A call to action on obesity in England

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A very complex problem

• The Foresight Report of 2007 highlighted:
  
  – A fundamental energy imbalance – our calorie intake exceeds our calorie needs
  
  – A very complex interplay of factors drives this imbalance, from economic forces to biological ones
  
  – No approach to obesity will be effective if it does not combine steps to address underlying environmental factors with individual action
  
  – Any approach will therefore need to address a wide range of issues in a coordinated way
A new level of ambition

• The Government’s *Call to action* on obesity sets new levels of ambition to achieve:
  — A sustained downward trend in levels of excess weight in children by 2020
  — A downward trend in the level of excess weight averaged across all adults by 2020

• The ambitions correlate to indicators in the new Public Health Outcomes Framework on excess weight in children and adults

• Regular review of national progress through the Obesity Review Group

• We are also looking to support and enable tailored local approaches that can reduce inequality around obesity, supported by national action
Priorities

• We have moved beyond the previous focus on children to a **lifecourse approach** that tackles excess weight in all age groups
  – Reducing excess weight in adults can have major benefits for the health system
  – Obesity across the lifecourse is interrelated
  – National ambitions reflect this approach

• Given that most adults are already overweight or obese, **treatment** is increasingly important alongside **preventative action** to shape an environment that will make healthy weight increasingly the norm.

• Increasing physical activity is important but, for most of us who are overweight and obese, **eating less is key to weight loss**.
Action to deliver the new approach

• It is for each of us to decide our own behaviour – Government should **equip people to make the best choices**. Change4Life campaigns will continue to have a key role in this.

• **Rebalance towards a locally driven approach**, with the Public Health Outcomes Framework providing a transparent way to assess progress locally and nationally.

• **Building activity** across a wide range of partners to maximise contributions to tackling obesity from the food and drinks industry, the physical activity sector, employers, the voluntary sector, communities and others.

• **Build the evidence base** around cost-effectiveness of specific interventions, to support partners in addressing the issue.
Opportunities to create a health-ful environment

- Local government can use its reach and leadership position to bring together the broad coalition of partners required to prevent obesity
  
  - Promoting active travel and other physical activity opportunities

  - Ensuring local planning supports a healthier built environment

  - Increasing healthy food choices, e.g. by working with local business and schools

  - Promoting behaviour change locally, including via alignment with national Change4Life campaigns

- Health and Wellbeing Boards will agree priorities and types of approach that make sense locally
An integrated approach to treatment

• Health and Wellbeing Boards will also be the vehicle for agreeing treatment strategies centred on individuals rather than service silos. The overall responsibilities (from April 2013) will be:

Local Authorities
• Commission weight management services and physical activity programmes

NHS
• Clinical Commissioning Groups lead across primary and secondary care
• CCGs ensure role in identification, brief advice, onward referral and commissioning clinical action
• Role in commissioning bariatric surgery - currently reviewing whether best done at local or national level
Excellent information and intelligence

- National Child Measurement Programme
- New local measure of adult obesity based on national survey (now being tested)
- New measure of maternal obesity
- National Obesity Observatory to provide analysis of both local and national data
- Obesity Learning Centre to help collate and disseminate best practice
- Continuing to invest in research via the National Institute for Health Research

Provision of data and evidence will become a key role of Public Health England from April 2013
Supporting local capability

• National Government has a vital role in supporting local government to take on its enhanced public health role, by helping to build local capability:
  – Developing new NICE guidance on weight management services and preventing obesity
  – Developed an online version of the Standard Evaluation Framework for judging effectiveness of weight management services, so local areas can better compare cost-effectiveness
  – Maximising the contribution of the planning system, for example we have published an interactive online “Healthy Places” resource to help local planners navigate relevant regulation
  – Encouraging NHS engagement in public health and working with key partners to help make every contact count
National level action

In addition to supporting efforts at local level, the centre will continue to have a role in aspects of the approach that are best delivered at national level.

Responsibility Deal

– Providing calorie information for food and drink in out-of-home settings from 1 September 2011
– A new pledge for action by business to help people reduce their calorie intake, helping to meet the challenge of reducing national energy intake by 5 billion calories per day
National level action (continued)

Change4Life

- Published a new £14m Change4Life strategy
- Putting local Change4Life supporters in the driving seat, with National Government supporting local initiatives
- Working with the commercial sector to increase size and scope of engagement
- Supermeals campaign
National level action (continued)

Work across Government

- *Healthy Lives, Healthy People* sets public health as a cross-Government priority
- Reflected in work with other Departments – e.g. National Planning Policy Framework
- Government Buying Standards: strict standards around nutrition and sustainability to lead by example

Physical activity

- First UK CMO guidelines on physical activity
- Ambitious pledges from the Responsibility Deal Physical Activity Network
- Range of initiatives around the 2012 London Olympics
- Promoting active travel at national level

Children and schools

- Enabling schools to make the best decisions for the health of their pupils
- Healthy Child Programme encourages health professionals to provide nutrition and physical activity information/advice to pregnant women and parents of young children
Going forward

• Wide-ranging, multi-faceted approach

• *Call to action* represents a starting point

• Major year of transition ahead – opportunities and challenges

• Continue to review progress and approach