

Salford City Council

Deep Dive Child Healthy Weight

Debbie Blackburn Assistant Director Public Health
Nursing and Wellbeing

The Big Picture

- Obesity is considered to be one of the most serious public health challenges of the 21st century. Without action, the health of individuals will continue to suffer, health inequalities associated with obesity will remain and the economic and social costs will increase to unsustainable levels.
- NHS Treatment Costs for obesity-related health conditions is estimated to be £6.1bn per year (DHSC 2020)
- Trend analysis suggests problem is getting worse



Obesity harms children and young people



Emotional and
behavioural

- Stigmatisation
- bullying
- low self-esteem



School absence



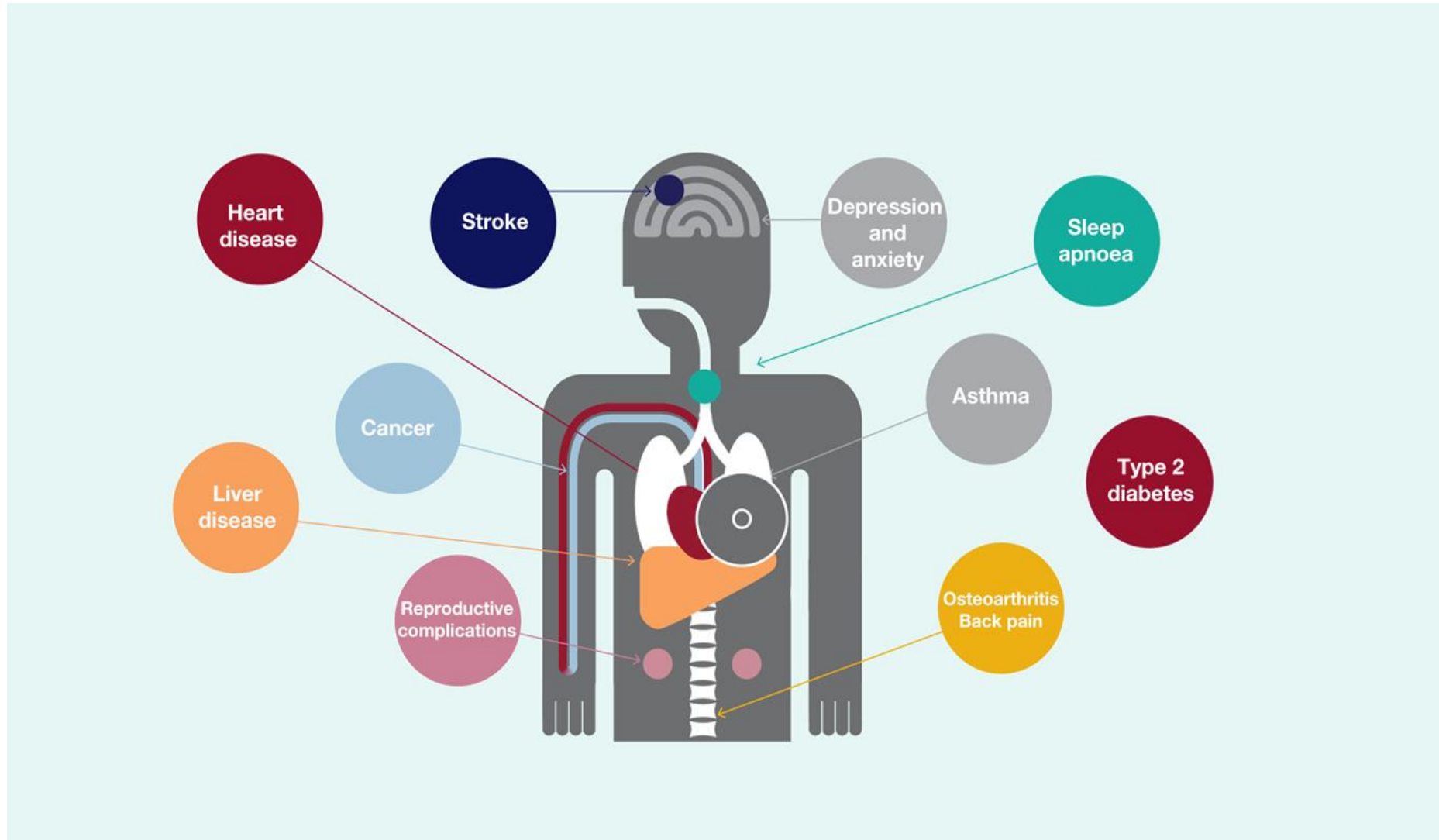
- High cholesterol
- high blood pressure
- pre-diabetes
- bone & joint problems
- breathing difficulties



Increased risk of
becoming overweight
adults

Risk of ill-health and
premature mortality in
adult life

Obesity harms in adulthood

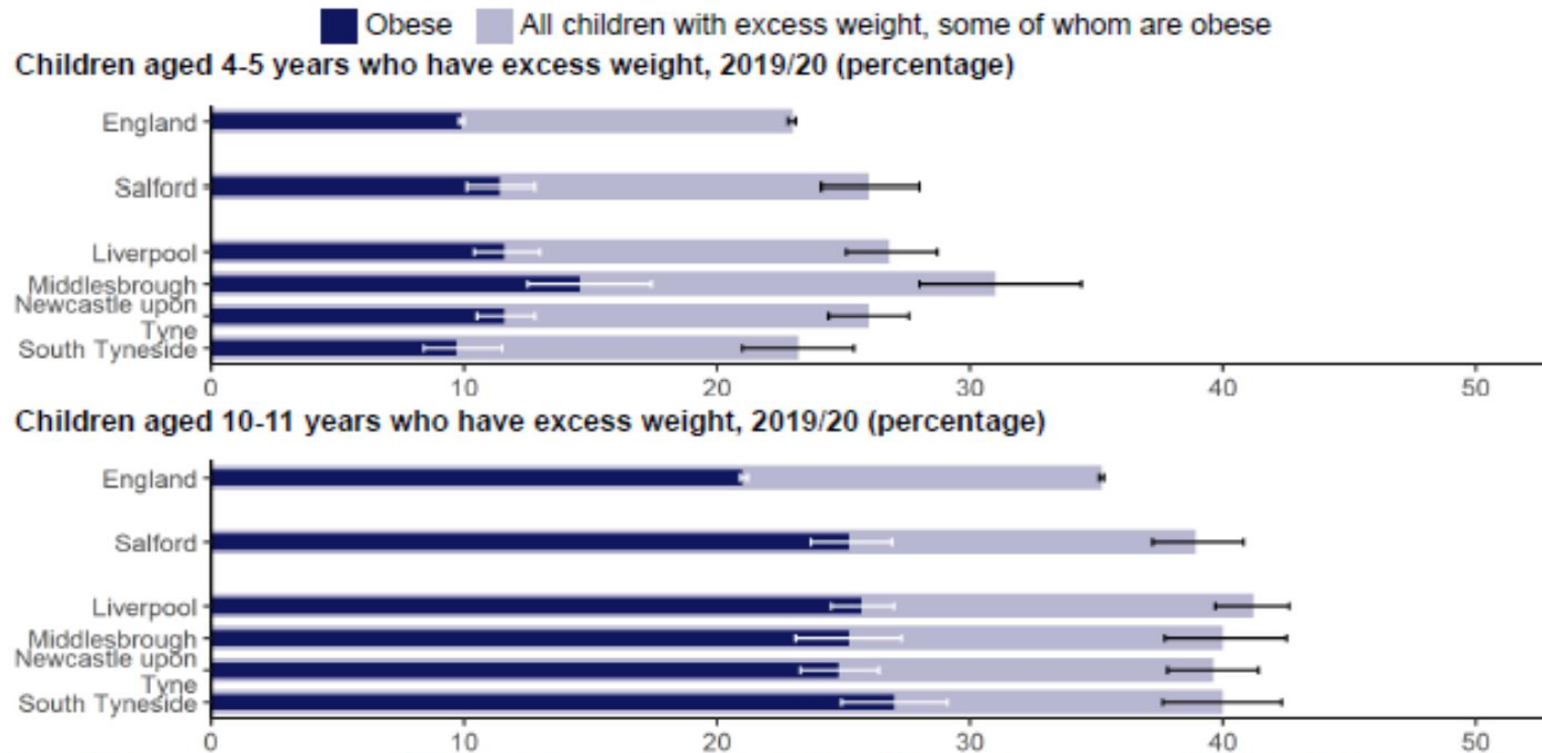


Child Health Profile Data March 2021 PHE

The child population in this area

	Local	Region	England
Live births (2019)	3,532	80,020	610,505
Children aged 0 to 4 years (2019)	17,600 6.8%	429,600 5.9%	3,299,600 5.9%
Children aged 0 to 19 years (2019)	63,700 24.6%	1,729,400 23.6%	13,282,300 23.6%
Children aged 0 to 19 years in 2029 (projected)	68,900 24.6%	1,760,500 23.1%	13,483,800 22.9%
School children from minority ethnic groups (2020)	11,065 30.7%	283,677 25.9%	2,812,226 34.6%
School pupils with social, emotional and mental health needs (2020)	1,464 4.0%	30,786 2.8%	222,595 2.7%
Children living in poverty aged under 16 years (2018/19)	24.0%	23.0%	18.4%
Life expectancy at birth (2017-2019)	Boys	77.6	78.4
	Girls	81.1	82.1
			79.8
			83.4

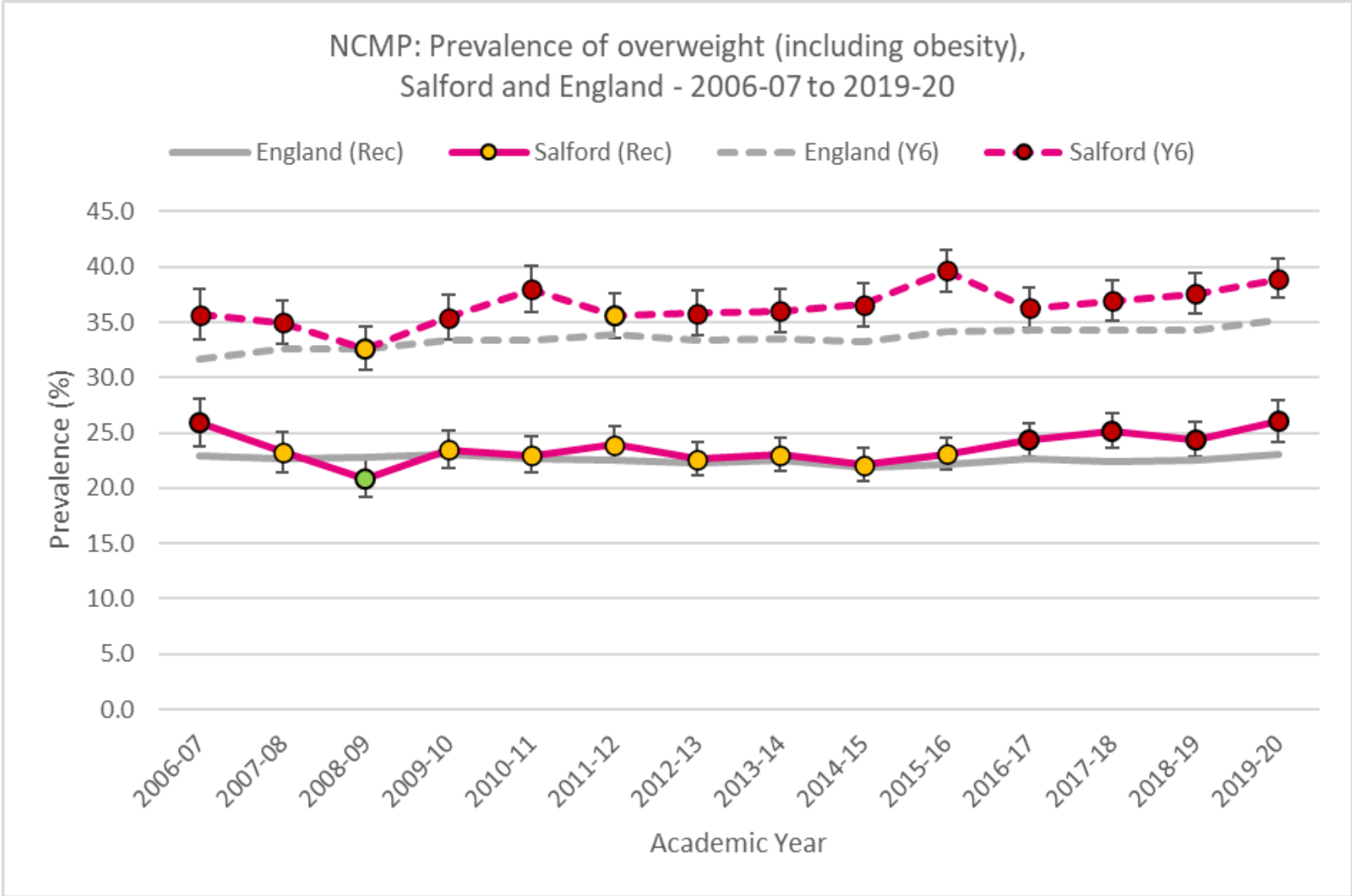
Where were we pre-pandemic?



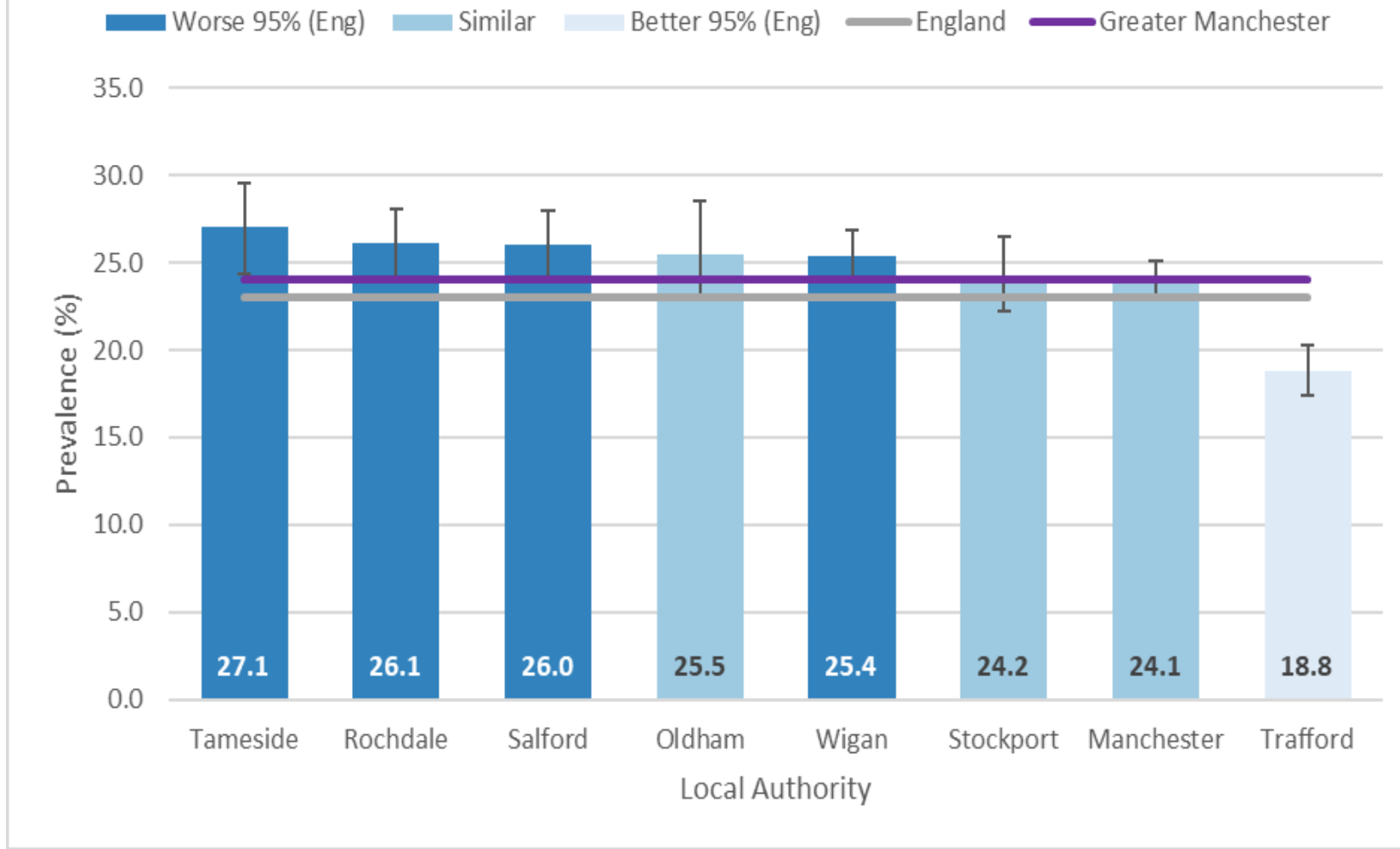
Note: This analysis uses the 85th and 95th centiles of the British 1990 growth reference (UK90) for BMI to classify children as overweight and obese. I indicates 95% confidence interval.



Salford City Council

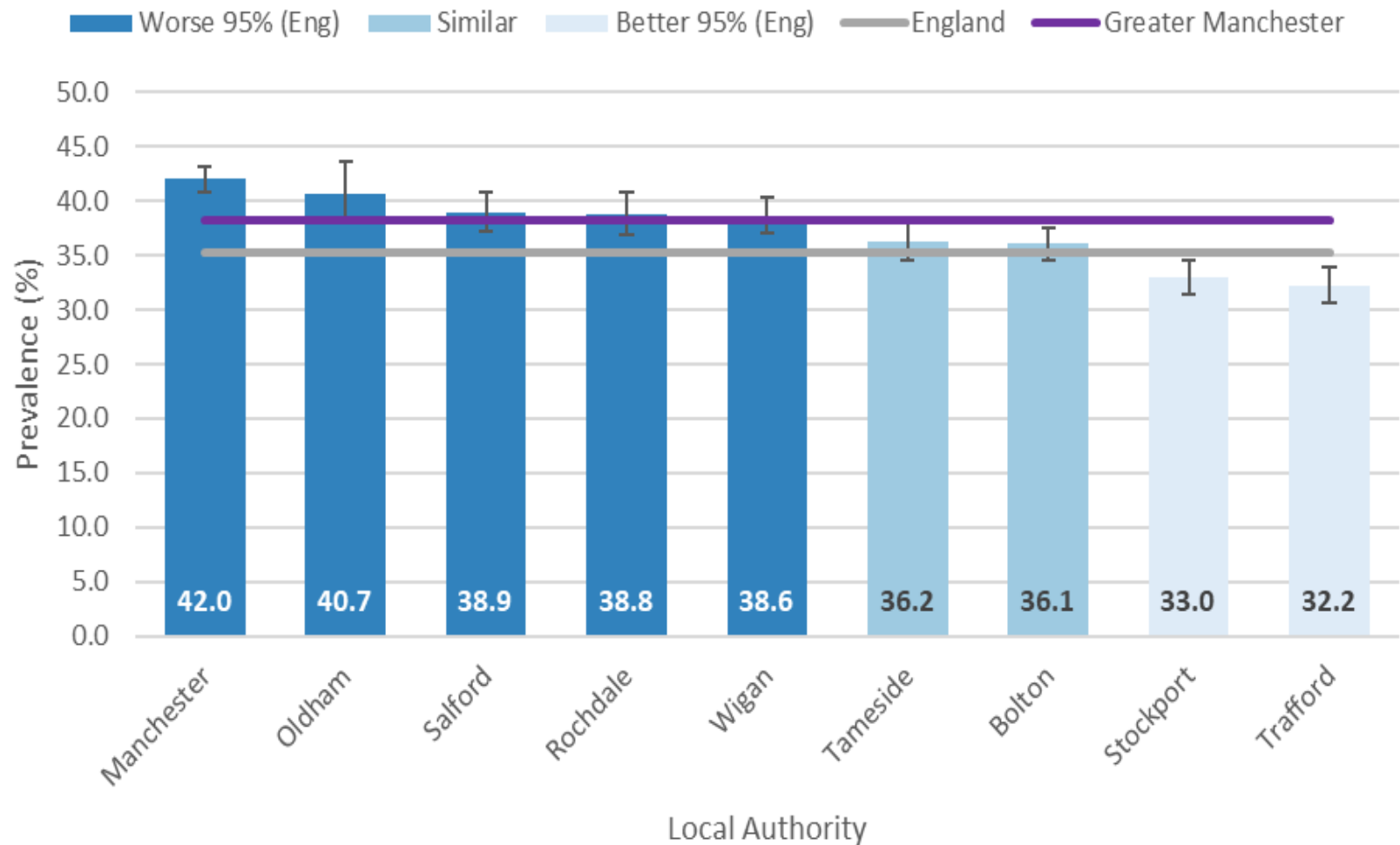


NCMP: Prevalence of overweight (including obesity); 2019-20 in Greater Manchester reception children



Please note that Bolton and Bury did not have valid measurement data for 2019-20

NCMP: Prevalence of overweight (including obesity); 2019-20 in Greater Manchester year 6 children



Please note that Bolton and Bury did not have valid measurement data for 2019-20

But then COVID hit ...

Salford City Council

- Zoe COVID study suggested a net population increase in the consumption of comfort food and sedentary behaviour during (Berry, Tobi and Gardner, 2021)
- Disruption to NCMP delivery across 2019-2021, leading to prevalence estimates
- Latest national data suggests a 4.5% increase in obesity in both Reception and in Year 6
- If Salford is consistent with the national picture, then circa 16% of Reception and 30% of Year 6 will be considered obese locally



Getting the basics right

- Mapping and review of existing family weight management pathways
- Thematic learning:
 - Making every contact count (increasing opportunities for referral in)
 - Reactive offer of support via NCMP – tighten via opt out
 - Over ten years since Red Pepper Programme was devised – time for a review?
 - Capacity of programme vs growing need
 - Urgency of problem requires greater ambition re measures of success
 - Potential disconnection between different tiers
 - Lack of follow-on support is an identified gap to sustain change

Learning from elsewhere – The Amsterdam Model

- Understanding the causes of obesity including underlying psychological mechanisms, individual lifestyle factors, and living and working conditions, within the context of structural determinants.
- Significant investment to develop integrated working across Maternity, Early Years, Dietetics, schools, community, etc.
- Secured buy-in at the most senior level.
- Focus on a whole systems approach but using a twin-track approach of preventative and curative



Salford City Council

Amsterdam Model Principles

Salford City Council

Eradicating overweight and obesity is a long-term task that will take a generation

The programme, actions and activities must be sustainable

The programme is inclusive of all people and across all policy areas

Addressing childhood obesity is a matter of shared responsibility

The approach is evidence-based - 'learning by doing, doing by learning'

Choices must be made to focus efforts

Prevention first, but do not forget children of the present

The short and the long game

- Recognition that evidence of impact may ultimately span a generation
- Shorter-term aims required to act as milestones and maintain momentum to longer-term goals
- Distinction described as the sprint and the marathon



The Sprint

Salford City Council

Salford Translation – GM Integration Bid: Tackling obesity in the Early Years

- Potential investment of £600k over 2 years if initial pilot is successful
- Targeted towards preventative interventions at source
- Emphasis on co-development of solutions with community, partners and key stakeholders
- Action learning with similar NHSE test sites i.e. Gloucestershire
- Opportunity to scale up across all of GM



Salford Translation – GM Integration Bid: Tackling obesity in the Early Years

- Focus on maternity and pregnant mothers with raised BMI
 - Nutrition, infant-feeding support and referral of mum to More Life maternity weight management support
- Private, voluntary and independent nurseries/child-minders
 - assuring quality of food provision and education
- Reaching out to families living in poverty
 - CVS support to Foodbanks/Food Clubs around quality of food provided, food literacy, cooking skills, etc.
- Reaching out to BAME communities
 - culturally sensitive solutions, information in other languages



Salford Translation – GM Integration Bid: Tackling obesity in the Early Years

- Acknowledging co-morbidity with mental health
 - Both as a symptom and driver of obesity
- Developing tech-enablement to improve MECC
 - assuring quality of food provision and education
- Complete current review of weight management pathways
 - Fit for purpose or re-design?



M MANCHESTER MARATHON



The Marathon

A whole-systems approach to obesity or a whole systems approach to healthy lifestyles?

- Reinvigoration of the Healthy Weight Declaration
- Securing senior support for this approach at the highest level
- Bottom-up re-design of the healthy weight strategy, with cross-cutting integration with other strategies. e.g. physical activity, licensing and planning, green spaces, etc.
- Securing the best possible start for pregnant mothers and their new babies
- Developing a comprehensive healthy school offer from catering, PHSE education, physical exercise
- Influencing all aspects of the built environment, including planning to promote healthy food choices, opportunities to engage in physical activities and use of green spaces, etc.
- Level up access to and quality of food available to all communities within Salford, with particular focus on those living in poverty
- Halve childhood obesity in Salford by 2030

Salford City Council

Any questions?