

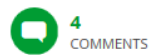
CHILDREN AND YOUNG PEOPLE'S HEALTHY WEIGHT STRATEGY

Clare Mills, Children's Commissioner
Laura Carvell, Programme Officer (Children)
(Public Health, Leicester City Council)

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TWEAKS
TO FEELING GREAT

We've ad it with junk food! Poll shows 76% of Brits want ban on TV adverts targeted at kids

Our poll finds most Brits want a pre-watershed ban on junk food ads, with Jamie Oliver backing campaigners



By **Ben Glaze** Deputy Political Editor
01:44, 11 JUN 2018 | UPDATED 17:11, 13 JUN 2018

NEWS

Does this girl look overweight to you? Parents' fury after NHS brand their five-year-old daughter 'too fat'

- Harriet Jackson, from Norfolk, described as 'overweight' by NHS chiefs
- Father and mother reacted furiously after they got the shock warning letter
- The letter said hyper-active Harriet was 3ft 9ins tall and weighed 3st 9lbs
- Controversial body mass index (BMI) was used to measure her health
- See more news on the NHS at www.dailymail.co.uk/nhs

By MATT HUNTER FOR MAILONLINE

PUBLISHED: 14:03, 19 March 2016 | UPDATED: 01:39, 20 March 2016



Fat children will 'collapse the NHS': Number of 11-year-olds weighing more than 15st DOUBLES in a year

- Figures show 383 11-year-olds weighed more than 15st (95kg) this year
- Birmingham was the worst area, with 21 children weighing more than 15st
- London boroughs of Newham and Greenwich were among the worst areas
- Campaigners: Childhood obesity is 'a disgrace' that will 'collapse the NHS'
- For more of the latest NHS news updates visit www.dailymail.co.uk/nhs

By MADLEN DAVIES FOR MAILONLINE

PUBLISHED: 10:25, 22 February 2016 | UPDATED: 17:28, 22 February 2016



The national picture...

Health

Soft drink sugar tax starts, but will it work?

By Nick Trigg
Health correspondent

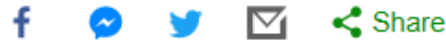
🕒 6 April 2018 | 📧



Health

Child obesity plan targets sweets at checkouts

🕒 24 June 2018



Guidance

Childhood obesity: a plan for action, chapter 2

Part 2 of the government's plan for action to significantly reduce childhood obesity by supporting healthier choices.

Published 25 June 2018

From: [Department of Health and Social Care](#)

Documents



[Childhood obesity: a plan for action, chapter 2](#)

PDF, 544KB, 33 pages

Challenges for Children's Healthy Weight



Significantly
better than
England

Significantly
worse than
England

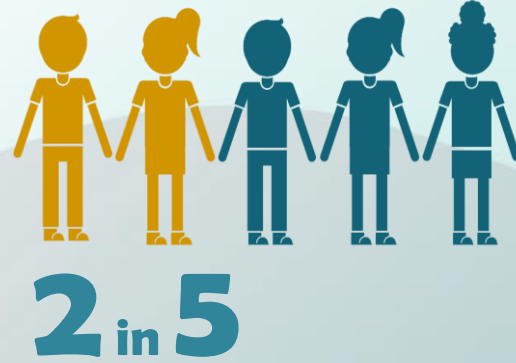
Similar to
England

Excess weight* in Leicester

In Reception **1 in 5**
children
have
excess
weight



...by Year 6



by adulthood it is
estimated that...



Excess weight (overweight or obese), Leicester City, 2014/15 to 2016/17

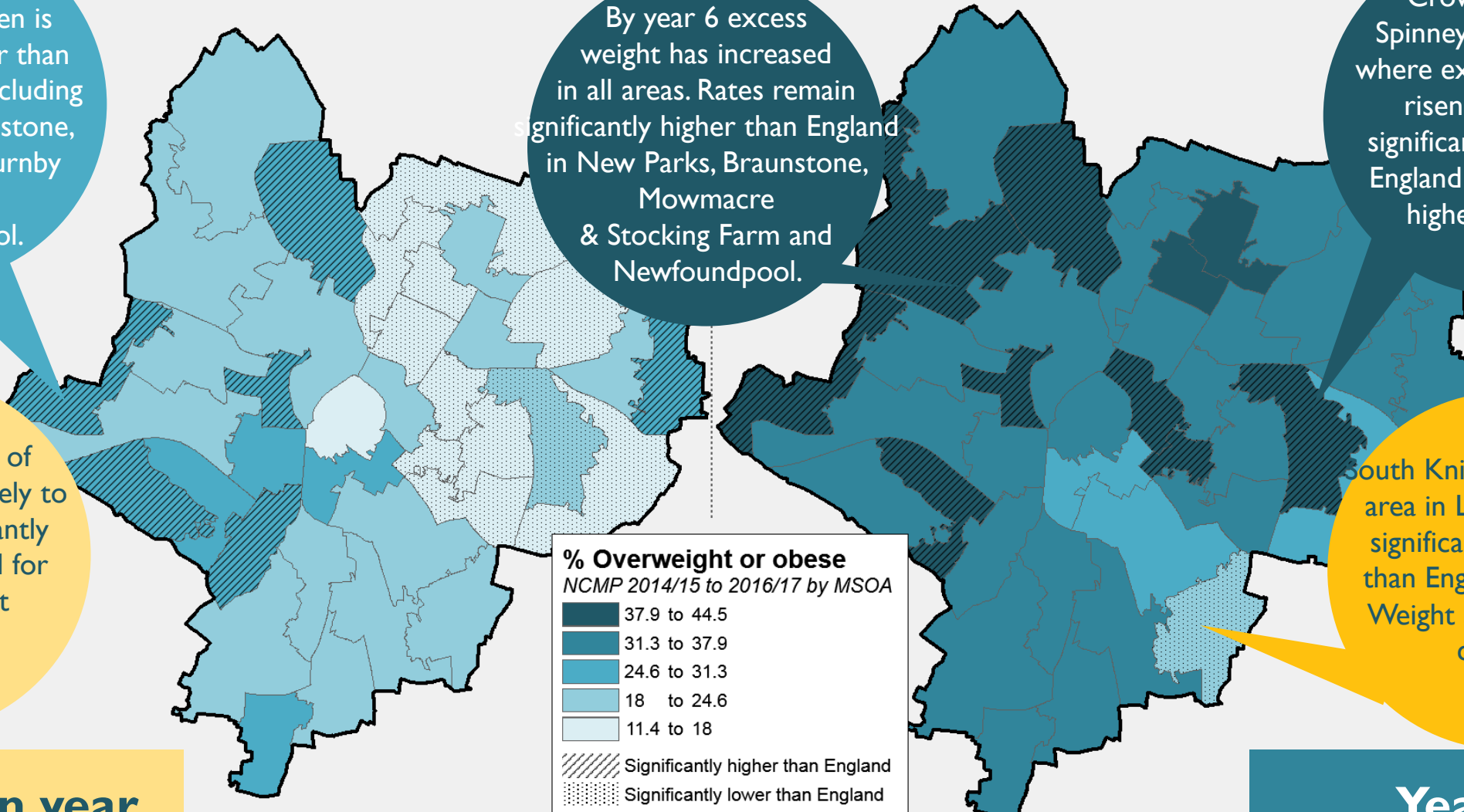
Excess weight for reception children is significantly higher than England in areas including New Parks, Braunstone, Netherhall & Thurnby Lodge, and Newfoundpool.

By year 6 excess weight has increased in all areas. Rates remain significantly higher than England in New Parks, Braunstone, Mowmacre & Stocking Farm and Newfoundpool.

Crown Hills and Spinney Hill are areas where excess weight has risen from a rate significantly lower than England to significantly higher by year 6.

Areas to the east of the city are more likely to have a rate significantly lower than England for excess weight at reception age.

South Knighton is the only area in Leicester with a significantly lower rate than England for Excess Weight amongst Year 6 children.



% Overweight or obese
 NCMP 2014/15 to 2016/17 by MSOA

	37.9 to 44.5
	31.3 to 37.9
	24.6 to 31.3
	18 to 24.6
	11.4 to 18
	Significantly higher than England
	Significantly lower than England

Reception year
 Leicester – 21.2%
 England – 22.2%

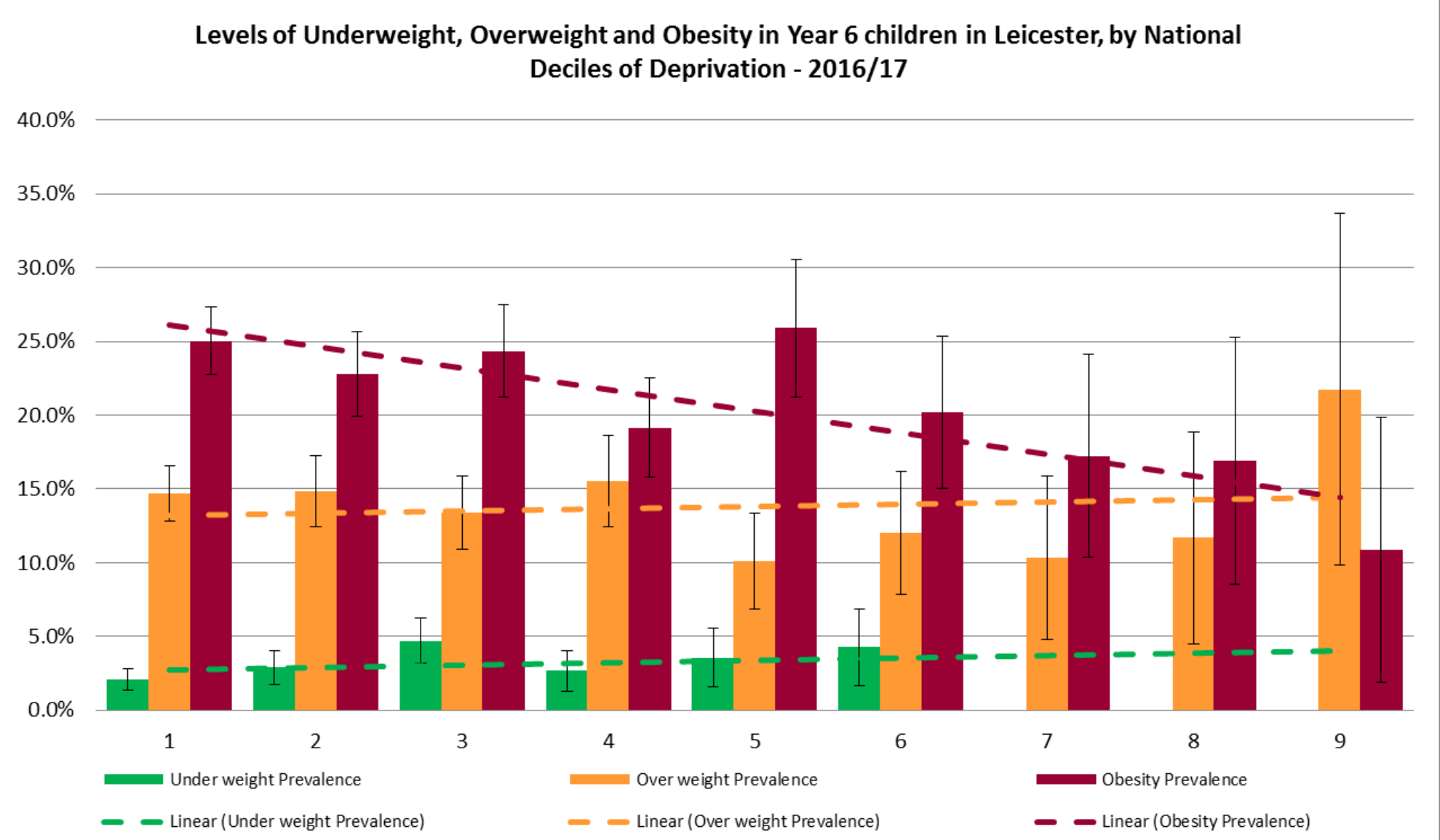
Year 6
 Leicester – 36.5%
 England – 33.9%

Public Health Division
 Leicester City Council
 Created: December 2017

(c) Crown copyright. All rights reserved Leicester City Council. 100019264. 2017
 Source: NCMP 2014/15 to 2016/17, three year averages.

Prevalence of underweight, overweight and obese children in Year 6, by deprivation decile, 2016/17

Source: NHS Digital 2016/17



Strategy Ambitions

LEICESTER CITY WILL

1

Create an environment where children and young people are supported to be fit and happy by:

- Celebrating and enjoying good food
- Being confident and having a positive body image
- Being fit, strong, and active

2

Work with a range of organisations to promote affordable healthy food and drink, and enable Leicester to be a healthy environment to live and grow up in.

Strategy Ambitions

LEICESTER CITY WILL

3

Improve children's knowledge about healthy eating and physical activity, and encourage them to make positive choices

4

Encourage adults who live or work with children to be good role models, who have positive relationships with food and physical activity

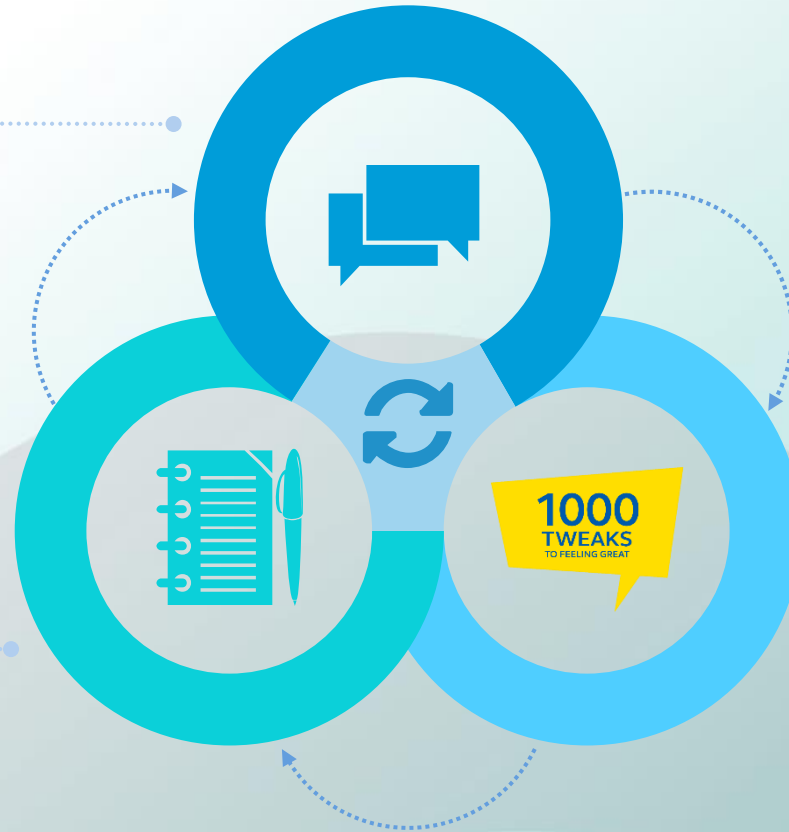
Next Steps.... Approach to Solution & Action Plan

PULL TOGETHER CURRENT WORK

Bring together partners currently delivering programmes related to healthy weight to ensure joined up approach.

ACTION PLAN DEVELOPED

The action plan will also capture other key actions and explore a number of new projects/ pieces of work.



1000 TWEAKS LAUNCHED

This new, inexpensive behavior change initiative encourages businesses, organisations, families and individuals to make small, east to implement changes.

What is a Tweak?

A LITTLE CHANGE

...by an organisation, business, family or individual to help children eat healthily and do more physical activity



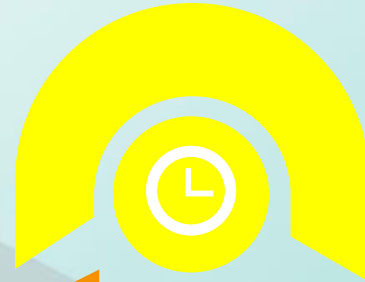
SOMETHING EASY

It should be a small, easy to implement change



START STRAIGHT AWAY!

It should be something you can start straight away



YOURSELF

If you can't get on with it yourself, it's not a tweak!



LITTLE COST

It should cost NOTHING, or little, to implement



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