

# Tackling Excess Weight, Poor Diets and Physical Inactivity in Nottinghamshire

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**Nottinghamshire  
County Council**

Weight gain occurs when, over time, calories consumed exceed energy used

Average man  
consumes 300  
calories more than  
they need each day  
~ equivalent to 4  
chocolate  
digestives



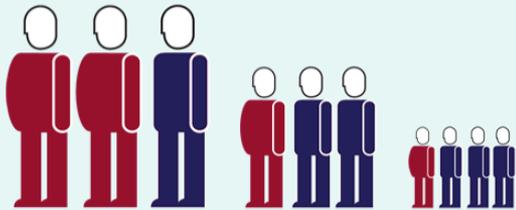
To burn 300  
calories requires  
an average of 60  
minutes  
walking/cycling or  
30-40mins running



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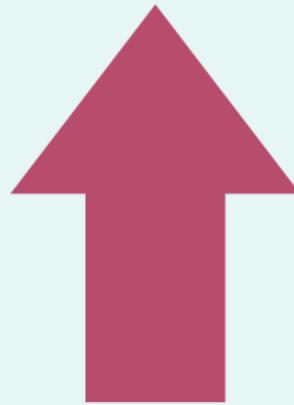


# Why is obesity an issue?



## It's widespread

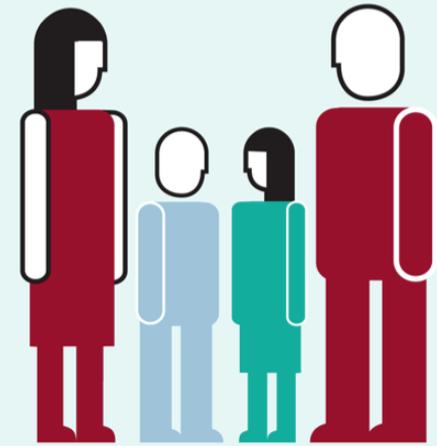
**Two thirds** of adults, **a quarter** of 2–10 year olds and **one third** of 11–15 year olds are overweight or obese



## Prevalence remains high

Overweight and obesity in adults is predicted to reach **70% by 2034**

More adults and children are now severely obese



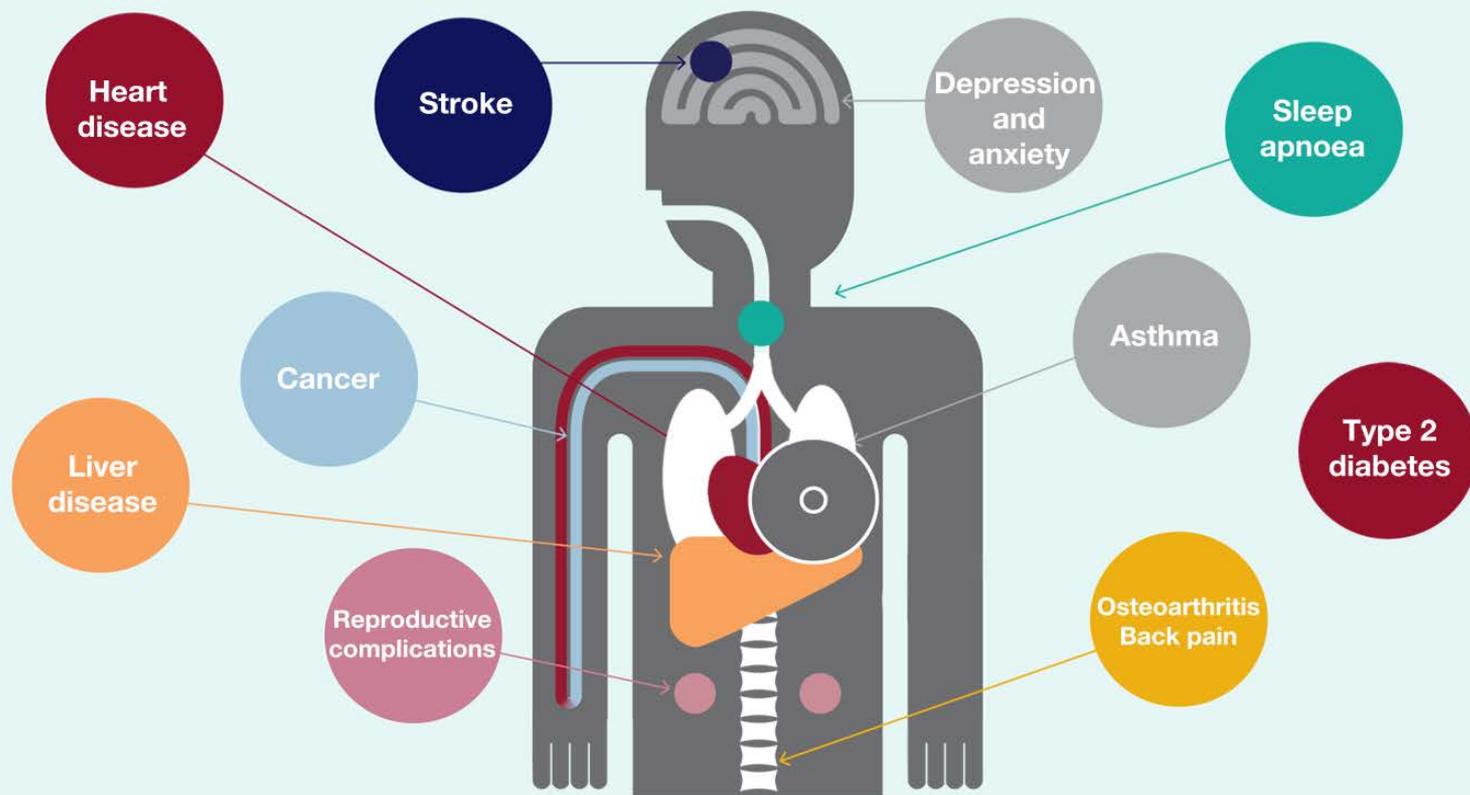
## Consequences are costly

A high BMI...

- is costly to health and social care
- has wider economic and societal impacts



# Obesity harms health

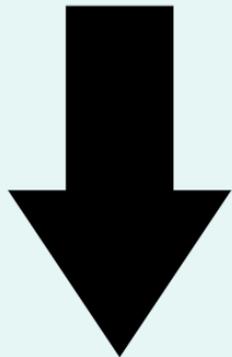




# Obesity harms communities

# 3x

Severely obese people are over 3 times more likely to need social care than those who are a healthy weight

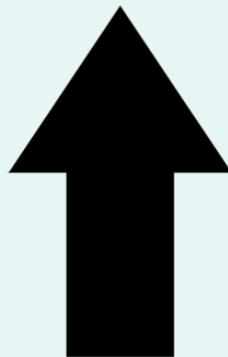


Increased sickness  
absence

Increased demands on  
social care services

Less physically  
active population

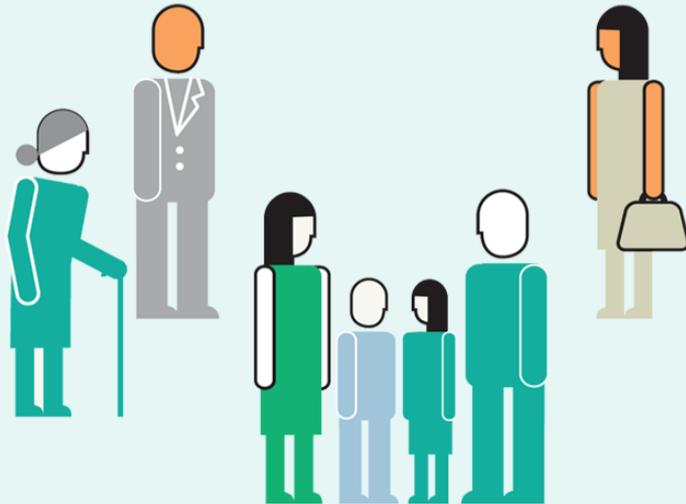
Reduced productivity





# Obesity does not affect all groups equally

Obesity is more common among:



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People from more deprived areas

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Older age groups

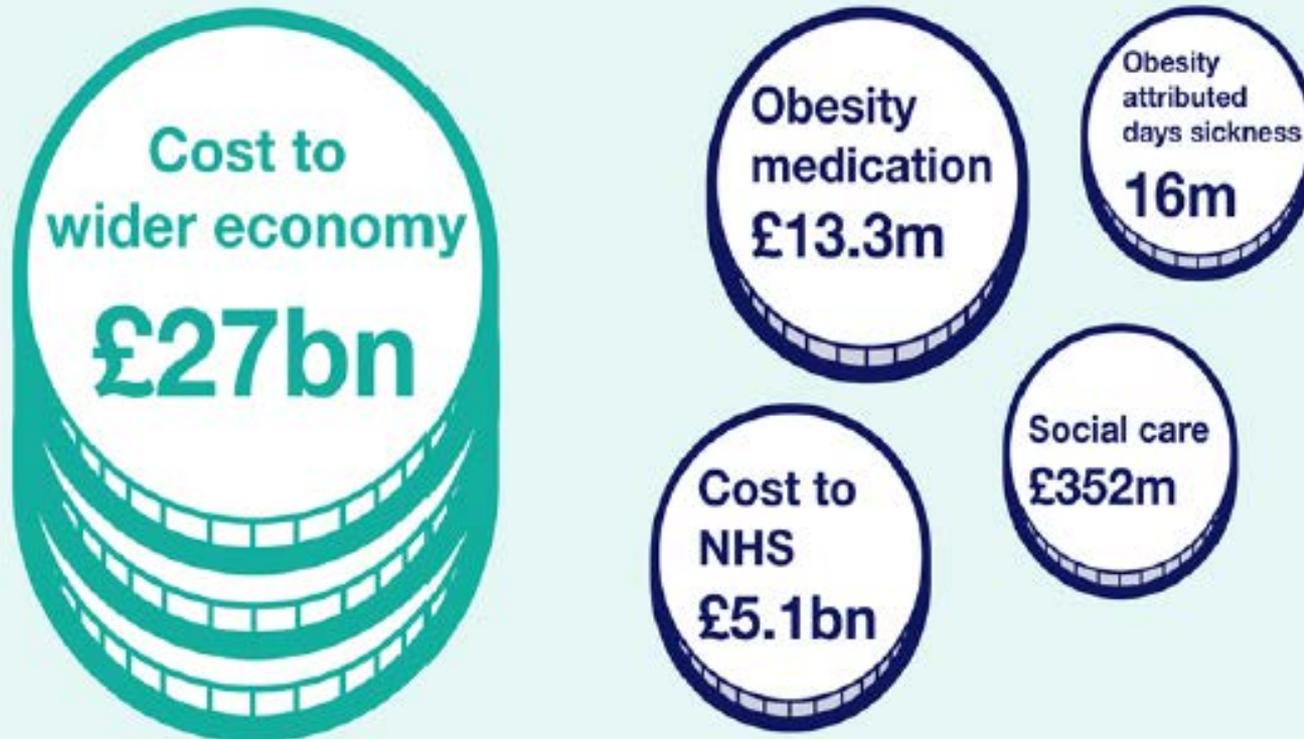
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Some black and minority ethnic groups

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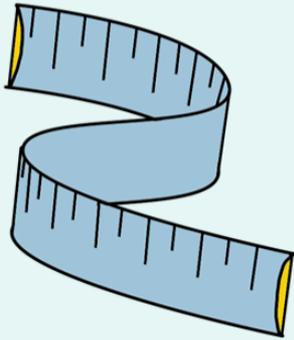
People with disabilities

# The annual cost of obesity





## We may not see ourselves or our children as obese...

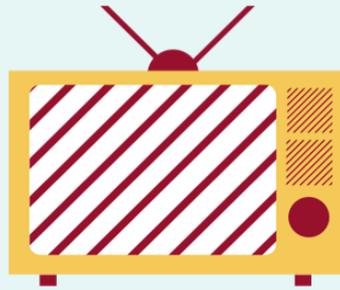


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Adults tend to underestimate their own weight

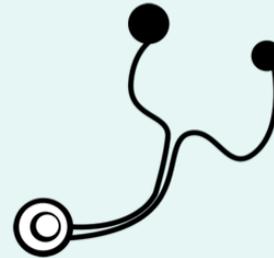
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Half of parents do not recognise their children are overweight or obese



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The media tend to use images of extreme obesity to illustrate articles about obesity



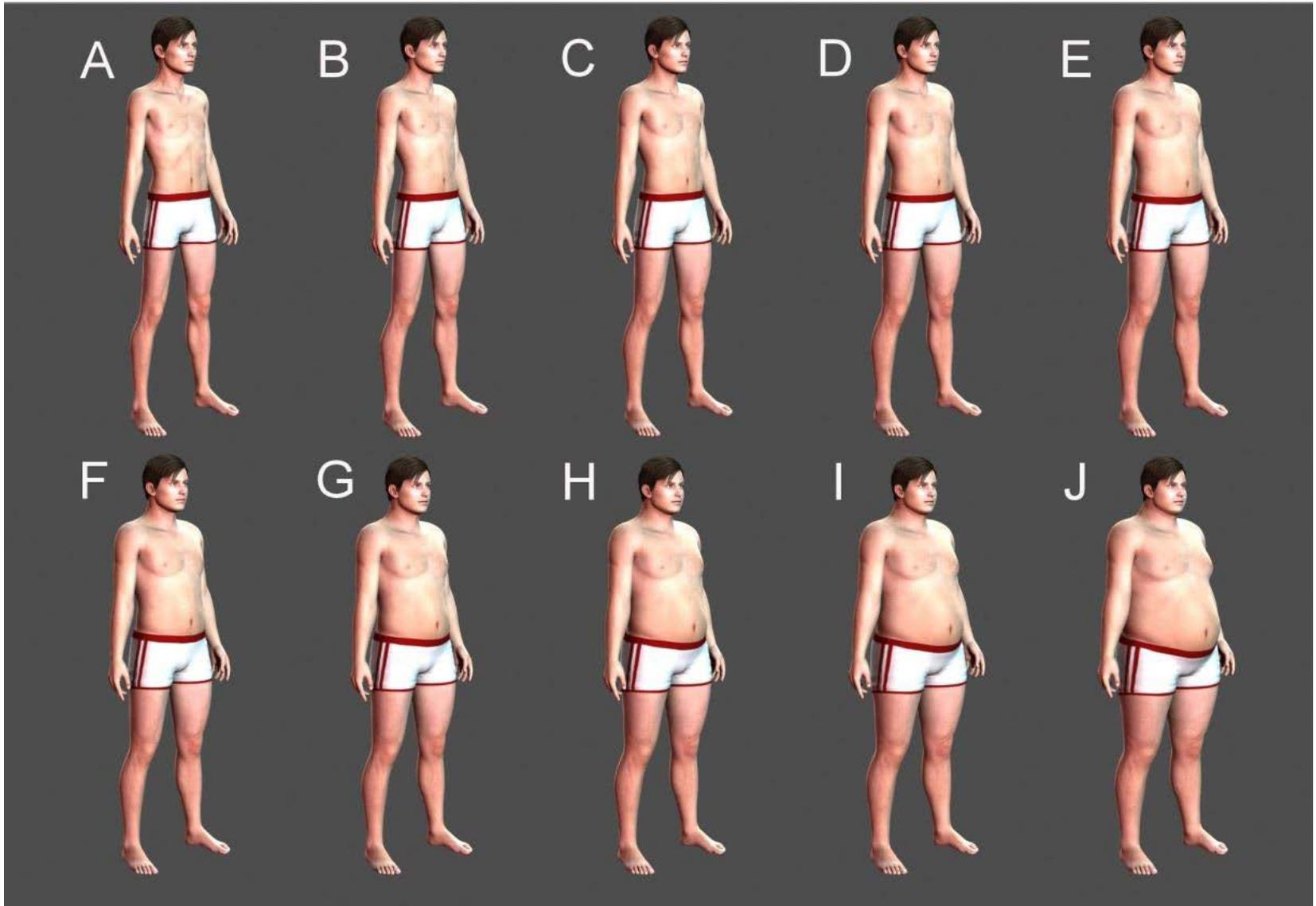
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GPs may underestimate their patients' BMI



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**If we do not recognise obesity we are less likely to prioritise tackling it**



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# Obesity is complex



**Obesity is the outcome of a complex set of factors acting across many areas of our lives**



## Action on obesity can lead to:



# Overweight and obesity among adults in Nottinghamshire

Public Health Outcomes Framework  
2013 to 2015 (three-year average)

Almost 7 out of 10 adults are overweight or obese (67.6%)



Adult (aged 16+) overweight and obesity: BMI  $\geq$  25kg/m<sup>2</sup>



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# Overweight and obesity among 4-5 year olds in Nottinghamshire

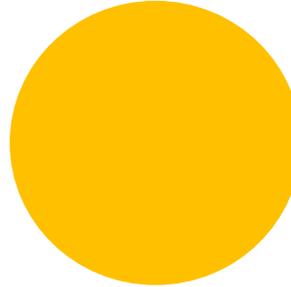
National Child Measurement Programme 2015/16



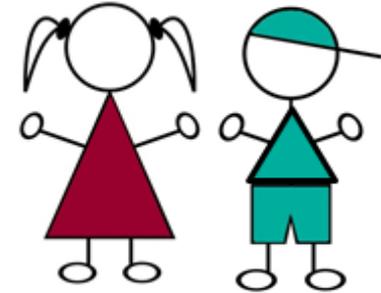
**9,063** children in Reception class measured in Nottinghamshire



**93.0%** of Reception children took part in Nottinghamshire compared to 95.6% nationally.



**21.3%** of Reception children are overweight or obese



The prevalence of overweight and obese children in reception class has reduced in Nottinghamshire, from 23.3% in 2006/07 to 21.3% in 2015/16.



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# Overweight and obesity among 10-11 year olds in Nottinghamshire

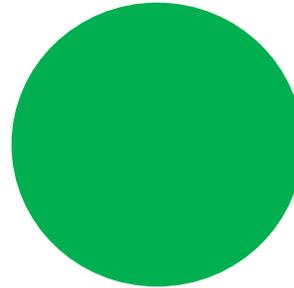
National Child Measurement Programme 2015/16



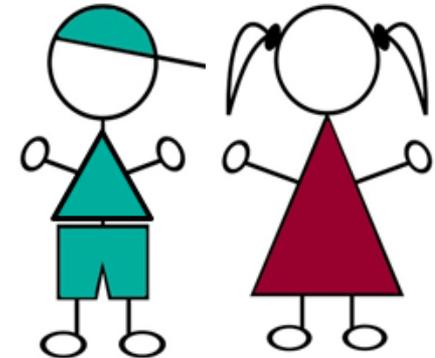
**7,408** children in Year 6 measured in Nottinghamshire



**86.9%** of Year 6 children took part in Nottinghamshire compared to 94.5% nationally.



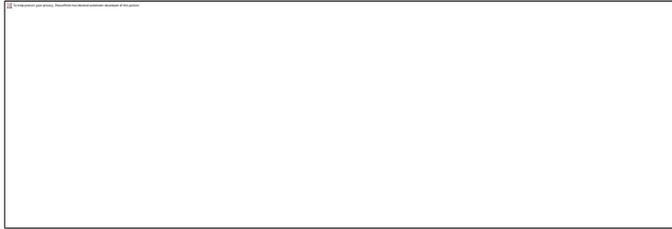
Just under **1/3<sup>rd</sup>** of Year 6 children are overweight or obese (30.3%)



The prevalence of overweight and obese children in year 6 has remained similar in Nottinghamshire, from 30.8% in 2006/07 to **30.3%** in 2015/16.



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# Action to tackle excess weight

start 4 life





## National Child Measurement for Nottinghamshire

We want to learn more about how children in Nottinghamshire are growing so we can better plan and deliver healthcare. So we need to weigh and measure all reception and Year 6 children.

For more information on the National Child Measurement Programme visit [www.nottinghamshire.gov.uk/caringyourhealth/staying-healthy/healthyweight/ncmp/](http://www.nottinghamshire.gov.uk/caringyourhealth/staying-healthy/healthyweight/ncmp/)

Working with your local takeaway to ensure that healthier food options are available.

[www.nottinghamshire.gov.uk/hot](http://www.nottinghamshire.gov.uk/hot)

In partnership with:

walking for health



**WHY IS HIGH QUALITY PE, SPORT AND PHYSICAL ACTIVITY CRITICAL TO THE DEVELOPMENT OF YOUR WHOLE SCHOOL?**

Continued funding for Primary PE, Sport and Physical Activity has been committed by the government until 2020

Money raised from the forthcoming sugar tax on soft drinks will be used to double this funding from 2018 onwards.

This is referenced within 'Childhood Obesity - A Plan for Action' which was published by the government in August 2016. This can be found on [www.gov.uk](http://www.gov.uk)

**HEALTHY BODY, HEALTHY MIND**

Evidence shows that healthy active children achieve more. PE, Sport and Physical Activity:

- Improves physical health
- Improves mental health
- Improves levels of cognition and educational attainment
- Improves future employment prospects
- Reduces anti-social behaviour, improves attendance and behaviour
- Improves social cohesion.

The 'Game of Life', compiled by the Sport and Recreation Alliance, brings together all the best evidence to support these claims.

To access the full report, please visit: [www.sportandrecreation.org.uk/policy/research-publications/game-of-life](http://www.sportandrecreation.org.uk/policy/research-publications/game-of-life)

Visit the Sport England website to view their exclusive film on using PE and Sport as a tool for whole school improvement: [www.sportengland.org/our-work/children-and-youth-people/primary-school-sport/](http://www.sportengland.org/our-work/children-and-youth-people/primary-school-sport/)

Photo courtesy of Whitmoor Academy

**Do you want to make a change?**

**Contact ChangePoint today to start your weight loss journey.**

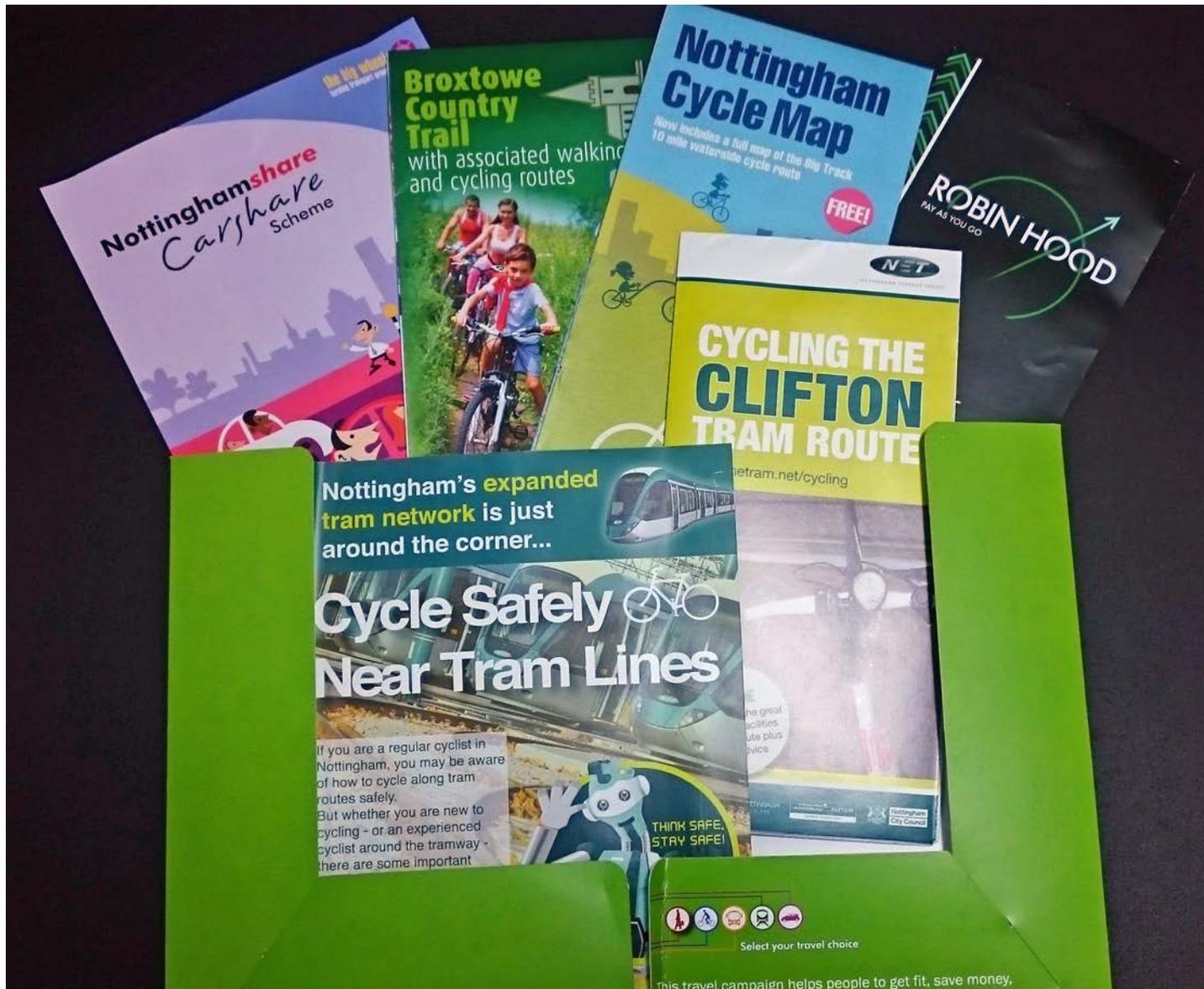
ChangePoint can help you to:

- ♥ Make a lifestyle change ✓
- ♥ Feel better ✓
- ♥ Improve your health ✓
- ♥ Lose weight ✓

A personalised, free, local weight management service for you.

**Make the change today**

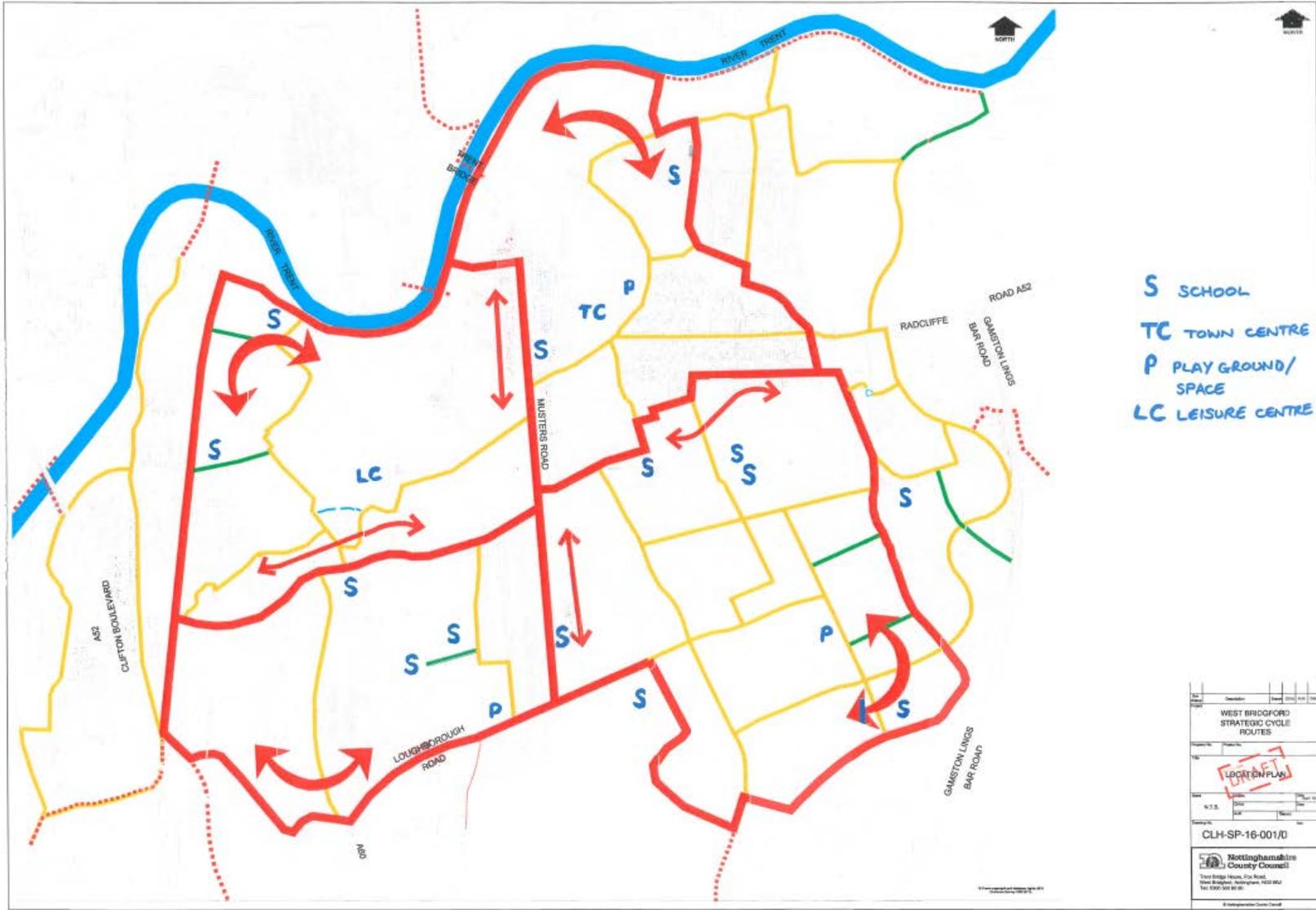
Call 03330 05 0002 or email [changepointnotts@everyoneshealth.co.uk](mailto:changepointnotts@everyoneshealth.co.uk)



Select your travel choice  
This travel campaign helps people to get fit, save money,



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# Whole system approach

Sustained changes to individual behaviours across the whole population will require:

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Multiple actions across all parts  
of the **system**

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Changes to the food, physical  
activity and social environments





# Partnership: the key to success



# Taking a whole system approach in Nottinghamshire (paragraph 62 in report)

- Partners appoint a **champion** within their organisation
- Encourage GP practices to support **RCGP clinical priority** to embed physical activity and lifestyle in primary care
- Promote importance of **NCMP**
- **All public sector organisations to provide healthy food** in line with what NHS is doing
- District/borough councils **increase number of fast food outlets signed up to HOT**
- Continue to **invest in safe walking and cycling infrastructure**
- Support **targeting of behaviour change campaigns** to inform, encourage and enable people to walk and cycle more.



# Taking a whole system approach in Nottinghamshire (paragraph 62 in report)

- NCC, District and Borough Councils to ***protect, increase and improve green and blue space encouraging and improving access***
- District /Borough Councils ***endorse the ‘Spatial Planning for Health and Wellbeing of Nottinghamshire’***
- Secure ***support for Nottinghamshire Planning and Health Engagement Protocol*** across Local Planning Authorities and Health Partners
- District/Borough Councils to ensure that ***planning applications for new housing developments prioritise the need for adults and children to be physically active*** as part of everyday life
- District/Borough Councils to ***work with housing developers to promote active transport, protect green space*** and ensure they are appropriately designed.
- Continue to ***invest in delivery of activities related to diet, physical activity and weight management.***