

# Reducing childhood obesity to support healthier lives – an Action Plan for the WMCA Wellbeing Board

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# An Obesity Action Plan for the WMCA Wellbeing Board

The WMCA Wellbeing Board has agreed to develop an approach to supporting system change to achieve healthy weight for more residents across the West Midlands.

Along with health and wellbeing partners across the region, the WMCA WM will work with partners to support the reduction in obesity across the West Midlands.

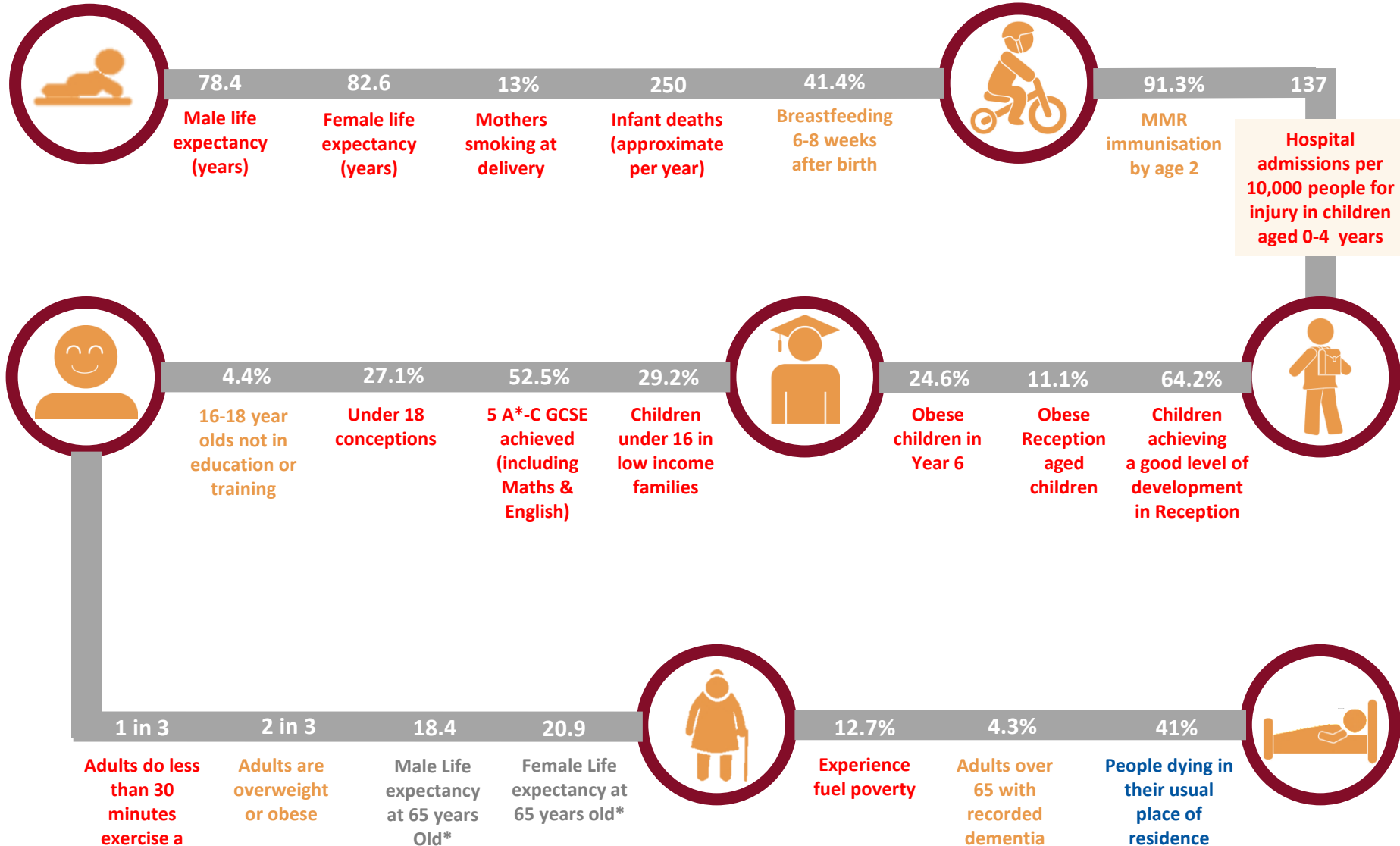
Working with the WMCA Mayor, we have the opportunity to increase the visibility of healthy weight

# Why Obesity

Obesity is a cause of poor health and life limiting illnesses.

Obesity has a detrimental effect on the development of children and young people, affecting their mental and physical health.

# Life Course Summary

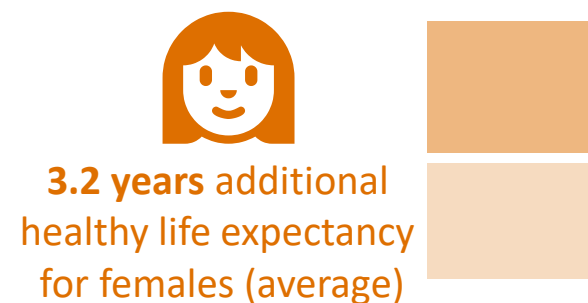
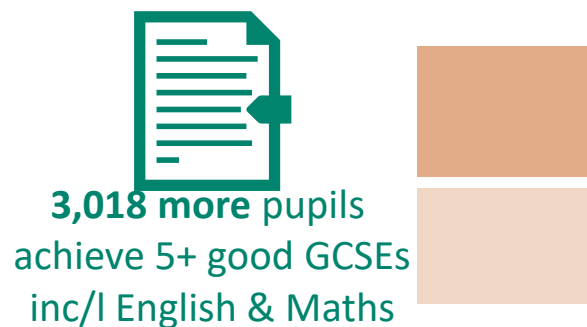
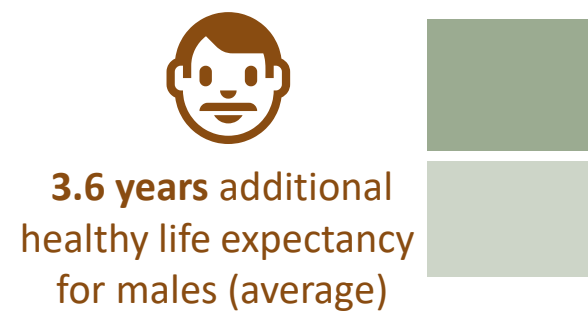


\*Data for West Midlands region

Compared with England: Better Similar Worse Lower Not Compared

# What if West Midlands local authorities were the best?

If **all** of our authorities were the top-performing authority in their respective comparator groups, there will be...



## Obesity harms children and young people

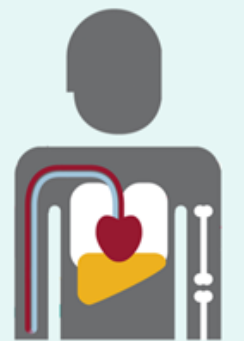


Emotional and  
behavioural

- Stigmatisation
- bullying
- low self-esteem



School absence



- High cholesterol
- high blood pressure
- pre-diabetes
- bone & joint problems
- breathing difficulties



Increased risk of  
becoming overweight  
adults

Risk of ill-health and  
premature mortality in  
adult life

## Obesity harms adults



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Less likely to be in  
employment



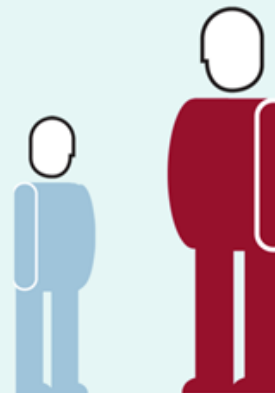
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Discrimination  
and  
stigmatisation



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Increased risk of  
hospitalisation



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Obesity reduces life  
expectancy by an  
average of 3 years

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Severe obesity reduces  
it by 8-10 years

# Obesity across the lifecourse

In 2016 in the West Midlands:

- 24% of 4 & 5 years olds overweight or obese.
- This rose to 37% of 10 & 11 year olds and
- 66% of the adult population

At each age group referenced, levels of obesity in the West Midlands stood above the national average.

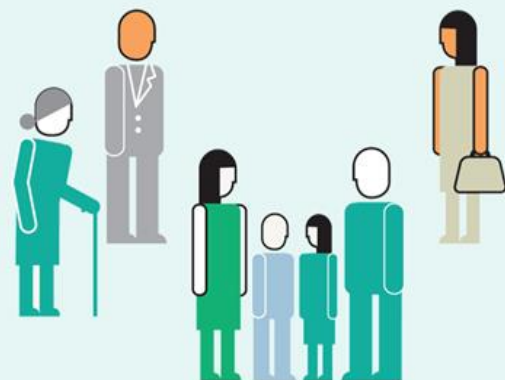




Public Health  
England

## 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

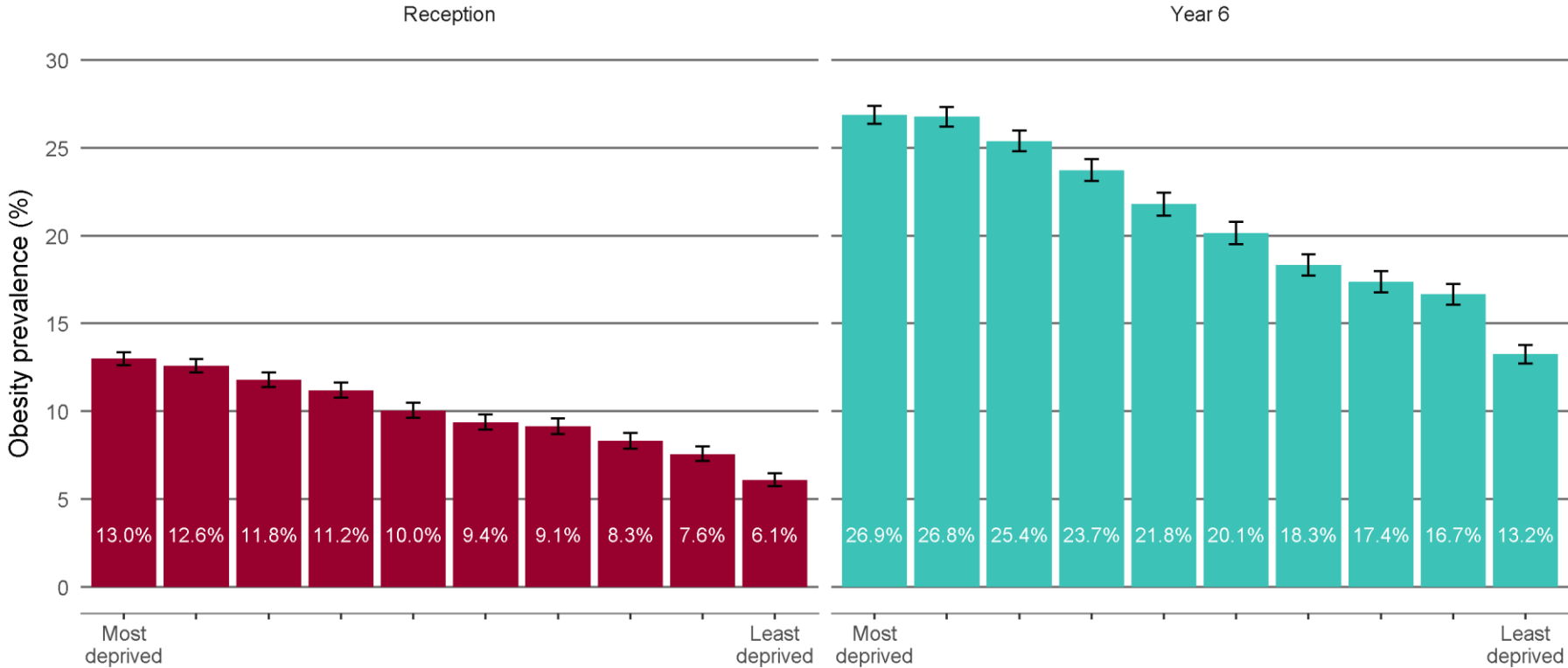
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Some black and minority ethnic groups

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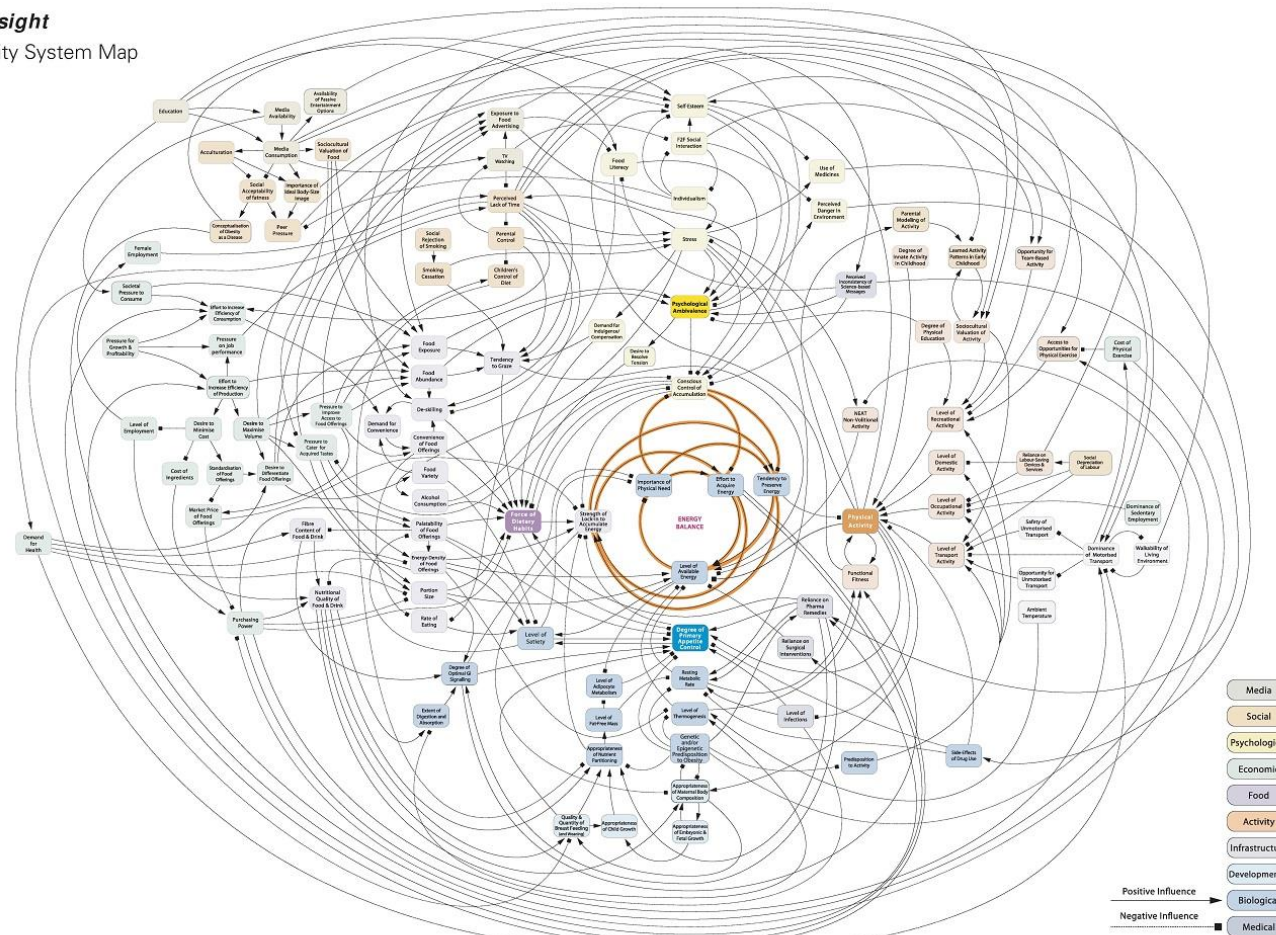
People with disabilities

# Childhood Obesity in the West Midlands, 2016



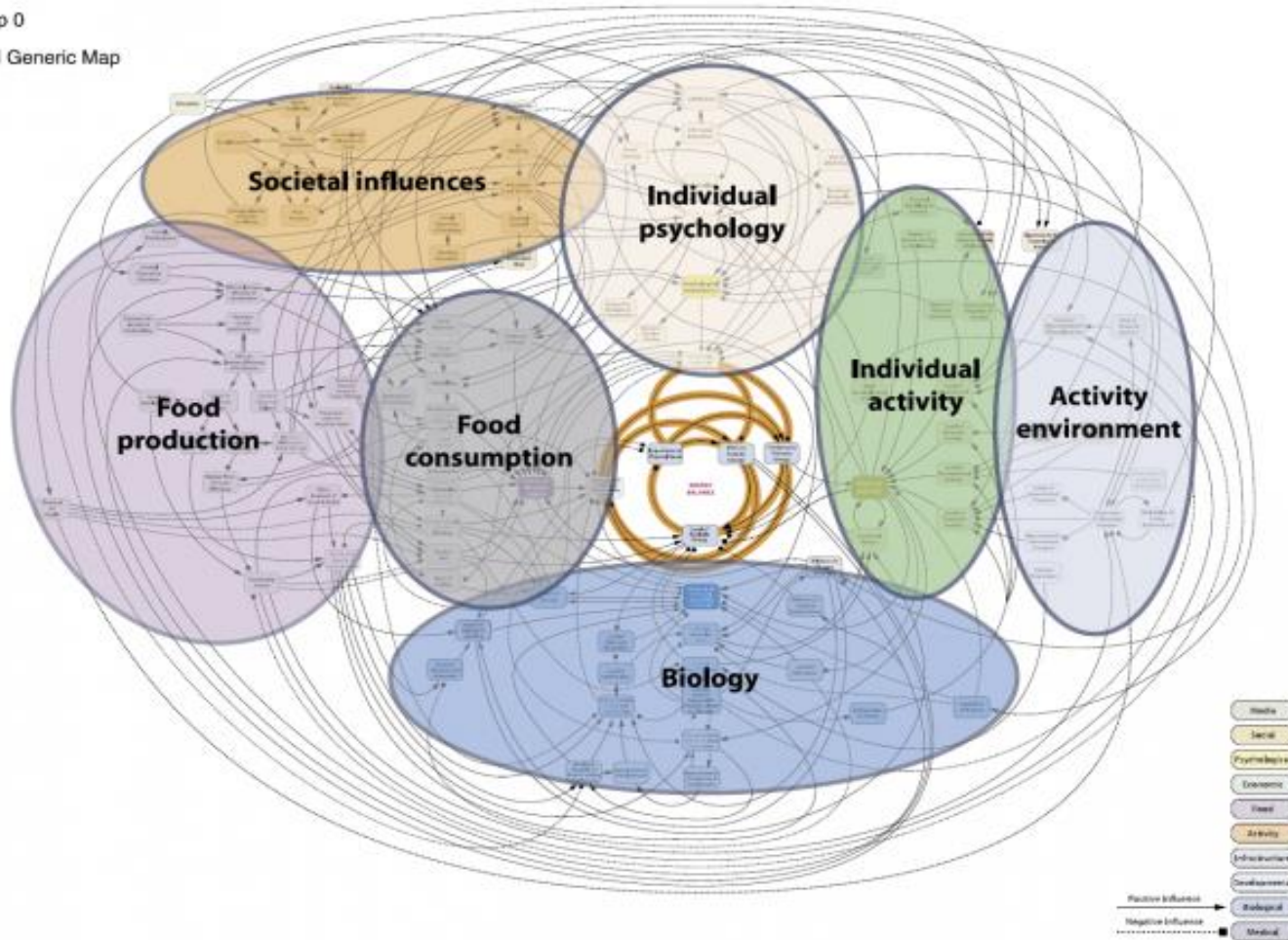
# System approach

**Foresight**  
Obesity System Map



# Systems Approach

Map 0  
Full Generic Map



# UK Government Childhood Obesity Action Plan

## Action

**Make healthier food more easily available**

**Promote and enable physical activity for children**

**Improve the customer's power to make health choices**

**Make every professional contact count**



# WMCA Opportunities

Convening power of the Mayor

Major transport regeneration

New houses

Digital and 5G pilots

Skills strategy and devolution

Existing focus on physical activity, mental health and work

# Value added from WMCA

Environment  
and  
Infrastructure

Cross-sector  
Convening

Community  
resilience

# Links to existing WMCA Wellbeing Activity

Thrive West Midlands:

- Workplace Wellbeing Charter

West Midlands on the Move:

- Good Gym
- Black Country Place Based Fund
- Disability Alliance



# Links to existing WMCA Wellbeing Activity

Healthy Housing Design Principles

Social Investment Fund

Population Health Intelligence Hub

- Inequalities in healthy life expectancy across the West Midlands

# UK Government Childhood Obesity Action Plan

Action	Owner
Introducing a soft drinks industry levy	UK Government
Taking out 20% of sugar in products	UK Government
Supporting innovation to help businesses to make their products healthier	UK Government (and PHE)
Developing a new framework by updating the nutrient profile model	UK Government and PHE
Making healthy options available in the public sector	Public Estate Owners
Continuing to provide support with the cost of healthy food for those who need it most	UK Government, local organisations that support individuals
<b>Helping all children to enjoy an hour of physical activity every day</b>	<b>Local authorities</b> <b>WMCA</b>

# UK Government Childhood Obesity Action Plan

Action	Owner
<b>Improving the co-ordination of quality sport and physical activity programmes for schools</b>	<b>Local authorities</b> <b>WMCA</b>
Creating a new healthy rating scheme for primary schools	UK Government
Making school food healthier	Schools
Clearer food labelling	UK Government and food business
Supporting early years settings	Local authorities
<b>Harnessing the best new technology to enable consumer choice</b>	<b>Cross-sector including industry and PHE</b> <b>WMCA</b>
Enabling health professionals to support families	Health care providers and professionals

# Engagement with partners for collective action

Findings from engagement with partners and stakeholders:

- WMCA seen as ideally placed to provide leadership and share good practice
- Behaviour change and a whole systems approach is needed
- It will be important to work directly with children and involve schools in any new initiatives
- Currently, there has been little engagement with businesses in addressing childhood obesity

# A WMCA approach to reducing childhood obesity

Action	WMCA Potential
<b>Helping all children to enjoy an hour of physical activity every day</b>	Social campaigns to promote physical activity Wellbeing built into future housing and communities
<b>Improving the co-ordination of quality sport and physical activity programmes for schools</b>	Provide coordination and leadership to support existing work on school holiday activities provisions
<b>Harnessing the best new technology to enable consumer choice</b>	Use digital technology including 5G, apps and games to incentive active travel and physical activity. Work across sectors to reduce exposure to unhealthy foods Community engagement and consultation

# Stage 1

## Environment and Infrastructure

- Remove HSSF advertising across the West Midlands transport network
- Healthy Housing Design Principles

## Cross-sector convening

- Establish West Midlands Obesity Taskforce
- Multi-partner collaborative group for holiday activities and food provision
- Design of Social Investment Fund

## Community Resilience

- The Mayor's West Midlands 3 Million Pound Challenge – promote the 'Daily Mile'
- Black Country Place Based Fund

# Stage 2

## Environment and Infrastructure

- Extend the HFSS advert ban around schools
- Healthy messages on WM transport network (TfWM Bus and Metro route healthy and active campaign)

## Cross-sector convening

- Collaborate across central government and local authorities to maximise the powers of planning regulations
- Work with PHE and digital enterprises to trial new approaches to behaviour change

## Community Resilience

- Regional active and healthy campaign – “This West Midlands Can!”
- Young people’s engagement programme

## Stage 3

### Environment and Infrastructure

- Improve the food environment around schools through partnership with public health and planning teams

### Cross-sector convening

- Work with schools, local authorities and PHE to design potential uses of devolved funds dedicated to reducing obesity in young people

### Community Resilience

- Regional campaign – “This West Midlands Can!”
- Implementation of the social investment prevention fund



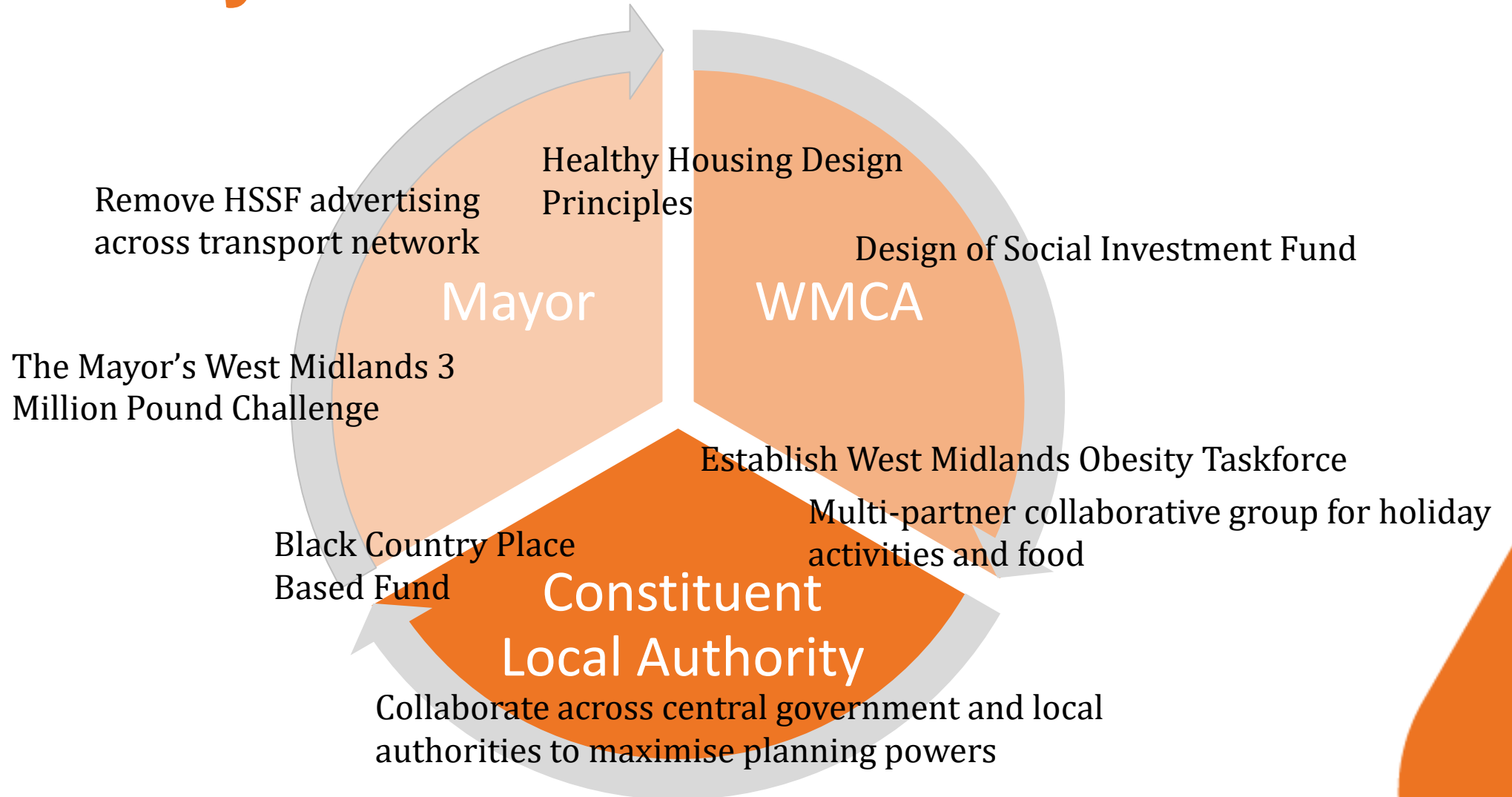
# The Mayor's Five Key Actions

1. Junk food adverts off bus tickets
2. Healthy Housing by Design
3. Black Country Placed Based Fund
4. The West Midlands 3 Million Pound Challenge
5. Take to the streets

# Whole System Collaboration



# Whole System Collaboration



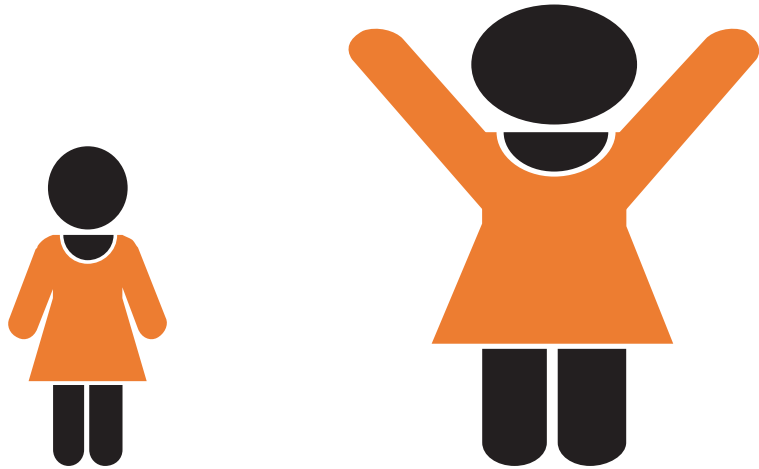
# Aiming for success

Any halt or reverse in the trends of obesity rates in West Midlands children would be a major achievement.

The Action Plan has three long term goals:

1. Halt the progression of childhood obesity in the WMCA area
2. Narrow the gap between the West Midlands and the England
3. Reduce inequalities in overweight and obesity rates across the West Midlands

# Aiming for success



Preventing new cases  
of obesity between  
Reception and Year 6

...Would **halve** the future rate of obesity in Year 6 children,  
preventing almost **5,000** Year 6 children from being obese

# Aiming for success



**650 obese  
children achieving  
a healthier weight**

...Would bring the WMCA level of obese reception age children to national levels

# Aiming for success



**Replicating Amsterdam's  
success of a 2% childhood  
obesity reduction in the most  
deprived areas**

...Would reduce the gap between the WMCA's most well off and least well off areas by one third

# Aiming for success

Medium term goals:

1. More children taking part in physical activity at school
2. Healthier environments that promote physical activity and healthy food choices
3. Residents are engaged with the issue of obtaining a healthy weight for children, and attitudes towards achieving this are aspirational



# Aiming for success

Short term goals:

1. The West Midlands has a systematic approach to reducing childhood obesity that crosses sectors and organisations
2. There are more opportunities for children to take part in physical activity in locations that suit them
3. Children, their families and those that support them are engaged with the creation of environments that influence their weight

# Demonstrating Impact

Document and celebrate system change and cross-sector collaboration.

Show evidence of actions to influence the environment towards supporting more physical activity for children and making healthy food choices easier.

Demonstrate engagement with target groups and communities.

# Evaluation opportunity

Potential NIHR funding:

“Systems Approaches to Local Influences on Food Choices and Diet”

*What are the impacts of changing the local advertising of foods high in saturated fat, salt and/or free sugars (HFSS) foods, or healthier foods such as fruits and vegetable, at a local level?*

Deadline for expressions of interest – 30<sup>th</sup> July 2019

# Next steps – Convening the WMCA Obesity Task Force

To convene by the start of the next financial year.

Representation to include:

- PHE
- Local authority DPH champion
- Community paediatrician
- West Midlands Headteachers' Board
- University of Birmingham – health economics
- West Midlands Combined Universities

# Next steps – Delivering the first actions

1. Business case for transport network junk food ad removal
2. Finalise Regional Design Charter
3. Community consultation for Black Country Placed Based Fund
4. Audit of Daily Mile and Active Street initiatives across the WMCA
5. “What works” evidence review for regional campaign
6. Progress discussion on digital pilot with PHE and Sport England

# WMCA Wellbeing Scrutiny Review

- This draft plan has been reviewed by the wellbeing scrutiny board following a formal presentation in early March 19
- Recommendations have been developed for the Wellbeing board in line with the scrutiny review

# *The Wellbeing Board Considerations*

1. *At a regional level the West Midlands Combined Authority had an opportunity to influence supermarkets in the redistribution of surplus food to provide a more holistic solution for the community.*
2. *WMCA to lobby Central Government to maximise powers under planning rules to enforce a ban of high fat, salt or sugar (HFSS) adverts within the vicinity of schools, and to identify exclusion zones around schools for fast food outlets.*
3. *In addition to working with local schools and local authorities and Public Health England to design potential uses of devolved funds dedicated to reducing obesity in young people, the WMCA should also work with the academies.*
4. *Membership of the WMCA Obesity Task Force to include:*
  1. *Teachers from primary and secondary schools, including academies*
  2. *Practitioners*
  3. *Clinical Commissioning Groups*
5. *The West Midlands Combined Authority to ensure that the composition of the members on the WMCA Obesity Task Force reflects the ethnicity and diversity of the region.*
6. *To explore and better understand the links between obesity and mental health issues.*