



# **CHILDHOOD OBESITY, HEALTHY EATING, PHYSICAL ACTIVITY**

Children's Scrutiny Committee  
30<sup>th</sup> August 2018

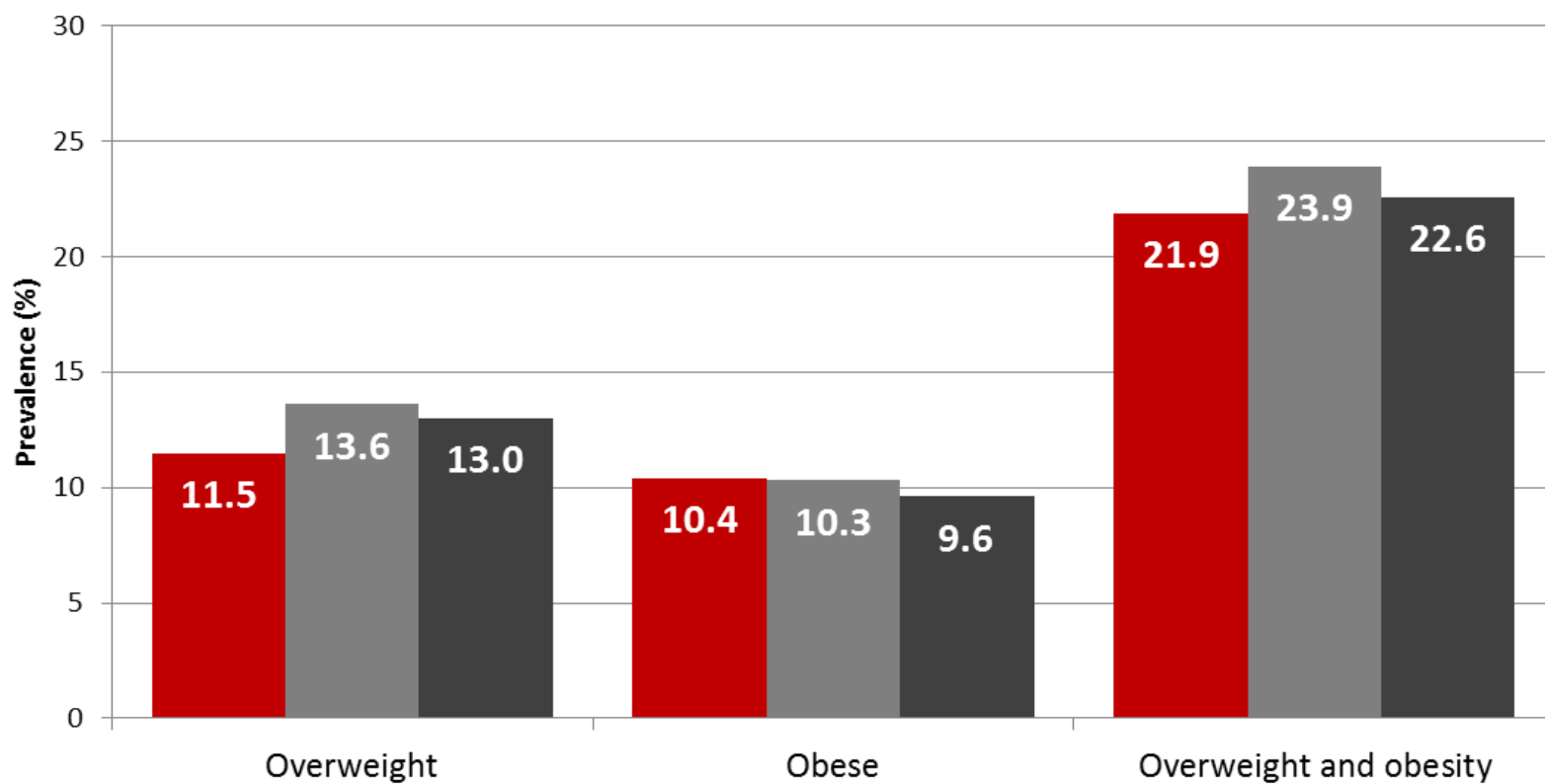
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# CHILDHOOD OBESITY

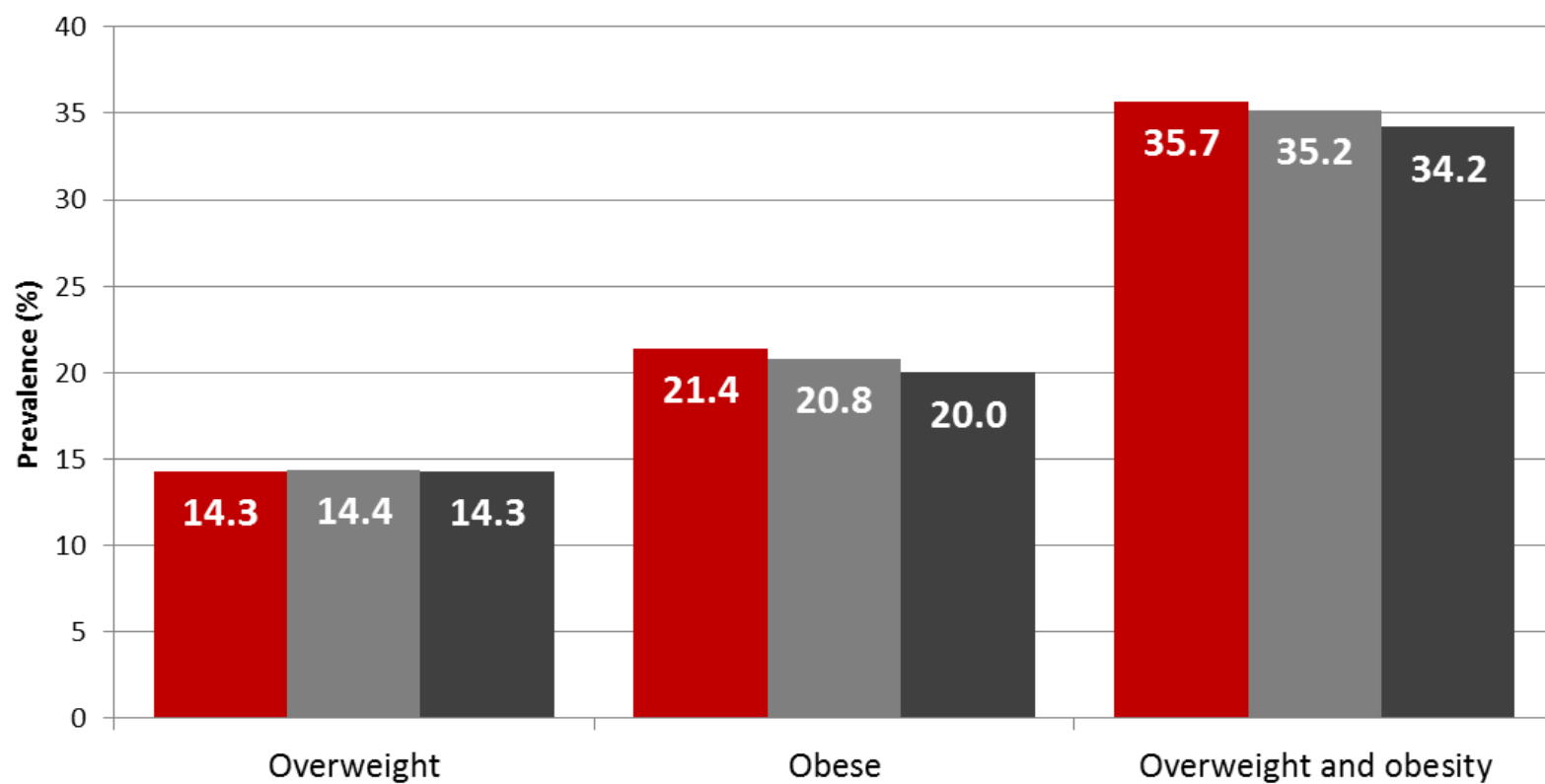
## Child obesity: Reception 2016/17

■ BOLTON ■ North West ■ England

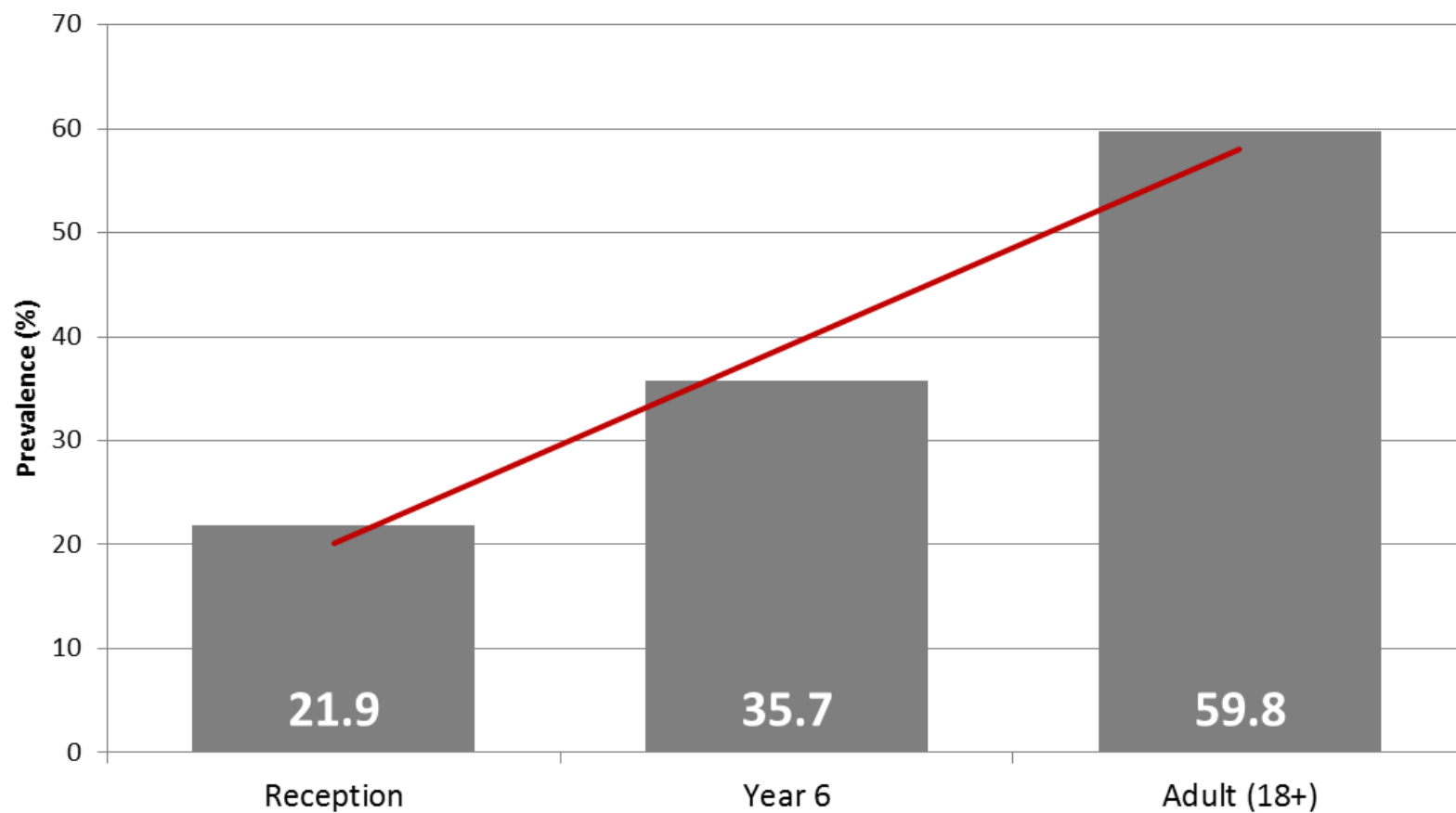


## Child obesity: Year 6 2016/17

■ BOLTON ■ North West ■ England



## Overweight and obesity in Bolton: 2016/17





# Childhood Obesity: key messages

- Childhood obesity is increasing
- Childhood obesity tends to persist into adulthood
- The causes are multiple and complex
- Being overweight causes ill-health
- There is a widening inequality gap

## **Sugar Reduction**

- Soft Drinks Industry Levy (sugar Tax)
- Sugar in Children's Food
- Energy Drinks

## **Calorie Reduction**

- Overweight/ Obese children; 500 extra calories/ day
- Consultation on calorie labelling of take outs

## **Advertising and promotions**

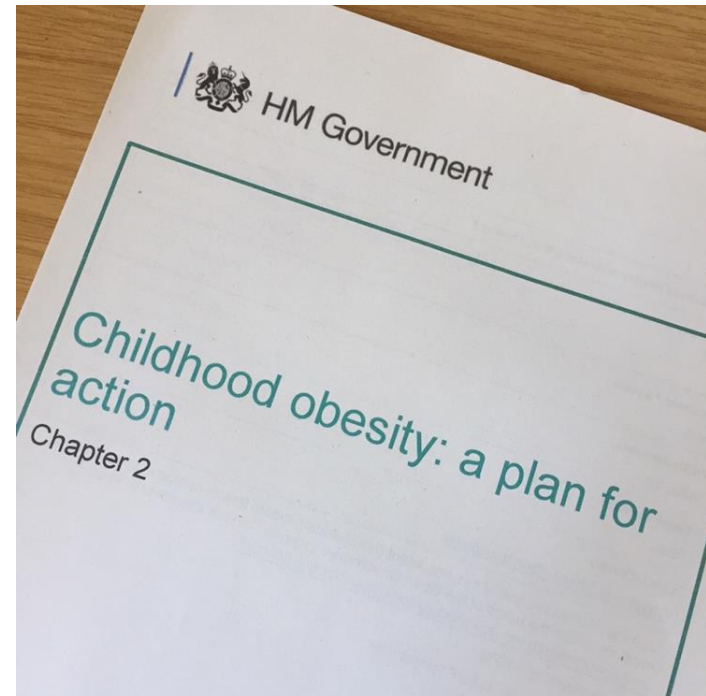
- PHE Nutrient Profiling Tool
- High fat, Sugar and Salt (HFSS) Foods
- Consultation on 9pm watershed
- Price Promotions
- Product Placement

## **Local Areas**

- Empowering Local Authorities
- Trailblazer 'what works?' for communities
- Resources for Local Authorities on Planning; 2017 National Planning Guidance
- Natural environment and green space

## **Schools**

- Funds from Sugar tax
- Schools Food Standards
- Daily Mile
- Cycling and walking to school initiatives





# Childhood Obesity: what can we do?

- Physical Activity
- Prevention
  - Pre-pregnancy nutrition
  - Breastfeeding
  - Change the Culture
  - Joined up working
  - Support to national measures (sugar tax/ restricting advertising / point of sale bans)
- Blackpool's Healthy Weight Summit / Food active's GULP
- Derbyshire's Forest Schools





# HEALTHY EATING



# Healthy eating: key messages

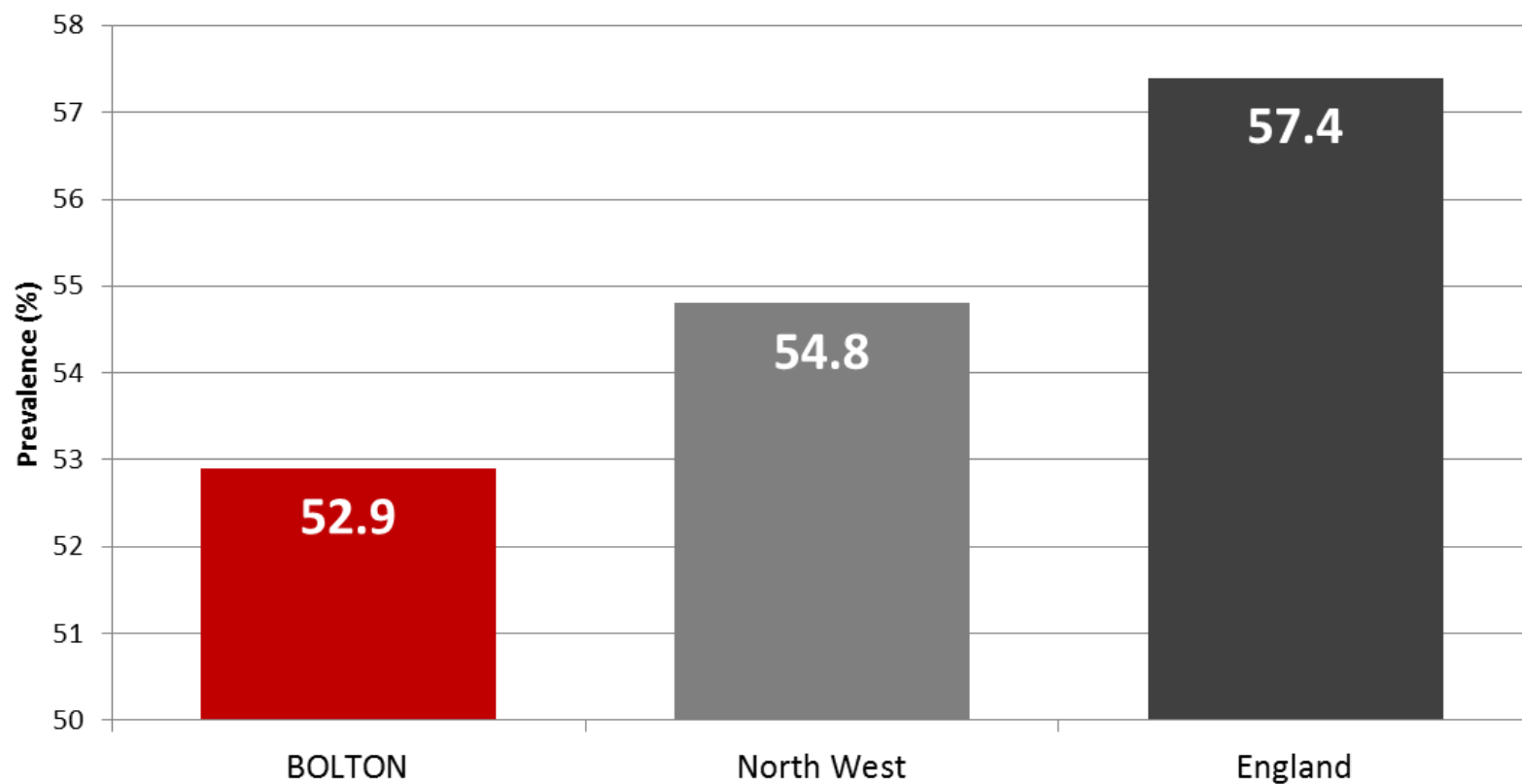
- A pattern for life; not weight loss
- **Increase:** fruit & veg (5 a day), healthy fats (omega 3), hydration, trace minerals and vitamins
- **Decrease:** Sugar, saturated fat, salt
- Healthy eating = better health outcomes
- Environment matters



# Healthy Eating: what can we do?

- Access to food as part of a healthy lifestyle
  - Education
  - Cooking skills
  - Kitchen facilities
  - Local shops
  - Affordability

**Adults (18+) meeting recommended '5-a-day' on an  
'usual day': 2016/17**





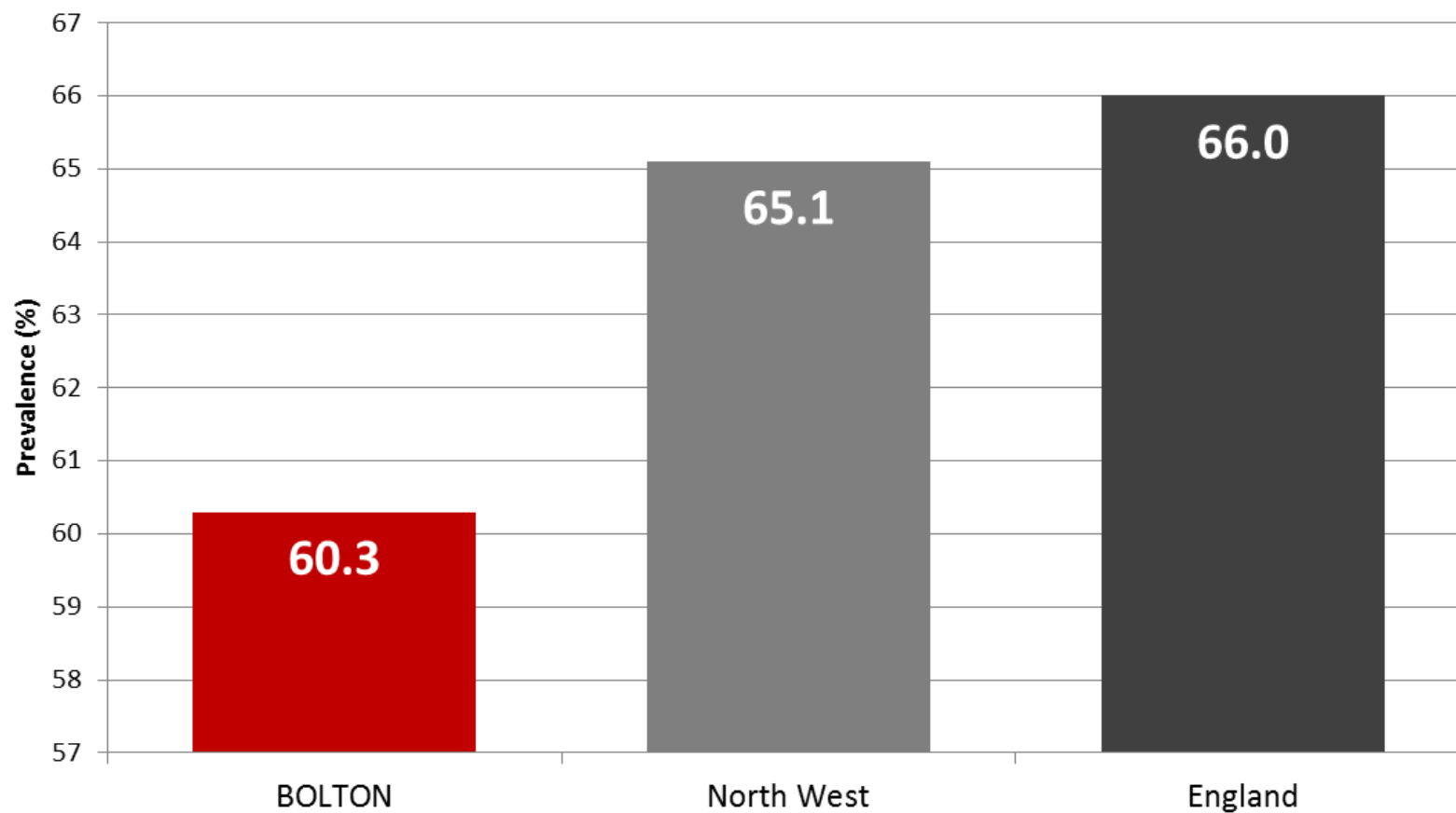
# PHYSICAL ACTIVITY




# Physical Activity: key messages

- Clear benefits from being active
- Contributes to healthy weight
- Exercising at recommended levels
  - Different recommendations for children and adults
  - Active every day
  - Make it fun 😊
- Environment matters


## Physically active adults (18+): 2016/17





Physical Activity: what can we do?





## Physical Activity: What is on offer? What else can we do?

### **Local Plans - Schools:**

- Support investment in sport and physical activity through dedicated pupil premium funding – resource issue
- Promote guidance for schools to meet national initiatives, best value from sugar tax levy spend, daily mile implementation etc.
- ‘Active Schools Accreditation’ – Promoting and recognising good practice
- Bikeability (cycling proficiency)
- Improved school to club links – Developing pathways for continued participation in sport and physical activity in the local community

### **Other local interventions – Community:**

- Bikeability Plus - Community based support to learn to ride and ride safely etc.
- Daily Mile – Communities and workplaces
- Healthy eating programmes – Urban Outreach, Bolton at Home (Family, fun & food etc.)
- QA for sports clubs and groups – good practice
- Future Non-traditional settings – promote Physical activity to ‘hard to reach’ young people and maintain participation