

NHS
Nottinghamshire County

**Tackling obesity in Nottinghamshire
- Monday 7 December 2009**

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Our recent work

- Dedicated PCT teams formed to take forward work on key health challenges
- Over past six months worked to really understanding the issue of obesity
- Analysed population data and projections
- Reviewed effectiveness of what we were doing already
- Researched international evidence and best practice
- Shared our approach and findings with partners and forums
- Developed clinical pathways to support GPs and others
- Prioritised actions and progressing implementation

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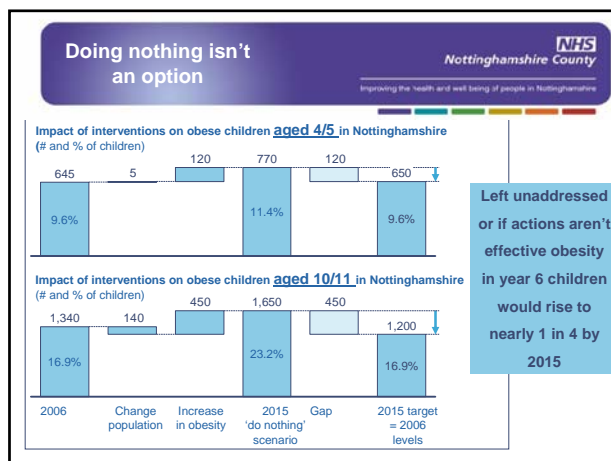
Scale and complexity of the obesity challenge

In the UK...

- Obesity is growing faster in England than any other European country
- Obesity has trebled in the past 20 years
- It will overtake smoking as greatest cause of premature loss of life by 2020
- Only 11% parents with obese or overweight children recognise this

In Nottinghamshire...

- 1 in 4 children aged 5 are overweight or obese. By age 11 this rises to 1 in 3
- More than half the County's adults are overweight or obese



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Prioritised initiatives for children and young people

**Preventing healthy children from becoming obese
Reducing number of children who are already obese**

Support a healthy lifestyle in Early Years	<ul style="list-style-type: none"> • Breastfeeding – UNICEF baby friendly, peer support • Healthy start scheme • Children centres – physical activity, parenting classes
Support a healthy lifestyle in children through Schools and Community	<ul style="list-style-type: none"> • Extended services – Focus on nutrition and activity • Healthy schools • Community action e.g. EPODE
Referral to programmes for Weight Management	<ul style="list-style-type: none"> • Raising the issue (Brief Intervention) • Programme-based support and follow-up e.g. MEND • Appropriate referral to Community Paediatrics

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Addressing adult obesity in the County

In 2006

- 28% Nottinghamshire adults are obese
- c.129,000

By 2015

- Additional 41,000 increase in prevalence
- 170,000 adults obese

Prioritised initiatives for adults

Identification of obesity

- NHS Health Check (for those aged 40+)
- BMI register

Prevention of obesity

- Information provision e.g. internet and media
- Use of Social Marketing techniques
- Workplace health e.g. physical activity/healthy eating
- Community action e.g. EPODE

Referral to programmes for Weight Management

- Ante-natal weight management project
- Brief Intervention
- Programme-based support and follow-up
- Bariatric Surgery

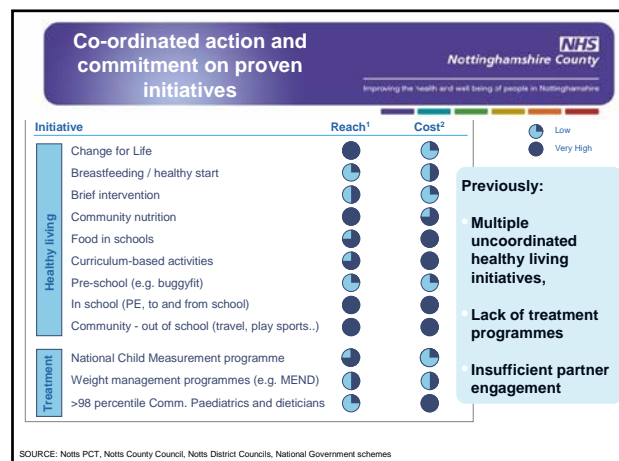
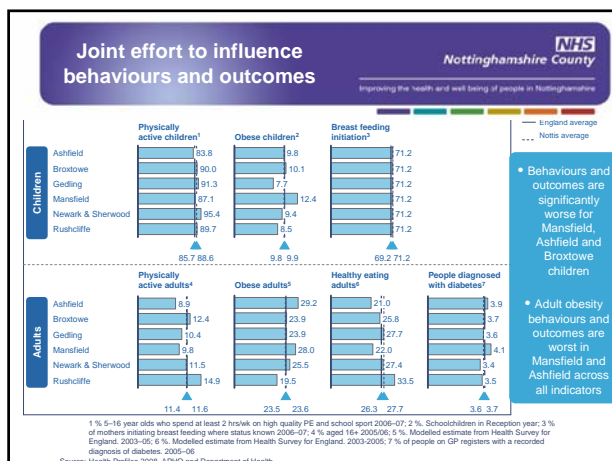
**Preventing healthy adults from becoming obese
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Working together to tackle obesity in Nottinghamshire



Critical role of partners



Building an unprecedented coalition of support

- Widest range of partners – planners, schools, local authorities, children's centres, leisure services, health services, third sector etc.
- Managing the market to draw-in new service providers
- Influencing commercial partners e.g. food outlets and retailers
- Making a compelling case for resources e.g. EU

Sharing

- Evidence, insights, data, resources (staff, training, infrastructure and £)

Working together to tackle obesity in Nottinghamshire



Thank you