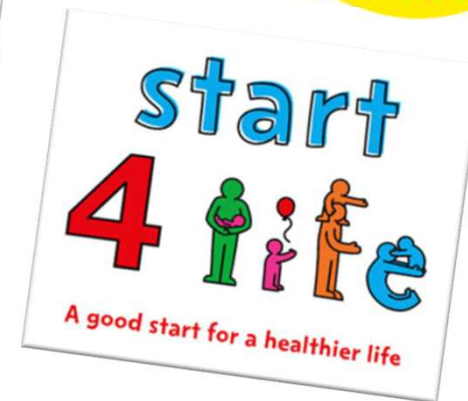
IMPACT AREA	MANDATORY STANDARDS
A. Production, Processing and Distribution	
1. Production standards	All food served must be produced in a way that meets UK legislative standards for food production, or equivalent standards. Please refer to Annex for a list of relevant legislation. If in any particular circumstances, this leads to a significant increase in costs which cannot reasonably be compensated for by savings elsewhere, the procuring authority shall agree with the catering contractor or supplier to depart from this requirement and the reasons for doing so shall be noted and recorded. This decision shall be signed off by the Head of Procurement or equivalent senior official of the government department or other public body. Procurers or catering contractors must ensure that food is verifiable as meeting these standards by either:

¹ Updated March 2015 to clarify wording regarding sweetened beverages.



Government Buying Standards for Food and Catering Services (GBSF)

Examples of evidence based policy and advice

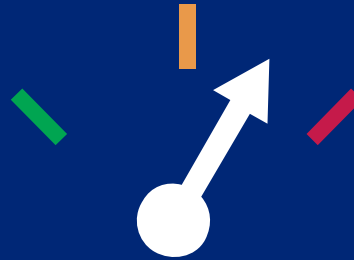




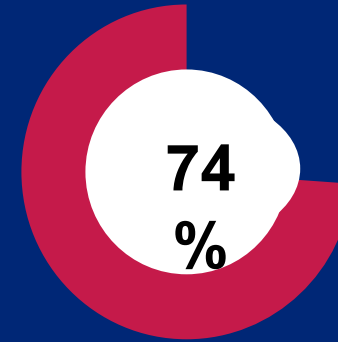
NCMP and Child Obesity System 2019/20



A mandatory public health surveillance programme. All 152 local authorities submit data annually



The Childhood Obesity Plan:
A barometer to measure progress. Data has official National Statistics status



74% of stakeholders agree the NCMP has an important role in their childhood obesity work



Informing public health work

- ✓ Understanding health inequalities
- ✓ Public Health indicators on child excess weight
- ✓ Identify local needs and priorities/service planning



Informing parents

- ✓ 72% intend to change lifestyle behaviours
- ✓ 87% say they find the feedback helpful
- ✓ Web link to the 'Your child's weight' page on Change4Life



Informing schools

- ✓ Encouraging a whole school approach to healthy weight
- ✓ 'Our Healthy Year' resources for teachers and school nurses

Resources to support the workforce to take action to reduce childhood obesity

1. Healthier weight consistent messages

Childhood obesity animation, infographics and training tools to help the workforce provide evidence based messages

2. Consensus statement 'Healthier weight conversations: support for professionals'

Describes the intent of 20 professional organisations to work together to reduce childhood obesity prevalence

3. NCMP conversation framework for talking to parents

To support the workforce to have constructive conversations with parents about a child's weight

4. All Our Health

A resource to give families the best advice on healthy weight, it includes e-learning sessions and an interactive townscape



Physical activity: what works in schools & colleges?

Public Health England

acc sport every student active

YOUTH SPORT TRUST

What works in schools and colleges to increase physical activity?

A resource for head teachers, college principals, staff working in education settings, school nurses, directors of public health, county sports partnerships and wider partners.



<https://www.gov.uk/government/publications/what-works-in-schools-to-increase-physical-activity-briefing>

Resources to support the workforce

- **Healthier weight consistent messages**

<https://www.gov.uk/government/publications/healthier-weight-promotion-consistent-messaging/promoting-a-healthier-weight-for-children-young-people-and-families-consistent-messaging>

- **Consensus statement ‘Healthier weight conversations: support for professionals’**

<https://www.gov.uk/government/publications/healthier-weight-conversations-support-for-professionals>

- **NCMP conversation framework for talking to parents**

<https://www.gov.uk/government/publications/national-child-measurement-programme-conversation-framework>

- **NCMP Audio conversations**

<https://www.e-lfh.org.uk/programmes/national-child-measurement-programme/>

- **All Our Health**

<https://www.gov.uk/government/publications/childhood-obesity-applying-all-our-health/childhood-obesity-applying-all-our-health>

- **Making Every Contact Count**

<http://www.makingeverycontactcount.co.uk/>

- **Interactive townscape childhood obesity**

https://www.e-lfh.org.uk/townscape/PHE_townscape_interactive_PAGE1.html