

OSC Briefing Paper- Obesity

Background

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...

The main source of data on childhood obesity is the National Child Measurement Programme (NCMP). Established in 2005, the NCMP weighs and measures children in Reception (aged 4-5) and Year 6 (aged 10-11).

Obese Prevalence Rates by PCT – Reception*

	2006/07	2007/08	2008/09	2009/10
NHS Bassetlaw	11.4%	10.0%	10.5%	10.5%
NHS Nottinghamshire County	9.6%	9.8%	8.9%	8.5%
East Midlands	9.8%	9.1%	9.1%	9.7%
England	9.9%	9.6%	9.6%	9.8%

- Although the prevalence of obesity appears to be reducing in Reception in NHS Nottinghamshire County, there is **no significant reduction** in prevalence since 2006.
- In 2009/10 NHS Nottinghamshire County has a Reception obesity prevalence which is **significantly lower** than England and the SHA

Obese Prevalence Rates by PCT – Year 6*

	2006/07	2007/08	2008/09	2009/10
NHS Bassetlaw	18.8%	23.9%	19.2%	20.6%
NHS Nottinghamshire County	16.9%	17.6%	17.3%	17.3%
East Midlands	9.8%	17.6%	17.9%	18.4%
England	16.6%	18.3%	18.3%	18.7%

- The trend across NHS Nottinghamshire County indicates that there has been **no significant change** in year 6 obesity prevalence since measurements began in 2006
- In 2009/10 NHS Nottinghamshire County's Year 6 obesity prevalence is **not significantly different** to SHA and England.

*Source: <http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles/obesity/national-child-measurement-programme-england-2009-10-school-year>

Progress to date

NHS Nottinghamshire County has a target for childhood obesity and leads a multi-agency partnership to deliver a strategy and action plan to tackle obesity. The Nottinghamshire strategy is structured around several themes:

1. Supporting a healthy weight in children through healthy eating and physical activity:

- The Healthy Child Programme, aimed at improving health outcomes for children, young people and families, is being rolled out through children centres with active engagement of health visitors
- All areas across Nottinghamshire are committed to achieve the UNICEF 'Baby Friendly Initiative' accreditation. Infant feeding co-ordinators are in place in Nottingham University Hospital (NUH), Sherwood Forest Hospital Trust (SFHT) and County Health Partnerships (CHP)
- 20 children's centres are working towards the Healthy Early Years standard
- The NCMP Programme across NHS Nottinghamshire County 2009/10 has run very successfully. A total of 12,711 children had their heights and weights recorded. NHS Nottinghamshire County has achieved the minimum 86% participation rates. The school nursing team are working hard to encourage schools to participate

- 92% of schools have achieved National Healthy School Status. 120 schools are engaged with the Healthy Schools Enhancement Model. Work is progressing to implement the enhanced healthy schools model and support schools focused on obesity
- Themes from the National Change4Life programme continue to be encouraged across Nottinghamshire. Parents and schools are encouraged to sign up to the programme

2. Promoting Healthier Food Choices:

- The Healthy Start Scheme continues to be promoted nationally and locally via health professionals encouraging pregnant women and families from low-income groups to eat a more nutritious diet and lead a healthier lifestyle. Free vitamin supplements for women (folic acid, C & D) and children (A, C & D) are also part of the programme. Currently, only Children's Centres managed by County Health Partnerships are issuing vitamins. NCC managed centres are NOT currently participating.
- NHS Nottinghamshire County continues to commission community nutrition services with a focus on healthy eating through activity such as cook and eat, healthy weaning, cooking on a budget and healthy eating during pregnancy. These services aim to contribute to reducing obesity through improving awareness, knowledge and confidence to make positive dietary behaviour change. Additionally, discussions have taken place with County and District services to plan and implement elements of a social marketing plan developed as part of the Regional Innovation Fund Project
- Food mapping work is currently being utilised across many areas of the County influencing delivery and promotion of healthy options outlined in district plans
- One Change4Life convenience store is operational in the Mansfield District and a range of services within the district are utilising Change4Life branding to promote healthy food choices

3. Building Physical Activity into our lives:

- NHS Nottinghamshire County supports PE and Sport at schools providing an important way of increasing Physical Activity in children and young people
- The PCT have informed the Local Transport Plan to enable promotion of cycling and walking across the county
- Across Children's Centre's in the County 'start to play' (a movement programme for children 0-5) has been rolled out

4. Creating Incentives for Better Health:

- The Change 4 Life brand is either being used or encouraged to be used across workplace health activity encouraging health benefits for employers as well as employees and their families

5. To maintain and develop access to advice and support on diet, weight and physical activity for adults and children:

- The NCMP has improved identification of obesity among primary school children. Across Nottinghamshire routine feedback to parents and schools is a core component of the programme
- "Raising the issue of obesity" training continues across the county and plans to deliver training in the base of the workforce where appropriate. The training now covers alcohol, smoking and obesity in one package.
- Primary care remains the key element of providing information and encouraging families to maintain a healthy weight
- The PCT developed an information DVD for NCMP for schools and families/children

Key Issues :

- It remains a challenge to encourage schools and parents/carers to participate in the NCMP
- NHS Nottinghamshire County are constantly reviewing the evidence to ensure good practice to ensure service meet the needs of patients
- The PCT are in the process of reviewing all services to ensure cost effectiveness and offer patients the best advice
- The financial situation of the PCT has resulted in decommissioning of a number of services that supported a reduction in weight management