Tackling Obesity is Everybody's Business

Dr Alison Tedstone
Deputy Director: Diet, Obesity and Physical Activity
Public Health England
Burden of obesity

The burden of obesity is falling hardest on children from low-income areas.

Obesity rates are highest for children from the most deprived areas and this is getting worse.

Obesity prevalence of the most deprived 10% of children is approximately 2x that of the least deprived 10%.

www.england.nhs.uk/expo | @ExpoNHS | #Expo18NHS
Cost to society, NHS and local Government

- Obesity is associated with the development of long-term health conditions, placing demand on health and social care services.
- Research suggests severely obese people are over 3 times more likely to need social care than those who are a healthy weight.
- Estimated annual social care costs of obesity to local authorities is £352m.
Food and drink

Reduction and reformulation

Nutrient profile model

Societal influences

Individual

Activity environment

Getting people active

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

Secondary prevention ‘care and support’

Food procurement; catering advice and local food offer

PHE update
Taking a whole system approach to obesity
‘Our vision is to provide a tried and tested approach and tools, so that within 5 years every local authority can create a local whole systems approach to tackling obesity’

- 3½ year action research programme, commissioned by PHE, due for completion in Spring 2019, managed by Leeds Beckett University
- Delivers on DsPH requirements from the PHE/ADPH survey in 2013 and builds on Foresight obesity work and NICE 2011 Systematic reviews
- Developing a practical “how to” guide and supporting resources (including tools and presentations)
- Integrated process and impact evaluation to provide evidence-base to support the approach
- 4 original pilot local authorities with 7 additional local authorities co-developing and testing the process and resources
4+7 Local Authorities

Original pilots:
Lewisham (London Borough)
Gloucestershire (SW, County Council)
North Kesteven (EM, District Council)
Durham (NE, County Council)

Additional local authorities:
Oldham (NW, Metropolitan Borough Council)
Halton (NW, Borough Council)
Bradford (Y&H, Metropolitan District Council)
Solihull (WM, Metropolitan Borough Council)
Dudley (WM, Metropolitan Borough Council)
Hertfordshire (EoE, County Council)
Suffolk (EoE, County Council)
What is a whole systems approach?

An ongoing, dynamic and flexible approach that enables stakeholders to come together, share an understanding of the reality of the challenge, consider how the system is operating and where there are the greatest opportunities for change. Stakeholders agree actions and decide as a network how to work together in an integrated way to bring about sustainable change.
WSO: Transition to systems thinking

- Silo working → Integrated / the whole system
- Generalising → Tailored to context: what matters here?
- Individual, isolated initiatives. Total impact unpredictable → Looking at how system works as a whole
- Linear cause and effect → Dynamic feedback loops
- Top down control → LA holding the ring, stakeholders are partners
Key learning from programme

• Support from elected members and senior leadership team vital to spearhead the approach, change mind set and give permission to teams to allocate time to the approach

• Expectations need to be set and managed – this is a long term approach; it will not deliver a short term solution to obesity

• Tackling obesity needs to be linked to meeting LA priorities – prosperity; regeneration; local economy; social care

• Need sustained buy-in and commitment from stakeholders with competing priorities – many of the actions sit outside public health

• Time needed to plan, implement and sustain

• Need to embed clear understanding of what systems working involves and associated behaviours
Role of the NHS in WSO to obesity

- Integral members of Health and Wellbeing Boards
- Vested interest in social care, health of local communities, and regeneration
- System leader driving STP footprints in collaboration with local government
- Interface with primary care, for example weight management brief advice and social prescribing
- Local employer and healthy workforce
- NHS and hospitals supplier of food, catering and food procurement
- Opportunity to educate and raise awareness
WSO: Next Steps

- Now - review of the prepared guide and tools
- September – share the guide with a broader set of local colleagues
- September - Systems oriented PHE pre-conference workshop
- Autumn ‘18 – peer review of process and evaluation
- Spring ‘19 – publication of the guide
Using **ONEYOU** branding in a local authority context

*Paul Lambert - Advanced Health Improvement Specialist*

*Phil Morcom - Communications specialist*

5th September 2018
How Leeds have used the **One You** brand

• The One You brand has been adopted and localised for the recently commissioned integrated lifestyle service – One You Leeds

• One You Leeds has been commissioned by Leeds City Council’s Public Health team and is being delivered by Reed Momenta

• The One You theme/brand is embedded across all platforms - both online and offline
Brand Considerations

Advantages

- Recognisable, trusted brand
- Tie-ins with national campaigns
- Establishes One You in Leeds

Challenges

- Localisation of One You brand
- Muted reception to designs previously
- Previous poor user experience with the old website.
Health Interventions

- Smoking cessation
- Adult weight management
- Physical activity
- Healthy eating
- Intensive personal support
- Cooking skills
- Out reach events
Health Interventions

**ONE YOU LEEDS**

**TRANSLATED INTO 'ONE YOU'**

- Smoking cessation
- Adult weight management
- Physical activity
- Healthy eating
- Intensive personal support
- Cooking skills
- Outreach events

**BE SMOKE FREE**

**MANAGE YOUR WEIGHT**

**MOVE MORE**

**EAT WELL**

**YOUR SUPPORT**

**COOK WELL**

**LOCAL EVENTS**

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**Reed**

**Leeds City Council**
The website reflects the main elements of the One You brand - colour, font and layout.

Specific healthy living services provided by One You Leeds are clearly presented at the top of the page and clicking these takes you to specific landing pages for each focus.
The One You theme continues throughout the website.

Each One You Leeds service has its own landing page with:

- Content about the service
- Event/Class locations
- Link to apps and resources, endorsement quotes and calls to action to sign up via the form.

To help drive users towards the sign up process and encourage conversions the single sign-up form is accessible via EVERY page in the site.
Clear and easy Call To Action (CTA)

To offer a clear and omnipresent sign up function there is a sticky CTA bar on the footer of the screen. This is always visible to the user across all pages, encouraging them to interact with social media channels or to sign up!
Leeds messages - echoing national messages

Do you wake up looking forward to bedtime?

When you lose weight does it keep finding you again?

Have you given up on giving up smoking?

How long do you spend sitting down every day?
One You branding is incorporated across all resources eg:

- Pop-up banners
- Brochures
- Posters
- Leaflets & flyers
Campaigns

Linking in with national campaigns, mirroring ‘One You’ messages and reflecting council involvement and investment.

Also picked up when opportunities arise through other health and lifestyle activity on Leeds.
Evaluation

Communications and engagement is evaluated alongside activity, service delivery and outcomes.

2017-18

Web visitors = 25,363
Average session duration = 2:12
Self-referrals through website = 2,887
Social media reach = 414,324
Social media engagement = 74,971

(Leeds 2017 population 785,000;
target population approx. 260,000
https://observatory.leeds.gov.uk/population/)
Questions?

See for yourself at

www.oneyouleeds.co.uk

paul.lambert@leeds.gov.uk

philip.morcom@leeds.gov.uk
Today’s agenda

- 9:30 - Refreshments
- 10:00-10:05 - Welcome and Introductions
- 10:05-10:25 - Local View
- 10:25-11:00 - Whole System Approach
- 11:00-11:35 - PHE Social Marketing Campaigns - Workshop 1
- 11:35-11:40 - Active Shake-up
- 11:40-12:20 - Making the healthy choice the easy choice for children and families - Workshop 2
- 12:20-13:10 - Lunch
- 13:10-13:20 - Active Shake-up
- 13:20-14:00 - Healthy Weight Declaration/Commercial Determinants of Healthy Weight - Workshop 3
- 14:00-14:40 - Healthy Workplaces - Workshop 4
- 14:40-15:00 - A GP’s view - the life changing benefits of losing weight
- 15:00-15:30 What would a Healthy Weight in Cumbria look like in 5 years’ time? - Workshop 5
- 15:30-15:45 From this day what additionally are you going to do to improve the weight of the population in Cumbria?
- 15:45-16:00 Next steps and Closing remarks
- 16:00 - Close
Three key messages:

1. We have a problem with obesity in Cumbria…

2. Obesity is an immensely complex issue…

3. …which requires a complex, system-wide response
% Overweight or obese

Barrow-in-Furness: 66.7%
Allerdale: 66.7%
Copeland: 63.7%
Carlisle: 59.5%
South Lakeland: 53.7%
Eden: 51.2%
Cumbria: 60.4%
England: 66.7%

Adults aged 18+ overweight or obese = 66.7%
17.6 tonnes lost in total in our Slimming World on Prescription programme
Childhood Weight

• National Child Measurement Programme
  – Height and weight measurement
  – Reception and Year 6
Average increase: 44%
A Whole System Approach
National campaigns to support healthy weight

Alex Trewhitt
Regional Marketing Manager
Public Health England
Robin Ireland, Food Active

But lots that can (and should) be done locally. These are just a few examples:

- Looking at the procurement/availability of food and drink in all public buildings
- Supporting our schools to encouraging their pupils to walk and cycle wherever possible
- Do not accept money or sponsorship from the food and drink industry
- Make town and village centres more welcoming to pedestrians and cyclists
- Make free tap water available where you can
- Make sure your events have a good range of healthy options available when food is provided
The Better Health at Work Award

- Free Award
- Covers whole North East and now Cumbria (coordination and delivery funded by all 12 Local Authorities)

- Open to all employers:
  - large, medium and small
  - unionised and non-unionised
  - public and private
Prof John Howarth

Having the fat around your waist is a particularly high risk. Adults with very high waist circumference have rocketed in the last 20 years.

*Health Survey for England*

**Adults**

- **Women:**
  - 1993: 26%
  - 2014: 45%
  - In 1993 26% of women had a very high waist circumference (over 34 ½ inches). Now it is 45%.

- **Men:**
  - 1993: 20%
  - 2014: 32%
  - In 1993 20% of men had a very high waist circumference (over 40 inches). Now it is 30%.

*Adults aged 16+ years*
Did you know we can now cure Type 2 diabetes?

It's not through a miracle new drug

If a newly diagnosed diabetic loses around 15KG over half of them will cure their diabetes
This Local Government Declaration on Healthy Weight is a statement, individually owned by Allerdale Borough Council, Barrow Borough Council, Carlisle City Council, Copeland Borough Council, Cumbria County Council, Eden District Council and South Lakeland District Council.

It encapsulates a vision to promote healthy weight and improve the health and well-being of the local population. We recognise that we need to exercise our responsibility in developing and implementing policies which promote healthy weight.
What are you going to do to improve the weight of the population in Cumbria?

- I pledge to take the following action...

Why not Tweet your pledge using #HealthyWeightCumbria?
Serving the people of Cumbria

What would Healthy Weight in Cumbria look like?

- Ante & post natal, breastfeeding, weaning & early years
- Focus on small stage changes
- Positive not negative focus and messages
- Build Healthy lifestyles into all areas
- Family Approach

MECC
Healthy Workplaces

- Structures and facilities don't allow active travel (i.e., showers & non-office-based)
- Encourage BHAW awards
- Shift workers/outreach not always able to access initiatives
- Walking meetings, walk & talk calls etc.
- Availability of digital platform on work phones and computers
- Food Options

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Commercial & Wider Determinants

- Advertising by commercial food industry
- Access to free water
- Teaching life skills
- Fareshare
- Commercial & organisational cohesion (stagecoach)
- Planners consideration of social & PH outcomes of their decisions
- Food & Drink type & Availability at leisure centres

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Serving the people of Cumbria

PHE Social Marketing & Campaigns

- Comms Strategy
- Consult with Community
- Focus on a few key initiatives, One You, Change4Life
- Support Workplaces
- MECC
- Digital Platform
Thank you

Any Questions?

Valerie Ayre
Public Health Locality Manager
Public Health & Communities
valerie.ayre@cumbria.gov.uk
07769 614561

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