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Association for Public Service Excellence

Sharing Good Practice: Lessons Learnt in Scotland on Healthy Living Improvement

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Challenge

British Nutrition Foundation: -

the diets of four-year-olds in the 1990s living in the fourth richest country in the world contained less iron, less energy and more sugar than in 1950s Britain.




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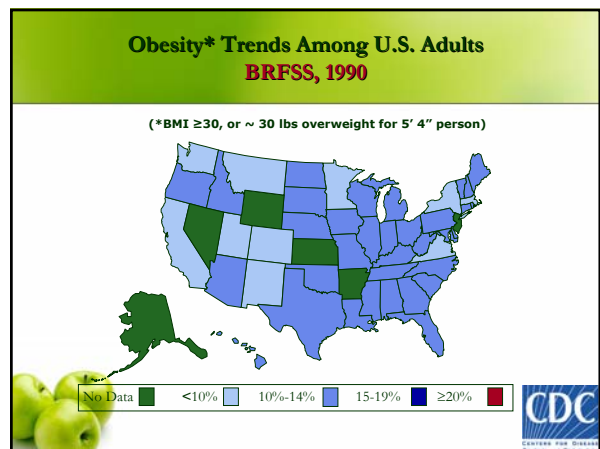
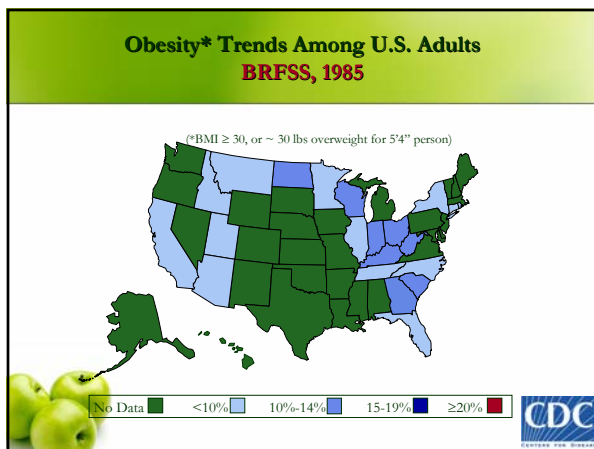
- Health Record – Present: -
 - Worldwide, a total of 1.1 billion adults and ten per cent of children are now classified as obese
 - 300,000 + Deaths per year caused by obesity in the USA – has overtaken smoking as the number one premature killer (CDC)
 - Approx. 30,000 Deaths a year caused by obesity in the UK

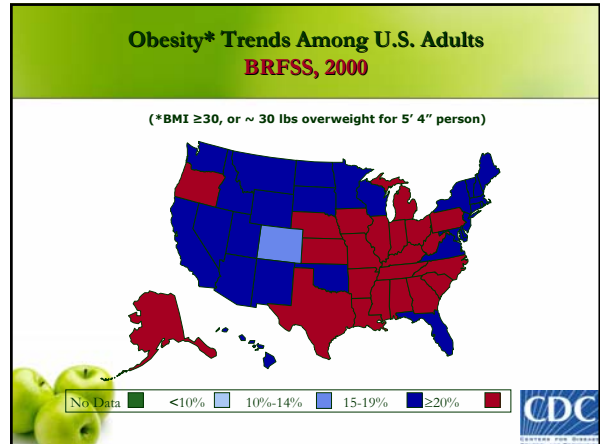
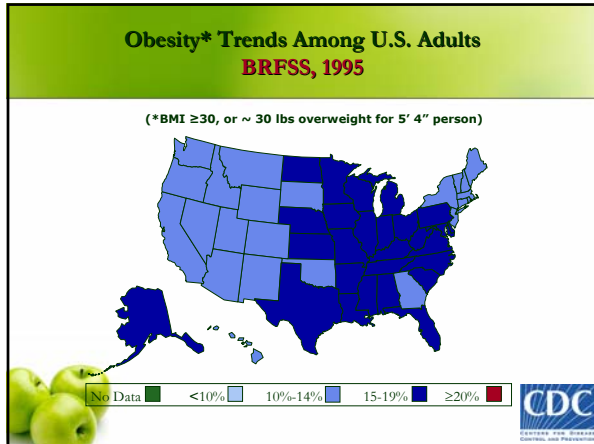



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- Health Record – Present: -
 - Scotland: -
 - Twice the UK Average -
 - More than a third of 12 year olds are classed as overweight
 - Nearly 20% are now classed as obese
 - 11% are severely obese
 - Wales: -
 - More than 50% of adults overweight
 - 17% are obese
 - Obesity doubled in 10 years








The latest data from the National Center for Health Statistics show that 30 percent of U.S. adults 20 years of age and older—over 60 million people—are obese.



Source: CDC, October 2005



-  **Factors**
- Factors: -
 - Housing
 - Diet
 - Transport
 - Environment
 - Employment
 - Education
 - Access to services
 - Social networks
 - The Role of Public Services?
- 



Attitudes

MORI Survey – 'Being Young in 2005'



Young People's Participation in Youth Work, Arts, Culture & Sport

Attitudes (1)


LIFESTYLES

- In their spare time **11 – 16 year olds** are most likely to:-
 - Watch T.V./Video's/DVD (87%)
 - Listen to Music (87%)
 - Go to Friends House (84%)
- In their spare time **17 – 25 year olds** are most likely to:-
 - Listen to Music (88%)
 - Watch T.V. (83%)
 - Go to pub/bar (84%)

Attitudes (2)


- **11 - 16** year olds would like to become *more involved* in:-
 - Go clubbing/to the disco (26%)
 - Go to the cinema (17%)
 - Go to the theatre/see a play (17%)
 - Take lessons (music, dance, swimming) (16%)
 - Take part in sport/games/fitness (14%)
 - Go to an Art Gallery (11%)
- **17 - 25** year olds would like to become *more involved* in:-
 - Go to live music events (40%)
 - Eat a meal in a restaurant (36%)
 - Go to the theatre (32%)
 - Go to a gym/leisure centre/ participate in sport/fitness (29%)
 - Go to an Art Gallery (24%)
 - Go to a Museum (23%)




Attitudes (3)

PARTICIPATION IN SPORT


- Participation in Sports declines markedly from the age of 11 (66% do so at least once a fortnight) to ages 17 and 18 (37%)
- Boys are substantially more likely to participate in sports clubs and classes than girls, with the gap particularly stark among 15-16 year olds
- Those in the most deprived neighbourhoods are less likely to take part in sports clubs (47%) than those in the least deprived communities (67%)

Attitudes (4)

ATTENDANCE AT CULTURAL FACILITIES

- Only 2% of 11 – 16 year olds and 4% of 17 – 25 year olds visit theatres/museums/historical sites weekly
- Young women are more likely to visit cultural facilities than young men
- School children living in the most deprived neighbourhoods are half as likely to attend cultural facilities at least every couple of months (21%) than are those living in the least deprived areas (40%)
- Rurality has no impact among school children



Improving Health in Scotland The Challenge

- National Priorities
 - Children and Young People
 - Teenage transitions
 - Workplace
 - Community





Best Practice (1)

- Exercise Referral – Angus Council & NHS Tayside
- Free Swims - Gwynedd Council
- Childhood Obesity Project – LB of Tower Hamlets
- Social Inclusion in Sports – North Lanarkshire Council
- Body4life / Summer Sports – Northampton Borough Council
- Changing a commercial service into a Health and Well Being Service – Carmarthenshire Council
- Organic meals, local produce and supporting local businesses- East Ayrshire Council



Best Practice (2)

- Healthy Menu Happenings, Putting the Public back into Service- Gateshead Council
- Linking Educational Attainment to Healthy Living- Knowsley
- Park Watch: Reducing Anti-social behaviour – Cheltenham Borough Council
- Action for Safety- Stockport Council
- Jamie Oliver Experience – Greenwich Council
- Etc. Etc. Etc.



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