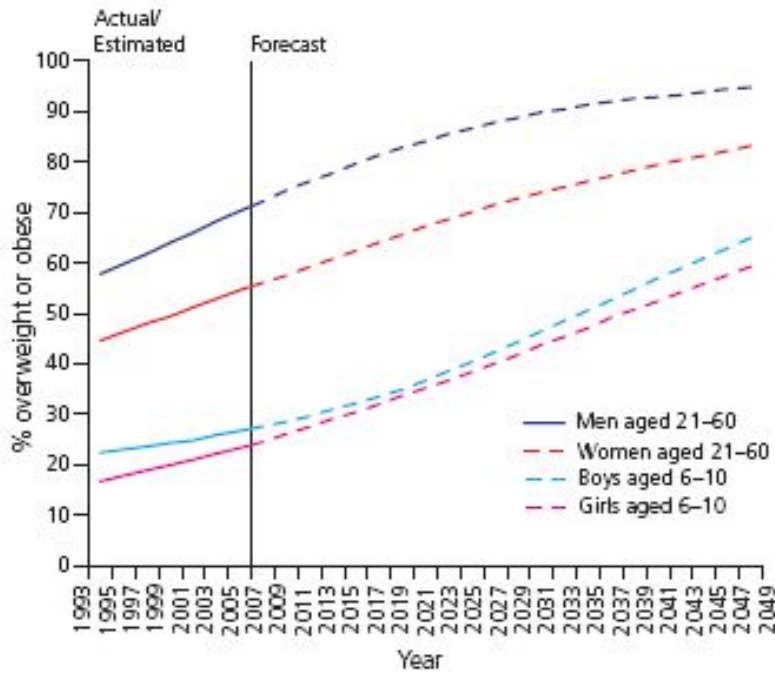


Healthy Weight, Healthy Lives: a cross-Government strategy for England

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Obesity is growing at an alarming rate, with a significant impact on individuals, our National Health Service and society as a whole

UK Foresight report: By 2050, 60% of men and 50% of women could be clinically obese



- **Health impact of obesity:**
 - 58% type-2 diabetes
 - 21% of heart disease
 - 10% of non-smoking related cancers
 - 9,000 premature deaths a year in England
 - Reduces life expectancy by, on average, 9 years.

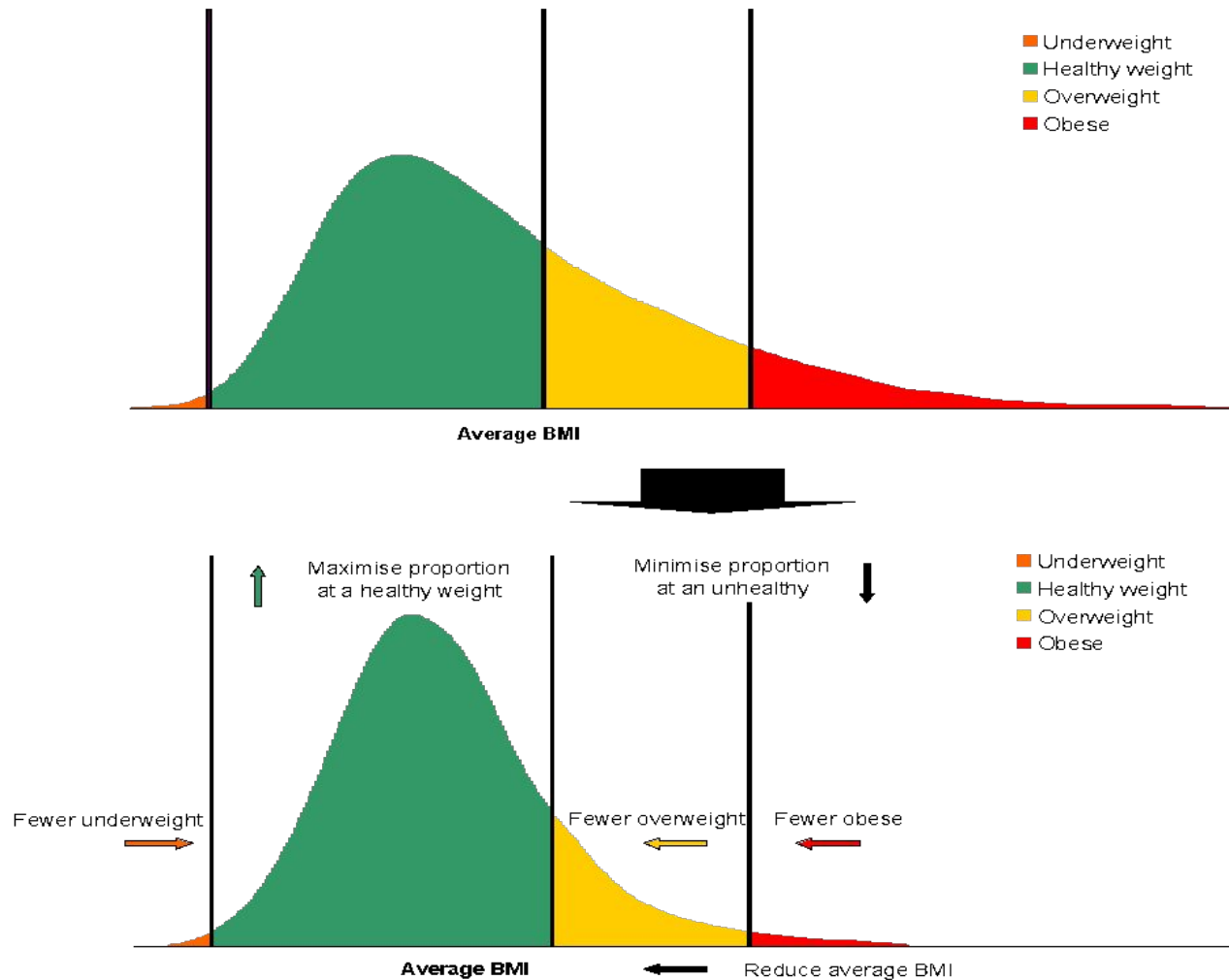
- **Costs of obesity:**
 - National Health Service - £4.2bn
 - Wider economy - £15.8bn
 - Foresight estimate costs to economy of £50bn by 2050

Obesity is primarily driven by individual decisions, and the way society influences them

- 1) **Human biology** - genetics plays a part but does not pre-destine us to be obese
- 1) **Culture/Individual psychology** - it is difficult to break habituated unhealthy eating patterns, especially when common to those around us
- 1) **The food environment** - there has also been a huge increase in the quantity of quick convenience foods, which tend to be high in saturated fat, salt and sugar.
- 4) **The physical environment** - our lives have become increasingly sedentary. For example, the last 2 decades have seen a 10% drop in children walking to school

But a new approach is needed, with a wider focus on healthy weight, not just obesity

Shifting weight distribution in the population to a healthy weight



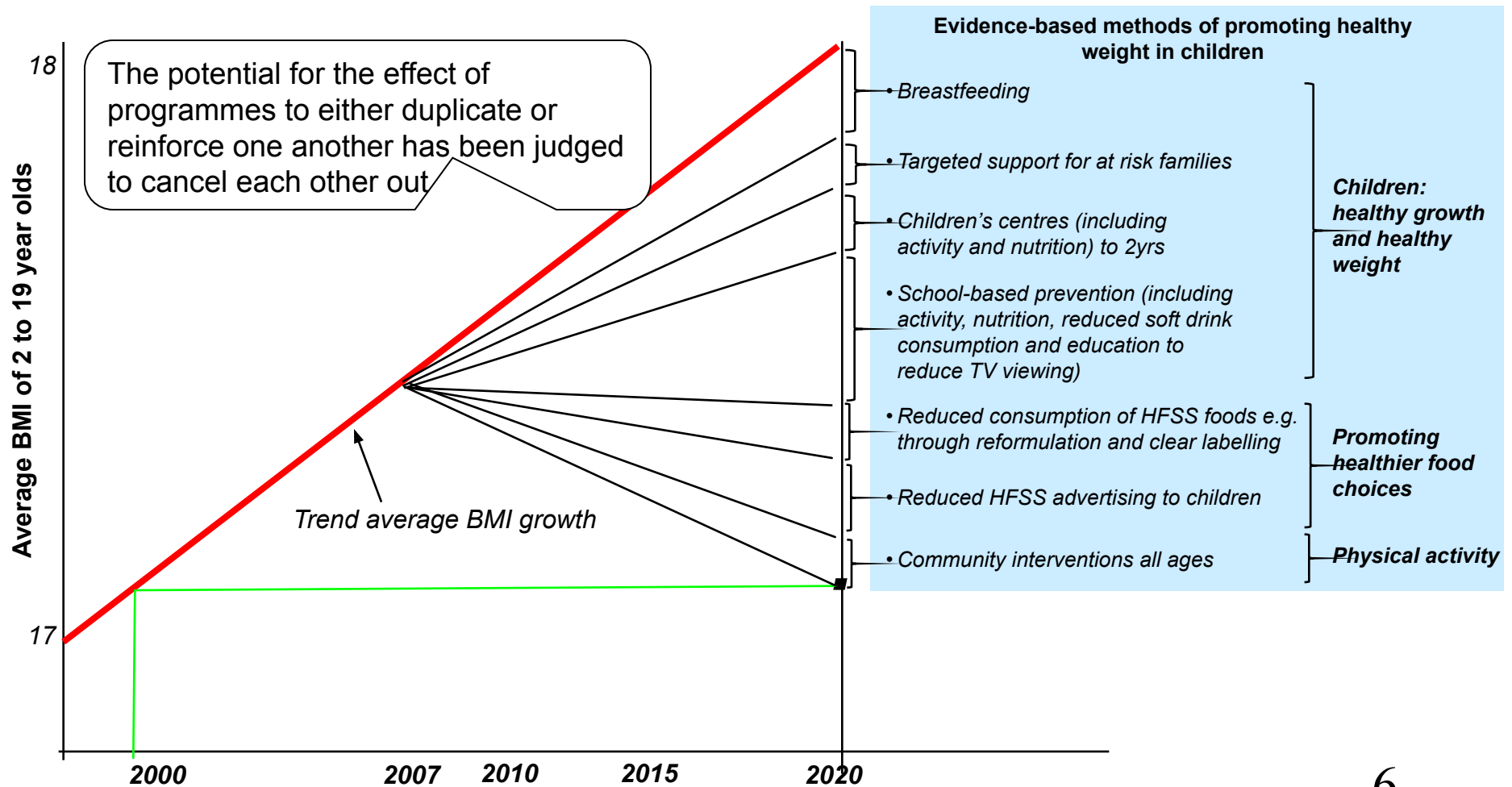
So as part of the recent CSR 07 announcement, we announced our new long-term ambition

“Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.”

- This new ambition was announced in October 2007 and forms part of the Government’s new commitment to Child Health and Well-being (children under 11)
- Tackling child obesity will be a national priority for the National Health Service (NHS) and local health care and delivery providers, from April 2008.

The ambition is supported by evidence on what works

Chart of reduction in average BMI in children by aggregating evidence on tackling the problem – Trajectory is indicative



The Government has recently mapped out how it will deliver the ambition through its new £372 million strategy: “Healthy Weight, Healthy Lives”

- This strategy for England is fairly unique in being a cross-Government enterprise
- The Government is responsible for representing all four nations of the United Kingdom in Europe. We therefore understand that tackling the increasingly global problem of obesity requires a comprehensive approach to working with and sharing best practice and research from both within the UK and partners outside
- Our strategy is all encompassing and draws on work going on across Europe and the rest of the world including the French EPODE model and the US example of employer incentives for a healthier workforce
- Its focus lies not only on the prevention of obesity and overweight but how to ensure that everyone achieves and maintains a healthy weight for a healthier, more fulfilled and longer life.



The strategy sets out action in 5 themes, following the evidence provided by Foresight

- *Children: healthy growth and healthy weight* - early prevention of weight problems to avoid the 'conveyor-belt' effect into adulthood, with the focus on children part of government's "duty of care" to minors
- *Promoting healthier food choices* - reducing the consumption of foods that are high in fat, sugar and salt and increasing the consumption of healthier food such as fruit and vegetables
- *Building physical activity into our lives* - getting people moving as a normal part of their day
- *Creating incentives for better health* - increasing the understanding and value people place on the long-term impact of decisions
- *Personalised advice and support* - complementing preventative care with treatment for those who already have weight problems

Theme 1: Every Child should grow up with a healthy weight

Our vision for the future is one where every child grows up with a healthy weight, through eating well and enjoying being active

Healthy Schools School Food

- Some £627.5mn until 2011 is being invested to transform the quality of school food
- More than 14,000 schools (56%) now have an approved school travel

5 A Day

- Just under half of children are participating in the School Fruit and Vegetable Scheme - 5 A DAY

“Healthy Start” Breastfeeding

- Programmes in place to promote breastfeeding

Child weighing and measuring

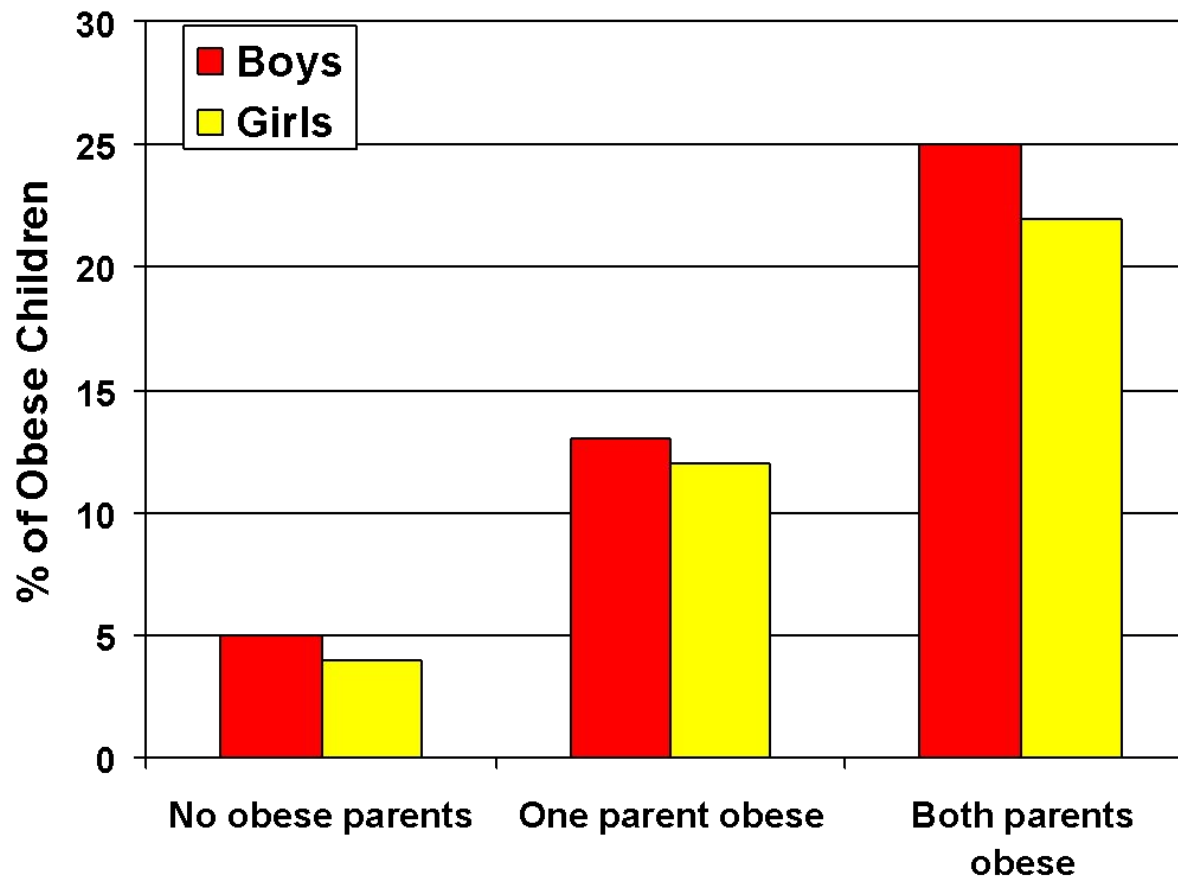
- The National Child Measurement Programme (NCMP) now in its third year, now provides one of the most comprehensive pools of child BMI data anywhere in the world

Healthy Weight, Healthy Lives sets out a series of plans to take this work further....

- identifying at-risk families and promoting breastfeeding through the Child Health Promotion Programme
- investing in “healthy schools” and making cookery classes compulsory
- tailoring programmes to increase overweight pupil participation in school sport and PE
- investing £75 million in a social marketing campaign to inform, support and empower parents to change their children’s diets and physical activity patterns
- providing funding of £140 million from DfT and DH for Cycling England supporting our aim to get 500,000 children to take part in Bikeability cycle training by 2012

Of course it is particularly important to engage parents

Prevalence of obese children by parental obesity



Theme 2: The need to promote healthier food choices

Our vision for the future is one where the food we eat is far healthier, With major reductions in the consumption and sale of unhealthy foods such as those high in fat, salt or sugar, and everyone eating their 5 A Day

- Already we have established new regulations on front of pack food labelling
- The Government's advertising and communications regulator has placed restrictions on broadcast advertising during programmes targeted at under 16s
- The “traffic-light” model (as recommended by the Government's Food Standards Agency) has been adopted by many major retailers and manufacturers across the UK.

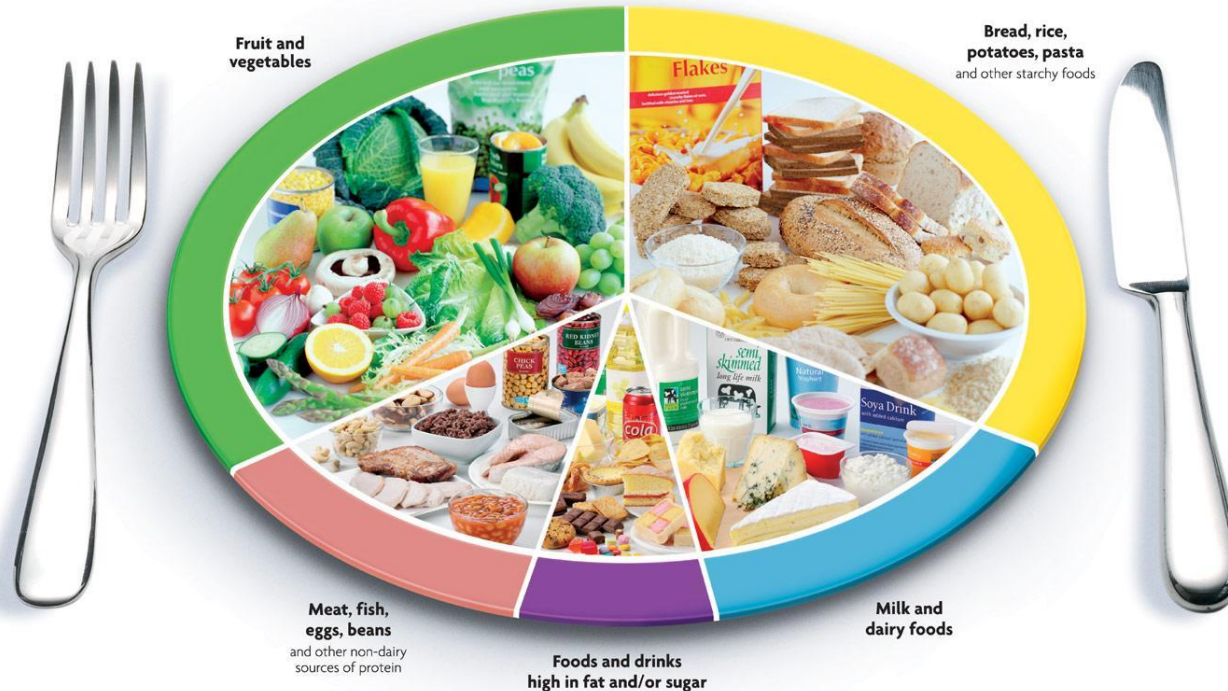


The Government's Food Standards Agency is responsible for putting out the message that balanced nutrition is instrumental in attaining and sustaining a healthy weight and life

The eatwell plate

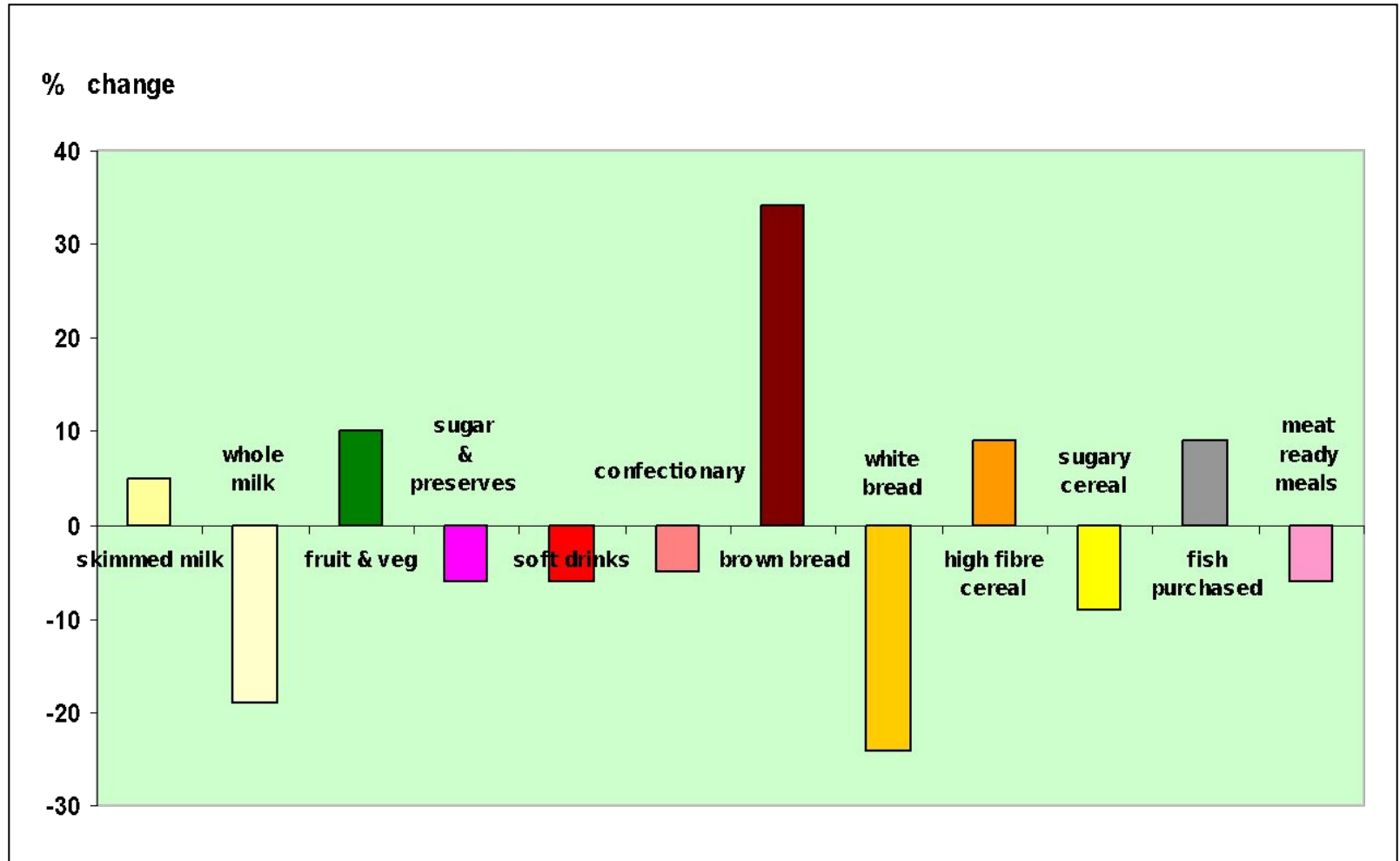


Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



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Since 2003-4 we have seen a number of positive changes to the purchase patterns of food consumers in England:



Continuing the good work the strategy lays out our plans to:

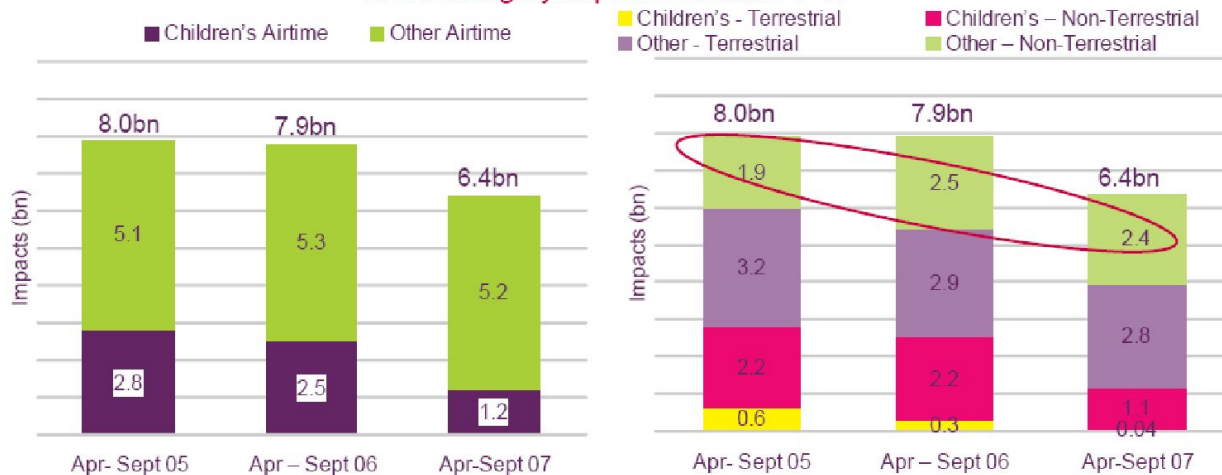
Finalise a Healthy Food Code of Good Practice aims to set a challenge to industry to provide healthier food choices through:

1. A single, simple and effective approach to food labelling
1. Smaller portion sizes for energy dense and salty foods
1. **Rebalanced marketing, promotion, advertising and point of sale placement to reduce the exposure of children to the promotion of HFSS foods, and increase their exposure to the promotion of healthier options**
1. Reductions in consumption of and levels of saturated fat and sugar in food particularly drinks with added sugar, along lines of the continuing action on salt
1. Increased consumption of healthy foods, particularly fruit and vegetables
1. All food businesses working with the FSA, DH and other stakeholders to deliver a single set of key healthy eating messages
7. Clear, effective and simple to understand information on food nutritional content in a wide range of settings such as visitor attractions, restaurants, fast food outlets, and others

And to....

- promote the flexibilities contained within planning regulations to enable Local Authorities to manage the proliferation of fast food outlets, in particular their location near to schools and parks
- cooperate further with the Government's advertising regulator in reviewing the efficacy of the existing advertising restrictions, and seeing how much further we can go with non-broadcast media. We know that regulatory restrictions on broadcast advertising are already having an impact:

Core Category Impacts: Children 4-15



Source: Nielsen Media
Note: Minor variations due to rounding

- The greatest decline in impacts has been in relation to children aged 4-9 years: down 27% overall since 2005 and down 57% in children's airtime
- Impacts on dedicated children's channels fell by 49% from 2005 to 2007

Theme 3: Building physical activity into our lives

Our vision for the future is one where all individuals and families are able to exercise regularly and to stay healthy throughout their lives

- Already the National Lottery - overseen by Government - has put £155 million into the Children's Play initiative. This is helping to create more friendly public spaces that encourage unstructured or informal play
- 86% of school children do at least 2 hours of PE/sport a week beating the 85% target for 2008. We are now aiming to offer every child and young person the chance of 5 hours sport a week by 2011.
- We have also put £165 million into the Well-being programme to assist employers to balance work and life issues for individual wellbeing and to improve school performance
- The Government's sport agency, Sport England will receive over £700 million (008-11) towards building world class community sport infrastructure to increase participation in sport

To go further faster in promoting participation in physical activity, and creating a supportive built environment, we will

Physical Activity

- invest in a “Walking into Health” campaign - a third of England walking at least 1000 more steps daily - an extra 15 billion steps a day
- work with the entertainment technology industry to develop tools to allow parents to manage the time that their children spent online playing games
- use the 2012 Olympics to inspire people to become more active
- look at setting up a new agency, Active England to complement work done by Sport England, focussing on more general physical activity

Built Environment

- invest £30m in “Healthy Towns” following the EPODE model – “Together let’s prevent obesity”
- invest in training (urban, rural and transport) for planners, architects and designers on health implications of local plans
- review the Government’s overall approach to physical activity, including the role of Sport England including the legacy of the 2012 Games

Theme 4: We need to create incentives for better health

Our vision for the future is where all employers value their employees' health and where this is at the core of their business plans. There will be stronger incentives for people, companies and the National Health Service to invest in health

- The Government's Food Standards Agency has produced a practical guide to caterers including weekly sample menus to help caterers provide food that meets people's nutritional needs
- There are a number of existing "Well@Work" schemes up and running designed to deliver incentives to employees to lose weight
- A recently published review of the health of Britain's working age population sets out the case for employers to invest in wellness programmes for their staff

To support this we....

Employee incentives

- will work with employers to see how companies can best promote wellness among their staff - healthy workplaces
- will explore with the fitness and leisure industries how they can
- launch pilots throughout the NHS this spring offering staff personalised health advice and lifestyle management programmes.
- will test approaches to using financial incentives to encourage weight loss and healthy living more generally



Incentives across society

- will look at piloting schemes that provide financial incentives e.g. payments, vouchers and rewards to encourage healthy living and sustain weight loss (as have been effective in the USA)
- will look at ways to better structure health funding flows to use healthy living resources more flexibly

Theme 5: Individuals should have easy access to highly personalised feedback and advice on their diet, physical activity and health

Our vision for the future is where all employers value their employees' Health and where this is at the core of their business plans. There will be stronger incentives for people, companies and the National Health Service to invest in health

- Many areas in England are already commissioning weight management services to support overweight and obese children in moving towards a healthier weight.
- Additional resources over the next three years will see a greater focus on more families. Such services may be one-to-one or group-based and may be provided by voluntary not for profit and commercial organisations

We aim as a first step towards achieving this....

Care for obese and overweight individuals

- Supporting the commissioning of more weight management services by PCTs, through providing funding as part of the national bundle, increasing over the next three years
- Considering how to support local areas in widening the numbers and types of staff that can play a role in referring overweight and obese children appropriately
 - Funding research into weight management for under-fives
 - Developing a “Let’s Get Moving” pack for doctors and nurses to help sedentary adults to become more active

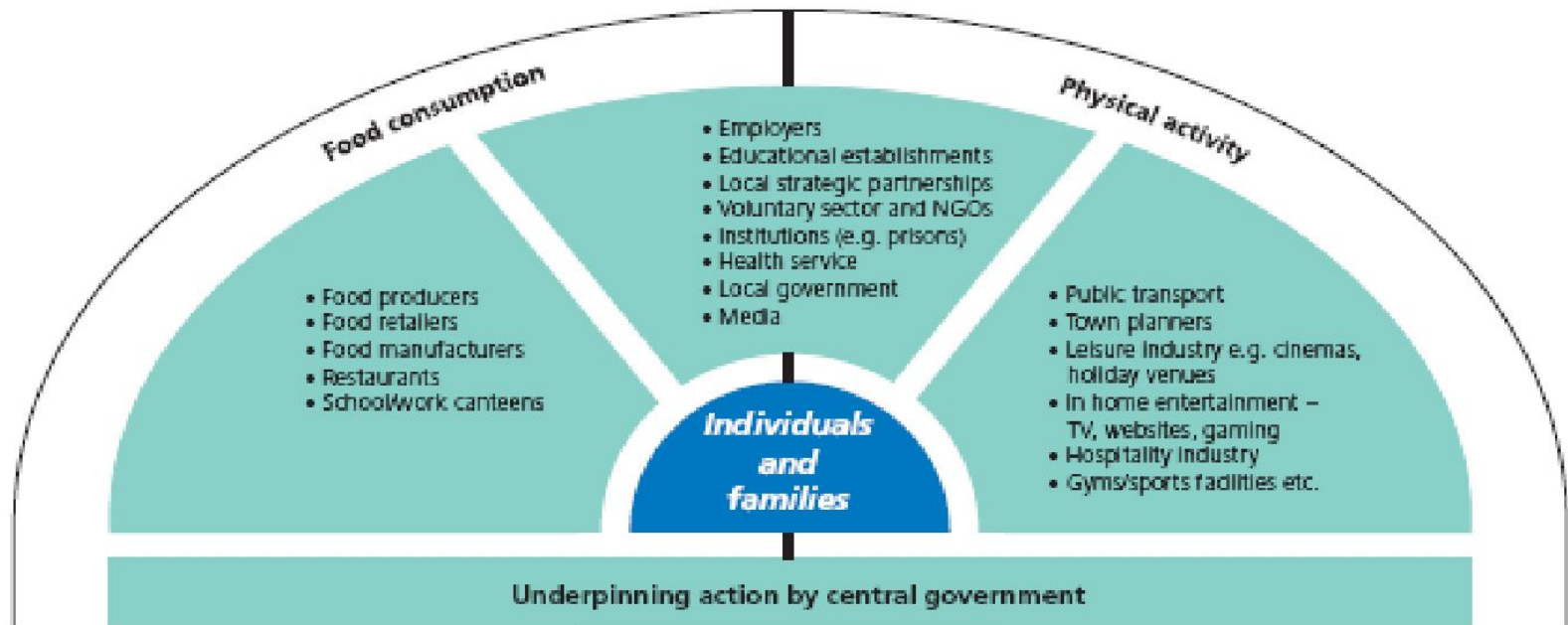


Personalised advice for all

- to expand and develop the National Health Service’s “Choices” website to provide highly personalised advice on diet, activity and how to maintain a healthy weight.
- and may use the Choices site to display information on companies that meet parts of the codes of practice in food and entertainment

However, Government action alone will not be successful, and Healthy Weight, Healthy Lives following Foresight, makes clear that everyone must play their part

Map of major sectors that must play a role in tackling excess weight



But the Government will seek to provide clear leadership and support

- The cross-Government programme in England has the extra financial resources it needs - an additional £372mn over 2008/9 to 2010/11
- (Childhood) obesity will be a priority for local healthcare providers from April 08, with far greater accountability
- Clear local guidance has just been published setting out how local partners can develop their own plans to promote healthy weight and tackle obesity in their communities and in choosing the right interventions while monitoring progress against local goals
- The cross-Government programme is being reinforced and given extra impetus via a Cabinet Committee on Health and Well-being
- A comprehensive marketing programme to support individuals and families in making healthier decisions about food and activity designed to recruit them to a positive lifestyle campaign

The government is committed to an annual review of progress, and to developing the evidence of what works

- We will develop leading indicators of success to support existing measures of progress in informing the annual review of progress
- Invest in research to improve our understanding of the causes and consequences of the rise in excess weight and what works in tackling it
- Monitor and evaluate progress of new and existing programmes, both to inform the annual review and guide research
- Research and evaluation will be led by existing Government R&D bodies, supported by the new Obesity Observatory

Our current focus is on supporting the development of local goals and plans

Current focus

- We have just published guidance on developing local plans to promote healthy weight will follow in March, with a toolkit shortly afterwards

Beyond this, we will begin putting centrally led programmes in place

- Complete new regulations to provide routine feedback of child's height and weight data to parents on an opt-out basis from the National Child Measurement Programme in the Health and Social Care Bill
- Plan and commission an extensive social marketing campaign, to be launched late summer
- Develop the tendering process for Healthy Towns
- Develop the Coalition for Better Health