

Improving health together



www.northyorkshireandyork.nhs.uk/stayinghealthy

Public Health Factsheet

Welcome to this edition of Improving Health Together which focuses on maintaining a healthy weight, and outlines how we will achieve the ambitious targets set in our local strategy *Healthy Weight, Active Lives 2009-20*.

This strategy supports the creation of a healthy local community from early years to schools and food, from sport and physical activity planning, transport and the health service. The strategy focuses on five key areas;

- 1 Children: healthy growth and healthy weight.
- 2 Promoting healthier food choices.
- 3 Building physical activity into our lives.
- 4 Creating incentives for better health.
- 5 Personalised advice and support for overweight and obese individuals.

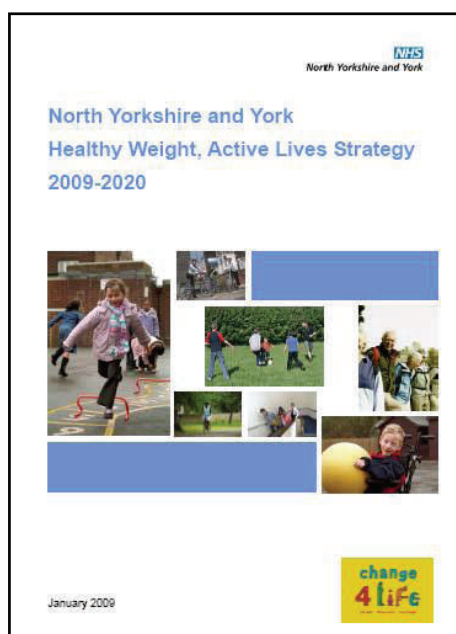
These are achievable goals if we work in partnership, to recognise the desire of people to live healthy lives and respond locally with the information and support people need and expect.

Healthy Weight

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“If we carry on as we are, 90% of today’s children could be overweight or obese by 2050. Changes have to be made now if we are to stem the rising tide of obesity.”

(Help stop childhood obesity, Change4Life, NHS)



NHS North Yorkshire and York launched a local Healthy Weight Active Lives Strategy in January 2009. (For more information please go to: www.northyorkshireandyork.nhs.uk/StayingHealthy/HealthyWeight/LocalInitiatives.htm).

This is a partnership strategy that clearly sets out local targets and actions to enable and support the people of North Yorkshire and York to achieve a healthy weight and active life. The strategy complies with Department of Health strategies and NICE guidance¹ www.nice.org.uk/Guidance/CG43.

Our local ambition is to reverse the rising tide of obesity and overweight in our local population by ensuring that everyone is able to achieve and maintain a healthy weight. This matters because obesity is an important risk factor for many chronic diseases, including coronary heart disease and stroke, type 2 diabetes, high blood pressure, metabolic syndrome, osteoarthritis and cancer (Butland et al 2007, DH 2008)².

The psychological and social burden of obesity can also be significant, with rates of anxiety and depression being 3 to 4 times higher among obese individuals. These diseases also curtail life expectancy - it is estimated that on average, obesity reduces life expectancy by between 3 and 13 years (Jebb 2004)³.

The North Yorkshire and York Strategy sets out clear direction for actions, providing clear expectations for the NHS, local authority and other partners.

LAA2 Target—“to reduce the rate of increase in the proportion of Year 6 children (aged 10-11 years) who are at risk of obesity, which is measured annually as part of the National Child Measurement Programme (NCMP)”

Body Mass Index (BMI)

Adults

BMI is measured by dividing a person's weight (in kilograms) by the square of their height (in metres). The calculation produces a figure that can be compared to various thresholds that define whether a person is overweight or obese. For adults these thresholds are:

Classification	BMI (kg/m ²)
Healthy weight	18.5–24.9
Overweight	25–29.9
Obesity I	30–34.9
Obesity II	35–39.9
Obesity III	40 or more

Assessment of health risks associated with obesity in adults should be based on BMI and waist circumference.¹

Obesity 1	Increased Risk	Very High Risk
Men	>94 cm (37 inches)	>102 cm (40 inches)
Women	>80 cm (32 inches)	> 88 cm (35 inches)

Children

For children the situation is more complicated. There is no fixed BMI to define being obese or overweight, since this varies with gender and with growth and development. However, NICE (2006)¹ recommends the following growth reference or BMI charts are used for children:

Assessing and monitoring individual children

The 91st percentile (overweight) and the 98th percentile (obese) of the 1990 UK reference chart be used for assessing and monitoring individual children.

Screening whole populations

The majority of published epidemiological work has used a definition of obesity as a BMI of more than the 95th percentile, and overweight as a BMI of more than the 85th percentile of the UK 1990 reference chart for age and sex. This definition is retained for comparative epidemiological purposes.

National Child Measurement Programme (NCMP)

Established in 2005, the National Child Measurement Programme (NCMP) weighs and measures children in Reception (typically aged 4–5 years) and Year 6 (aged 10–11 years).

Our performance—Headline PCT prevalence rates for overweight and obese children 2007/08⁴.

Comparison	Reception		Year 6	
	Over-weight	Obese	Over-weight	Obese
NY Y	15.0%	9.4%	14.5%	15.5%
England	13.0%	9.6%	14.3%	18.3%

In North Yorkshire and York, the prevalence of obese children is below the national average for both Reception and Year 6 pupils and this difference is statistically significant for Year 6. However, the prevalence of overweight children in North Yorkshire and York is higher than the national average. This difference is statistically significant for Reception Year.

Benefits of a 10 kg weight loss (NICE 2006)

Mortality	<ul style="list-style-type: none"> > 20% fall in total mortality. > 30% fall in diabetes-related deaths. > 40% fall in obesity-related cancer deaths.
Blood pressure (in hypertensive people)	<ul style="list-style-type: none"> Fall of 10mmHg systolic blood pressure. Fall of 20mmHG diastolic blood pressure.
Diabetes (in newly diagnosed people)	<ul style="list-style-type: none"> Fall of 50% in fasting glucose
Lipids	<ul style="list-style-type: none"> Fall of 10% of total cholesterol. Fall of 15% of low density lipoprotein (LDL) cholesterol. Fall of 30% of triglycerides. Increase of 8% of high density lipoprotein (HDL) cholesterol.
Other benefits	<ul style="list-style-type: none"> Improved lung function, and reduced back and joint pain, breathlessness, and frequency of sleep apnoea. Improved insulin sensitivity and ovarian function.

Prevention

The best way to prevent becoming overweight, or obese, is by eating healthily and exercise regularly. As obese children also tend to be obese in later life, it is very important for parents to set the right example to their children from an early age.

Healthy Diet

The advice below will help maintain a healthy weight.

- ◆ Base meals on starchy foods such as potatoes, bread, rice and pasta, choosing wholegrain where possible.
- ◆ Eat plenty of fibre-rich foods such as oats, beans, peas, lentils, grains, seeds, fruit and vegetables, as well as wholegrain bread, and brown rice and pasta.
- ◆ Eat at least five portions of fruit and vegetables every day.
- ◆ Choose low-fat foods.
- ◆ Avoid foods containing a lot of fat and sugar, such as fried food, some takeaways, sweetened drinks, sweets and chocolate.

- ◆ Eat breakfast.
- ◆ Watch the portion sizes of meals and snacks, and how often you are eating.
- ◆ Avoid taking in too many calories in the form of alcohol.

Exercise

- ◆ Adults - at least 30 minutes of moderate intensity exercise, at least 5 days a week (or more). This can be done in 1 session, or split into 10 minute sessions. In addition, try to fit more activity into your daily routine. Walk or cycle to work, or take the stairs rather than the lift. Avoid sitting for too long in front of the television, at a computer or playing video games.

National Policy Drivers/ Context

The prevention and management of overweight and obesity is a national government priority concern. The major policy driver published as a public health white paper – Choosing health: Making healthy choices easier (DH 2004)⁵ – sets out government commitments for action on obesity, including stemming the rise in obesity among children aged under 11. This reflects the Public Service Agreement shared by the Departments of Health, Education and Skills, and Culture, Media and Sport to halt the year-on-year rise in obesity among children aged under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole (DH 2008a)⁶. In January 2008 the Government published “Healthy Weight, Healthy Lives: A Cross-Government Strategy for England”. £372 million has been made available to implement the strategy, which sets out how the government will enable everyone in society to maintain a healthy weight (DH 2008)⁷.

Local Initiatives

Change4Life

How can practitioners get involved?

If you work with children and young people and families:

- ◆ Register as part of the organisation using the simple 3 point process detailed below.
- ◆ Use the logos, which you can add to any literature produced to align activities to the campaign. If you are running activities such as Breastfeeding Cafes, weight management programmes, toddler activity groups, cooking classes and walking groups, use the resources to help build a recognisable movement both locally and nationally.
- ◆ To share good practice and seek out new ideas, let us know of any activities you are planning or currently run so that we can add them to a C4L webpage on our website change4life@nyypct.nhs.uk.

How can I access the Change4Life Assets?

- 1 Call the Change4Life local supporter helpline on 0300 123 3434.
- 2 Register as part of the workforce.
- 3 Receive an email containing a link to the Change4Life assets in their new and protected location on the NHS website.

For more information visit www.nhs.uk/Change4Life/



Altogether Better

Altogether Better North Yorkshire, funded by The Big Lottery Fund in the Yorkshire and Humber region is a 5 year well-being programme to help individuals and communities to:

- ◆ eat more healthily
- ◆ be more physically active
- ◆ improve their mental health.

The focus is on working in areas of disadvantage to improve the health of identified groups with an emphasis on community and individual empowerment. The Project is building community capacity and developing the skills of individuals to ensure long term success in sustaining improved health, making a lasting impact on health inequalities. The intention is to enable local people to take the lead in improving the health and well-being of themselves, their families and their local community.

The project is operating in two local authorities: Scarborough Borough and the City of York.

For more information please contact Susanne Carr – Suzanne.carr@nyypct.nhs.uk.



A Social Marketing Approach to Breastfeeding

NHS North Yorkshire and York is working with The Hub, a social marketing company to promote breastfeeding to our target population: young women aged between 16 and 24 who live in the defined geographical areas within the City of York and Scarborough. Similar work has been carried out in other areas of the country and this work yielded insight into the socio-cultural factors influencing the decision to breastfeed.

The programme is managed by NHS North Yorkshire and York public health team, working closely with health visitors and midwives in the target areas.

For more information on this contact Philippa Press: philippa.press@nyypct.nhs.uk

MEND—Mind, Exercise, Nutrition ... Do It! Ryedale

The MEND Programme is a fun course for families with children aged 7 to 13 years whose weight is above the healthy range for their age and height. It runs twice a week after school in 2-hour sessions over 10 weeks. The 20 MEND programme sessions include an hour's interactive workshop for children and parents, and an hour's exercise for the children whilst the parents have an adult discussion. You can find out about the next MEND Programme running in Ryedale by contacting Kath Allardice on 01609 533922 or online at

www.mendprogramme.org.



Updates

The new UK-WHO growth charts for children from birth to 4 years of age are now available. For more information go to: www.rcpch.ac.uk/Research/UK-WHO-Growth-Charts.

References/Policy Context

- 1 NICE (2006). Clinical guidance 43. Obesity: the prevention, identification, assessment and management of overweight and obesity in adults and children. National Institute for Health and Clinical Excellence. www.nice.org.uk/nicemedia/pdf/CG43NICEGuideline.pdf
- 2 Butland B, et al (2007). Foresight tackling obesities: Future choices – project report. 2nd edition. London: Department for Innovation, Universities and Skills. www.foresight.gov.uk/OurWork/ActiveProjects/Obesity/KeyInfo/Index.asp
- 3 Jebb, S. (2004). Obesity: Causes and Consequences. Medicine Publishing.
- 4 Department of Health (2007). The National Child Measurement Programme Guidance for PCTs School Year 2007/08. www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_078689
- 5 Department of Health. (2004). Choosing Health, Making healthier choices easier www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4094550
- 6 Department of Health (2008a). PSA targets www.hm-treasury.gov.uk/d/pbr_csr07_psa12.pdf
- 7 Department of Health (2008). Healthy Weight, Healthy Lives: A cross-government strategy for England. London: Department of Health. www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378

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Order your free resources

These are the resources recommended by your Public Health team for use with the Healthy Weight campaign.

Department of Health

Why Weight Matters (Code 274538)

Why Your Child's Weight Matters (277810)

5 A DAY z card (289557)

5 A DAY leaflet (289517)

Change4Life "Top Tips for Top Kids" leaflet (C4L008) and A3 double sided poster (C4L002)

Tel: 0300 123 1002 or online at

www.orderline.dh.gov.uk



Food Standards Agency

Eatwell Plate and 8 Tips leaflet

Saturated fat campaign A4 and A3 posters and recipe cards

Saturated fat made simple leaflet

Tel: 0845 606 0667 or Fax: 020 8867 3225



Websites

Department of Health

www.dh.gov.uk/en/PublicHealth/HealthImprovement/Obesity/index.htm

Strategies, guidance and publications to prevent and manage overweight and obesity.



NHS Choices Live Well

www.nhs.uk/livewell/

Articles, topics, tips and information on family health and how to keep healthy.



NHS 5 A DAY

www.5aday.nhs.uk

Information and advice on how to eat 5 portions of fruit and veg a day.



How are the kids?

www.howarethekids.com

Answer a few questions and receive a free personalised Action Plan.



Food Standards Agency

www.eatwell.gov.uk

The eatwell website and the saturated fat campaign tools have great advice on how to eat more healthily.



Healthy Start

www.healthystart.nhs.uk

Advice to families receiving certain benefits on how to get free milk, fruit, vegetables and vitamins.



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