



Public Health
England

Tackling Childhood Obesity

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APSE Environmental Health Advisory Group

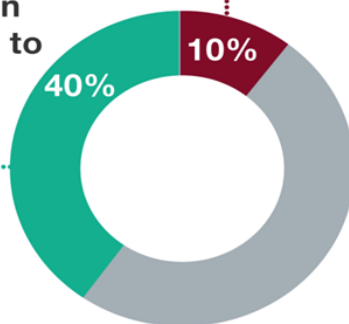


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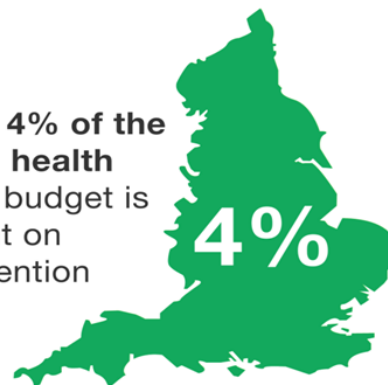
Non Communicable Disease Challenge

Why prevention matters

International studies suggest **healthcare contributes only about 10%** to preventing premature deaths, whilst **changes in behavioural patterns is estimated to contribute 40%**



Only **4%** of the total health care budget is spent on prevention



It is estimated that if the public were fully involved in managing their health and engaged in prevention activities

£30billion
could be saved



UK women, on average, smoke **3% more** than the EU average



In the UK in 2008, **61.1% of males** were estimated to be physically inactive and **71.6% of females**

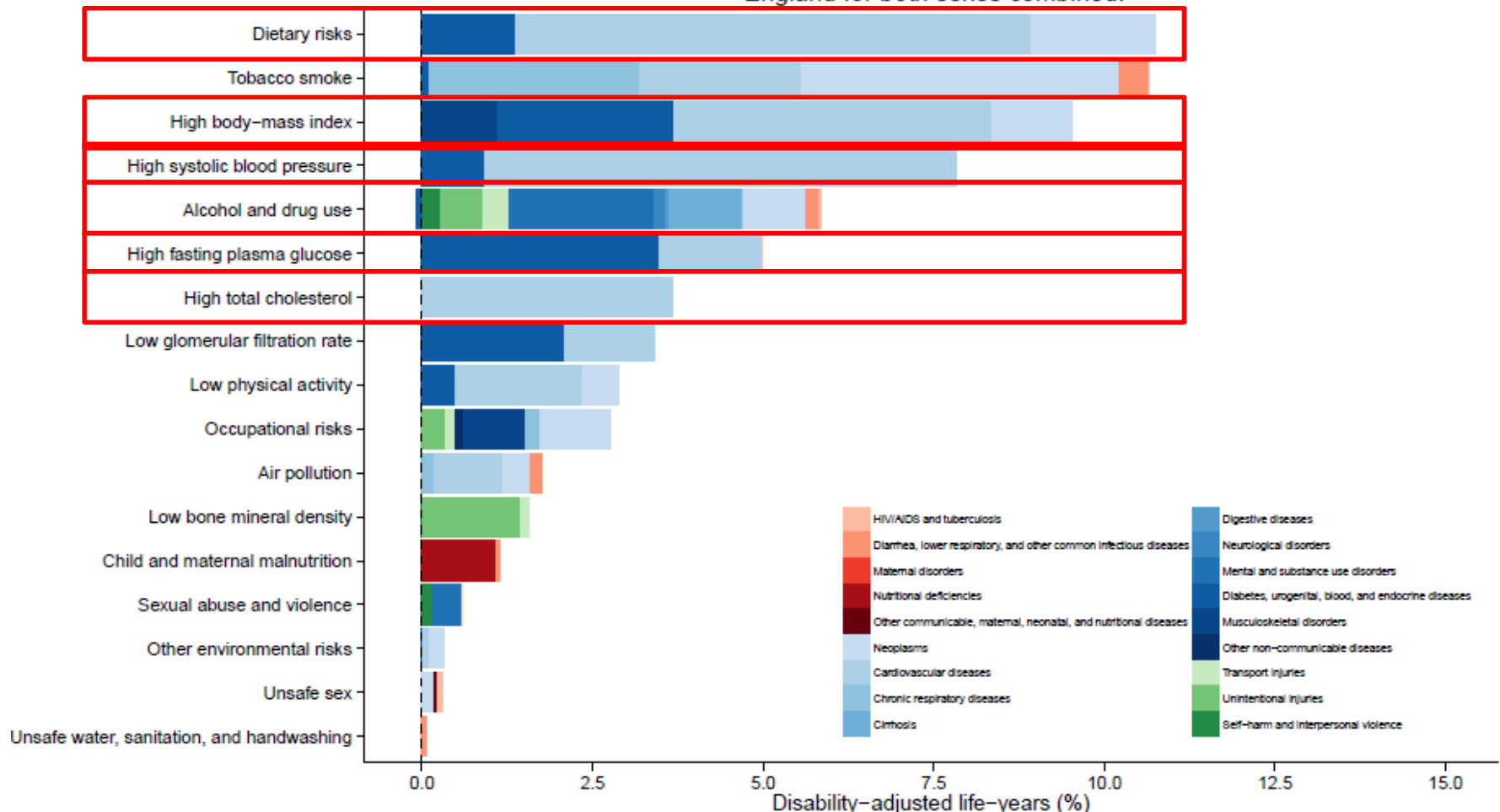


The average consumption of alcohol by adults in the UK is **10% higher** than the EU average



Disease risk factors

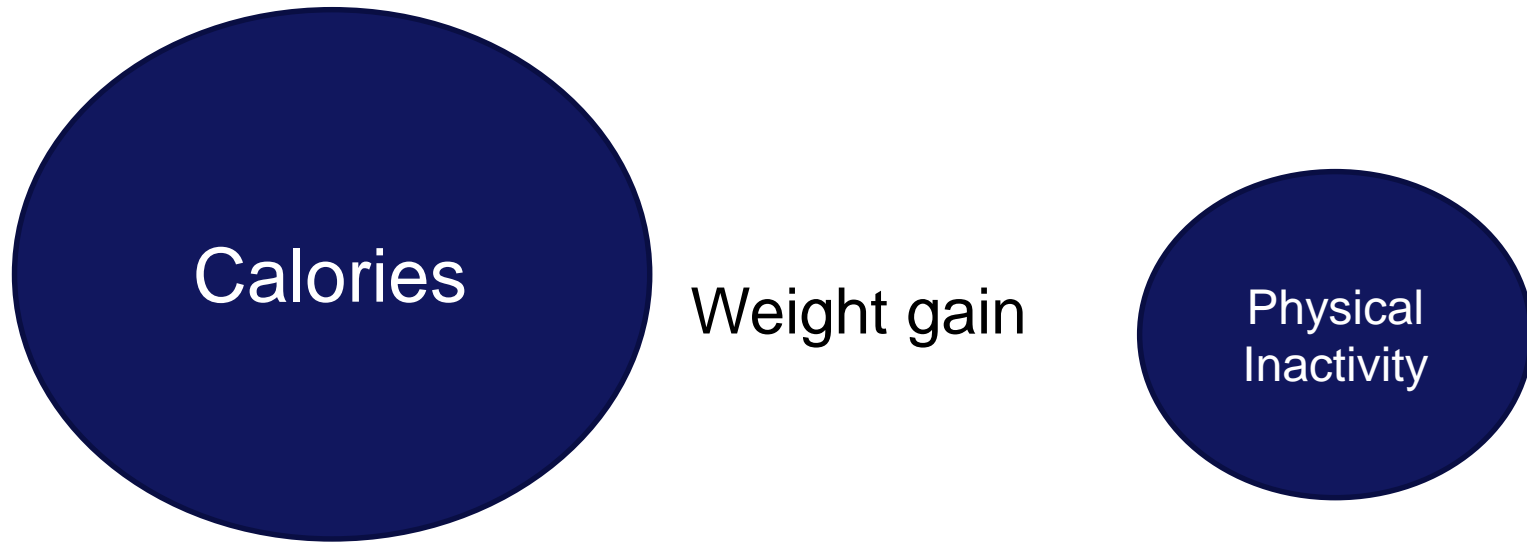
Figure 8a. DALYS attributed to Level 2 risk factors in 2013 for England for both sexes combined.





What is the problem?

Cause of obesity



- **Excess calorie intake is the main reason for weight gain**
- Average man consumes 300 calories more than they need each day ~ equivalent to 4 chocolate digestives
- To burn this off requires an average of 60 minutes walking/cycling or 30-40mins running
- Physical activity is important for health but it will not solve the obesity crisis
- The environment is also a driver for weight gain



Key Challenges

- **Identification:** We may not identify ourselves or our children as obese
- **Inequality:** Obesity does not affect groups equally
- **Complexity:** Obesity is the outcome of a complex set of factors



Our challenge in the North

Active adults

- 53% (57% - 46%) – North East
- 54% (60% - 45%) – North West
- 56% (70% - 51%) – Yorkshire & Humber

Inactive adults

- 34% (37% - 31%) - North East
- 32% (41% - 25.5%)- North West
- 29% (35% - 14.3%)-Yorkshire & Humber

Active Children & young people

- 25.5% - North East
- 32% - North West
- 25% - Yorkshire & Humber



Obesity in the North West

Compared with benchmark

Better

Similar

Worse

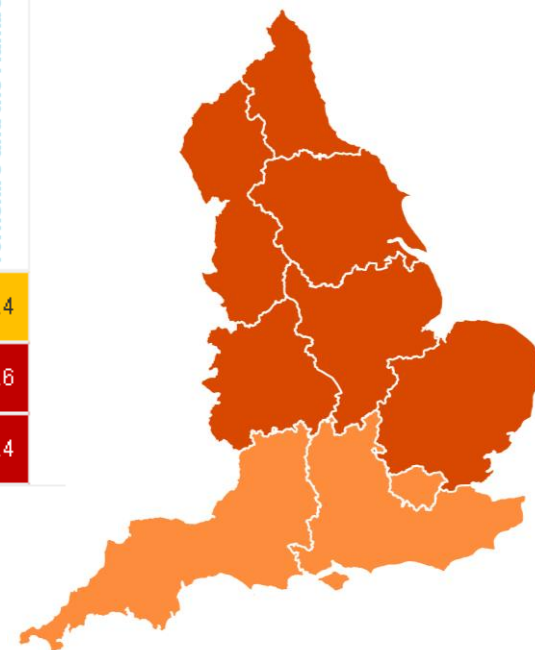
Lower

Similar

Higher

Not compared

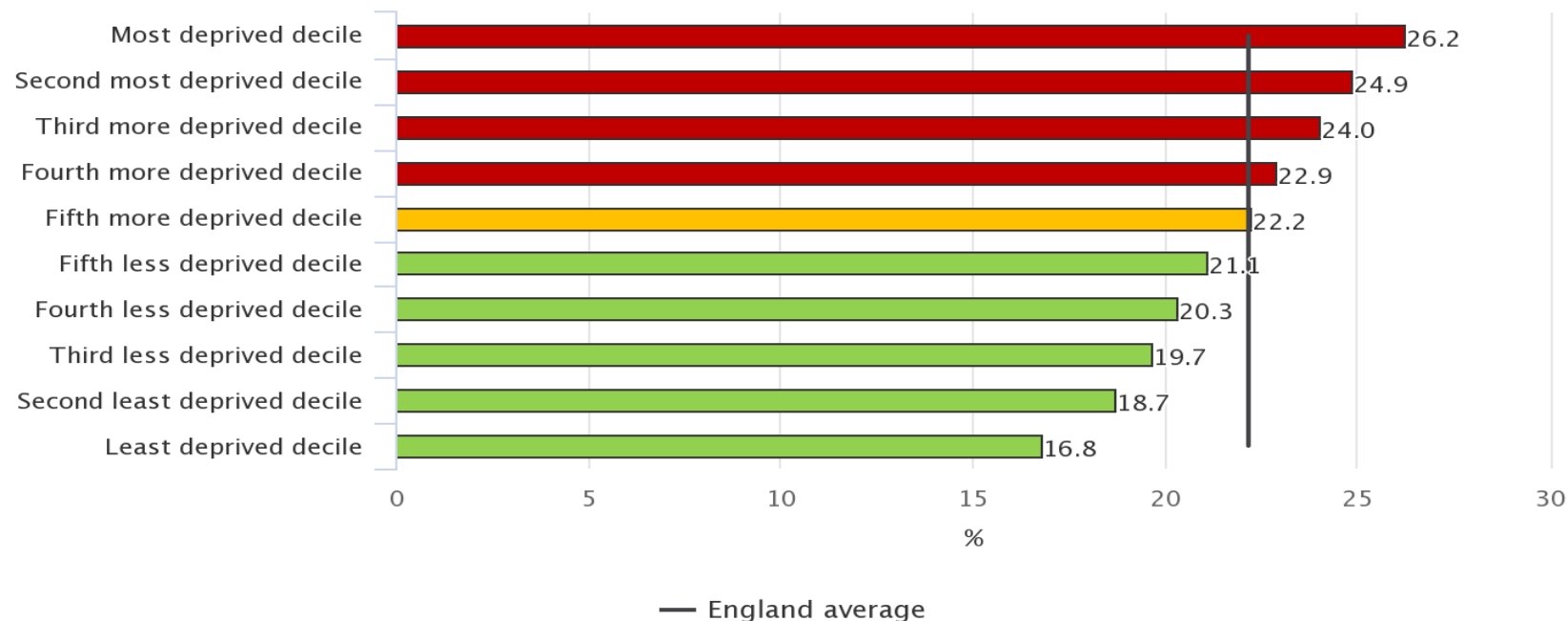
Indicator	Period		England	East Midlands region	East of England region	London region	North East region	North West region	South East region	South West region	West Midlands region	Yorkshire and the Humber region
Reception: Prevalence of overweight (including obese)	2015/16	◀▶	22.1	21.9	20.9	22.0	24.5	23.2	20.9	21.9	23.3	22.4
Year 6: Prevalence of overweight (including obese)	2015/16	◀▶	34.2	33.3	31.7	38.1	37.0	35.2	30.8	30.3	36.6	34.6
2.12 - Excess weight in Adults	2013 - 15	◀▶	64.8	66.8	65.6	58.8	68.6	66.6	63.3	64.7	66.8	67.4





Tackling inequalities

Reception: Prevalence of overweight (including obese) – England, 2015/16 – Data partitioned by LSOA11 deprivation deciles in England (IMD2015)



Children aged 5 and from the poorest income groups are twice as likely to be obese compared to their most well-off counterparts.....and by 11 three times as likely



Projections: obesity prevalence

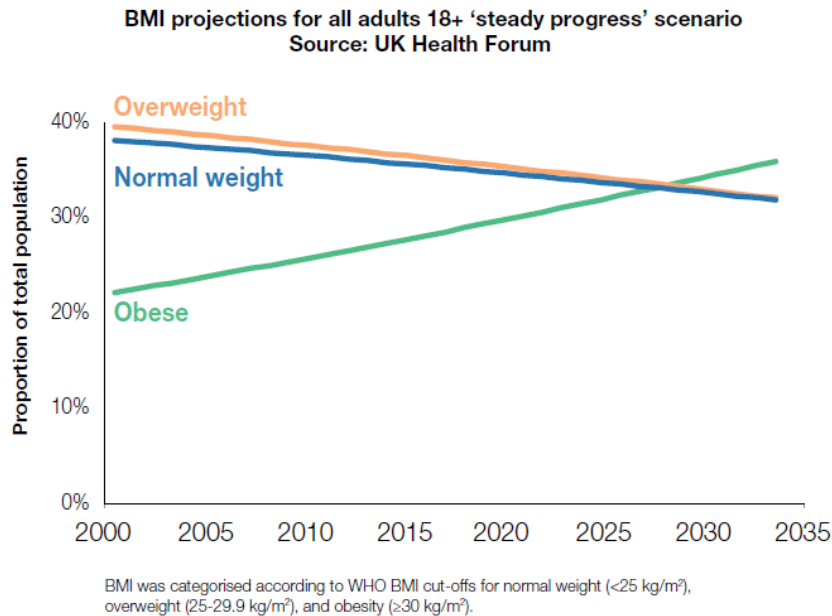
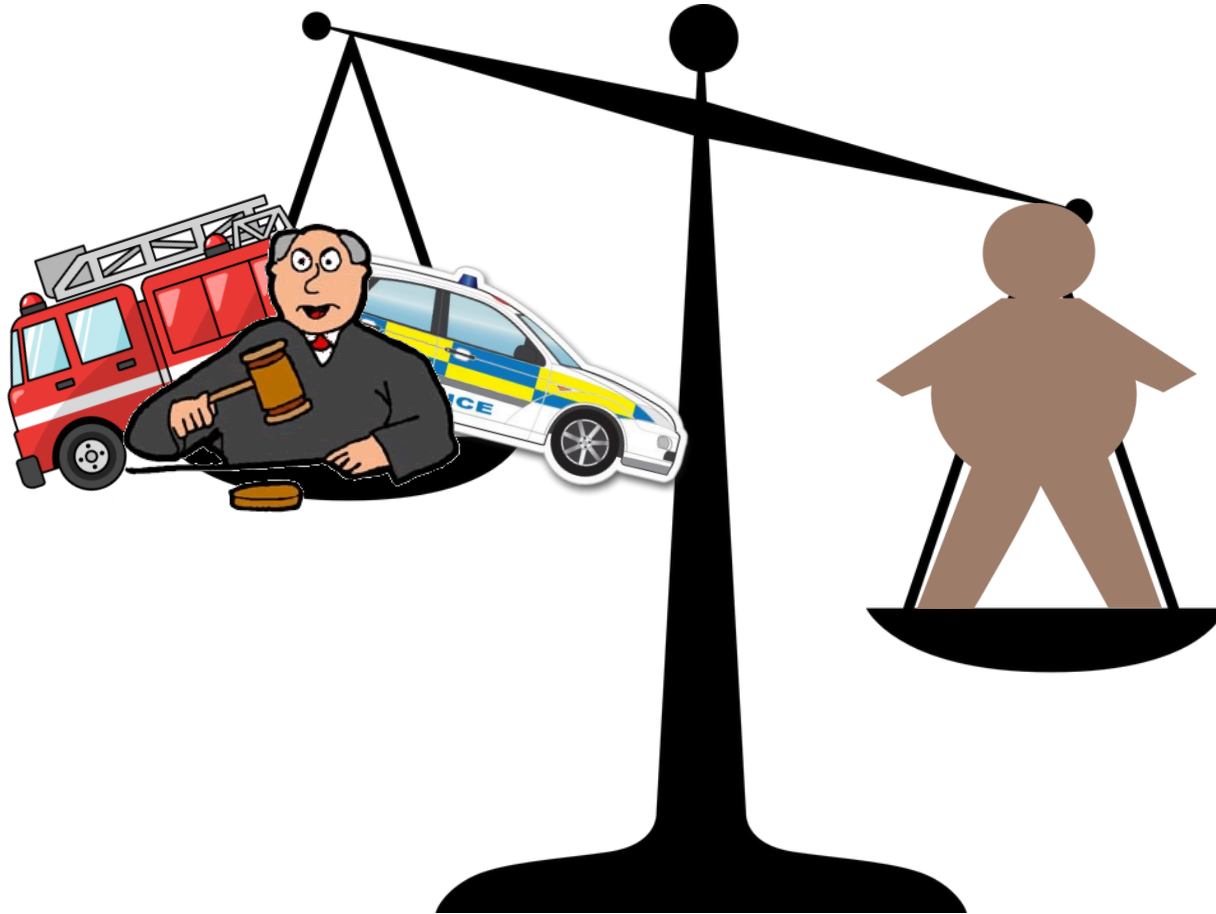


Figure 8 Body mass index projections for adults where current trends continue (based on Health Survey for England data 2000-2011).²⁵

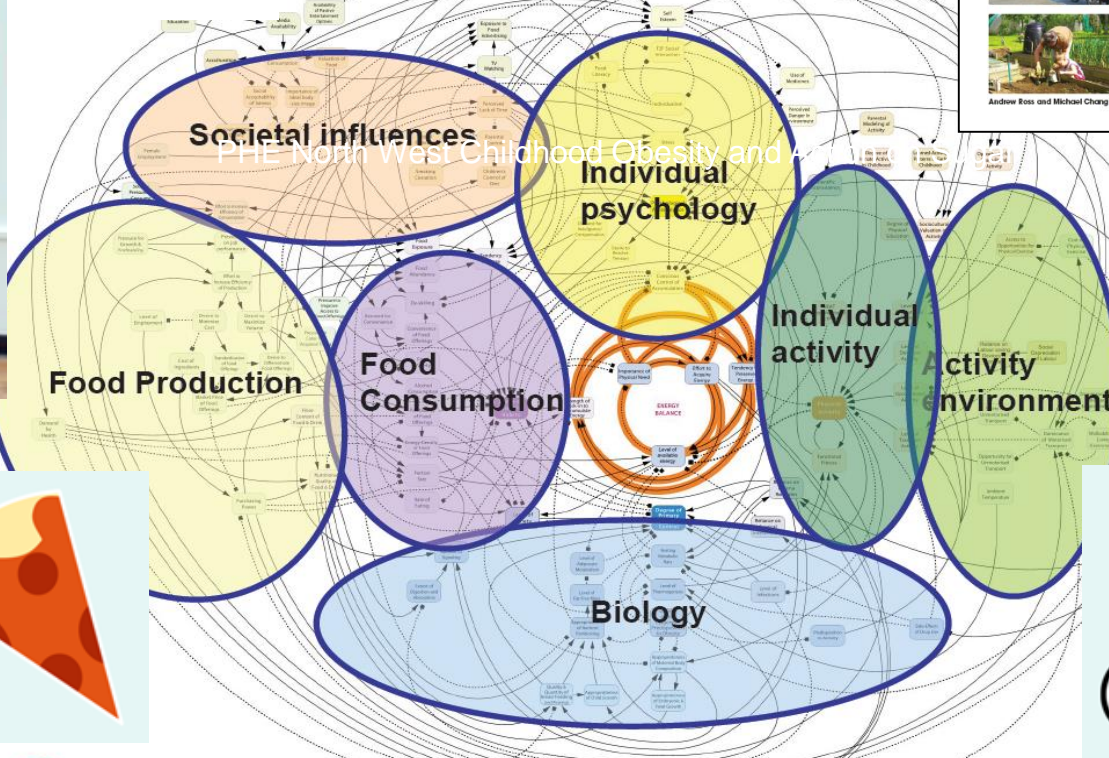
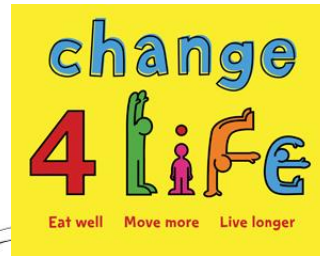
- If current trends persist 1 in 3 people will be obese by 2034.
- This would increase the risk of other chronic diseases, e.g. type 2 diabetes, even further.
- Serious impact on health care and social costs, quality of life and productivity
- Serious impact on self esteem and mental health

The **treatment of obesity and diabetes** costs us more each year than the police, fire service and judicial system combined.



This includes the **£5.1bn** cost to the NHS of obesity-related ill-health.

Realising a whole systems approach to tackle such a complex issue





Obesity work plan: five pillars for action

Where future generations live in an environment, which promotes healthy weight and wellbeing as the norm and makes it easier for people to choose healthier diets and active lifestyles

1. Systems Leadership

- influence local & national leaders
- raise the national debate
- influence political ambition
- maximise communication

2. Community Engagement

- enable behaviour change through social marketing
- drive social investment through local action
- support communities with tools on healthy eating & getting active to help reduce health inequalities

3. Monitoring & Evidence Base

- enhance surveillance, analysis & signposting of data
- tailor evidence to meet local needs - PHOF
- support effective commissioning & evaluation
- develop & communicate research to inform strategy
- promote evidence of good practice

4. Supporting Delivery

- support the obesity care pathway
- work with DsPH & CCGs
- support commissioning
- practical tools to help deliver healthier places; enable active travel

5. Obesogenic Environment

- develop long term, evidence based strategy to deliver a whole system approach to tackle the root causes of obesity and address health inequalities

Tackle obesity, address the inequalities associated with obesity and improve wellbeing

Eatwell Guide

Check the label on packaged foods

Each serving contains

Energy	Fat	Saturated	Sugars	Salt
1048kJ 250kcal	5g	1.3g	34g	0.9g
12.5%	LOW	LOW	HIGH	MED
	7%	6.5%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

6-8
a day

Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Eat at least 5 portions of a variety of fruit and vegetables every day



Choose wholegrain or higher fibre versions with less added fat, salt and sugar



Beans, pulses, fish, eggs, meat and other proteins

Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat



Dairy and alternatives

Choose lower fat and lower sugar options



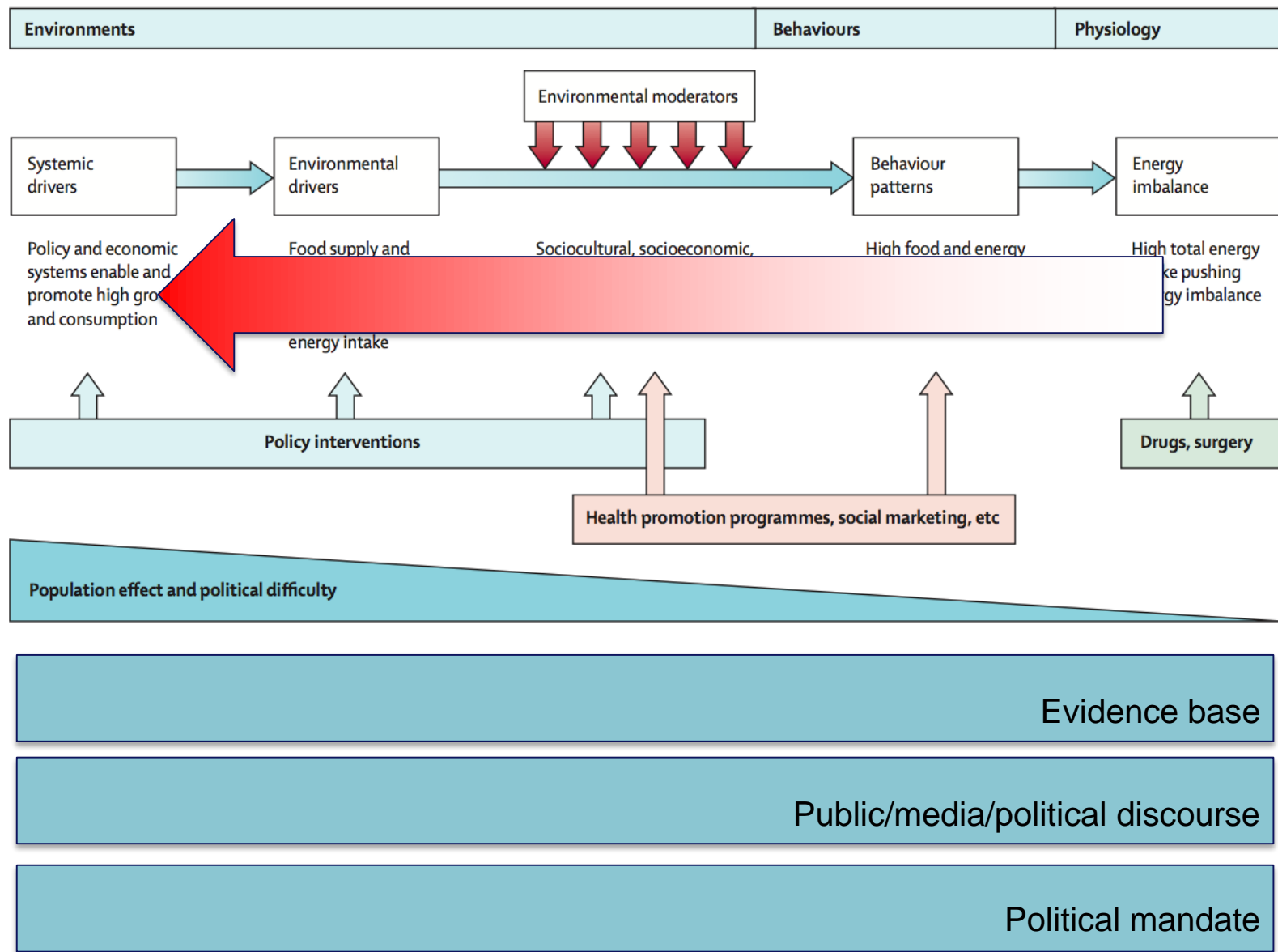
Oil & spreads

Choose unsaturated oils and use in small amounts



Eat less often and in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS





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FT

Financial Times @FT · 16m

Sugar tax - new UK levy on soft drinks to tackle childhood obesity
[#Budget2016](https://on.ft.com/1RNVrHc)



INDEPENDENT

Budget 2016: George Osborne announces sugar tax on soft drinks companies

Kashmira Gander | @kashmiragander | 2 minutes ago | 70 comments



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Budget 2016: George Osborne unveils sugar tax on soft drinks

7 minutes ago | UK Politics

16 March 2016 at 1:25pm

itv

NEWS

New sugar levy on the soft drinks industry announced

A new sugar levy on the soft drinks industry will be introduced, the Chancellor said.

It will be introduced in two years time to ensure companies reduce the sugar content of drinks and promote low sugar brands.

He said it was a "perfectly reasonable step" to protect children's health.

"Money from this new [sugar] levy will be used to double the funding we dedicate to sport in every primary school," Mr Osborne said.

Last updated Wed 16 Mar 2016



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A World-Leading Plan

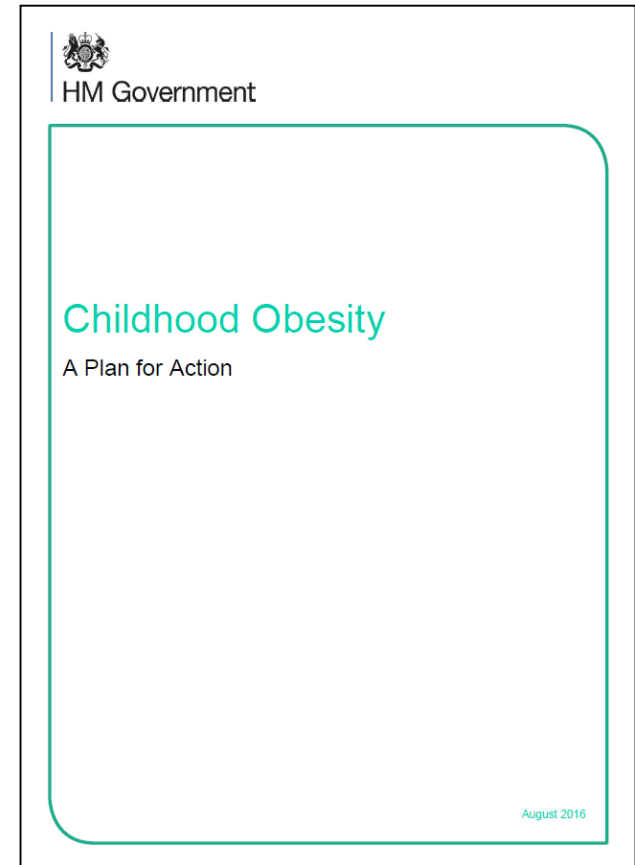
Published August 2016

Set of over 20 ambitious actions, focusing on:

- Schools
- Healthier environment
- Working together

Built on the best evidence

Sets out a challenge for the whole system





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We will take 20% of sugar out of products

Overall sugar reduction of 20%, including
5% in year one

Breakfast cereals, yoghurts, biscuits, cakes,
confectionery, morning goods (e.g.
pastries), puddings, ice cream and sweet
spreads

4-year, category-specific targets to be
published in March 2017



Key Progress

- Constructive meetings with industry on reformulation
- Baseline data and targets to be published in March
- Waitrose, Petits Filous and Nestlé announcements



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We will make the public sector healthier

Encouraging adoption the
Government Buying Standards
for Food (GBSF), particularly in
leisure centre vending
machines

Healthier food environment in
leisure and fitness centres

Behavioural interventions in NHS
hospitals

Key progress

- NHS consultation on sale of
sugary drinks in hospitals in
underway





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We will make schools healthier

Ofsted thematic review on obesity,
healthy eating and physical activity
in schools in 2017

Healthy rating scheme for primary
schools from September 2017

Schools to deliver at least 30 minutes
of physical activity for children
every day, with parents supporting
children to get an additional 30
minutes





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We will support early years settings

Revised menus for early years settings to form part of updated guidelines on meeting dietary recommendations

Raising awareness of the guidelines amongst early years providers

Updating Early Years Foundation Stage framework to reference physical activity guidelines





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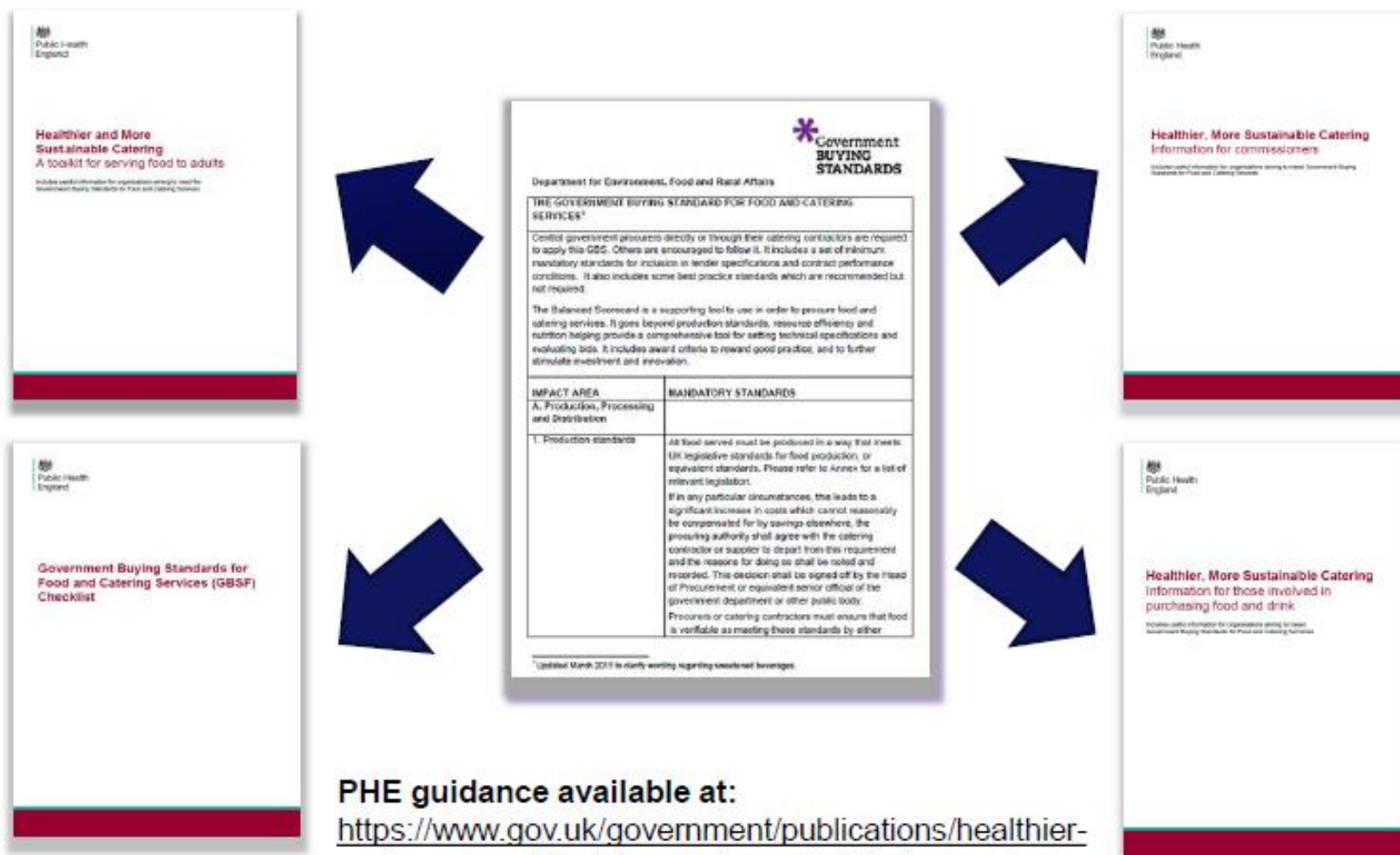
Helping people make healthier choices

Get the NEW Be Food Smart app

See how much sugar, sat fat and salt is really inside your food and drink



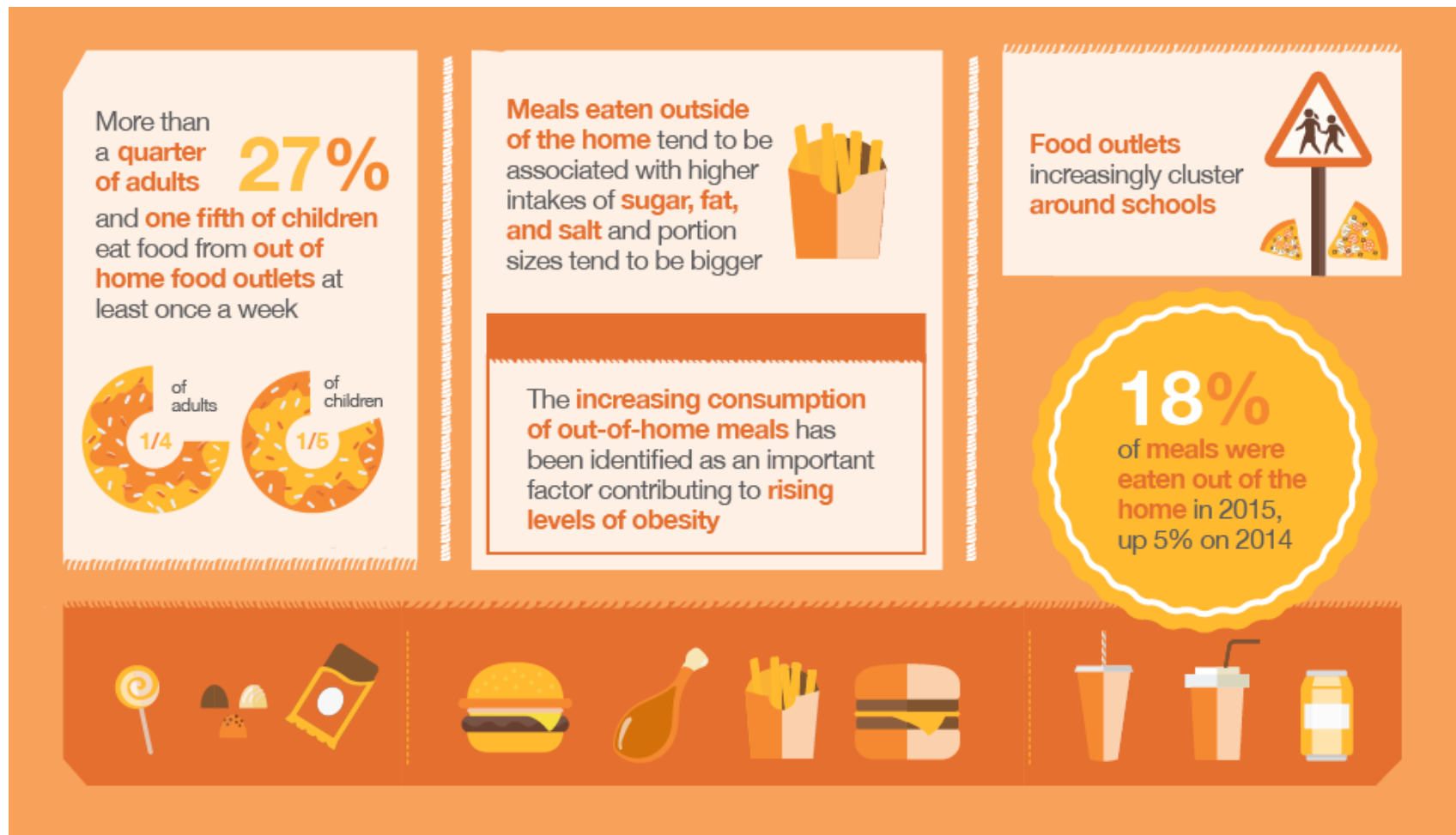
Healthier catering national documents and tools



PHE guidance available at:

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

<https://publichealthmatters.blog.gov.uk/2017/03/31/health-matters-obesity-and-the-food-environment/#comments>





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Out-of-home food and drink



Chartered
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Scope:

- Support local authorities work with independent businesses to improve the “out of home” food offer consumed by children, young people and their families
- Aim to provide a range of options that recognize the diversity of local authority needs and priorities, differing business and community make up and the variation in resources available to support interventions



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Eat Better Do Better

<https://publichealthmatters.blog.gov.uk/2017/03/31/health-matters-obesity-and-the-food-environment/#comments>



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HPHP Evidence Briefings



Healthy people, healthy places briefing
**Obesity and the environment:
regulating the growth of fast
food outlets**



November 2013



Healthy people, healthy places briefing
**Obesity and the environment:
increasing physical activity
and active travel**



November 2013



Protecting and improving the nation's health

**Working Together to Promote
Active Travel**
A briefing for local authorities



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Key publications on obesity



planning healthier places -

report from the reuniting health with planning project



planning healthy-weight environments -

a TCPA reuniting health with planning project



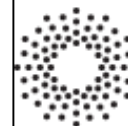
Andrew Ross and Michael Chang



Building the foundations: Tackling obesity through planning and development



Lessons from the Town and Country Planning Association 'planning healthy weight environments' workshops



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Healthier and More Sustainable Catering A toolkit for serving food to adults

Includes useful information for organisations aiming to meet the Government Buying Standards for Food and Catering Services

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There can be added benefits

**More
walking
and
cycling**

**Less car
travel,
pollution &
congestion**

**Safer and
more
welcoming
streets**

**Increased
social
interaction**

**Supports
local
business**



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There can be added benefits

Regulation of fast food outlets

Less litter
and a more
appealing
local
environment

Reduced
noise and
congestion

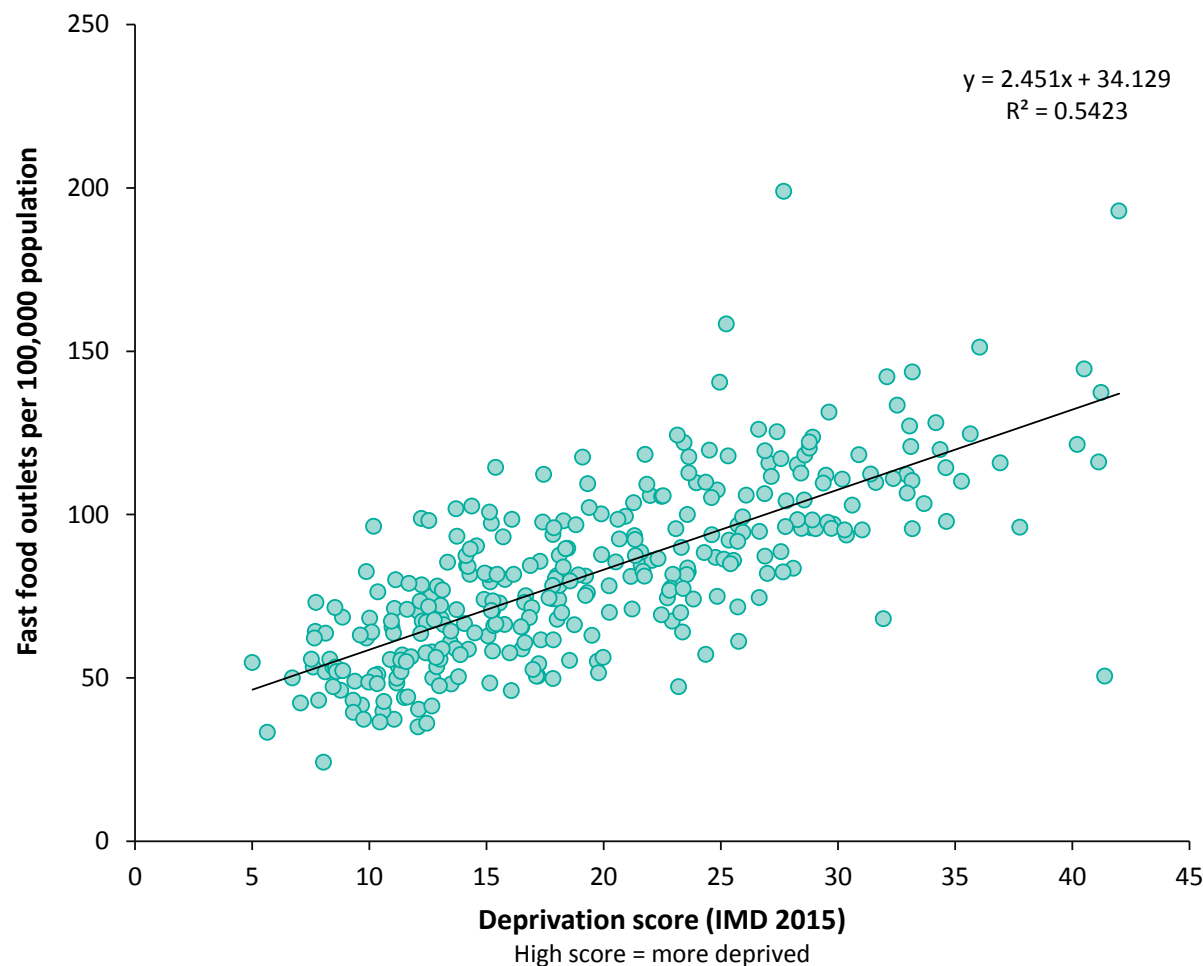
Improved
access to
healthier
food

Reduced
health
inequalities

Interventions can have indirect as well as direct effects. Aligning all of these can lead to a whole that is much greater than the sum of its parts



Density of fast food outlets and deprivation



This chart illustrates the association between density of fast food outlets and area level deprivation.

The local authorities with a higher deprivation score (i.e. more deprived) have a greater density of fast food outlets.

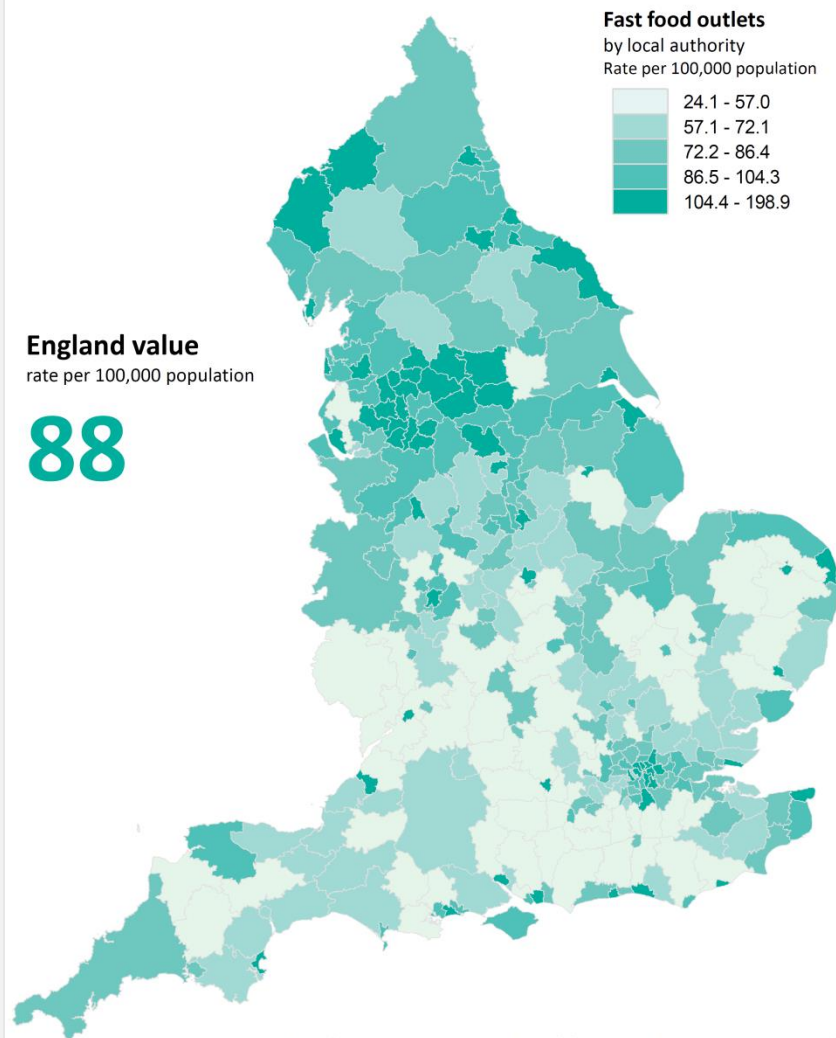
Evidence from health survey data shows that the prevalence of overweight and obesity also rises with deprivation and fruit and vegetable consumption falls with deprivation.



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Obesity and the environment

Density of fast food outlets



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Fast food map

The map shows density of fast food outlets per 100,000 population at local authority level.

PHE will be publishing this map alongside an Excel file with local authority and ward level counts of fast food outlets.

Data source: Ordnance Survey Points of Interest

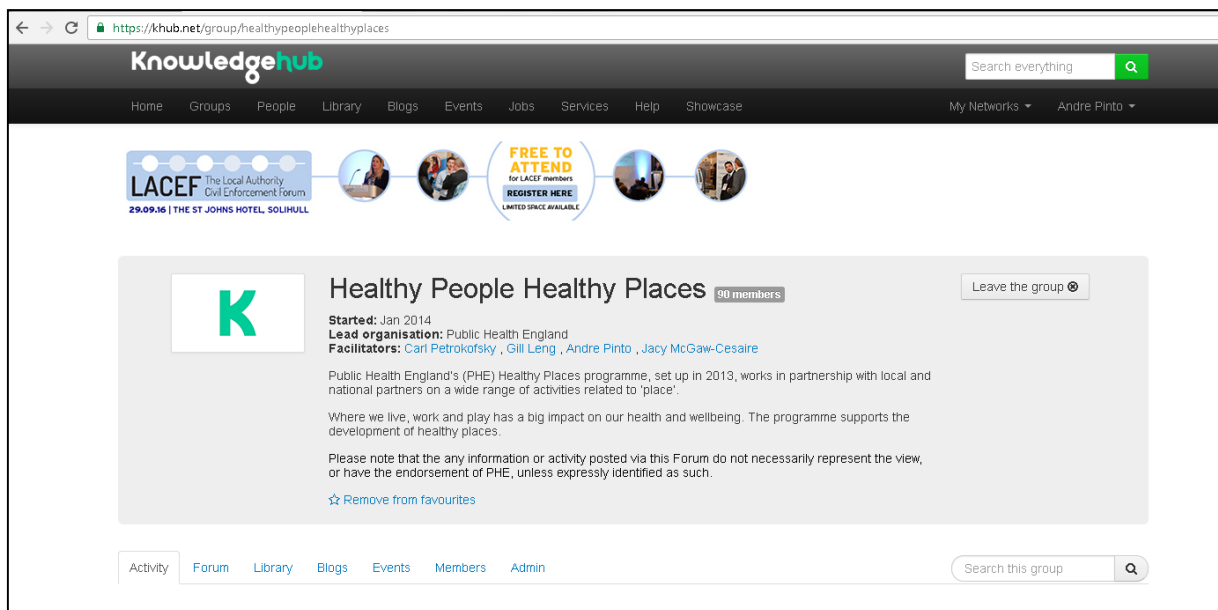
The map and data will be published on www.noo.org.uk



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Khub

Sign up to our Knowledge Hub
<https://khub.net/group/healthypeoplehealthyplaces>





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Bolton working with Hospital Trust

'Less' campaign



Bolton NHS



Bolton
Council





St Helens Chip Fryer Awards



Sample Temperature	Total Fat g/100g	Saturated Fat g/100g	% Difference in total fat between 150 and 175	% Difference in saturated fat between 150 and 175
150°C	12.3	6.2	25.2	25.8
175°C	9.2	4.6		

■ 150°C ■ 175°C ■ No Difference



The Golden Chip Fryer Award

To qualify for this award, you must achieve everything listed below:

- Business must have a minimum Food Hygiene Rating of 3
- Oil used must not be animal fat
- Cook chips for 5-6 minutes at minimum temperature of 170°C
 - Recommended that a temperature of 175°C or above used
 - This gives a crispier and more appealing chip that absorbs 40% less fat
 - Cooking time may vary depending on potato type
- Chips should be straight-cut with a diameter of 12mm to 15mm
 - This size chips absorbs less fat
 - The optimum size to minimise fat absorption is 14mm
 - Shoestring chips (French Fries) absorb 150% more fat than thick-cut chips
- Sieve oil after each fry
 - This removes small food particles that would otherwise burn and form small carbon particles that degrade the oil
 - Sieving prolongs the life of the frying oil
- Dry chips for 20 minutes prior to use, or use a Drywite solution
 - Chips that are still wet will cause the oil to degrade
 - Drywite potato solution stops chips from discolouring and soaking up too much oil
- Offer an option for smaller portion sizes on your menu
- Frying range thermometers should read within $\pm 5^{\circ}\text{C}$ of the actual fat temperature
 - Thermometer should be placed in the middle of the vat

- "I think the award is a great idea and it's about time recognition is given to the ones who fry to industry standards" – The Chip Pan

- "I use to work in chip shops that fried at 150°C, when I started my own business with my husband we decided to fry at 160°C as we both 150°C was too low. I gave the 170°C temperature a go and it worked, my chips were crispier, cooked for shorter period and my customers have commented on the improvement" – North Road Chippy

- "I have been using my new oil monitor test strips and they indicate that I am changing my oil more than I need to. I can potentially save money" – Blackbrook Supper Bar.

- "Customers constantly ask what the award is about and when I explain it to them they say it is great" – Frydays

- "Since gaining the award and being in the paper, I have had customers come from Wigan and Widnes to purchase my chips based on the award. I have even had people travel from other areas of the borough" – Frydays

- "I have always fried at 150°C and I have been trading for over 20 years. I don't understand how people can fry any higher than 150°C. However I will trial it as I want the award, as it is good for business. If it works then the council has taught me something new. If it doesn't work then at least I tried. – Crisp E Cod



The Platinum Chip Fryer Award

To achieve this award, you must achieve The Golden Fryer Award, plus everything listed below:

- Use cooking oil that is non-hydrogenated and has 1% or less Trans fatty acid content
 - Chemically altered vegetable oils are produced by a process called hydrogenation. This process hardens vegetable oils and turns them into solid or semi-solid fats
- Trans fats are present in foodstuffs manufactured with hydrogenated vegetable oil
- Trans Fats are particularly harmful to health
- Filter the oil daily
 - This will prevent oil from degrading prematurely
- Change the oil at the agreed peroxide level as outlined on oil quality indicator strips
 - Change oil before it starts to foam, froth or smoke
- Using indicator strips prevents poor quality chips and customer dissatisfaction by measuring the degree of oil breakdown in the vats
- Use separate fryers for chips and other foods
 - Frying foods like sausages, chicken, fish and anything in breadcrumbs will affect the oil quality by degrading it more quickly
 - Fats from animal products, which tend to be high in saturated fat, will leak into the oil and therefore change the cooking oil, increasing saturation





Blackpool Healthier Choices Award

Working with Blackpool Businesses



"we are very proud to be part of the scheme to help our customers know we have a wide range of healthier choices"

Healthier Choices Award

New award

Five criteria:

- ✓ Fats and frying
- ✓ Salt
- ✓ Portion sizes
- ✓ Fruit vegetables and whole grains
- ✓ Promoting healthier options





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Thank you for listening
Have you any questions

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