

Whole System Approach to Obesity

Areas of focus

Reduce the impact of the obesogenic environment
Increase proportion of residents with a healthy weight

Overarching aims of the Plan

- Lewisham has a high prevalence of children and adults with excess weight: over a third of 10-11 year olds, a quarter of 4-5 year olds and nearly two third of adults being overweight or obese.
- Less than half of the adult population meet the '5-a-day' recommendation for fruit and vegetables.
- Over a quarter of adults are classed as inactive - doing less than 30 minutes of moderate intensity physical activity per week

Overarching aims of plan

- Promote an environment that supports healthy weight and wellbeing as the norm, making it easier for our residents to choose healthier diets and active lifestyles
- Supporting our communities and families to become healthier and more resilient, which will include addressing the wider determinants of health

Work over four priority areas:

- Children and Young People
- Increased Public Awareness and engagement
- Health and Public Services
- Environment

How We Are Going to do this

- **Engage wider Lewisham partnership to ensure a better co-ordinated approach around the wider determinants of obesity by forming a new Lewisham Obesity Alliance.**
- **Continue to build on progress across twelve themes under four priority areas.**
- **Initial focus high on three cross cutting actions to create healthier environments**
 1. **Food - Become a Sugar Smart Borough**
 2. **Physical activity - Implement the Daily Mile in primary schools**
 3. **Communities – improve access and appeal of parks for recreation**

How will we measure success

Performance measure	Current performance	Comparator performance	Target 2017/18	Desired Direction of travel	Who is monitoring this?
Number of pledges to Sugar Smart				↑	Promoting Healthy Weight Group
Excess Weight in Children - Reception Year (%)	23.7%	21.9%		↓	Promoting Healthy Weight Group
Excess Weight in Children - Year 6 (%)	38.9%	33.2%		↓	Promoting Healthy Weight Group
Excess Weight in Adults (%)	60.7%	64.6%		↓	Promoting Healthy Weight Group

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Children & Young People

Areas of focus

- Breastfeeding
- Introducing Solid Food
- Schools

Why is this important

Overweight and obesity, lack of physical activity and poor nutrition present a major challenge to the current and future health and wellbeing of children and young people in Lewisham.

Breastfeeding: There is strong evidence that babies who are breastfed are at reduced risk of becoming overweight as well as providing a range of other health benefits to babies and mothers.

Introducing Solid Food: There is evidence that babies that are weaned appropriately are at reduced risk of becoming overweight.

Schools: The school environment is hugely influential on children's behaviour, both through the influence of the curriculum, and the culture of the school. Schools also provide a range of valuable opportunities for engaging families and the wider community. There is a growing evidence base on the effectiveness of school-based intervention to promote health, diet and physical activity.

What are we going to do locally

- Implementing and maintaining UNICEF Baby Friendly standards
- Increase number of breastfeeding friendly premises
- Embedding health in EYFS framework for settings
- Implementing a Healthy Early Years award in early years settings
- Improve uptake of school meals
- Schools participate in the Daily Mile
- Increase recreational physical activity through football and basketball, working with primary schools
- Schools sign up to Healthy Schools London

How will we measure success

Performance measure	Current performance	Comparator performance	Target 2017/18	Desired Direction of travel	Who is monitoring this?
Breastfeeding Initiation	86.5%			↑	0-5 Steering Group
Breastfeeding Prevalence 6-8 weeks (%)	79.7%	45.2%	77%	↑	0-5 Steering Group
Take up of school meals - Primary	56.8%	N/A	68%	↑	Promoting Healthy Weight Group
Take up of school meals - Secondary	28.0%	N/A	44%	↑	Promoting Healthy Weight Group
Number of pupils taking part in the Daily Mile		-		↑	
Number of Schools signed up To Healthy Schools				↑	

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Increased Public Awareness and engagement

Areas of focus

- **Journeys on foot or bike**
- **Supporting active people**
- **Knowledge**

Why is this important

We want our communities to be healthy and active, confident and able to make healthy choices and to understand how this can improve their health and wellbeing.

Journeys on foot or bike: There is clear evidence of the health benefits of walking and cycling. Enabling more people to walk and cycle as part of their daily routine or for leisure is important in raising activity levels.

Supporting active people: Planned activity such as sport and exercise provide important opportunities for people to be physically active, it is beneficial to increase the range of options such as dance so that we engage with a wider community. However many of our residents are inactive, it is important therefore to support all individuals to build a greater level of activity into their everyday routine, including active travel

Knowledge: Healthy choices are partly enabled by individuals' knowledge, by their motivation to be healthy, and a feeling that their choices can make a difference to their health.

What are we going to do

- **Increase awareness by promoting Change 4 Life and One You campaign**
- **Promote the physical activity guidelines for all ages**
- **Provide cycle training for children and adults**
- **Increase participation in physical activity through dance, working with Trinity Laban School of Dance**
- **Train community physical activity and healthy eating volunteer champions**
- **Utilise sugar smart campaign to raise awareness through surveys and local conversations**
- **Gain better understanding on raising the issue of weight, healthy eating and being more active and with our diverse communities**

How will we measure success

Performance measure	Current performance	Comparator performance	Target 2017/18	Desired Direction of travel	Who is monitoring this?
Adults (16+) who are physically active (%)	57.1%	57.0%		↑	
Adults (16+) who are physically inactive (%)	27.5%	27.7%		↓	
Number taking up Cycle Loan scheme				↑	
Change for Life Sugar Swap Sign Ups	1225	-		↑	

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Health and Public Services

Areas of focus

- Health Services
- Engagement and Commitment
- Workplaces

Why is this important

Health services: Health services are a vital contact point residents, and a trusted source of support and information. Health services have a clear role in helping people manage their wider health, including through the provision of treatment services for individuals who are already overweight.

Engagement and Commitment: Obesity can only be tackled through a whole systems approach this means increase engagement and commitment to tackle child obesity among partners in all sectors, ensuring they share ownership of the issue and are fully committed to delivering change.

Workplaces: Employers and workplaces can be influential in shaping the knowledge, behaviour and lifestyle of individuals, and in turn that of their families and children. There is increasing evidence of the health benefits that can be provided by employers, and the business benefits to employers of supporting workplace health.

What are we going to do

- Maternal obesity programme
- Specific workforce training and MECC training to frontline staff
- Provide improved feedback and support to families as part of the NCMP
- Increase number of residents taking up NHS Health Checks
- Implement Diabetes prevention programme
- Increase number of employers and workplaces signed up to healthy workplace charter
- Gain wide stakeholder representation of the obesity alliance

How will we measure success

Performance measure	Current performance	Comparator performance	Target 2017/18	Desired Direction of travel	Who is monitoring this?
% women who are obese or overweight at their maternity booking appointment	43.5%	N/A	40%	↑ ↓	Promoting Healthy Weight group
Number of staff attending specific and MECC training				↑	
Number signed up to workplace health				↑	
Number of stakeholders signed up to obesity alliance		-		↑	

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Environment

Areas of focus

- Access to healthy foods
- Physical environment
- Public and Community settings

Why is this important

Access to healthy foods: The availability and price of foods and drink is a major factor in influencing the diet of residents. It is far more difficult to eat a healthy diet if healthy foods are relatively expensive or unavailable in local food outlets.

Physical environment: The street and outdoor environment is a strong influence on both activity levels and diet. Proximity and ease of access can influence whether residents use open and green spaces for activity. Our choice of travel mode can be influenced by how convenient it is to walk, cycle, use public transport or private cars; and whether we feel it is safe and enjoyable to do so (e.g. because of anxieties about traffic, personal safety). These factors may also influence where and how families shop for food, and the availability of healthy foods within communities.

Public and Community setups: A wide range of services delivered by, or in partnership with, Local Authorities offer opportunities to engage and influence children and their families. These include early years, youth, and a range of community settings.

What are we going to do

- Become a sugar smart borough
- Implement the Healthier Catering Commitments in local food businesses
- Make it easier for people to meet in parks and open spaces to play, exercise and run
- Improve walkability and bikeability of the outdoor environment
- Increase local food growing opportunities
- Health Impact Assessments embedded in the planning process
- Coordinated approach to monitor access to food banks

How will we measure success

Performance measure	Current performance	Comparator performance	Target 2017/18	Desired Direction of travel	Who is monitoring this?
Use of Outdoor Space for exercise health reasons (%)	13.2%	17.9%		↑	
Parks Indicator					
Sugar Smart Indicator		-		↑	
Planning applications for fast food outlets refused	2	-		↑	



Partnership: the key to success

