



Public Health
England

How we got to this point and what we want to do now

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Background



Childhood Obesity

A Plan for Action

August 2016

The first 2 years in life



Nutrition

Weaning starts around 6 months. Babies should not be given salty or sugary foods. Honey should not be given before age 1



Preventing injuries

Unintentional injuries, such as suffocation, choking or falls, in and around the home are a leading cause of preventable death for under five years



Physical activity

Babies need to be active from birth. Tummy time encourages a baby to get moving and builds muscle strength

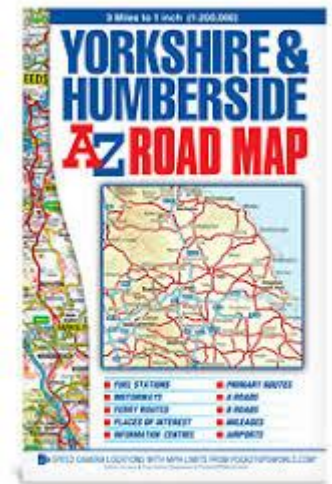


Oral health

Babies should be registered with the dentist as soon as the first teeth appear and visit regularly



Encouraging a healthy start in life





Communities of Improvement

- Childhood obesity is a priority for both the Healthy Weight and Children, Young People and Families Communities of Improvement (Col)
- Established in 2016 to strengthen collaboration and networking across the public health system in Yorkshire and Humber
- Governance and accountability directly aligned ADsPH YH
- Work plans jointly developed by members (generally PH leads)
- Sector lead improvement - Better population health and reduced inequalities through continuous improvement led by local government
- Survey to all Col members to understand what they would like to do



Yorkshire and Humber Survey (i)

Used the actions from the Government Childhood Obesity Plan as basis for survey

Update from national PHE lead- Charlene will cover

Learning from local practice:

- Making healthy options available in the public sector
- Support with the cost of healthy food
- Children enjoy an hour of physical activity every day
- Making school food healthier
- Supporting Early Years settings
- Enable health professionals to support families



Yorkshire and Humber Survey (ii)

Regional approach- free text responses

- Social marketing campaign-labelling food and sugary drinks eg) GULP
- Lobbying for best use of sugar levy resource
- Healthy Business Scheme- advice pack or logo
- Agreed definitions of healthy food- HWD across 15 LAs
- Healthy Start monitoring uptake
- Promotion of healthy options in food banks- possibly link to HWD or Healthy Business scheme



Yorkshire and Humber Survey (iii)

- Making the case of increased physical activity
- Regional healthy schools scheme
- Lobby for starter and main course in school dinners rather than main and pudding
- School menus regional approach to quality standards
- Early years toolkit
- Pooled resource to promote local programme delivery through new technology- App?
- Common cpd offer across the region



Whole system approach

Sustained changes to individual behaviours across the whole population will require:

Multiple actions across all parts
of the **system**

Changes to the food, physical
activity and social environments

