



**HEALTHY WEIGHT,
HEALTHY LIVES:
TWO YEARS ON**

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HEALTHY LIVES:
TWO YEARS ON

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Foreword

Two years on, the Healthy Weight, Healthy Lives Cross-Government Strategy has made a real difference in pulling together activity across all parts of society to support us all in reaching a healthy weight. The difference can be seen in shoppers looking for healthy, reformulated options in the supermarket; families joining in with Change4Life; children eating healthier meals at schools; communities becoming Healthy Towns; or health professionals supporting patients who want to lose weight for their health.



We know it's beginning to work

We committed to reduce the proportion of overweight and obese children to 2000 levels by 2020 and the latest data shows that the rapid rise in child obesity levels may be levelling off, thanks to the hard work of families, schools, businesses and the NHS across England, supported by the Government.

But we mustn't become complacent if we are to realise our ambition to enable everyone in society to achieve and maintain a healthy weight. There are plenty of challenges ahead and we must be clear about how we intend to face them.

We need to keep up the pace

A child's first years are crucial for developing healthy behaviours and enabling young children to grow up a healthy weight. We've been working with families, carers and health professionals so that we can offer families clear, easy-to-follow guidelines about eating and active play for under-fives. We plan to do more to highlight these in the coming year through the Healthy Child Programme and Start4Life.

For school-aged children, Change4Life has been highly successful in giving families clear, helpful messages on eating well and being more active. The new Pupil Guarantee will entitle all children to attend a school that encourages healthy lifestyles, including healthy food and an offer of five hours of physical activity a week, inside or outside the school day. We'll also be providing even more nutritious free school meals.

Healthier food choices are becoming more available thanks to the efforts of manufacturers, caterers and retailers. Consumers have been able to find calorie labelling on menus, buy healthier versions of their favourite foods and get a greater selection of fruit and vegetables in their local corner shop. Now, we need to sustain and develop this work. Over the next year, we want to see progress from caterers, a continued commitment to the Food Standards Agency (FSA)'s saturated fat and energy work and links made between healthy *and* sustainable food.

We're making it easier to be active too. Healthy Towns are creating whole communities geared up to making physical activity accessible. We are continuing to make it easier for families to walk, cycle and play together through



NisaToday's store in Esh Winning, part of the convenience store project

schemes like free swimming and Bike4Life. Looking forward, we will be providing clear guidelines on how much activity we each need to take, making it easier to walk and cycle and exploring how our towns and villages can be built to support health.



We need to broaden our focus

The conversation about obesity has matured over the last two years and campaigns like Change4Life have made it easier for people to relate to and understand the issue. Our initial focus was on children aged under 11. As well as intensifying our efforts with this age group we want to broaden our focus and support other at-risk groups.

In February 2010 we launched Change4Life for adults, working with our partners in supermarkets, workplaces, local gyms and more to ensure that people are able to make healthier choices. We'll support those adults who are already overweight by providing them with the information, advice and support they need to achieve a healthy weight – whether that is

referral to a weight management service or a better understanding of the impact of their BMI on their health.

We need to work smarter

We know that people don't just cycle to work to keep their weight in check. They cycle because it's increasingly convenient, it's economical and it helps the environment. Likewise, people don't just want healthier food choices; they also want safe and sustainable food. We will act across government to draw out the links between issues like sustainable development and obesity so that we multiply the impact of our policies.

Moreover, in a more challenging financial environment, we need to make sure that we are really supporting frontline services – whether they are schools, local communities or the NHS. The launch of the Obesity Learning Centre will ensure services can learn from what works, share information and link up with one another. We'll be doing more over the coming year to listen to the front line as we develop new training support, tools and guidance.



Tower Hamlets Healthy Borough

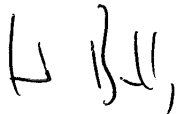
Finally, we need to keep working together

Healthy Weight, Healthy Lives has always been about much more than government action. All parts of a society have a role to play and the strategy has been crucial in bringing everyone together, whether through the Healthy Food Code, Change4Life, Healthy Towns or through the huge number of innovative, local partnerships that have developed. We appreciate all the hard work, passion and focus that has led to the progress we have made in the last two years and look forward to continuing to work in partnership to achieve our shared ambition – supporting everyone to maintain a healthy weight.



Rt Hon. Andy Burnham MP

Secretary of State for Health



Rt Hon. Ed Balls MP

Secretary of State for Children,
Schools and Families

1 How are we doing?

Two years on and we're making good progress but there is more to do.

- We're making good progress towards our Public Service Agreement goal.
- Child obesity in the under-11s is levelling off but prevalence remains high.
- Adult and teenage levels are still too high and we need to broaden our work to tackle them.

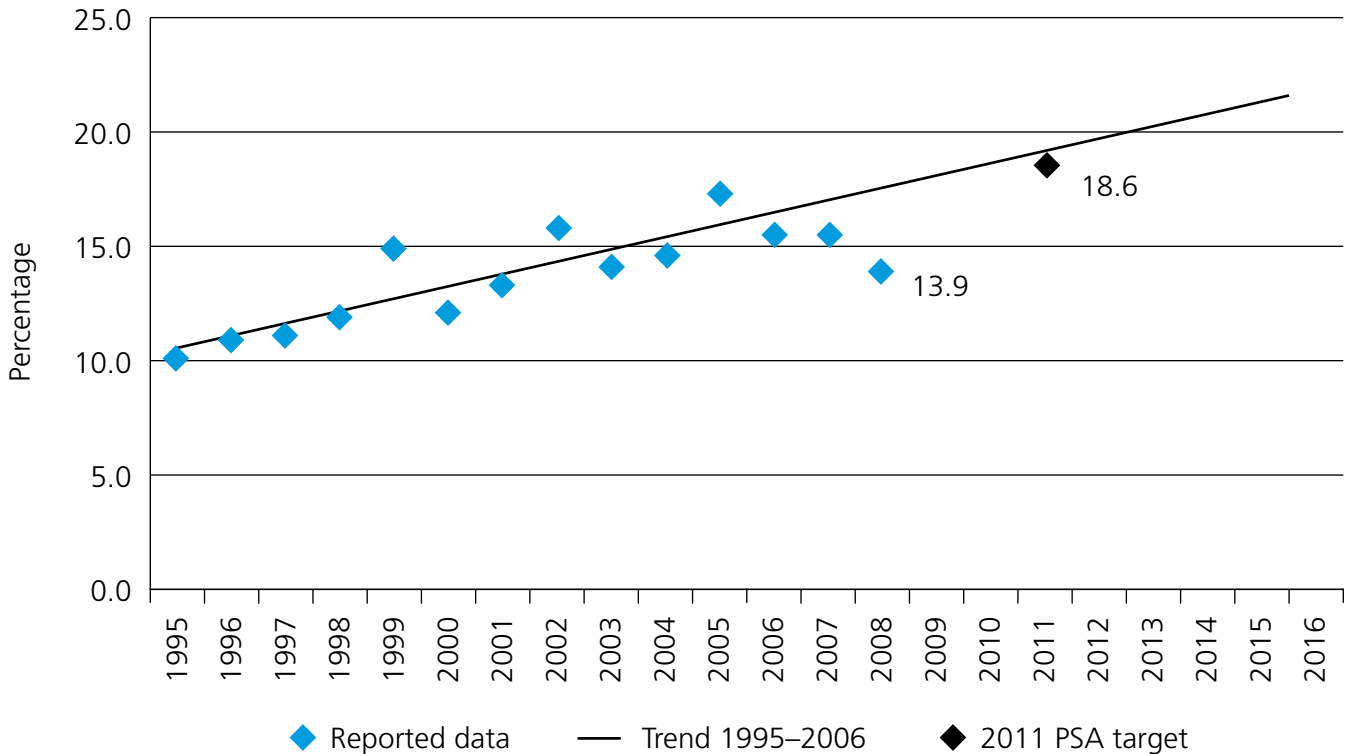
Our goal

Following the 2007 Foresight report, *Tackling Obesities: Future Choices*,¹ the Government set out our ambition to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to maintain a healthy weight. Our initial focus has been on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.

*Healthy Weight, Healthy Lives: A Cross-Government Strategy for England*² was published in January 2008 and was the first step in a sustained programme to combat obesity. In April last year we published *Healthy Weight, Healthy Lives: One Year On*³ to galvanise momentum and push for further action across a range of areas. *Healthy Weight, Healthy Lives: Two Years On* highlights the impact of the strategy for individuals and communities and how the strategy has been instrumental in building new partnerships across society to help ensure that we can all achieve and maintain a healthy weight.



Data, trend and PSA target for prevalence of obesity among children aged 2–10



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Progress on key indicators

Last year the Health Survey for England⁴ (HSE) reported that 'there are indications that the trend in (child) obesity prevalence may have begun to flatten out over the last two to three years', but that we would need another year's data to confirm this.

This year we have clearer indications that we're beginning to halt the relentless rise in child obesity. Analysis of the trend provides evidence that the historical rise of obesity levels among 2–10-year-olds has levelled off. The reported figure for child obesity prevalence in 2008 is 13.9%, compared with 15.5% in 2006 and 2007 and 17.3% in 2005. This is the lowest reported figure since 2001.

The latest National Child Measurement Programme (NCMP) results are also very encouraging, as they provide further evidence

that the prevalence of overweight and obese children is levelling off. There is no statistically significant difference between the prevalence of obesity in primary school-aged children for the 2008/09 NCMP and that in the 2006/07 or 2007/08 programmes for either of the two age groups measured (Reception and Year 6).

As the graph above shows, the latest HSE (2008) data suggests that we are well on the way to achieving our Public Service Agreement target of 18.6% child obesity prevalence in 2011. Moreover, we are making good progress against our longer-term ambition, set out in *Healthy Weight, Healthy Lives: A Cross-Government Strategy for England*, of reducing the proportion of overweight and obese children to year 2000 levels by 2020.

Of course, we still have more to do – rates of obesity are still too high. However, we need to broaden our focus to tackle obesity in other at-risk groups: while the HSE 2008 showed



A Healthy Start, Thetford Healthy Town and Breckford Council

that although obesity prevalence rates among 2–10-year-olds were at their lowest since 2001, prevalence rates among 11–15-year-olds remain high and for boys has significantly risen. Prevalence of obesity among adults has increased slightly to 24.5%, from 24.0% in 2007, suggesting that the upward trend is continuing – albeit with differing patterns between adult age groups.

We also recognise that the population-level data cannot show important differences between social groups and regional areas or highlight significant inequalities. We will be looking closely at further analysis of the NCMP data from the NHS Information Centre to explore these factors for children and the findings of the *Fair Society, Healthy Lives: The Marmot Review*.⁵

As new data emerges we will continue to review and revise our analysis of the impact of the Healthy Weight, Healthy Lives strategy, looking at both outcome measures and our agreed range of leading indicators (for example levels of physical activity in children). A full description of these indicators and their most recent values are available in *Monitoring Healthy Weight, Healthy Lives*.⁶

We will also continue to gather evidence on what works to tackle obesity and cost-effective interventions. We will continue to work with our Expert Advisory Group and others to evaluate key activities, learn from emerging findings and explore the implications for the development of the Healthy Weight, Healthy Lives strategy over the coming year.

*Healthy Weight, Healthy Lives: A Cross-Government Research and Surveillance Plan for England: Update on Progress*⁷ describes progress on building the evidence base, one highlight being the launch of an obesity-themed call for research by the National Institute for Health Research looking at both prevention and treatment. This will help develop evidence on which to base policy and practice over the coming years.

The next four chapters set out progress on helping people make healthier choices; creating an environment that promotes a healthy weight; providing effective services for those at risk; and strengthening the delivery system.

2 Helping people make healthier choices

Two years on we're:

- helping people recognise overweight and obesity through the NCMP and NHS Health Checks;
- reaching over 400,000 families through Change4Life to help them 'eat well, move more and live longer';
- providing online support via NHS Lifechecks and NHS Choices; and
- extending Change4Life to cover the 0–2 years and adult groups.

Over the last 12 months, we have been working to give people the information, advice and support they need to make healthier choices. We have focused on: giving people the information to help them identify whether they are a healthy weight; helping people understand the health consequences of being overweight or obese; and giving them the tools to make healthy lifestyle changes.

Helping people recognise overweight and obesity

National Child Measurement Programme

Through the NCMP, primary care trusts (PCTs) collect height and weight data for all pupils in Reception (4–5 years) and Year 6 (10–11 years). The programme is now in its fifth year, and is recognised as a world-class source of robust data that helps ensure local areas target services effectively for children and families. Hundreds of thousands of parents now receive their child's



results from their local PCT, along with advice to help them make positive lifestyle changes and information on how to access support services. In 2008/09, over 1 million children, around 90% of those eligible, were weighed and measured as part of the NCMP.

In *Healthy Weight, Healthy Lives: One Year On*, we said we wanted to see more PCTs routinely sharing these results with parents, and we provided tools, guidance and research to help. In 2009/10, we are pleased that around 80% of PCTs are looking to routinely share individual results with parents.

For the coming year, we have commissioned an audit to examine how some local areas are proactively following up underweight, overweight and obese children, and we will use these findings to develop the 2010/11 programme. We are also undertaking an audit to examine how PCTs share anonymised NCMP data with local authorities and schools to target services to local need.

NHS Health Checks

The NHS Health Check programme was launched in April 2009 and will be rolled out nationally over the next five years. Adults between the age of 40–74 years will be able to get a clearer picture of their health and understand their risk of heart disease, stroke, type 2 diabetes and kidney disease. The check includes measuring BMI and physical activity levels and will help identify if adults are an unhealthy weight and, where appropriate, provide support or referral to a weight management service or physical activity opportunities.



Case study

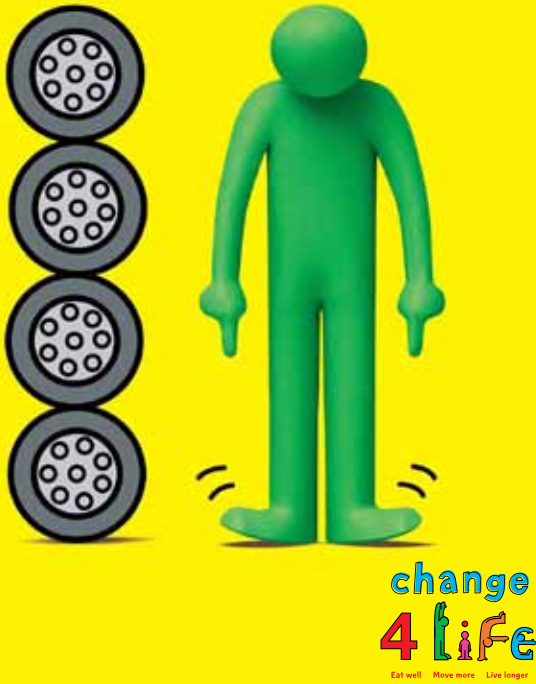
In the 2008/09 school year, NHS Nottingham City, in addition to sending NCMP results to parents of all children measured, piloted proactive follow-up of overweight or obese children in two schools with high prevalence of obesity.

The follow-up consisted of a school nurse telephoning families of overweight or obese children within a week of measurement to explain the results, assess willingness to change, and offer a 30-minute clinic appointment to discuss individual issues and offer first-line advice. At the clinic appointment, personalised advice was given along with Change4Life tips, information about local leisure facilities and details of healthy weight programmes. In a few cases, a further appointment was offered to allow more detailed assessment and specialist referral if appropriate. Otherwise, families were offered a final follow-up call ten days later to assess progress and signpost ongoing support before ending contact.

Parents reported that they had benefited from the process, and staff regarded the experience positively. For 2009/10, NHS Nottingham City has extended the pilot to four schools and is undertaking a more detailed evaluation.

swaps to get you up & about

Try swapping 4 wheels for 2 feet



Building on the success of the campaign, we are extending it to support other audiences. In January 2010, we launched Start4Life. Start4Life also helps frontline staff to deliver the Healthy Child Programme, supporting pregnant women and the parents of 0–2 year olds in establishing good feeding and activity habits for their babies to help reduce the risk of them becoming obese in later life.

In February 2010, we launched Change4Life for adults. It focuses on those aged 45–65 years and will provide guidance and support on the behaviours they should adopt to achieve a healthy weight and prevent the onset of weight-related illness.

NHS LifeCheck

NHS LifeCheck is a free, easy-to-use and confidential online lifestyle assessment service. It uses a set of simple multiple-choice questions and then provides tailored advice on how individuals can take small steps to improve their lifestyles. This covers setting goals and signposting to national services for further support.

Helping people change behaviour

Change4Life

In January 2009 we launched Change4Life, a social marketing movement aimed at helping us all eat well, move more and live longer.

In its first year the campaign has focused on families with children under 11 whose current behaviour suggests that their children are most at risk of weight gain. The campaign has made a real impact: more than 400,000 families have joined Change4Life and 200,000 families who are likely to be at risk of childhood obesity are being supported through personalised mail-outs and materials. We recently published *Change4Life: One Year On*⁸ which details progress.





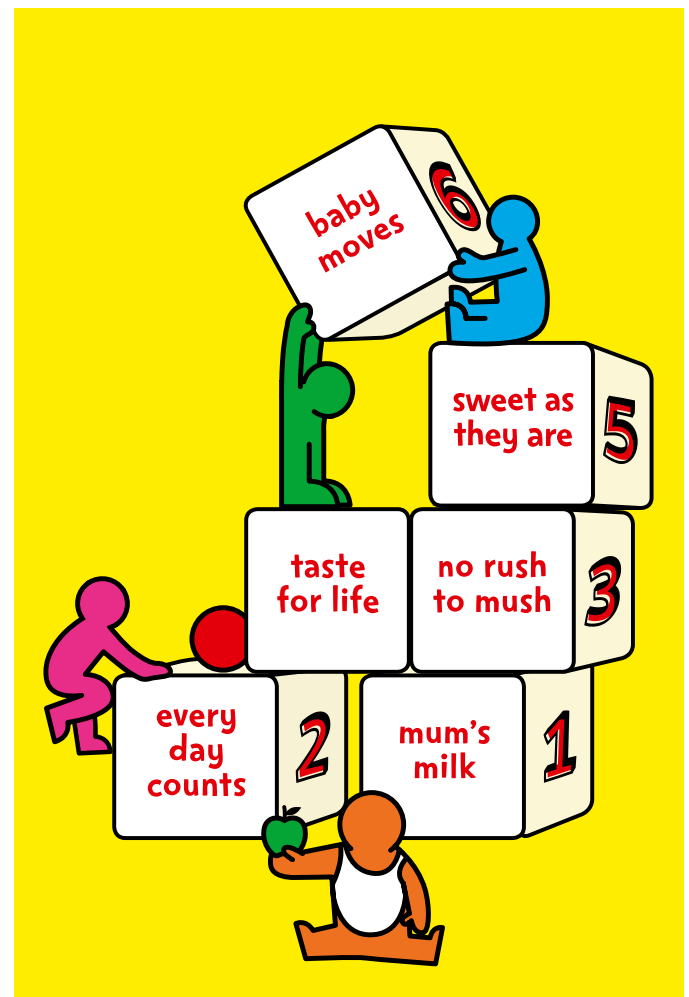
NHS Teen LifeCheck, Baby LifeCheck and MidLifeCheck are already running successfully and are available online.

NHS Choices website

We have developed new content on eating healthily, being active and losing weight on NHS Choices. In the past 12 months, there have been more than 2 million visits to the Healthy Weight Calculator with more than 150 websites, including commercial organisations and PCTs, linking to the tool and almost 700,000 visits to the losing weight content.

To build on this popular content, two new tools have been developed:

- The 'supermarket health checker' allows people to see which foods are high in fat, saturated fat, salt and sugar, offers swap suggestions for healthier alternatives, and counts how many portions of 5 A DAY are included.
- The 'energy calculator', which will be available later this year, helps people achieve and maintain an energy balance by allowing people to compare different foods with how much physical activity they would then need to do to 'burn off' that food.



3 Creating an environment that promotes a healthy weight

Two years on we're:

- embedding healthy weight into the Healthy Child Programme and Two Year Review;
- launching Start4Life to provide parents and health professionals with healthy eating and activity advice for 0–2 year olds;
- introducing a new Active Lifestyles Programme with the Youth Sport Trust to help the least active children and young people enjoy being active;
- continuing to transform the school and Further Education (FE) environment;
- consulting on physical activity guidelines, including those for the early years, and advice on the health effects of sedentary behaviour;
- making it easier to walk, swim, cycle and dance, supported through Change4Life;
- improving the built environment with the establishment of nine Healthy Towns and a review of how the Government's health, wellbeing and social care objectives can be achieved from a spatial perspective;
- rolling out successful work with convenience stores to promote fruit and vegetable consumption;



Two years on we're:

- pushing forward on creating healthier food options, including reformulating products to have less saturated fat and sugar and increasing the availability of smaller portion sizes;
- taking forward work to look at developing voluntary principles to underpin all forms of marketing of food and drink to children where established mandatory, self or co-regulatory regimes do not exist, through mapping the existing formal and informal regulatory landscape;
- making links between healthy and sustainable food; and
- creating workplaces that promote a healthy weight – starting in the public sector.

While we can support individuals to make healthier choices, we also need to tackle what Foresight described as the 'obesogenic' environment.⁹ The Healthy Weight, Healthy Lives strategy vision is to see children growing up healthy, and individuals and families able to be active in their daily lives and everyone enjoying healthier food. Our efforts over the past year have focused on:

- supporting children in their early years and continuing that support through school;
- creating a built environment that encourages physical activity;
- making it easier for people to make healthy food choices; and
- creating workplaces that promote a healthy weight.

Children, healthy growth and healthy weight

Pre-school

In *Healthy Weight, Healthy Lives: One Year On* we identified the importance of supporting children in the vital early years of their development. Since then we have:

- launched the updated Healthy Child Programme for the first five years of life and published guidance on conducting the Two Year Review, both of which stress the importance of healthy nutrition and physical activity;
- launched the Start4Life campaign (to professionals in November 2009 and to the public in January 2010), which provides parents and parents-to-be with a simple, single set of messages on nutrition and physical activity from birth to age 2, based on best available evidence;



Young people enjoying Active Lifestyles games at an outdoor festival

- published the *Change4Life Early Years Toolkit*¹⁰ (October 2009) for those working with pre-school children, covering nutrition and physical activity for toddlers;
- invested £2 million in 2009/10 to extend the Baby Friendly Initiative to promote breastfeeding;
- published a new edition of *Birth to Five*¹¹ (October 2009), including chapters on breastfeeding, introduction to solid food and play; and
- consulted on the first-ever draft recommendations on physical activity for infants and pre-schoolers, with the aim that these should be included in revised UK Physical Activity Guidelines later this year.

School-aged children

Over the past year we have been continuing the improvement of the environment for school-aged children so they are able to eat healthily and be active both in and out of school. Increasingly, there will be a need to ensure that progress made with under-11s is not lost as children grow up. Over the last year, we have:

- launched the Healthy Child Programme for 5–19-year-olds; this includes the NCMP as one of its good practice recommendations and also draws on core activity for schools such as PE, sport and school food;
- published the *Your child, your schools, our future: building a 21st century school system* White Paper in 2009,¹² setting out the new Pupil Guarantee to describe what every young person should receive during their school careers, including the offer of five hours' PE or sport a week in and out of school, and the promotion of health and wellbeing;
- introduced in September 2009 the Enhanced Healthy Schools Programme;
- brought in mandatory food and nutrient-based lunch standards for secondary and special schools to help ensure that children get a healthier, balanced lunch. We will continue



working closely with the School Food Trust to ensure the transformation of school food;

- seen uptake of healthy lunches improve: meal numbers have increased in both primary and secondary schools in 2008/9 when compared to identical local authority data for the period 2007/8;
- announced the extension of free school meals to primary-school-aged children in low-income working families on a household income of up to £16,190 from September 2010, making them available to an additional 500,000 children once fully implemented;
- introduced compulsory cooking lessons for all 11–14-year-olds from September 2011 and launched three popular cookbooks for Year 6 and Year 7 pupils;
- continued to promote active, healthy, sustainable travel to school, by encouraging more children to walk and cycle as part of the joint Department for Children, Schools and Families/Department for Transport Travel to School Initiative; and

- provided guidance and support on helping children be more active. We've created a guide for schools and health authorities on how they can use the PE and Sport Strategy for Young People – with its offer of five hours' high-quality PE and sport a week – to tackle obesity.

In 2010, working with the Youth Sport Trust, we will be introducing a new Active Lifestyles Programme providing personalised support to the least active children. This might be through a dance class, 'buddying up' to play sport with friends or access to an 'activity mentor'.

Teenagers

HSE 2008 data showed that although obesity prevalence rates among 2–10-year-olds were at their lowest since 2001, prevalence rates among 11–15-year-olds are still high and for boys have risen significantly. This data reinforces our concern that while it is important to get children off to the best start in life it is also important to maintain that focus as they enter adolescence. At this time in their lives, young people increasingly take responsibility for their own health and for decisions over what they eat and drink and what kinds of activities they do. To support teenagers in making those decisions healthy ones, we have:

- invested £840 million over 2008–11 in Aiming High for Young People, the ten-year strategy to improve opportunities for young people to take part in positive activities such as outdoor activities and volunteering. (All local authorities have a statutory duty to secure access to positive activities for young people. Aiming High for Young People aims to increase young people's participation in positive activities which can develop their skills and talents);
- set out our intention to make Personal, Social, Health and Economic education (PSHE) statutory in the Children, Schools and Families Bill;
- developed the Healthy FE College Programme, now in its second year, and introduced 358 sports coordinators at colleges; and
- created NHS Teen LifeCheck so young people can assess their lifestyle online and find out about health services in their area.



Building physical activity into our lives

Promoting physical activity

We want to make it easier for people to build physical activity into their daily lives and understand its benefits. Over the past year we have:

- published *Be active, be healthy: A plan for getting the nation moving* (BABH).¹³ BABH established a new framework for the delivery of physical activity aligned with sport for the period leading up to the London 2012 Olympic Games and beyond. Alongside new ideas for local authorities and primary care trusts to help determine and respond to the needs of their local communities, BABH included for the very first time estimates for the direct health-related costs of physical inactivity for PCTs in the context of the wider impact on the economy;



- begun work on revising the UK Physical Activity Guidelines to cover all age groups and set clear, evidence-based recommendations on the type and duration of activity needed to maintain health, including a healthy weight;
- set up an International Expert Group on sedentary behaviour and its impact on children's health, chaired by Professor Stuart Biddle. The group's recommendations will cover advice on the effect of time spent being sedentary and all forms of sedentary behaviour and will form part of the revised UK Physical Activity Guidelines;
- developed the Healthy and Active Lifestyles strand of Get Set, the official London 2012 Olympic education programme, designed to use the Games, and the athletes who compete at them, to inspire children and young people to lead healthy and active lives too. The flagship programme of this strand is SmallSteps4Life. This programme, funded by the FSA and launched in 2010, involves a number of key partners such as the Youth Sport Trust and Healthy Schools Programme, and is focused on encouraging young people to 'eat well, get active and feel good'. Young people will undertake simple challenges, and set their own, to improve their diet, exercise more and feel better about themselves and others. SmallSteps4Life is part of the Change4Life family of programmes and will be available across the UK.



Active travel

More widely, we have been working to promote walking and cycling to make it easy for people to build activity into their lives to maintain a healthy weight, as well as helping ease congestion and local pollution. We have:

- developed Change4Life sub-brands to help partners across society get involved in promoting physical activity, including Walk4Life, Let's Dance with Change4Life, Swim4Life, Bike4Life and Play4Life. These are available for use across the country, and include the promotion of programmes such as the Play Strategy, Walking Buses, Bikeability, and Cycling Towns and Cities;
- helped increase the numbers of people cycling into work by encouraging employers to sign up to the Department for Transport-led Cycle to Work Guarantee. Employers who sign the Guarantee pledge to implement a series of simple, low-cost measures to make cycling to work easier for those who wish to do so, such as providing affordable bikes through the Cycle to Work Scheme, locker and shower facilities and cycle training. The scheme has already been a great success, with organisations from the public, private and third sectors all signing up; and
- published a joint Active Travel Strategy with the Department for Transport.

Case study

The Department for Culture, Media and Sport, the Department of Health, the Department for Work and Pensions, the Department for Children, Schools and Families, and Communities and Local Government made a splash with the launch of the jointly funded Swim4Life free swimming programme for those aged 16 and under and 60 and over.

With more councils joining up over the course of the year, more people were offered the chance to swim for free. Over the period April to December 2009, 8.55 million free swims were recorded for the 16 and under age group, 5.11 million for the 60 and over age group – a total of 13.66 million free swims across both target groups.



Over the next year, we will be:

- encouraging local authorities to deliver active travel initiatives through the next round of local transport plans, coming into effect in 2011; and
- providing additional investment to support local areas to develop cycling and walking as part of everyday travel. For example, we'll be extending the Walk Once a Week scheme, which has been successfully encouraging children to walk to school, and will continue to build upon early successes like the 18 Cycling Towns and Cities and the Bike It programme.

Case study

Walk Once a Week (WoW) is a simple behaviour change programme for use in primary schools that aims to increase walking levels in children but can also have a beneficial impact on other family members. WoW is run by Living Streets, a national charity, as part of their wider work to create safe, attractive and enjoyable streets where people want to walk.

Children participating in WoW are encouraged to walk to and/or from school at least once a week. The children keep a record of their participation by completing a diary or wallchart. If a child does this for one month they are rewarded with a collectable metal badge. There are 11 different badges and these are designed by schoolchildren in an annual competition. A recent evaluation of WoW showed that in schools running the scheme, 19% of those taking part had started walking to school as a direct result of WoW. Levels of walking in WoW schools was also found to be higher.

Living Streets has been granted £800,000 to expand the scheme to new areas outside London with a focus on those where overweight and obesity are particularly high. Work will also take place in London to further develop the scheme so that walking becomes more integrated into everyday activity as a first-choice mode of travel. Participation in WoW may be through local authority School Travel Advisers or by direct contact with Living Streets.



Living Streets' Walk to School campaign



A supportive built environment

Over the past year, we have continued to concentrate on people's day-to-day physical environment, making it simpler for individuals and families to get up and about. We've seen good progress:

- There are now over 1,100 upgraded playgrounds in use across England, as part of the £235 million programme to upgrade play spaces in every locality. Public play areas provide a safe place for children to be more active and act as an important focal point for the local community.
- The nine Healthy Towns launched last year are up and running with evaluation frameworks in place. Over the coming year we will hold workshops to share learning and produce practical guidance to help other places adopt Healthy Town principles when delivering projects in their local areas.
- We have commissioned a review to look at how our objectives to improve the nation's health and wellbeing (e.g. through tackling obesity and the promotion of greater physical activity), to provide better access to health and social care services, and to tackle health inequalities are being delivered locally from a spatial perspective. This assessment will be completed in spring 2010.

Case study

Dudley Healthy Town is focusing on the outdoors with its 'Let's Go Outside' programme. Five 'family health hubs' will be created in local parks to encourage people to take more exercise and these parks will be transformed with new play areas, outdoor gyms, better lighting and toilets. Stakeholder consultation is due to begin later this year. Similarly, good progress is being made on the development of 'active travel corridors' from residential areas to parks, which will provide increased walking and cycling opportunities to, from, in and around the hub sites.

Promoting healthier food choices

Healthy Food Code

The Healthy Food Code of Good Practice sets out how the Department of Health, FSA, industry and others are working together to offer consumers healthier food.

The Code was extended this year to include a new priority to support individuals to maintain an appropriate energy balance, and the next stage of the Change4Life campaign will include guidance on how individuals can adopt a healthy, balanced diet to reflect their overall energy needs. We'll also provide energy balance tools, like the new supermarket health checker available on the NHS Choices website, which enables consumers to choose healthier options in their weekly shop. Over the next year, we'll develop this work to show the critical importance of understanding and maintaining an energy balance. For example, we have issued a call for research proposals to map and review the evidence around calorie pricing and promotion.



We have:

- identified a core set of healthy eating messages which are now being widely used in Change4Life and by a range of partners;
- published the independent scientific study commissioned by the FSA,¹⁴ which evaluated the effect of various front of pack nutrition labelling schemes currently in use in the UK marketplace in helping consumers make healthier choices. This work will shortly be considered by the FSA Board and recommendations made to Ministers on a simple labelling approach;
- seen calorie labelling at point of choice trialled by 21 catering companies (in more than 800 outlets) during 2009. The FSA has published a consultation¹⁵ on the provision of calorie labelling at point of choice in catering outlets to encourage more companies to adopt an approach that works best for consumers;
- developed draft voluntary FSA recommendations to industry on saturated fat and added sugar reductions, portion size availability and promotion of healthier options for key sectors of the food and drink industries, including biscuits, cakes, pastries, buns, chocolate confectionery, soft drinks with added sugar, dairy and meat products and savoury snacks. Following public consultation publication of the final recommendations are expected in summer 2010. An Achievements and Commitments Table will be established on the FSA's website to showcase best practice

and help galvanise activity across the whole food industry; and

- continued to work with the convenience store sector to promote fruit and vegetables in stores in deprived areas, using the Change4Life brand. Due to the success of the

first phase in the North East we are rolling the programme out and will soon be working with stores in the South West, East Midlands and West Midlands.

Case study

Evaluation of the programme to promote fruit and vegetables in convenience stores in the North East has shown an average increase in fruit and vegetable sales of around 47% in participating stores, with the most significant increases in stores that made the greatest changes. In addition, customer perception of stores has changed, with more people now saying that they would be likely to buy fruit and vegetables from that store. The programme is having a real impact on customer lives:

One customer in a Londis store had been advised to eat more fruit and vegetables by her doctor. She had previously eaten a lot

of processed food and ready meals but was now cooking at home far more using fresh ingredients. She claimed that she had only been able to follow this through because of the improved selection of fruit and vegetables in her local store. In the space of a few months she felt years younger, she had lost over a stone and had *'tons more energy, even my friends have noticed. I feel loads better and it has made me feel better about myself as well, having lost some of my extra pounds. I guess I have this store to thank as if they had not been doing this thing with fruit and vegetables, I don't think I could have stuck to the change. It's easier with it being round the corner so I have no excuse.'*



Manchester Road's Buywell Store, Tower Hamlets Healthy Borough

Over the coming year, work on rebalancing the promotion of food, so we are all encouraged to take advantage of healthier options, will continue. We have taken forward work looking at developing a set of voluntary principles to underpin all forms of marketing and promotion of food and drink to children, particularly where established mandatory self- or co-regulatory regimes do not exist. Work to map the existing formal and informal regulatory landscape across all marketing channels and approaches, including emerging media, will be completed in the spring. This will highlight gaps and help us to identify with stakeholders the most effective way to progress this work, ensuring children are protected while still continuing to offer choice to consumers. Internal mapping has suggested that areas of interest may include point of sale, packaging, sponsorship and online marketing that isn't currently regulated.

A consortium led by the National Heart Forum and the International Business Leaders Forum has been commissioned to work with stakeholders to identify good practice and develop the voluntary principles. Internationally, the World Health Organization European Network on Reducing Marketing Pressures on Children has developed a Code of Practice around the marketing of food and drink to children: the UK has been closely involved in this work. A further measure to help rebalance marketing food to children is the continued prohibition on product placement of high fat, salt and sugar (HFSS) foods in UK TV programming.

Finally, we will be maximising the impact of the Healthy Food Code through our work across government. Departments are working together on all aspects of food policy, from food sustainability, safety and availability to labelling, public sector procurement and the impact of food security on food choices, and this has been bolstered by the publication of *Food 2030*.¹⁶ We'll also be using the Council of Food Policy Advisor's recommendations to government to continue to raise the game for healthy eating.



Workplaces that promote a healthy weight

As we set out last year, part of the contribution Healthy Weight, Healthy Lives can make is through supporting frontline staff to achieve and maintain a healthy weight. This year we have:

- responded to *NHS Health and Well-being (the Boorman Review)*,¹⁷ published in November 2009, which stressed the need for the NHS to be an exemplar of health and wellbeing in order to make an impact on public health and provide high quality services. We set out a range of actions that the NHS should be taking to support staff health and wellbeing.

Case study

In London the Regional Public Health Group, NHS London and Commissioning Support for London have worked collaboratively to produce guidance to enable and support NHS trusts in taking effective and appropriate action to promote positive health and wellbeing within the workplace setting. The framework and best practice principles included within the guidance provide a structure to assist NHS organisations in tackling six specific lifestyle issues with employees:

- healthy eating;
- physical activity;
- breastfeeding;
- drug and alcohol misuse;
- smoking cessation; and
- mental health.

This guidance aims to assist NHS organisations in achieving an exemplar employer approach to supporting staff health and wellbeing.

Over the next year we will:

- launch a toolkit, available to download from the Obesity Learning Centre, which will contain a framework of support that should be provided to staff, advice to NHS organisations on how to procure and evaluate these programmes and examples of best practice; and

- be encouraging the provision of healthier, more sustainable food across the whole of the public sector through the Healthier Food Mark, which will be introduced as a voluntary scheme for all public sector food providers in 2011. Working with the food industry and other stakeholders, the Healthier Food Mark is now being tried out in a pre-consultation pilot study with 53 pilot organisations across the public sector (including the Department of Health, the Department for the Environment, Food and Rural Affairs, the FSA and the Cabinet Office). Formal consultation will follow in autumn 2010 with a view to possible national rollout in 2011.
- The adult Change4Life campaign will use the workplace to target overweight and obese employees by encouraging companies to promote healthy lifestyles. Change4Life will work in partnership with key employers to develop employer wellbeing activity. The campaign will also provide support with an employer toolkit to help companies to inform their staff about healthy eating and being active.



4 Effective services for those at risk

Two years on we're:

- encouraging uptake of the child weight management framework for PCTs;
- developing a support package for commissioners to provide personalised services for adults; and
- producing a new care pathway for children and adults and training resources for health professionals.

For people who are overweight or obese, our Healthy Weight, Healthy Lives vision is that they will have access to personalised services that support them in achieving weight loss, leading to a healthy weight. Over the last 12 months we have been supporting the commissioning of weight management services for children and determining the most appropriate support for primary care professionals involved in delivering those services.

Commissioning of local services

Over the past 12 months we have:

- released a framework of child weight management programme and training providers for use by local commissioners in line with National Institute for Health and Clinical Excellence (NICE) guidance. The framework includes nine, pre-qualified providers which offer services for a range of age groups and areas. It enables commissioners to more quickly and easily procure services, as well as providing some degree of quality assurance, and will be in place until March 2012; and



- held a series of workshops with commissioners across the country to understand where we can most usefully provide support for commissioning adult weight management services.

Case study

The child weight management programme and training providers framework is an optional tool for commissioners to use when commissioning child weight management services. The framework is in place until March 2012 and is a 'pre-qualified' list with nine providers approved by the Cross-Government Obesity Unit (CGOU). As the providers have already met a range of quality criteria, commissioners using the framework are not required to go through the full procurement process.

The nine providers and their programmes are:

- Carnegie Weight Management (clubs; day camps; residential camps);
- Combating Obesity Ltd (COBWEBS);
- Royal College of Paediatrics and Child Health (HENRY);
- Leeds PCT (Watch It);
- MEND Central Ltd (Mini-MEND; MEND);
- North East Essex Provider Services (CHIMPS);
- University of Glasgow (SCOTT);
- University Hospitals Bristol NHS Foundation Trust (COCO); and
- Weight Management Centre (Alive 'N' Kicking).

Over 2010, we will:

- seek feedback from both providers and commissioners on the child weight management framework to ensure we provide appropriate support and effective promotion, with the aim of encouraging further use of the framework; and
- provide commissioners with a support package, including consumer insight into the types of weight management support and services adults would find most useful, and a set of information to help commissioners build a more robust business case for investing in these services.



Case study

Better Health, Better Lives for Everyone in Rotherham: NHS Rotherham Weight Management Programme

Tackling obesity needs a far-reaching approach, including genuine partnership working. In 2008, a commissioning framework, supported by an investment of £3.5 million over the next three years, was developed to achieve the aims and objectives of the Rotherham Obesity Strategy. The strategy uses a whole-population approach covering a range of areas affecting local people's health, including schools, the transport and planning sectors, the leisure industry and the health community.

A range of services have been commissioned within the framework. For children, young people and families these include Carnegie Clubs delivered in local venues by DC Leisure, a multi-disciplinary team of health professionals offering more intensive interventions (Rotherham Institute of Obesity) and Carnegie residential camps provided by Carnegie Weight Management at Leeds Metropolitan University.

Over the last year two groups of severely obese children have attended the residential camps, losing a total of 83 stone in weight between them, and all services are now reporting successes with their clients. The challenge now is to develop the preventative initiatives to work alongside the commissioned services across Rotherham. This work is already starting to take shape, directed by a new strategic action plan.



Support for professionals

To help support professionals we have:

- consulted with primary care professionals on how current primary care resources can be improved;
- launched the Let's Get Moving physical activity care pathway¹⁸ in September 2009 and provided PCTs with access to a comprehensive package of supporting tools including commissioning guidance, patient support packs and other associated tools to assist with implementation. Let's Get Moving is a behaviour change intervention to identify adults who are currently sedentary and support them, using a brief intervention with follow-up, to become more active; and
- published an updated directory of providers of training in obesity prevention and management in April 2009. Since then we have launched a series of continued professional development podcasts on the BMJ Learning website and the Obesity Learning Centre.

We are now developing:

- a new care pathway resource for a range of primary care professionals, such as GPs, nurses and pharmacists, involved in weight management for both children and adults. This resource will align closely with the Let's Get Moving physical activity care pathway. The new care pathway resources will also support related initiatives including the NCMP, NHS Health Checks and the Change4Life campaign, where people are seeking further information and where there are opportunities for primary care professionals to play a role;
- written training modules for the NHS workforce, developed with e-Learning for Healthcare; and
- occupational standards for staff working in the promotion and management of healthy weight, developed with Skills for Health.



5 Strengthening delivery

Two years on we're:

- continuing to prioritise NHS prevention through *NHS 2010–2015: from good to great*¹⁹ and the 2010–11 Operating Framework;
- developing the Obesity Improvement Programme (OIP) to provide delivery support, share data and disseminate best practice; and
- continuing to work in coalition, including through the new Obesity Leadership Group.

Over the last year, we have been working to build and strengthen relationships with all parts of the delivery chain and across all sectors by providing national support for local delivery, developing the evidence base and building a coalition of partners.

Over the next year, we will continue to provide national support for frontline services in a challenging financial environment.

National support for local delivery

The momentum and commitment at both strategic and operational levels towards tackling child obesity locally and regionally has continued:

- The operating framework and *NHS 2010–2015: from good to great* make clear the national-level priorities of preventing ill health and improving the quality of services.



- The Total Place pilots, which support local partnerships crucial to tackling issues like obesity, aim to avoid overlap and duplication between organisations, and to seek new ways of working which will deliver better, more efficient public services.
- The OIP has been developed to support regional partners and those working in local authorities and the NHS. This programme includes work to provide effective services to those at risk and the work of the National Support Team (NST). The NST will shortly publish its annual summary report. As part of the OIP, we have worked with the National Heart Forum to develop the Obesity Learning Centre (www.obesitylearningcentre-nhf.org.uk). The Obesity Learning Centre brings together best practice, information, training and data on one easy-to-access website.
- The National Obesity Observatory has continued to develop its analysis and evidence support work, publishing a range of data briefings and analytical work, including on Cycling Demonstration Towns and the NCMP.

Case study

'The Obesity Learning Centre is a great place to look for good practice and for information on what is going on in other areas. The forums will be really useful as you can ask questions and share knowledge with like-minded people from all over the country. At NHS Walsall, we are revising our obesity strategy and the "updating a local strategy" section will be helpful in this piece of work. Having links to the most up-to-date national strategies and evidence all in one place will help and save time when planning services.'

Jo Hudson, Healthy Weight Children's Lead,
NHS Walsall

Over the coming year we will:

- explore how we can most effectively support the delivery system in implementing a preventative approach and what further action we can take to support the improvement of service quality;
- look to consider how we can best provide intensive delivery support for those local areas facing the biggest challenges in conjunction with regional colleagues, the Child Obesity National Support Team and other key partners; and
- continue to gain better information on weight management service provision. A number of regions are already undertaking their own data collation work and we are working with these regions to understand what the key issues and challenges have been for them. We will use their learning and undertake further scoping work to inform the feasibility of developing a national data collection system from which we will then be able to analyse, monitor and feed back data to the regions and PCTs.

Building a coalition of partners

Over the last year, the Coalition for Better Health has been building on the partnerships created to deliver Change4Life, Healthy Towns and the Healthy Food Code.

In July we launched an Obesity Leadership Group, under the banner of the Coalition for Better Health, to bring together key figures from across all sectors to take joint action to tackle adult obesity. We have also launched leadership groups to address public health challenges in alcohol, physical activity and health and work.

There is an enormous amount of promising work under way in a wide range of organisations. The strategy is an important tool for coordinating and galvanising action by all parts of society – we will continue to work with partners to ensure that we all play our respective parts in reducing the levels of obesity in our population.

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