

Obesity in childhood



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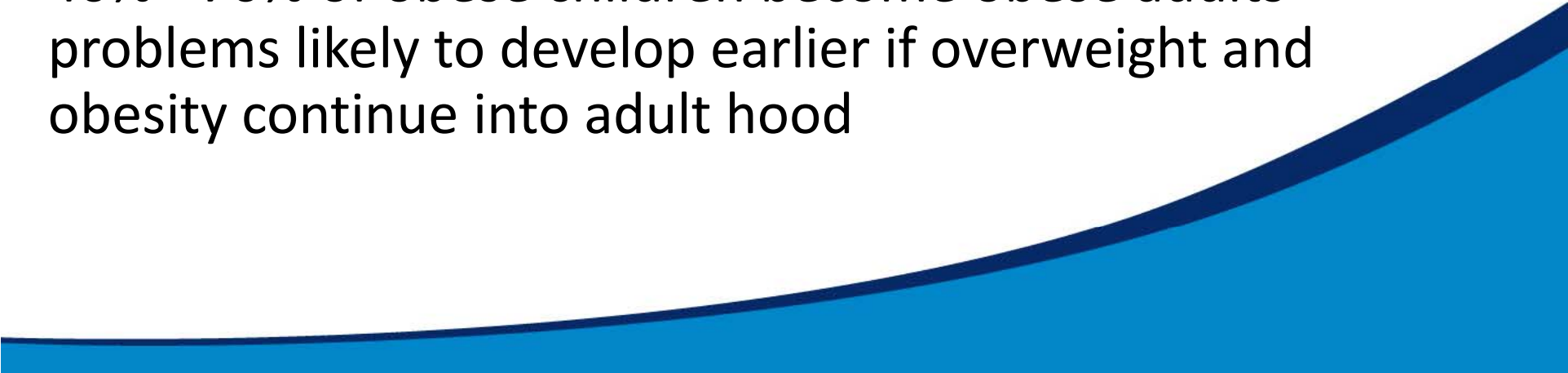
defining obesity in children

- Body mass index (BMI) **adjusted for age and gender**
- Plotted on centile charts
British 1990 Growth Reference (UK90)
- $\geq 91^{\text{st}}$ centile = overweight
- $\geq 98^{\text{th}}$ centile = very overweight (obesity)

obesity puts children at greater risk of developing cancer, type 2 diabetes and heart disease

other health risks include early puberty, developing eating disorders, asthma, teasing and discrimination by peers, low self-esteem, anxiety and depression

40% - 70% of obese children become obese adults
problems likely to develop earlier if overweight and obesity continue into adult hood



National programmes

NCMP

Healthy start




NCMP

the annual measurement of the height and weight of children in reception year and Year 6, and the return of the data to the Health and Social Care Information Centre (HSCIC)

Provides robust public health surveillance data on child weight status

Provides parents with feedback on their child's weight status



Healthy Start

UK-wide government scheme to improve the health of low-income pregnant women and families on benefits and tax credits

Healthy Start food vouchers

- Means tested scheme for pregnant women or women with child under 4 years
- Vouchers redeemable at local retailers against basic foods
- One £3.10 voucher/week (two £3.10 vouchers/week for children under 1 year)

Healthy Start vitamins

- Pregnant women, women with a baby under 1 year and children from 6 months - fourth birthday on Healthy Start receive vitamin coupons every 8 weeks
- Vitamin tablets include Folic acid, Vitamins C and D
- Vitamin drops include Vitamins A, C, D

Tackling child obesity in Shropshire



Principles:

- intervening and supporting children and families as early as possible
- targeting health inequalities
- evidence-based, family centred approach to address lifestyle

increasing physical activity

reducing sedentary behaviour

improving eating behaviour and quality of diet

reducing energy intake

improving emotional well-being

- sustainable behavioural change

through:

environment change

social marketing

behaviour change support

access to support and local services that help children & their families achieve sustained behavioural changes

- 1st line advice service linked to NCMP
- NCMP Proactive follow up
- maternal weight
- CYP weight management service
- Healthy child programme
- Eat Better Move More programme

Healthy Weight Partnership Event

Tuesday 26th November 2013

**bringing together a wide range of stakeholders to build
commitment for a healthy weight strategy for Shropshire**

will address the causes of obesity, impact on health, evidence for effective interventions, and opportunities for tackling obesity locally

will present results of social marketing scoping work conducted locally, and the insights generated

map local interventions against the evidence base



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TIME BOMB...'