

Healthy Weight and Reducing Obesity Workshop

Held December 2019



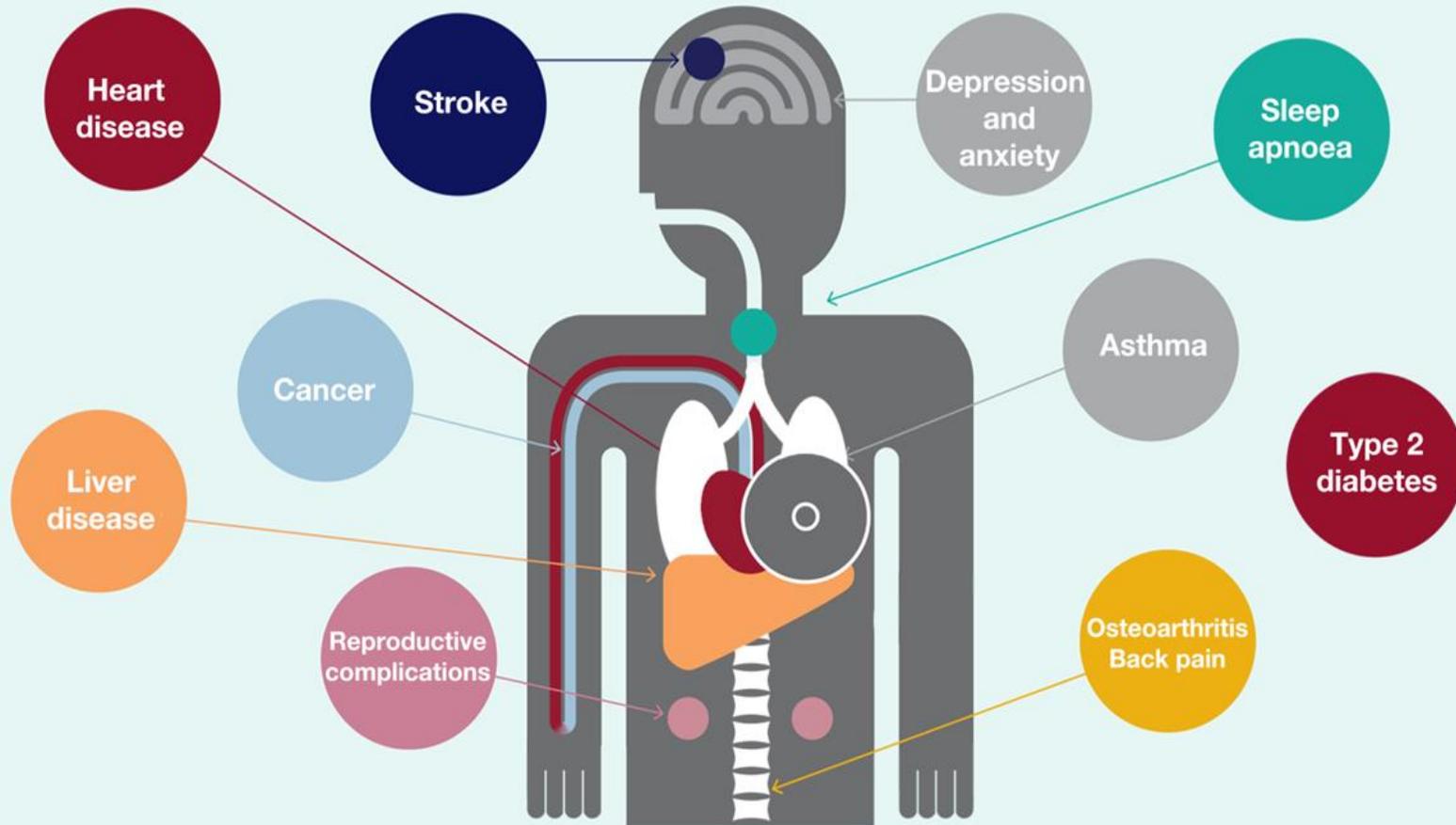
The Croydon Strategic Context

- Healthy weight is a **top priority** for the **Health and Wellbeing board** and **your voice really matters** to help tackle this agenda.
- We have been working hard on the healthy weight agenda over a number of years.
- We have had **significant engagement** across the board. Fantastic to have people from so many different areas here.
- We have lots to **celebrate**, this workshop is to go the **next step** and engage the whole borough to create a **healthy weight environment for Croydon**.



Why is it important?

Obesity harms health

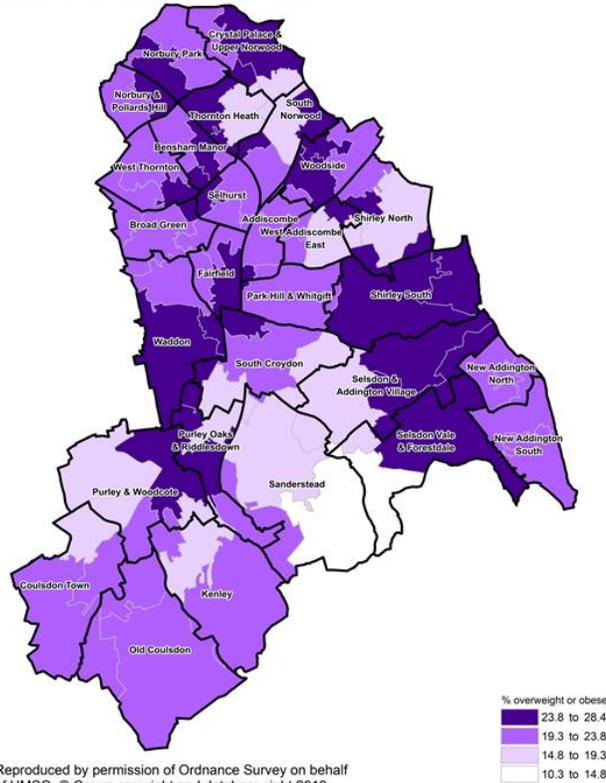


Our Children

Croydon

Prevalence of overweight and obese reception age children in Croydon

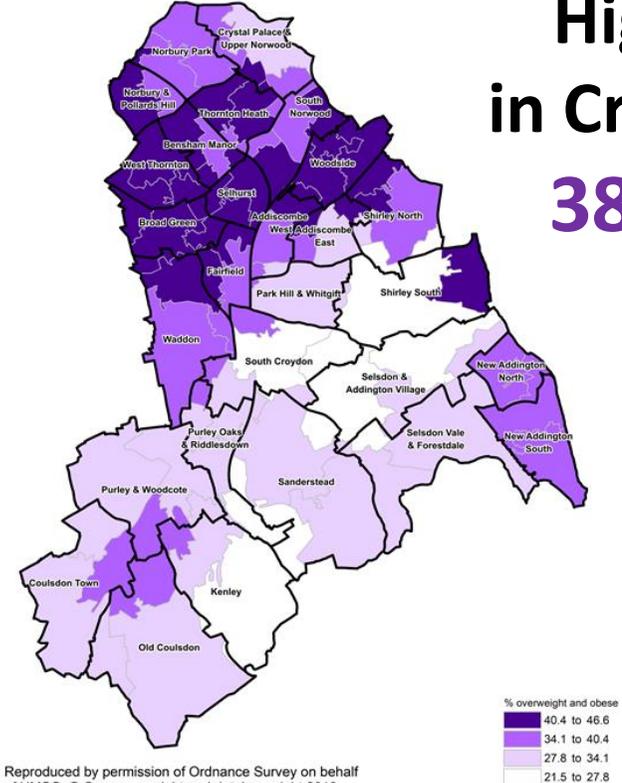
NCMP small area data, 2015-2018



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Prevalence of overweight and obese year 6 age children in Croydon

NCMP small area data, 2015-2018



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**Higher
in Croydon
38.6%**

England



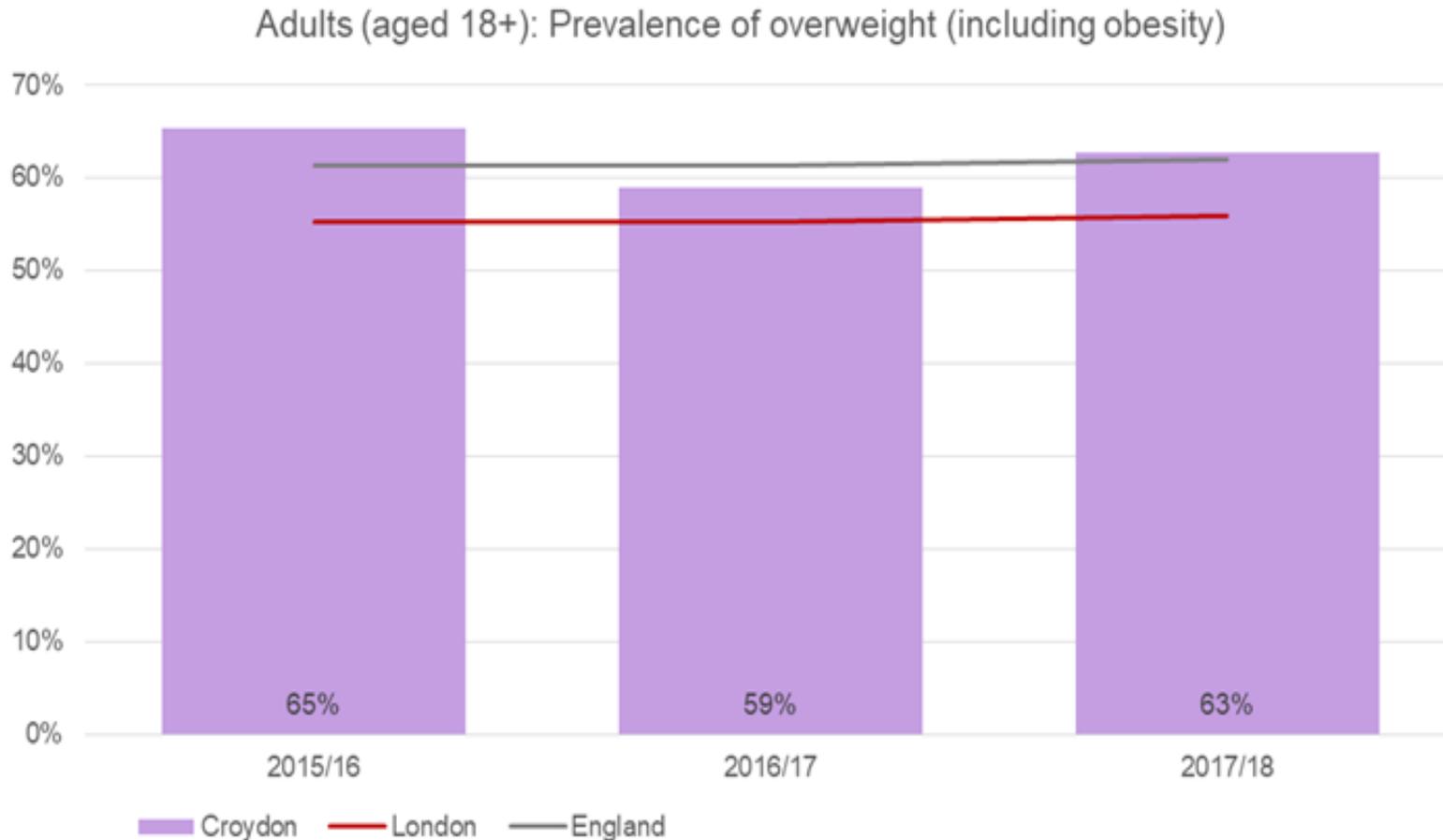
**1 IN 5 CHILDREN
IN RECEPTION YEAR IS
OVERWEIGHT OR OBESE**



**1 IN 3 CHILDREN
IN YEAR 6 IS OVERWEIGHT OR OBESE**

Our Adults

In Croydon, **almost two in every three adults** are estimated as **overweight or obese**, higher than the London average and the fifth highest proportion of all London boroughs.



Source: PHE, from Sport England Active Lives Survey, 2017/18, taken from PHE fingertips

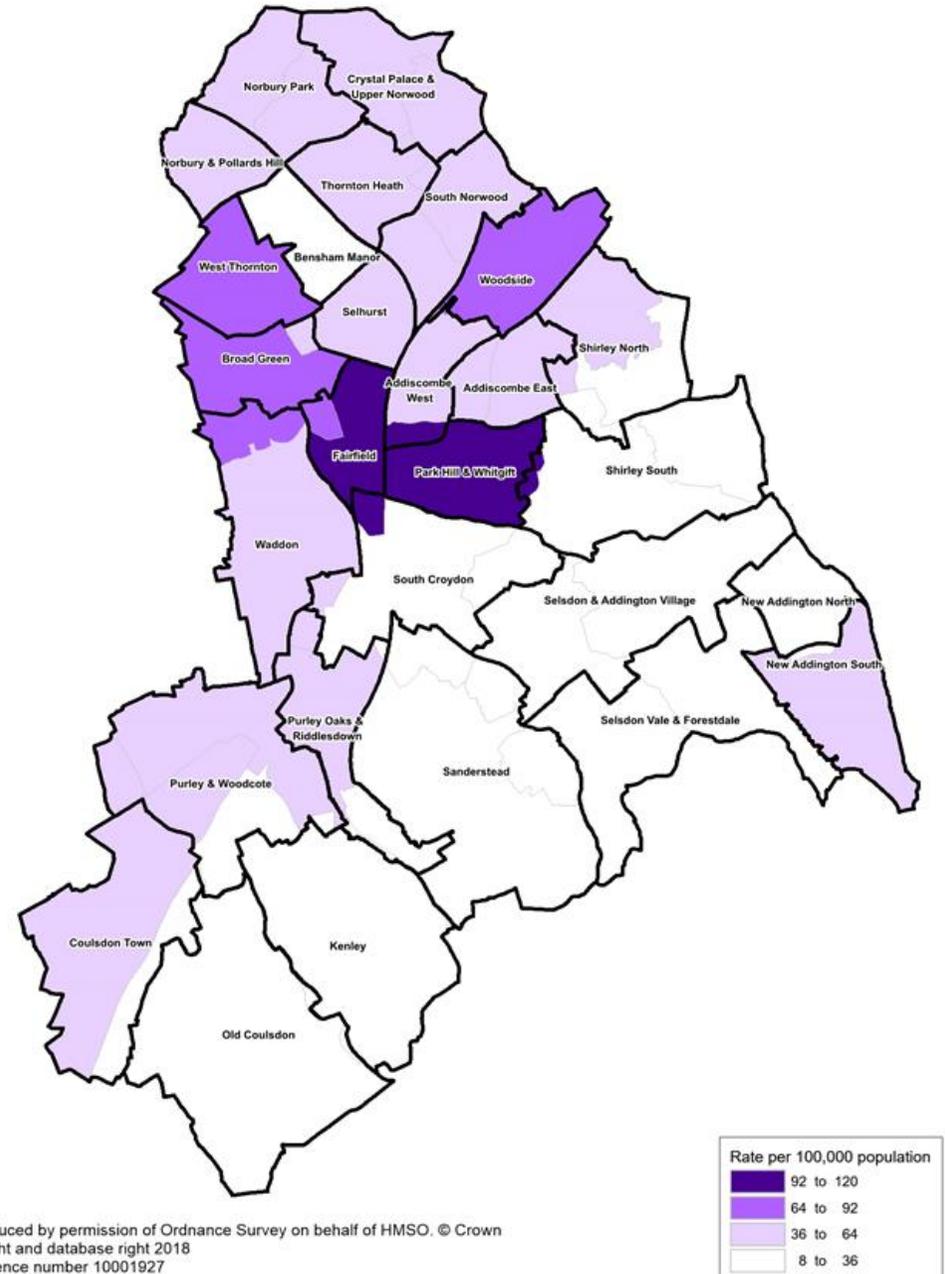


Fast Food Outlets

Croydon is in the **top ten** of the London boroughs for **highest density of fast food outlets**, with the highest density in the town centre.



Fast food outlets (as at December 2017)
Rate per 100,000 population



Progress – Healthy Weight Action Plan 2017 -2020



➤ **In 2018** we changed to include All Ages

➤ **In 2019** reported to One Croydon and received full engagement and support

➤ **Next step** is to engage wider stakeholders and consider the wider determinants

What Have We Been Doing?



Recommendations

22 recommendations in total and six key recommendations:



Government

Mandatory front of the pack food labelling.

Develop a food poverty strategy with the aim of eliminating the need for food banks across the country by 2027.



Food Businesses

All Croydon fast food outlets must sign up to Eat Well Croydon.



Mayor of London

No food banks needed in London by 2024.



Residents

Ditch the large dinner plate for the 9 inch Croydon Plate.



Across Croydon

All 64 GP practices and all departments in Croydon Health Services to receive training around nutrition and weight management.

- Government
- Mayor of London
- Local, Across Croydon
- Food Businesses
- Residents

A Whole System Approach

Common areas of obesity activity identified as part of a whole systems approach to obesity



Community Stories

What is it like to live in Croydon?



Table Activity

Workplace
and
Workforce

Fast Food and
Retailers

- How can your role help residents achieve and maintain a healthy weight?
- Consider what you might like to see as an action or make a commitment.

Physical
Activity and
Transport

Built
Environment

- **Consider the life course**
- **Consider locality**

Early Years,
Schools &
Families

Healthcare
and Access to
Weight
Management
Support

Knowledge
and Education



Pregnancy & infancy
(0-4 years)

Childhood & early
adolescence (5-14 years)

Adolescence & young adulthood
(15-25 years)

Working age/adulthood
(26+ years)

Retirement & later life
(65+ years)

