ChooseHealth
Promoting health, promoting sustainable development: it’s our health, our future and our choice.
Childhood obesity in the UK since 1980

Figure 2: Percentage of girls (aged 2-19 years) in the UK classified as overweight (including obese) using the IOTF cut-offs

<table>
<thead>
<tr>
<th>Year</th>
<th>Girls - overweight (%)</th>
<th>Girls - obese (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>15.3%</td>
<td>5.7%</td>
</tr>
<tr>
<td>1990</td>
<td>15.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>2000</td>
<td>19.4%</td>
<td>6.8%</td>
</tr>
<tr>
<td>2013</td>
<td>21.1%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

Figure 3: Percentage of boys (aged 2-19 years) in the UK classified as overweight (including obese) using the IOTF cut-offs

<table>
<thead>
<tr>
<th>Year</th>
<th>Boys - overweight (%)</th>
<th>Boys - obese (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>12.9%</td>
<td>4.7%</td>
</tr>
<tr>
<td>1990</td>
<td>13.1%</td>
<td>4.4%</td>
</tr>
<tr>
<td>2000</td>
<td>16.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td>2013</td>
<td>18.7%</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

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Excess weight among children
National Child Measurement Programme 2014/15

Reception (age 4-5):
1 in 5 children overweight/obese
(boys 22.6%, girls 21.2%)

Year 6 (age 10-11):
1 in 3 children overweight/obese
(boys 34.9%, girls 31.5%)
A World-Leading Plan

- Published August 2016
- Set of over 20 ambitious actions, focusing on:
  - Schools
  - Healthier environment
  - Working together
- Built on the best evidence
- Sets out a challenge for the whole system

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Childhood Obesity – A Plan for Acton

1. Soft drinks industry levy
   • Targeting producers and importers not consumers
2. Taking 20% of sugar out of products
   • 4 year targets; extend to total calories 2017
3. Making the public sector healthier
4. Making schools healthier
   • Healthy rating scheme for primary schools from September 2017
   • Schools to deliver at least 30 minutes of physical activity for children every day, with parents supporting an additional 30 minutes
5. Support early years settings
   • Revised menus; physical activity guidelines
6. Measuring the impact
The Keystone of a Wider Programme

• Whole Systems Approach

• The start of a conversation

• Everyone has a role

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Issues

- No single solution
- Regulation versus voluntary
- Achieving sustained behaviour change
- Action
  - national vs local;
  - government vs citizens;
  - individual vs systems change
- The start of a journey?