“We are confident that our approach will reduce childhood obesity while respecting consumer choice, economic realities and ultimately our need to eat. Although we are clear in our goals and firm action we will take, the launch of this plan represents the start of a conversation rather than the final word.

Over the coming year, we will monitor action and assess progress and take further action where it is needed.”
Actions

1. Soft drinks industry levy
2. Taking out 20% of sugar in products
3. Supporting innovation to help businesses to make their products healthier
4. Developing a new framework by updating the nutrient profile model
5. Making healthy options available in the public sector
6. Continuing to provide support with the cost of healthy food for those who need it most
7. Helping all children to enjoy an hour of physical activity every day
8. Improving the co-ordination of quality sport and physical activity programmes for schools
9. Creating a new healthy rating scheme for primary schools
10. Making school food healthier
11. Clearer food labelling
12. Supporting early years settings
13. Harnessing the best new technology
14. Enabling health professionals to support families
Sugar intakes are for non milk extrinsic sugars including added sugars and sugars released from cell structure e.g. fruit juice. These figures will be similar to free sugars.

Source: National Diet and Nutrition Survey (NDNS) years 5 & 6 (2012/13-2013/14)
Scale of the Challenge

Prevalence of obese children in year 6 for the least and most deprived areas (2007/08 - 2014/15)

Tooth decay
- 25% of 5-year old children had tooth decay in 2015
- Severity of decay relates to deprivation area

Index of multiple deprivation deciles based on school postcode, England 2007-2014/15

Correlation between number of dentally decayed, missing (due to decay) and filled teeth among 5-year old children and IMD 2015 score. (Source: oral health survey of 5-year old children in 2015)
1. Soft drinks industry levy

**HM Treasury Lead**

- Consultation closed
- Legislation in Finance Bill 2017
- Producers and importers have 2 years to lower the sugar content of drinks through reformulation or smaller portions or pay the levy.
- Revenue will be invested in programmes for schools to encourage physical activity and healthy diets.

  Includes:
  - Doubling Primary PE and Sport Premium
  - £10m for Healthy Breakfast clubs
2. Taking out 20% of sugar in products

PHE Lead

• Challenge all sectors of the food industry to reduce the amount of sugar we consume by 20% by 2020 (5% reduction in year 1). The reductions should be accompanied by reductions in calories, where possible, and should not be compensated for by increases in saturated fat.

• Covers: food and drinks that contribute the most to children’s sugar intakes, including those aimed at very young children. Initial focus on breakfast cereals, yoghurts, biscuits, cakes, confectionery, morning goods (e.g. pastries), puddings, ice cream and sweet spreads.

• Interim reports on progress every 6 months and provide an assessment at 18 & 36 months

• Work to achieve salt targets should continue alongside the sugar reduction programme. From 2017, the programme will be extended to include setting targets to reduce total calories. Work on saturated fat will be further reviewed in light of SACN recommendations due in 2017.
Which products?

Contributors to sugar intake in the UK (children aged 4-18 years)

- breakfast cereals
- yoghurt, fromage frais, ice cream and other dairy desserts
- soft drinks
- fruit juice
- table sugar
- preserves and sweet spreads
- sugar and chocolate confectionery
- biscuits, buns, cakes, pastries and puddings
- other*

This programme is about foods consumed by all children under 18 years including the very young - it encompasses family foods and those foods specifically marketed at these age groups.
3. Supporting innovation to help businesses to make their products healthier

- Innovate UK to lead Research and Development Competition to stimulate new processes and products to increase the availability of healthier food choices and open up new markets
- Agri-Food Technology Council leading health and nutrition and consumer acceptability
- Food Innovation Network bringing together food businesses, researchers and innovation
4. Developing a new framework by updating the nutrient profile model

- Review of the nutrient profile model to ensure it reflects the latest government dietary guidelines, which is used to inform the restrictions on food and drink advertising

- Working with academics, industry, health NGOs and other stakeholders

11. Clearer food labelling

- Review of food labelling
5. Making healthy options available in the public sector

- Full uptake of Government Buying Standards for Food and Catering Services by central government
  

- Encourage uptake by Local Authorities especially in leisure centre vending machines

- Work with UK Active to provide and promote healthy options in leisure centres

- PHE Behavioural Insight Team supporting trial of interventions in NHS Hospitals
6. Continuing to provide support with the cost of healthy food for those who need it most

- Continuation of Healthy Start Scheme providing free vouchers to low income families. Exchangeable for fresh or frozen fruit and vegetables and milk

- Free vitamins to support pregnancy and early years
7. Helping all children to enjoy an hour of physical activity every day

PHE to develop advice to schools for 2017/18 academic year – incl. how schools can work with school nurses, health centres, healthy weight teams in LAs and other resources

- C4L website and school zone updated with new resources for teachers, schools and school nurses for Sep 2016. Phase 2 scheduled for Spring 2017
  
  https://campaignresources.phe.gov.uk/schools

- Toolkit for primary schools to increase activity levels of 8-10 year old girls to be published Autumn 2016

- NCMP resources and Operational Guidance to be fully revised and published Spring 2017

- Healthy Weight Framework and Prioritisation Toolkit for LA Commissioners scheduled for launch January 2017
8. Improving the co-ordination of quality sport and physical activity programmes for schools

- County Sports Partnerships, Youth Sport Trust, Sport England & local providers to ensure every primary school has access to sport & physical activity programmes
- Sport England £40m fund for families and children to get active and play sport together
- DfT funding for Cycling & Walking Investment Strategy includes funding for bikeability training. Target for increase in children walking to school
9. Creating a new healthy rating scheme for primary schools

- Healthy rating scheme for primary schools launched by Sep 2017 & included in Ofsted inspection
- Ofsted to conduct thematic review of obesity, healthy eating and physical activity in schools
- Initial scoping underway
- DH to lead on annual competition for schools taking healthy approach to tackling obesity

10. Making school food healthier

- Update School Food Standards to reflect new dietary advice on sugar and fibre. Secretary of State for Education to lead campaign to encourage free schools and academies to adopt the School Food Standards.
- Soft Drinks levy to fund expansion of healthy breakfast clubs
12. Supporting early years settings

- Children’s Food Trust commissioned to develop menus for early years settings by Dec 2016
- EYFS framework to incorporate CMO physical activity guidelines
- Campaign to raise awareness of guidelines by early years practitioners and parents in 2017
13. Harnessing the best new technology

**PHE lead**

- Working with Innovate UK, third sector and commercial players to create suite of digital applications that inform eating decisions
- PHE to incorporate online weight management support for children and families into approach for adults
- PHE to hold annual hackathon

**Progress to date:**

- Proposal for development of online weight management service to be considered September 2016
- PHE membership of Advisory Group for Burdett Trust Project to develop healthy weight app for 12-16 year olds
- PHECs have supported hackathons in Salford and London
14. Enabling health professionals to support families

- Review of learning resources for Making Every Contact Count
- Review of materials for midwives and health visitors
- Review of e-learning platform materials for childhood obesity
- Incorporation of healthy weight messages in other contact points incl. immunisations
- Support for health sector to take training in raising weight, nutrition, physical activity with patients

Progress to date:

- C4L website linked to NHS Choices pages on childhood weight with refreshed content
- NCMP negotiating with NHS Digital and NHSE to incorporate BMI charts with interpretive guidance into GP IT systems
- Chief Nurses Directorate reviewing 6 High Impact Areas obesity materials
- Revision of HEE e-learning platform obesity resources
Where future generations live in an environment, which promotes healthy weight and wellbeing as the norm and makes it easier for people to choose healthier diets and active lifestyles.

1. Systems Leadership
- Influence local & national leaders
- Raise the national debate
- Influence political ambition
- Maximise communication

2. Community Engagement
- Enable behaviour change through social marketing
- Drive social investment through local action
- Support communities with tools on healthy eating & getting active to help reduce health inequalities

3. Monitoring & Evidence Base
- Enhance surveillance, analysis & signposting of data
- Tailor evidence to meet local needs – Public Health Outcomes Framework
- Support effective commissioning & evaluation
- Develop & communicate research to inform strategy
- Promote evidence of good practice

4. Supporting Delivery
- Support the obesity care pathway
- Work with Directors of Public Health & Clinical Commissioning Groups
- Support commissioning
- Practical tools to help deliver healthier places; enable active travel

5. Obesogenic Environment
- Develop long term, evidence based strategy to deliver a whole system approach to tackle the root causes of obesity and address health inequalities

Tackle obesity, address the inequalities associated with obesity and improve wellbeing
Life course approach

Pre-conceptual & maternal

Early years

School aged children

Working age adults

Older adults

Increased risk of becoming overweight adults

Cost to NHS £6.1 bn

Obesity attributed days sickness 16m

Less likely to be in employment
PHE – universal and targeted approach

Leading the debate

Supporting delivery

Evidence

Healthy place…

healthier choices

Translating evidence
System wide prevention approaches

Whole systems obesity programme

• Partnership approach – PHE, ADPH and LGA

• Realising what the Foresight Tackling Obesities report set-out, across the local system . With local authorities at the heart of the programme

• Co-production of approaches with four pilot local authorities: County Durham, Lewisham, Gloucestershire and North Kesteven.

• Community of Learning set up to share experience and good practice

• Aim to develop a transferable roadmap of approaches to support local authorities across the country.

• Website for more information: http://www.leedsbeckett.ac.uk/wholesystemsobesity/
Taking a whole systems approach to tackling obesity – what this means to PHE…

• within 5 years there is a set of tools, tried and tested at a local level, to support local authorities in implementing whole systems approaches
• use Foresight as a basis
• build on local level expertise
• a fusion of translational and collaborative action
• develop innovative and pragmatic outputs
What does it mean for a Local Authority?

Appreciative Inquiry: what works well here, how can we build on that?

How does obesity fit with our major priorities – enabling and challenging?

Tangible, focused relationships with stakeholders

Directing existing resources better

On-going relationships and dynamic actions
Emerging issues from whole systems approach to obesity programme

Key challenges for LAs:

• Limited understanding of ‘systems thinking’
• Looking for information and approaches
• Seeking information on what works best
• Clarity on the different roles ‘actors’ in the system can play
• Relationship building between players – how to ‘sell’ obesity to other stakeholders to fit in with broader priorities
• Concern about exacerbating inequalities: aiming to engage those most at risk
• Tackling obesity requires long term action which can be overtaken by seemingly more pressing priorities
Emerging issues from whole systems approach to obesity programme

Opportunities:

• Addressing social and cultural norms
• Changing the obesogenic environment
• Tackling association and connections between obesity and inequalities

Organisational issues:

• Getting commitment from partners
• Fit between strategies at different local levels
• Seeking information and advice
About the route map

- Work in progress
- Provides a process, opportunities to challenge self, links to tools and materials along the route
- Draws on UK and international experience and feedback
- Some elements done well - no one is doing it all
- Learns “what works well here” and how we can use this to tackle obesity more effectively
- Considers how obesity influences and is influenced by major priorities – mainstreaming
Bringing it together

Source: https://www.havering.gov.uk/Pages/Services/School-travel-plans.aspx

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Partnership: the key to success
Out-of-home food and drink

Scope:

- Support local authorities work with independent businesses to improve the “out of home” food offer consumed by children, young people and their families

- Aim to provide a range of options that recognize the diversity of local authority needs and priorities, differing business and community make up and the variation in resources available to support interventions
  - summary of the evidence base
  - outline of national and local government policy levers
  - Information and guidance on developing a case for local action
  - advice on mapping and developing a clearer understanding of key local businesses and drivers
  - menu of different intervention approaches for working with different types of businesses and other local stakeholders
  - case studies of good practice