

A BETTER MEDWAY

Easier ways to be healthy

Child and Adolescent Overweight and Obesity

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Defining Obesity

Overweight and obesity are defined as abnormal or excessive fat accumulation that presents a risk to health.

In adults, a body mass index (BMI) over 25 is considered overweight, and over 30 is obese.

In children aged between 5–19 years, overweight is BMI-for-age greater than 1 standard deviation above the WHO Growth Reference median; and obesity is greater than 2 standard deviations above the WHO Growth Reference median.

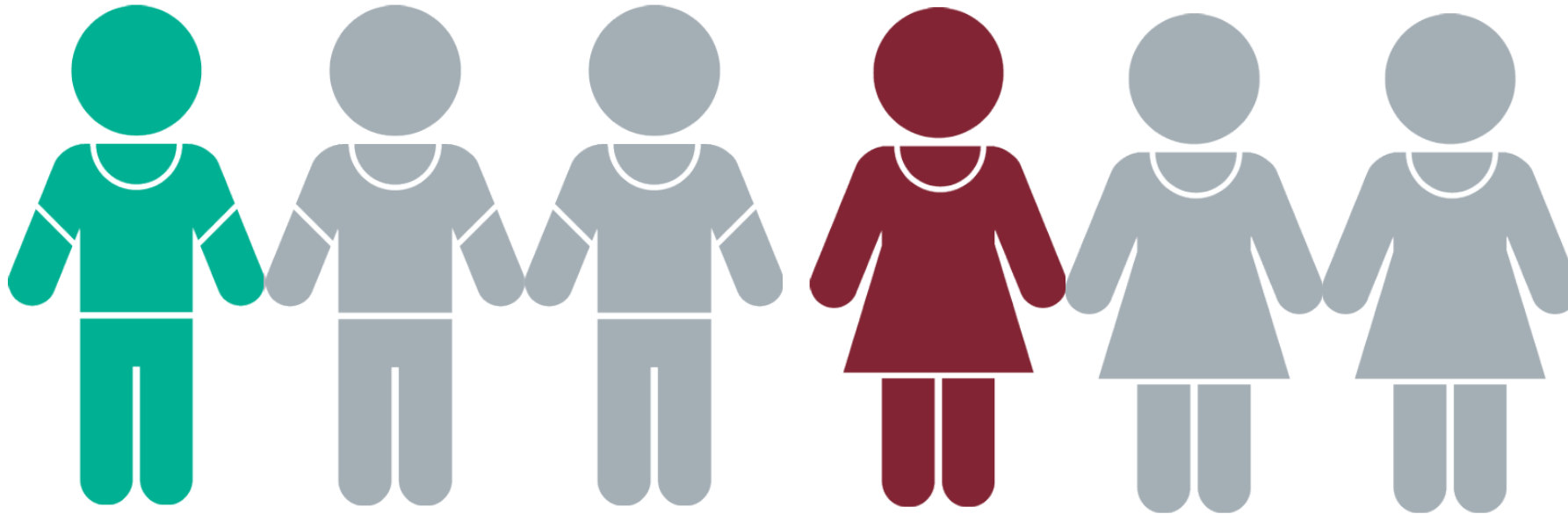
In children under 5 years of age, overweight is weight-for-height greater than 2 standard deviations above WHO Child Growth Standards median.



Prevalence of excess weight among children

National Child Measurement Programme 2019/20

More than 1 in 3 children in Year 6 (aged 10-11 years) is overweight or obese
(boys 37.7%, girls 32.5%, all children 35.2%)



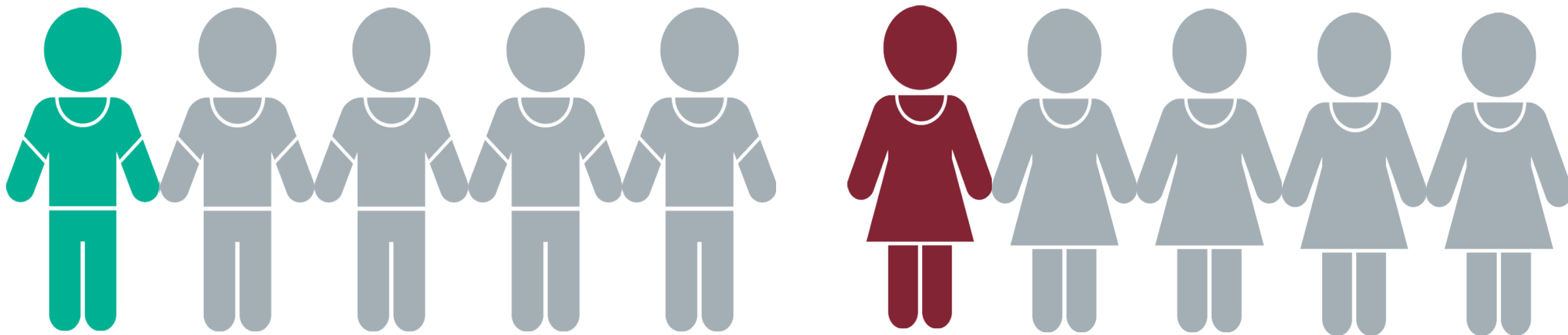


Prevalence of obesity among children

National Child Measurement Programme 2019/20

Around 1 in 5 children in Year 6 (aged 10-11 years) is obese

(boys 23.6%, girls 18.4%, all children 21.0%)



The **burden of obesity** is falling hardest on children from **low-income areas**

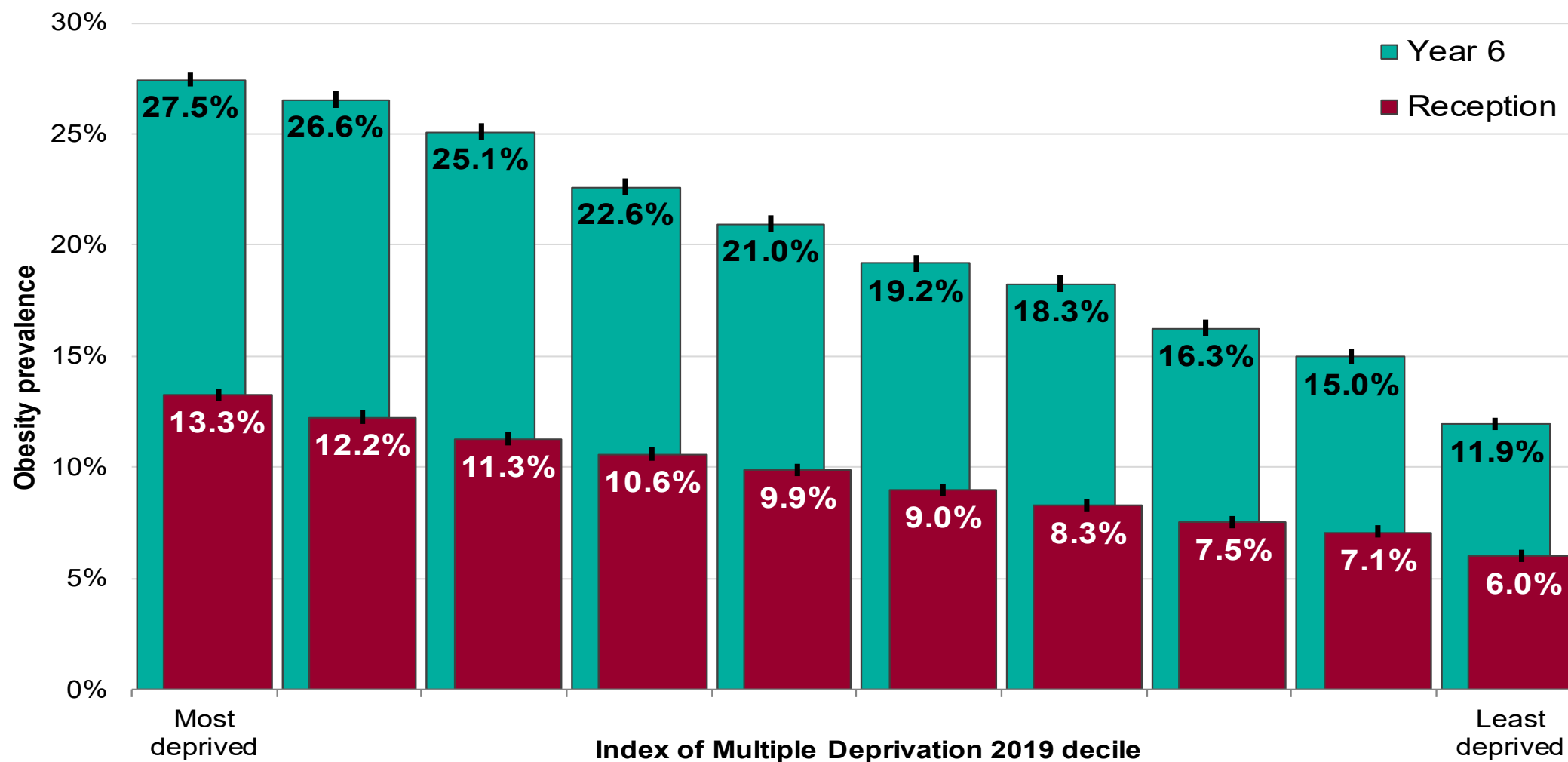
Obesity rates are **highest** for children from the **most deprived areas** and this is getting worse

Obesity prevalence of the **most deprived 10%** of children is approximately **2x** that of the **least deprived 10%**



Obesity prevalence by deprivation decile

National Child Measurement Programme 2019/20

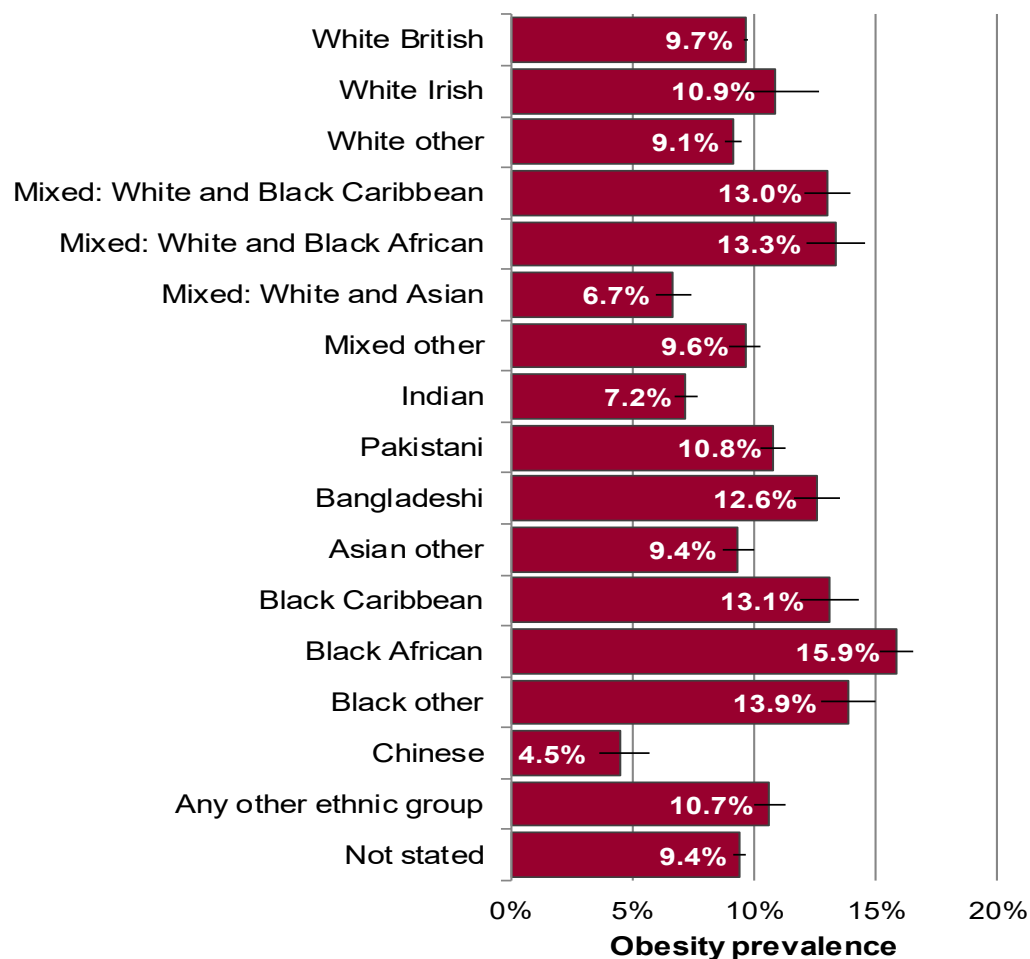




Obesity prevalence by ethnic group

National Child Measurement Programme 2019/20

Children in Reception (aged 4-5 years)



Children in Year 6 (aged 10-11 years)

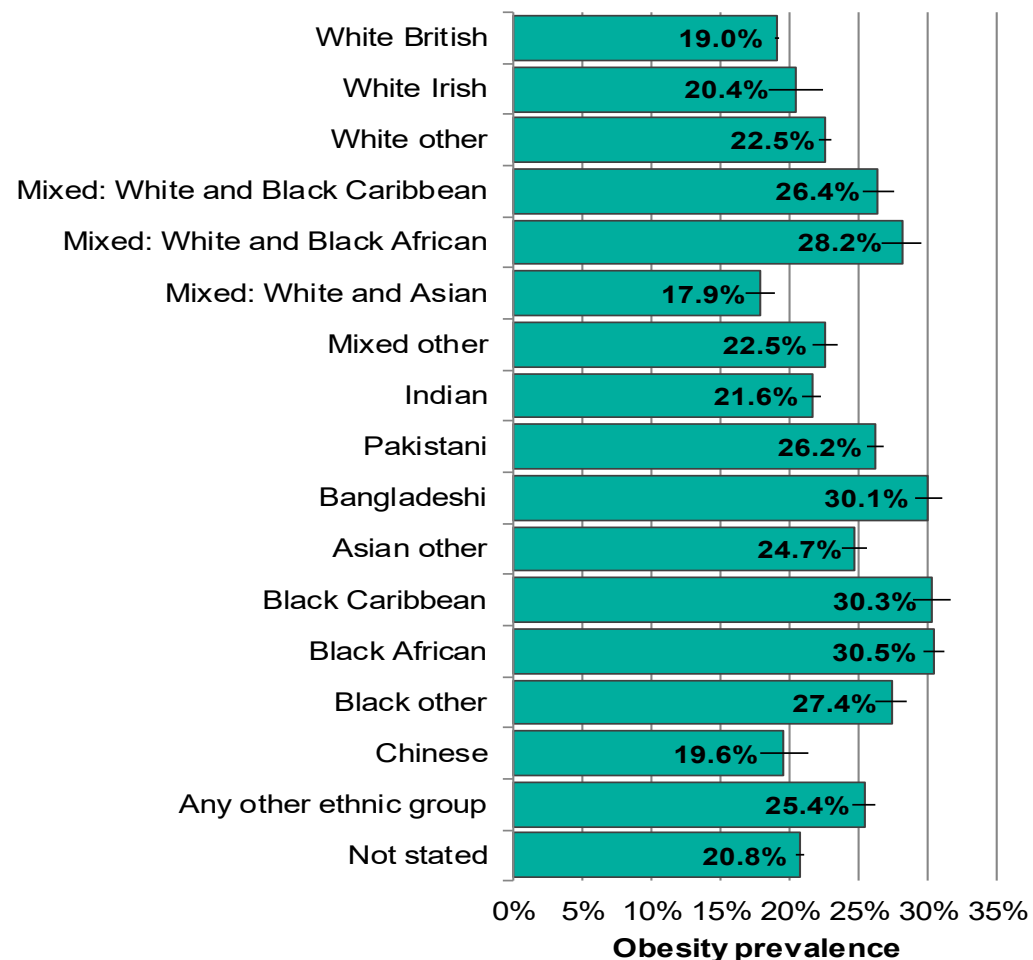


Figure 1: obesity prevalence by age and sex between 2006 to 2007 and 2020 to 2021

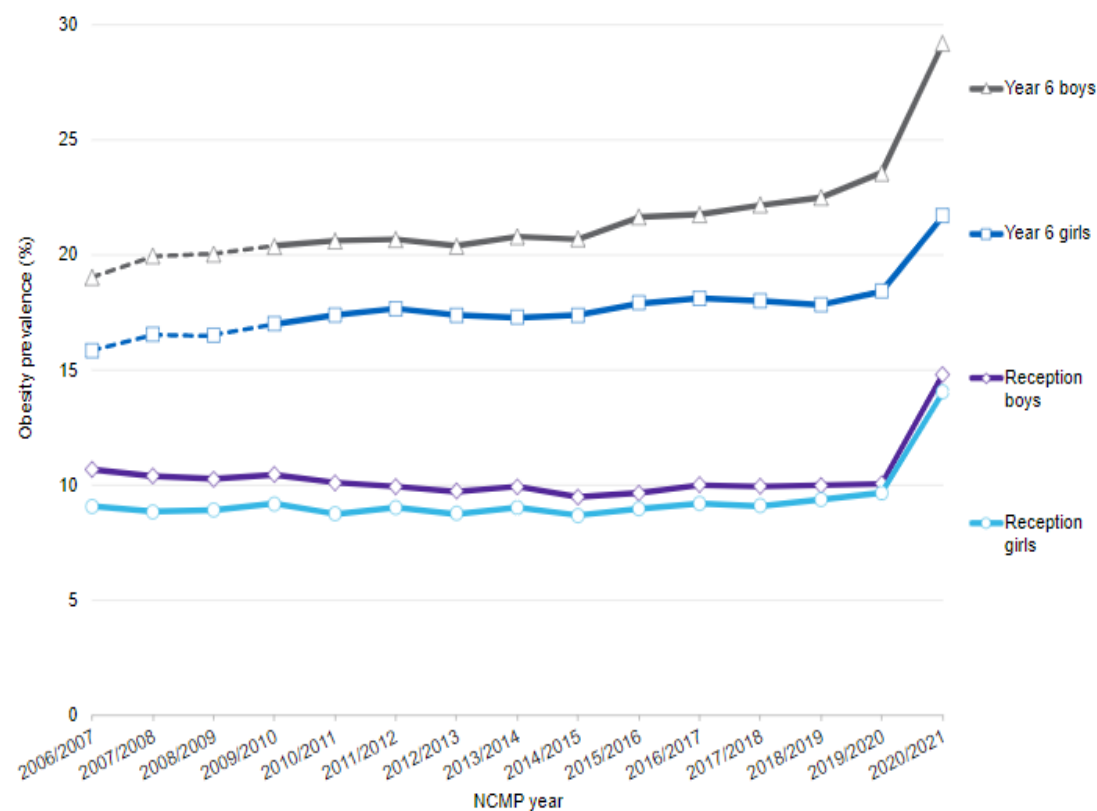
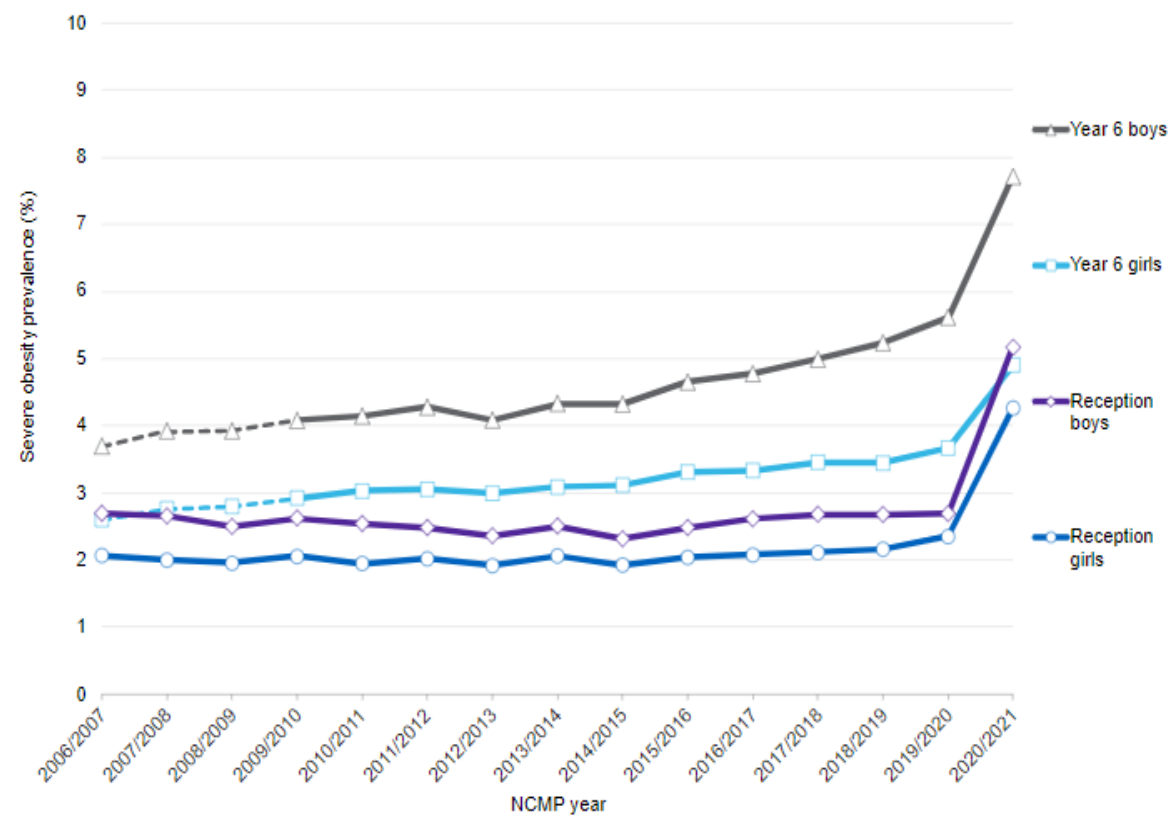


Figure 2: severe obesity prevalence by age and sex between 2006 to 2007 and 2020 to 2021



Where are we currently in Medway - 2020-21 NCMP

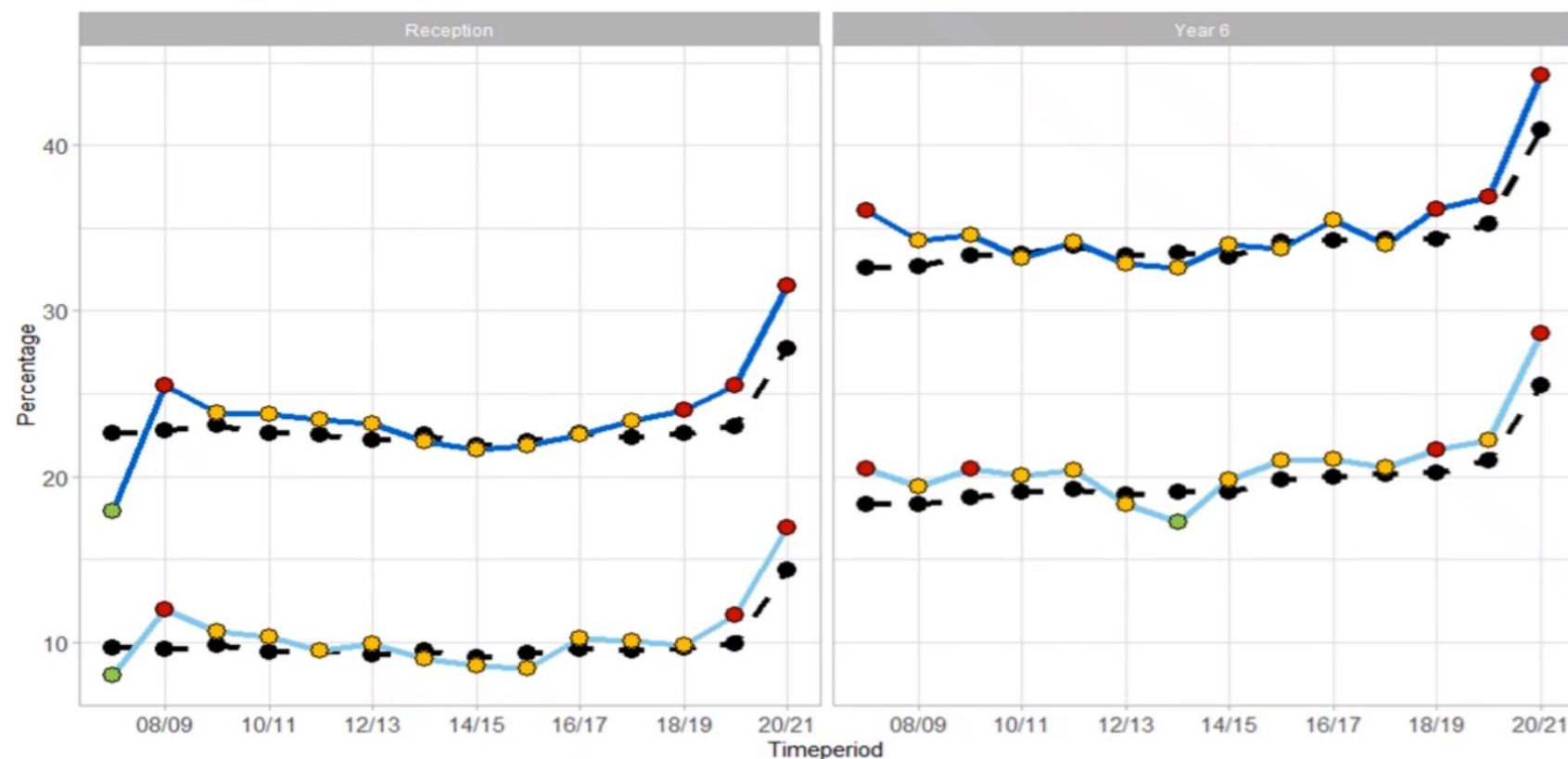
National Child Measurement Programme

Medway and England, 2007/08 to 2020/21

— Medway overweight (including obesity) — Medway obesity (including severe obesity) — England

Compared to England:

● Better ● Similar ● Worse



SNOAD, Colin (NHS KENT AND MEDWAY CCG)

There has been a large rise in excess weight in children in Year R and Year 6 (and presumably other years) both locally and nationally.

The rise is far larger than any change we have seen since the national childhood measurement programme began.

Work will be undertaken to see if the rise is limited to particular areas.

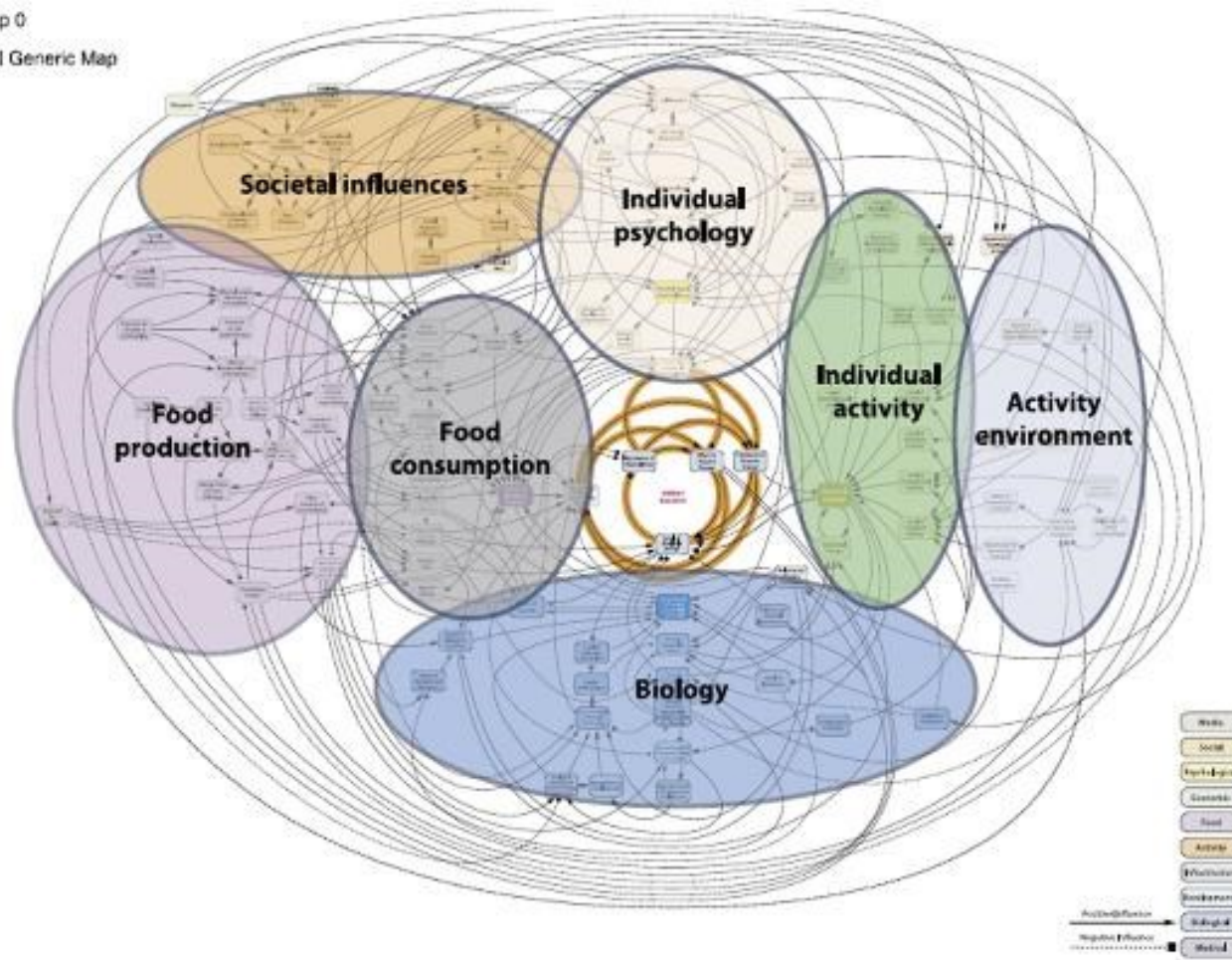
It remains to be seen whether this will be a short-term change, or one that endures.

Our challenge is to reverse this.

Adolescents

- 1/3 of UK teenagers are starting adult life with excess weight
- 1 in 7 overweight (14%) aged 17
- 1 in 5 (21%) were obese aged 17
- Rates higher within areas of deprivation (x2 higher than richest households)

Map 0
Full Generic Map



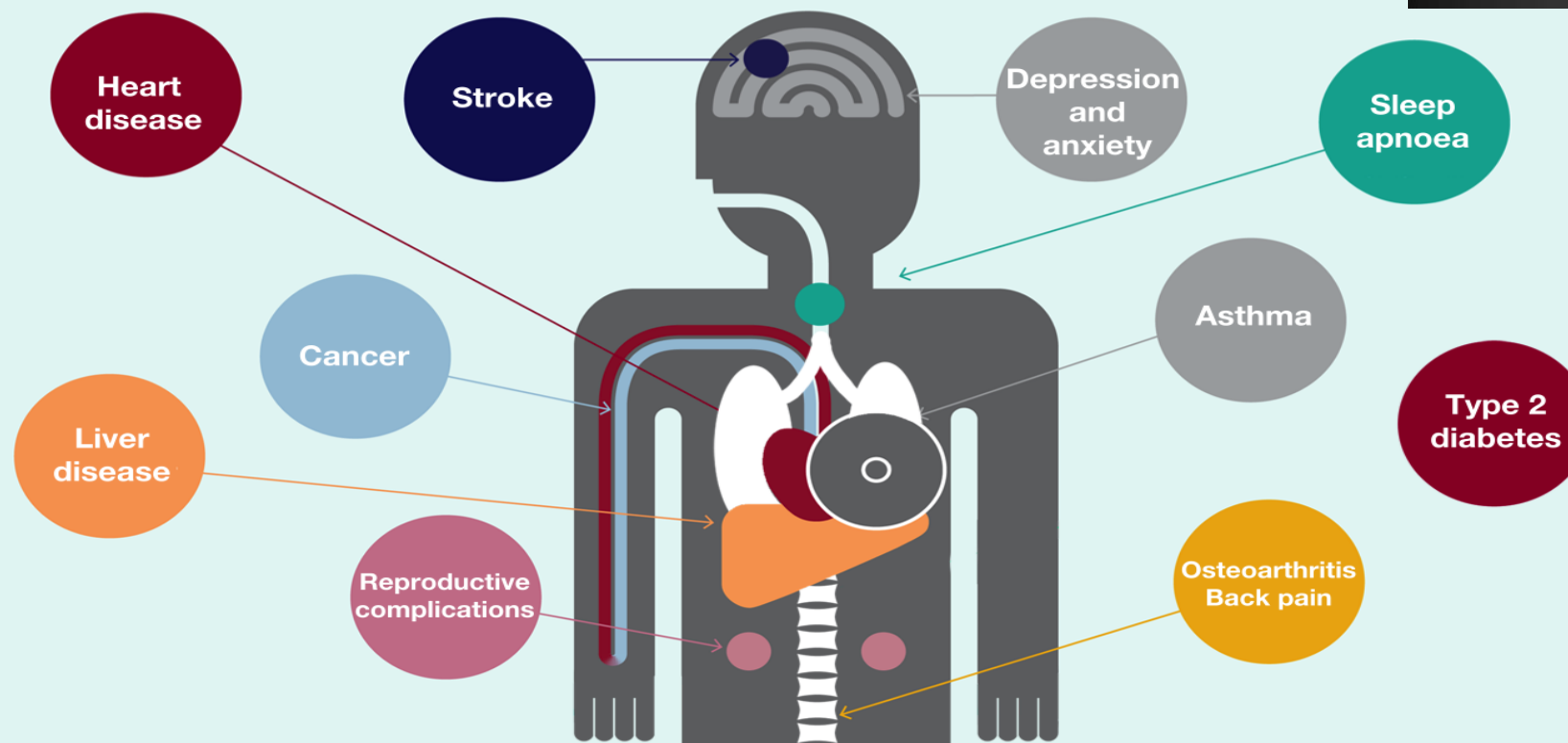
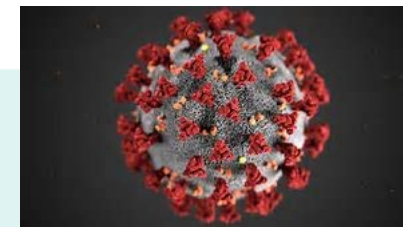
“At first glance, the cause of obesity seems simple. Over a period of time, energy intake exceeds energy expenditure. But this simplistic view, which is widely held to be true, hides the intricacies inherent in how we acquire and use energy. In fact, the causes of obesity are complex and multifaceted”.

<https://www.gov.uk/government/publications/reducing-obesity-future-choices>

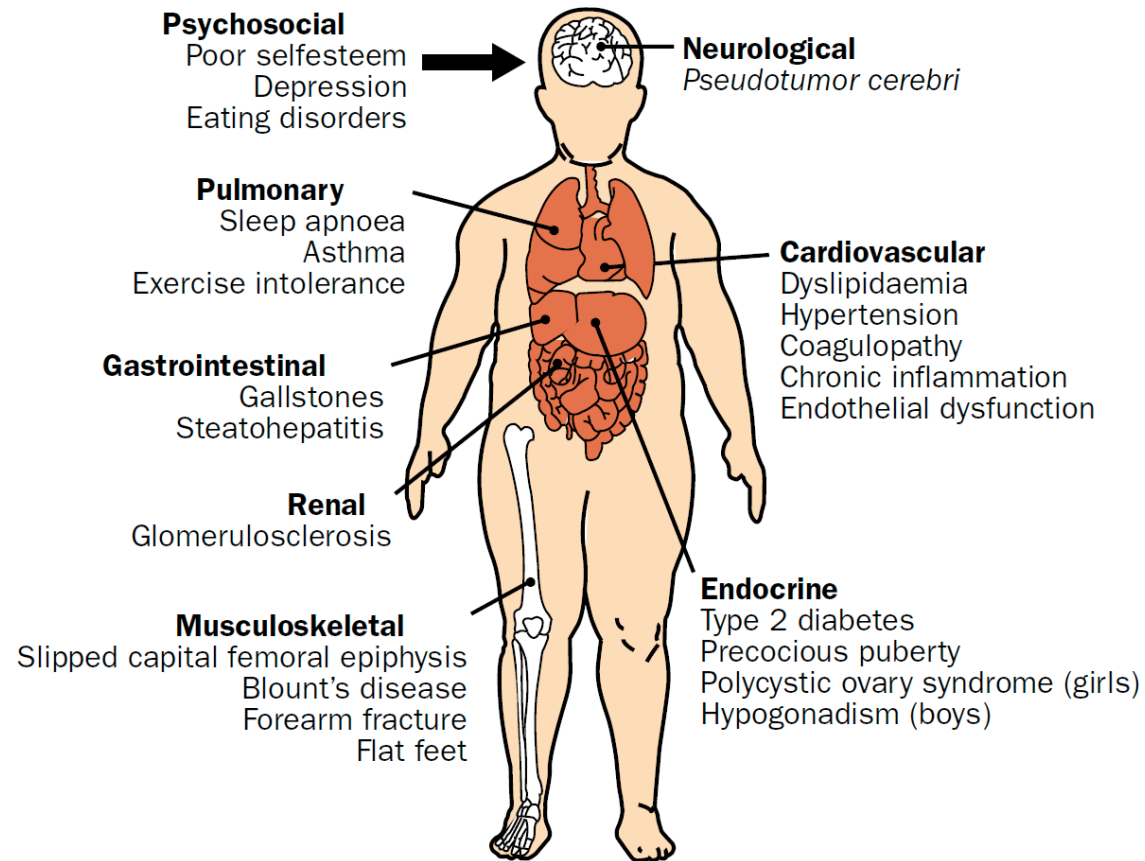


Public Health
England

Obesity harms health



COMPLICATIONS OF CHILDHOOD OBESITY



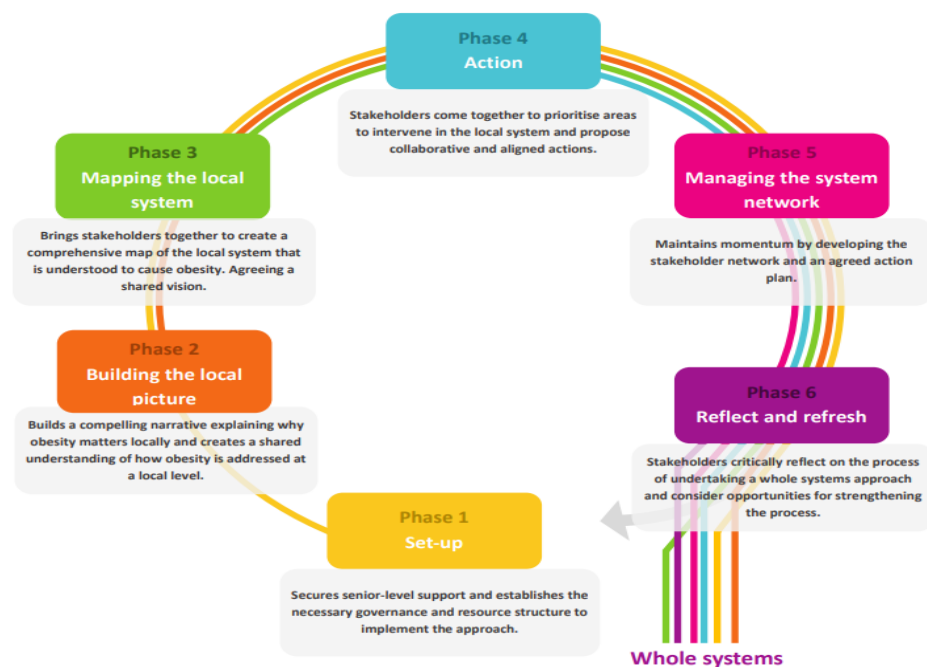
Reasons for concern



Overview of the whole systems approach

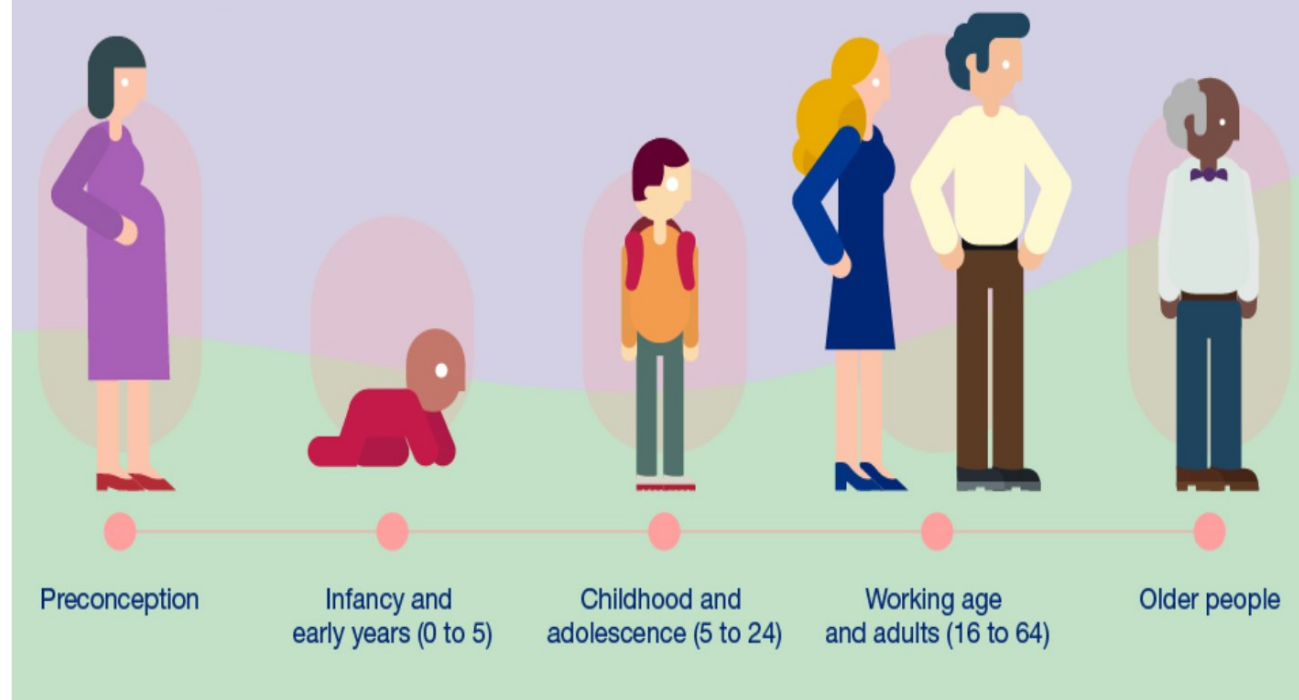
Figure 5 and 6 provide a diagrammatic outline of the step-by-step process for implementing a whole systems approach. The process is cyclical. Figure 6 presents it linearly to accommodate the key steps.

Figure 5: Process for implementing whole systems approach



The life course approach

Life stages



https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/820783/Whole_systems_approach_to_obesity_guide.pdf

Evidence based interventions



Evidence based interventions



Services in Medway for a Healthy Lifestyle

https://www.medway.gov.uk/info/200234/healthy_lifestyle

[Medway Sport online fitness channel](#)





Signposting

Fitfix (For Young people aged 13-17)

This free programme is designed to improve young people's fitness as well as improving their knowledge and awareness of making healthier food, drink and lifestyle choices every day.

Personal training, recipes, eating for health, improving self esteem and confidence, body image and wellbeing advice are just some of the areas covered.

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.

All dates on www.abettermedway.co.uk



TRI 3

Service

Tri 3 (For those with weight above the 98th percentile and their families)

This pilot programme, launched in May 2021, supports children aged 3-18 who are above a healthy weight and above the 98th percentile. Supported by a Specialist Practitioner, this service aims to be led by the child/young person to identify their needs in maintaining a healthy lifestyle.

Psychotherapy support in the form of personal development for the child/young person and their families, is also a key part of this service.

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.



***weight management treatment service for under 5s
Launching September 2021***

Signposting

Tri Club (For families with children aged 5-7 & 7-12)

Helping children and their carers increase their awareness of the importance of both a balanced diet and physical activity as they grow.

These free 12 week fun and interactive courses increase confidence for the whole family around eating for health and also cover other topics such as portion sizes, body image, what's in our food, and much much more.

All dates on www.abettermedway.co.uk



Signposting

Tri Cookery is a course that helps Adults to learn new cookery skills, find out why it's important to eat a balanced diet and try out some tasty, healthy recipes.

This free 6 week course runs in venues across Medway and is suitable for adults who would like to learn new ideas and tips on how to cook

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.

#BESIDE YOU

Breastfeeding in Kent and Medway

Here to **support**
you, wherever
you are on your
breastfeeding
journey

#BESIDE YOU

Breastfeeding in Kent and Medway

Beside You is here
to help mums across
Kent and Medway feel
comfortable and confident
in breastfeeding.



Before baby arrives

Learn about how breastfeeding is perfect
for your new baby and how to get off to
a great start.



Early days

Your baby is here! Read about what
to expect in the first few days and find
support when you need it to make
breastfeeding work.

wearebesideyou.co.uk



Challenges

From low milk supply to growth spurts,
we have solutions to help get you through
any breastfeeding challenge.



What's next?

You've got breastfeeding down! Learn
what's next and how you can help other
women succeed.

#WEAREBESIDEYOU



Health Early Years Award

The Healthy Early Years (HEY) Award is a great way to demonstrate that your childcare setting is committed to giving children an enjoyable introduction to healthy food and food education.

It shows parents that you provide tasty and nutritious meals and have embedded healthy living into your workplace practice – from oral health to physical activity.

The HEY Award is open to private, voluntary and independent childcare settings and accredited childminders in Medway

'It gives your setting an opportunity to celebrate all the work you do to support children to be healthy in the Early Years and to share that in our community' *Toni O'Brian - Prima Montessori*



Signposting

Little Food Explorers supports families as they introduce baby to solid foods with delicious recipes and dishes they can try together.

Our fun and social groups are especially for the parents and carers of babies aged up to one year.

Groups run during term time, every 8 weeks at various Children & Family Hubs in Medway

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.

All dates on www.abettermedway.co.uk



Signposting

Little Chefs is a cookery group for families with children aged 2 to 4.

Gain confidence in your cooking skills and learn how to involve your little one in preparing food.

Children will find out where food comes from, how it grows and why we need to eat a variety of foods to stay healthy

Little Chefs is a 6 week course that runs during term-time at a variety of wellbeing centres.

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.

All dates on www.abettermedway.co.uk



Signposting

Food Adventures is an 11 week Fussy Eating programme for children aged 1 – 5years old. The programme tackles child eating behaviour and is focused on positive encouragement, food sensory play and educating parents with resources, tips and tools to improve eating environment at home. The child will use food play, story reading and a sensory, tasting step approach to explore foods previously rejected.

The aims are to see a change in nutrition intake, change in eating behaviour, change in the number of foods accepted and exposed to.

Programme Date	Referral Cut Off
Friday 7 th May – Friday 22 nd July	Friday 23 rd April
Friday 17 th September – Friday 26 th November	Friday 3 rd September
Friday 14 th January '22 – Friday 25 th March '22	Friday 24 th December

All dates on www.abettermedway.co.uk
Contact Pearl.brathwaite@medway.gov.uk



Signposting

Tri Cookery is a course that helps school children to learn new cookery skills, find out why it's important to eat a balanced diet and try out some tasty, healthy recipes.

This free 6 week course runs during term time in venues across Medway and is suitable for families with children aged 5 to 17 years and Teen only cookery.

For more information contact us on

01634 333 741 or change4life@medway.gov.uk.

All dates on www.abettermedway.co.uk

Signposting



Healthy Way (or anyone with a BMI >25)

This lifestyle programme supports Adults to make small changes in lifestyle behaviour that can make a big difference to their health and well being.

These **free** and interactive 12 week courses last about an hour each week and are held in groups of around 20 people, either face to face and/or digitally (via Zoom or Teams)

A different topic is covered each week, and looks at a variety of healthy choices regarding Food labelling, Portion sizes, Diabetes, Stress, Bone Health, Sleep and much more!

Adults can self refer or be referred by health professionals to this service

Call 01634 333101 for more information

Tier 3 Weight Management



Signposting

Tipping the Balance (Adults with a BMI >40 or >35 with Co-morbidity)

This programme offers more individual personalised care, supporting improvements to both physical and emotional health whilst encouraging changes in behaviour.

Attendees are advised and guided through lifestyle changes that will help you to achieve and maintain a healthy weight.

This is a One to one service and clinics are held at community venues throughout Medway, by telephone, or by face to face on a digital platform

To be referred to the programme please speak to your GP practice nurse, or Health professional.

Call 01634 333101 for more information

END OF SEASON UPDATE

STROOD

SEASON 1 • 14 JAN - 29 APR 2019



387kg
TOTAL WEIGHT LOSS



"MAN v FAT has changed my life. It's the best place to be if you want to lose weight, make new friends and have fun."

33.2 average bmi was: 35.4
average loss from waist



STARTERS

A total of 96 players started the season, of those:

82% lost weight
79 players

31% Achieved 5% weight loss
30 players



COMPLETERS

A completer a player who attended ten sessions. A total of 63 completed, of those:



92% lost weight
58 players

42% Achieved 5% weight loss
27 players

ALL TIME SEASON



STATS



387KG

TOTAL WEIGHT LOSS



79

Players lost weight



Medway

Medway Sporting Legacy

A BETTER MEDWAY

MAN v FAT FOOTBALL

MAN v FAT FOOTBALL

END OF SEASON UPDATE

STROOD

SEASON 3 • 09 SEP - 16 DEC 2019



165kg
TOTAL WEIGHT LOSS



"MAN v FAT has changed my life. It's the best place to be if you want to lose weight, make new friends and have fun."

32.7 average bmi was: 34.8
1cm average loss from waist



STARTERS

A total of 68 players started the season, of those:

82% lost weight
56 players

20% Achieved 5% weight loss
14 players



COMPLETERS

A completer a player who attended ten sessions. A total of 43 completed, of those:



81% lost weight
35 players

30% Achieved 5% weight loss
13 players

ALL TIME SEASON



STATS



790KG

TOTAL WEIGHT LOSS



185

Players lost weight



Medway

Medway Sporting Legacy



A BETTER MEDWAY



Medway Health Walks



AN ACTIVE MEDWAY

Easier ways to enjoy exercise



Swimming

- Free swimming card >
- Swimming lesson timetable >
- Book swimming lessons >
- Swimming facilities >
- Pool timetable >
- Aquatic development >
- Book a swim session >



Centre information and facilities

- Gym and sports hall facilities >
- Athletics facilities >
- Racquet sports >
- Membership options >
- Hire the sports hall >
- Prices >



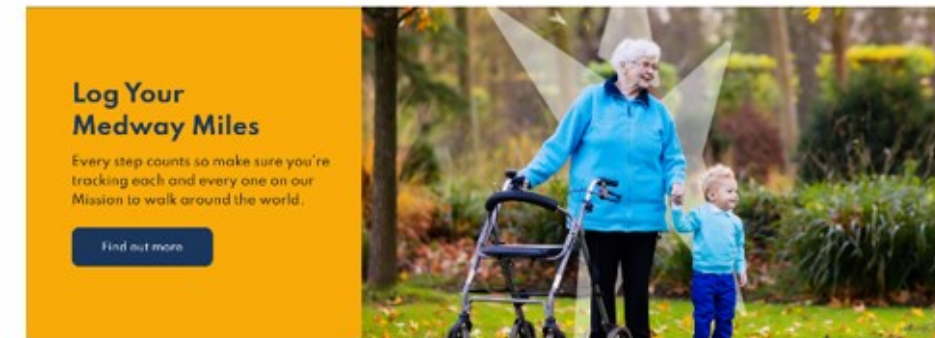
Sports, activities and classes

- Fitness class timetable >
- Book a class, court or activity >
- Activities for over 60s >
- Mini Youth Sports Camps >
- Disability sport >
- Running in Medway >
- Find sports and sports clubs >
- Children's birthday parties >



The ambition is to move Medway around the world, using an interactive website that allows people to log their activity. As certain destinations are reached, the opportunity to talk about different countries activities and food choices present themselves, to promote cultural diversity.

Campaign
launching
May 20th!



Home > Medway Can > Log Your Miles

Safeguarding Children's Obesity Framework

Considered for development for Medway following findings from Manchester serious case review.

First "Show of interest" meeting held in Jan 2020

2nd Meeting held on 12th March 2020 – further stakeholders identified with a view to arranging follow up

Covid – Unfortunately delayed due to Pandemic capacity

Now reviewing and taking this forward again. In very early stages

Please contact me for further information,

Tessa.attwood@medway.gov.uk



Modules

- Understanding Obesity. Having Conversations about weight
- Physical Activity



Obesity is an engaging e-learning programme for practitioners in the NHS and local authorities working in weight management.

The programme introduces obesity and its implications for health, provides a knowledge base on identification of unhealthy weight and risk factors for weight gain, managing obesity, and learning on guiding and enabling behaviour change.

<https://www.e-lfh.org.uk/programmes/healthier-weight-competency-framework/>



The emphasis of the healthier weight competency framework is on prevention of excess weight and early intervention, rather than treatment. It is grounded in a person-centered approach and aligns with making every contact count.

The framework can be used by staff working with any community or group within the population, including children, adults, pregnant women, care givers and vulnerable groups. <https://www.e-lfh.org.uk/programmes/obesity/>



Easier ways to be healthy

Questions?

If you have any questions or would like to find out more information on any services for Adults or Children

01634 333101

Or visit www.abettermedway.co.uk

Contacts:

Tessa.attwood@medway.gov.uk