

Healthy Weight and Reducing Obesity



Welcome

Cllr Louisa Woodley

Chair of the Health and Wellbeing Board



- ## What we want from you

-

The Croydon Strategic Context

- Healthy weight is a **top priority** for the **Health and Wellbeing board** and **your voice really matters** to help tackle this agenda.
- We have been working hard on the healthy weight agenda over a number of years.
- We have had **significant engagement** across the board. Fantastic to have people from so many different areas here.
- We have lots to **celebrate**, this workshop is to go the **next step** and engage the whole borough to create a **healthy weight environment for Croydon**.



Context: Why are we here today?

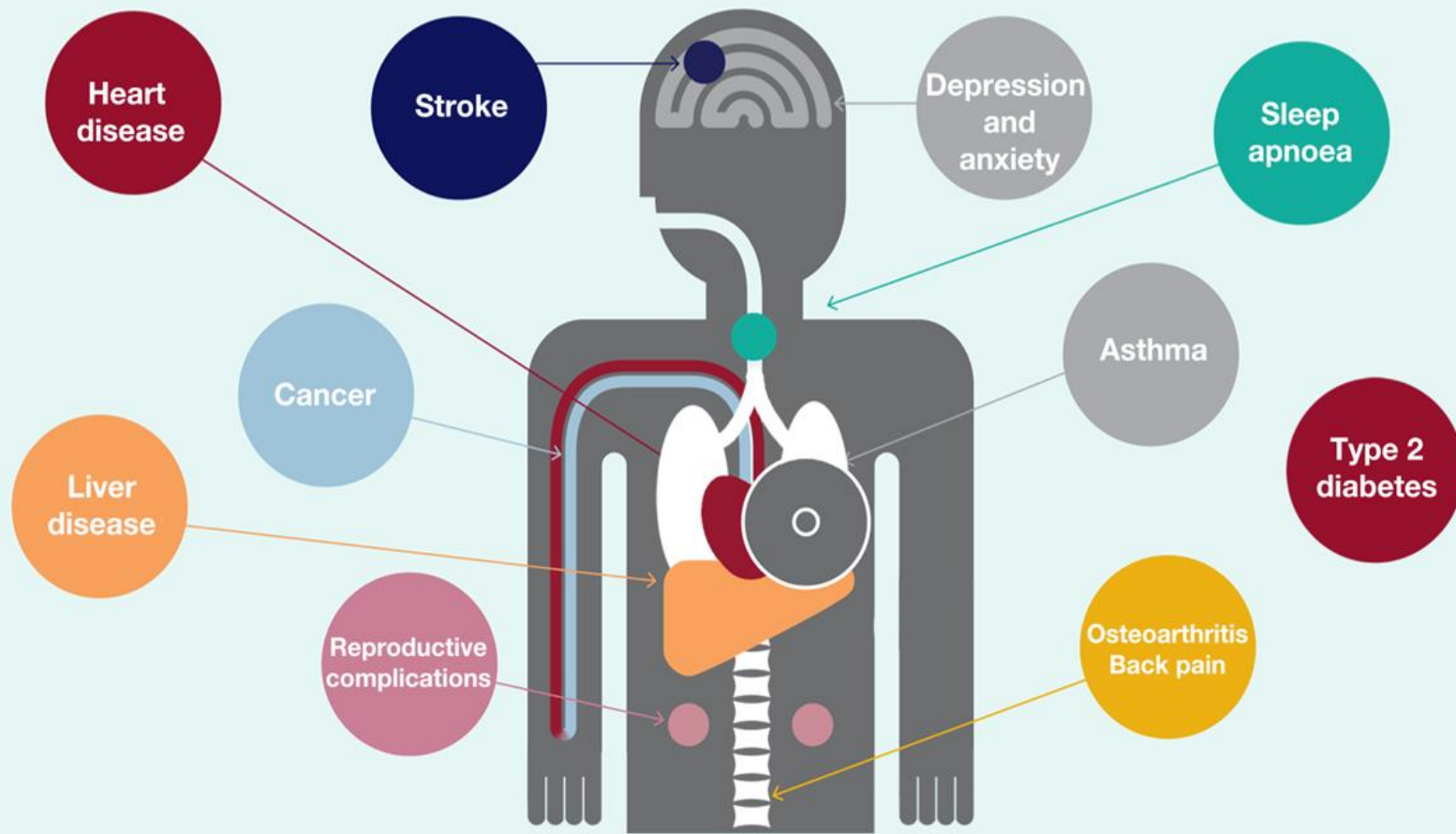
Rachel Flowers

Director of Public Health



Why is it important?

Obesity harms health

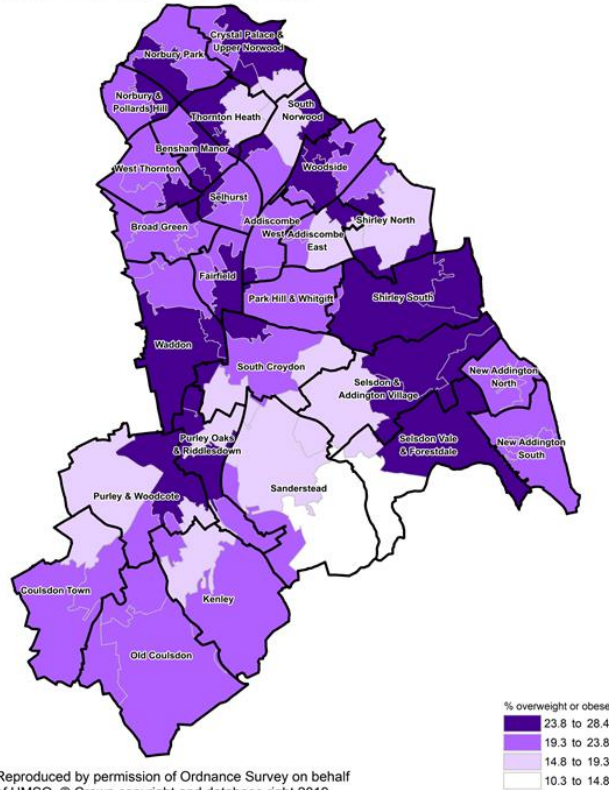


Our Children

Croydon

Prevalence of overweight and obese reception age children in Croydon

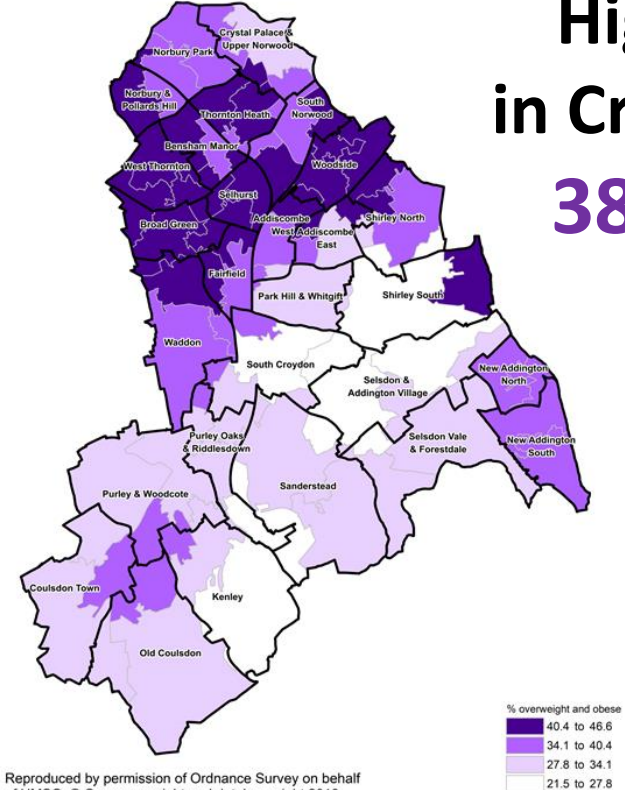
NCMP small area data, 2015-2018



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Prevalence of overweight and obese year 6 age children in Croydon

NCMP small area data, 2015-2018



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**Higher
in Croydon
38.6%**

England



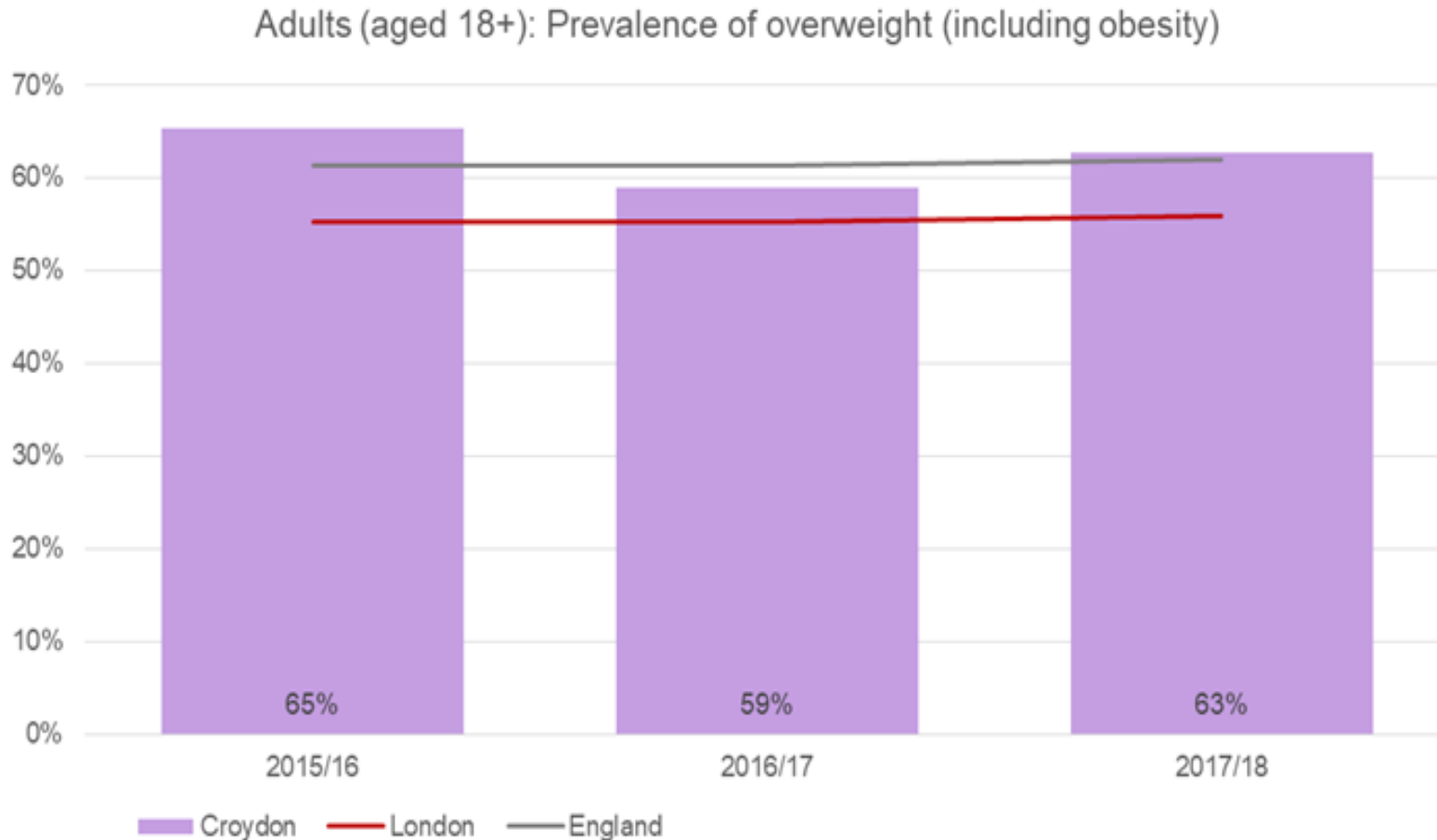
**1 IN 5 CHILDREN
IN RECEPTION YEAR IS
OVERWEIGHT OR OBESE**



**1 IN 3 CHILDREN
IN YEAR 6 IS OVERWEIGHT OR OBESE**

Our Adults

In Croydon, **almost two in every three adults** are estimated as **overweight or obese**, higher than the London average and the fifth highest proportion of all London boroughs.



Source: PHE, from Sport England Active Lives Survey, 2017/18, taken from PHE fingertips

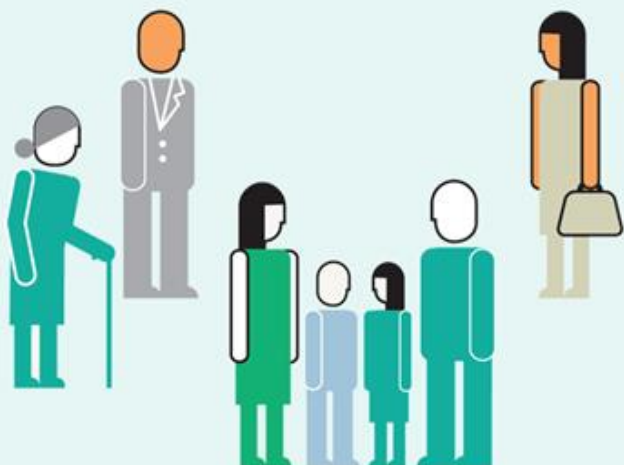


Priority Groups



Obesity does not affect all groups equally

Obesity is more common among:



People from more deprived areas

Older age groups

Some black and minority ethnic groups

People with disabilities



Fast Food Outlets

Croydon is in the **top ten** of the London boroughs for **highest density of fast food outlets**, with the highest density in the town centre.



Fast food outlets (as at December 2017)
Rate per 100,000 population



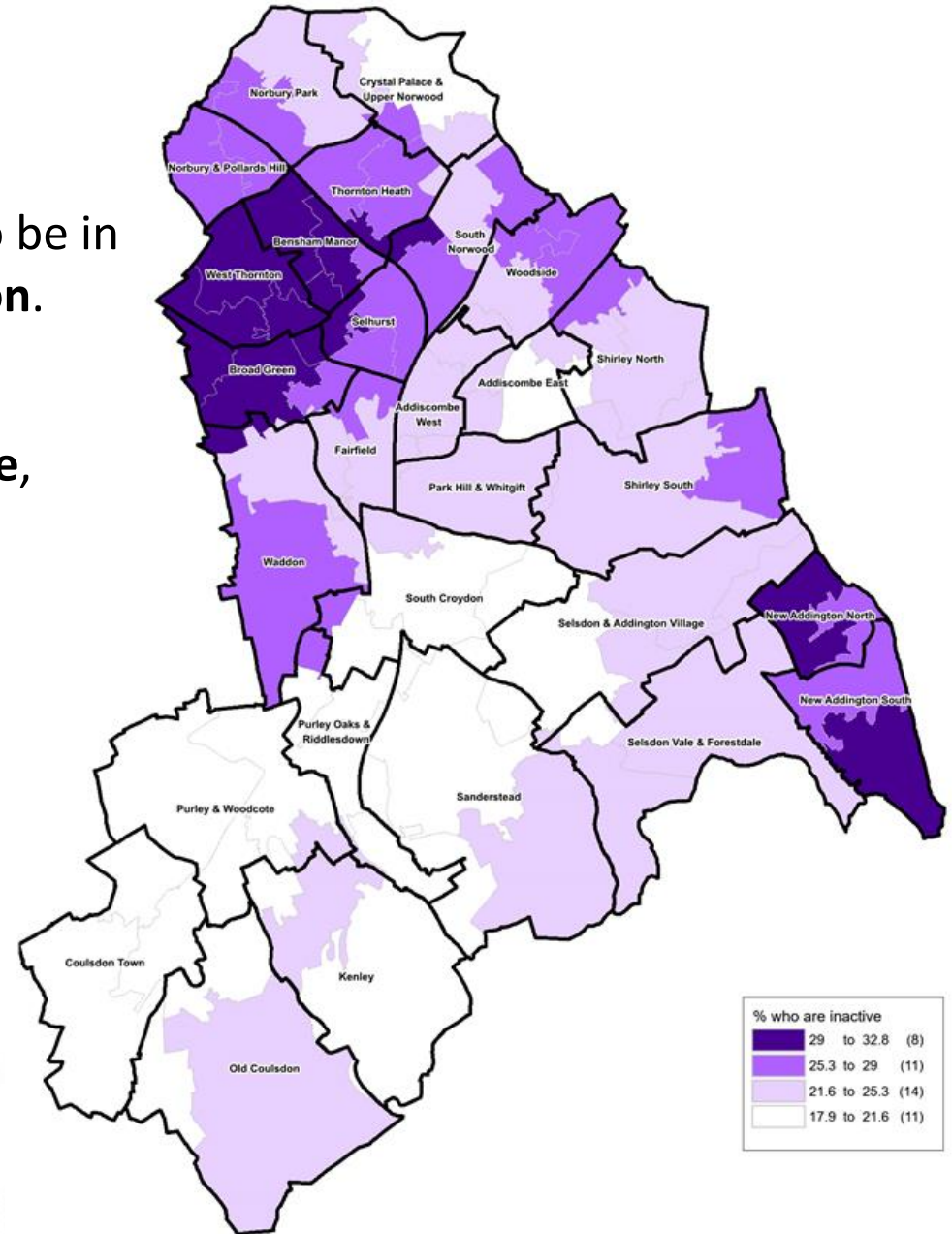
Physical Activity and Green Spaces

Inactivity rate (percentage of the population doing less than 30 minutes of physical activity a week, excluding gardening) 2018

The **highest inactivity levels** in Croydon tend to be in the **north west** and in the east - **New Addington**.

32.7% of Croydon's population has access to woodland within **500 metres of where they live**, the highest proportion in London.

Despite this, **just 15.2% of adults** aged 16+ reported that **they utilise outdoor space for exercise/health reasons**, the sixth lowest proportion of all London boroughs.



Progress – Healthy Weight Action Plan 2017 -2020



➤ **In 2018** we changed to include All Ages

➤ **In 2019** reported to One Croydon and received full engagement and support

➤ **Next step** is to engage wider stakeholders and consider the wider determinants

What Have We Been Doing?



Director of Public Health Report 2019 - Food

Food Poverty and Insecurity

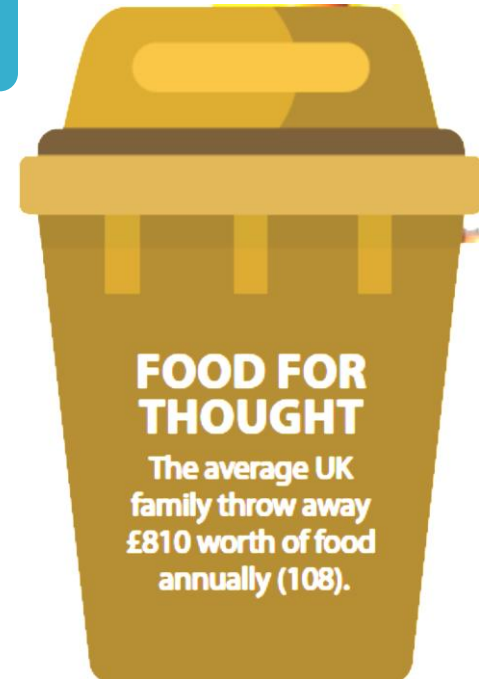
In a recent survey of 6000 Londoners, 60% of those experiencing food insecurity were in full time or part time work.

19.8% (11,483)
of children in
Croydon are
eligible for and
receiving free
school meals.



Sustainability

Seven million tonnes of food is discarded every year in the UK, about one third of the food produced.



Recommendations

22 recommendations in total and **six key recommendations**:



Government

Mandatory front of the pack food labelling.

Develop a food poverty strategy with the aim of eliminating the need for food banks across the country by 2027.



Food Businesses

All Croydon fast food outlets must sign up to Eat Well Croydon.



Mayor of London

No food banks needed in London by 2024.



Residents

Ditch the large dinner plate for the 9 inch Croydon Plate.



Across Croydon

All 64 GP practices and all departments in Croydon Health Services to receive training around nutrition and weight management.

- Government
- Mayor of London
- Local, Across Croydon
- Food Businesses
- Residents

Break

Please move around and help yourself to tea and coffee

Whole Systems Film

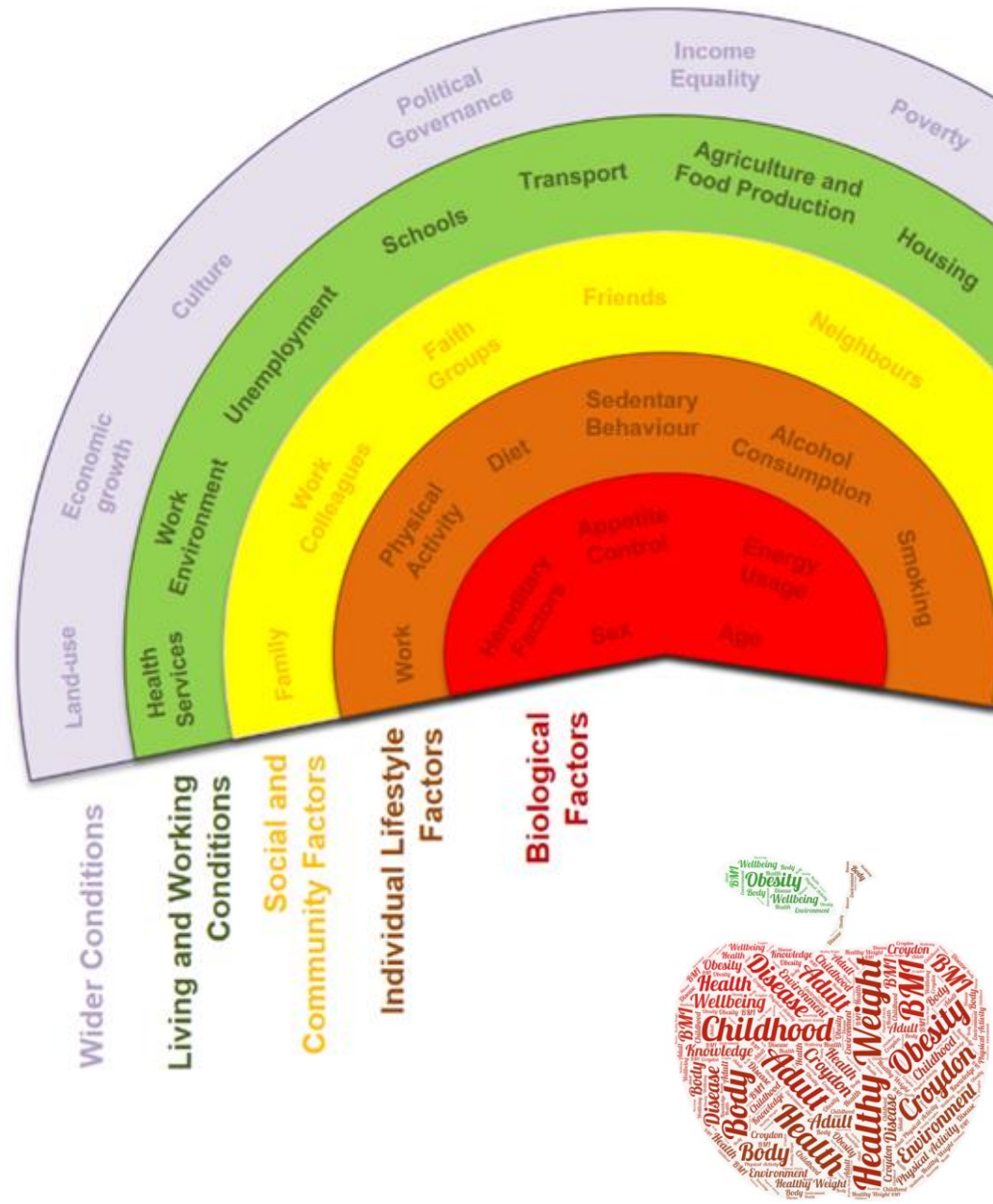


A Whole System Approach



Wider Determinants of Health

- On the right, is an adapted version of the Wider Determinants of Health model.
- All of the factors are seen to impact upon health.
- From the individual-level, biological factors, to the conditions in which we live, work, and play...to the wider conditions, which include cultural and political influences.
- The causes of obesity and actions on obesity, can be mapped against these five levels.



Community Stories

What is it like to live in Croydon?



Table Activity

Workplace
and
Workforce

Fast Food and
Retailers

Physical
Activity and
Transport

Built
Environment

Early Years,
Schools &
Families

Healthcare
and Access to
Weight
Management
Support

Knowledge
and Education

- How can your role help residents achieve and maintain a healthy weight?
- Consider what you might like to see as an action or make a commitment.

- **Consider the life course**
- **Consider locality**
- **Consider strategic, policy, service and individual level**



Pregnancy & infancy
(0-4 years)

Childhood & early
adolescence (5-14 years)

Adolescence & young adulthood
(15-25 years)

Working age/adulthood
(26+ years)

Retirement & later life
(65+ years)

Next steps

- **Collate** all of the information from today and **produce an action plan for 2020.**
- The **Partnership Healthy Weight Group** will lead on **producing the action plan** and continue to update you all.
- **Collective ownership approach** of all the actions.
- Is anyone missing from today, that needs to be involved?

