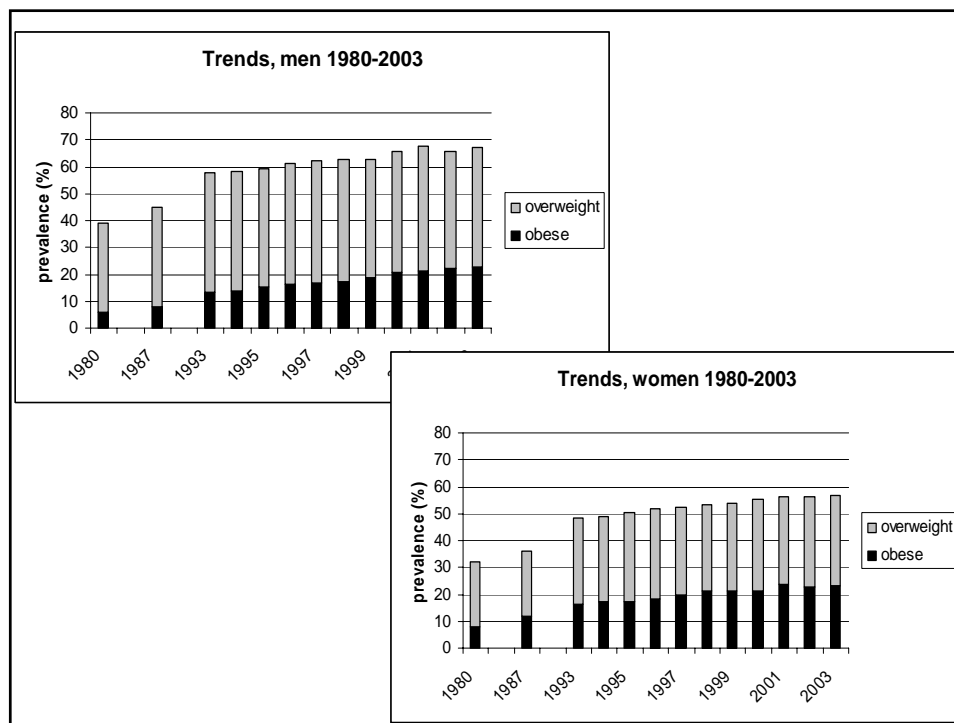
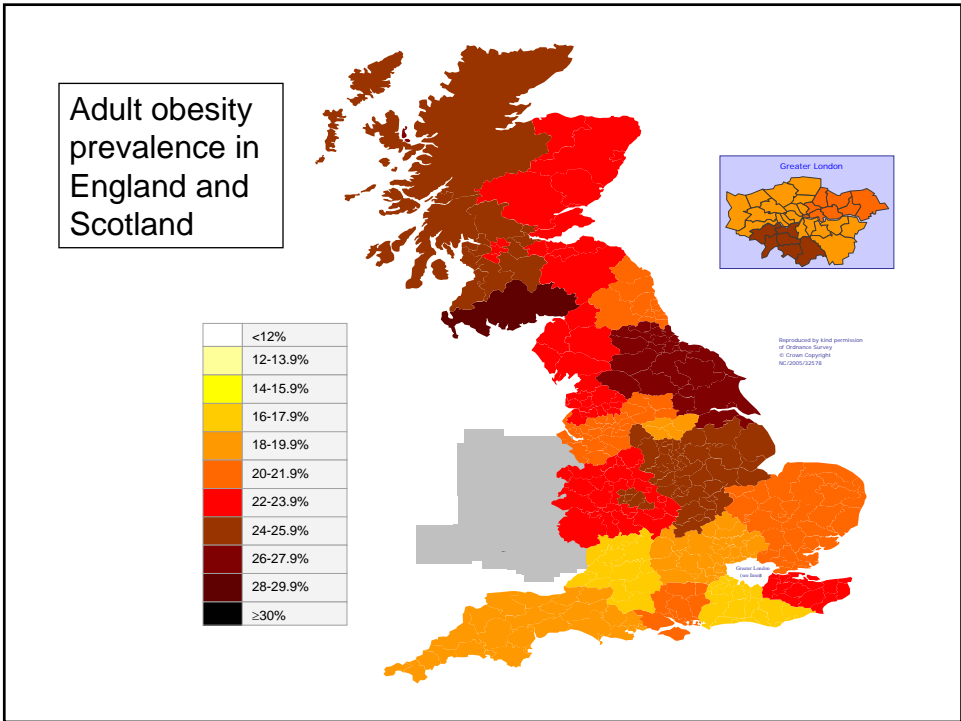
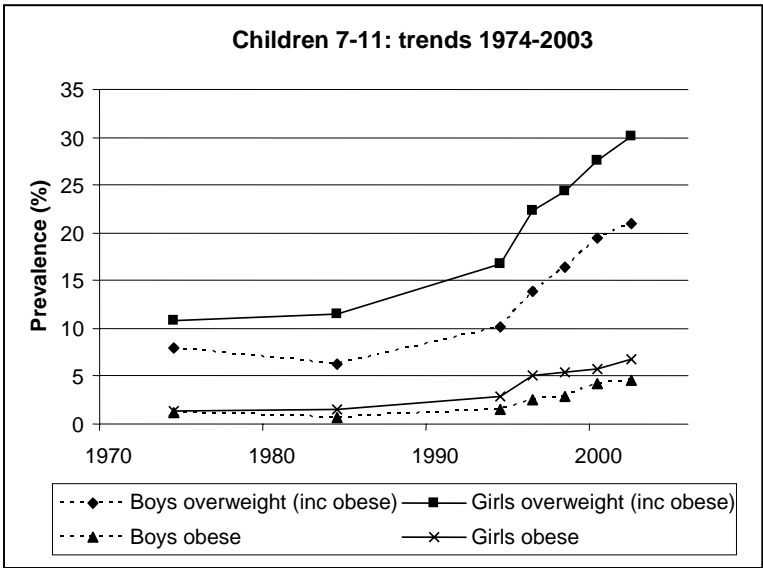


Approaches, ethical considerations and stumbling blocks: The United Kingdom Experience

Dr Laurel Edmunds
Obesity Research Consultant
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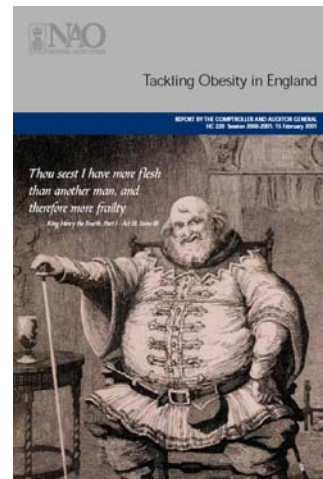


Cette présentation a été effectuée le 23 octobre 2006, au cours du Symposium "Prévenir l'obésité : les ingrédients d'un plan gouvernemental fructueux" dans le cadre des Journées annuelles de santé publique (JASP) 2006. L'ensemble des présentations est disponible sur le site Web des JASP, à l'adresse <http://www.inspq.qc.ca/jasp>.



Policy and Government Action

- 2001 National Audit Office report 'Tackling Obesity'
- 2002 Wanless report 'Securing Our Future Health'
 - Public Health racing up agenda
- 2003-4 House of Commons Health Committee's Obesity Inquiry
 - **55 pages of solutions**
 - (+ weight management club in the House of Commons, APPG, TOAST, WD&HF)



Policy and Government Action cont

- **2004 White Paper 'Choosing Health'**
- NHS Improvement Plan
- Children's National Service Framework
- Healthy Schools Blueprint
- and many more
- + supporting research
- **NICE Obesity Guidelines Nov 2006**

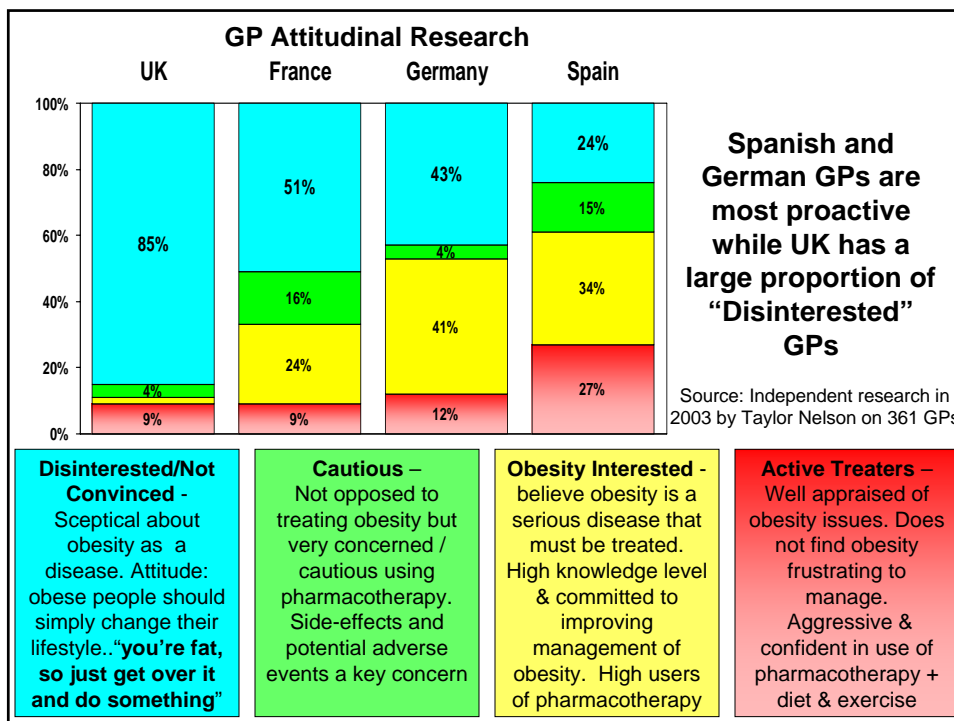


3 examples of 'action' in practice

- NICE guidelines: 'appropriate training'
- Choosing Health: measuring children
- Media impact

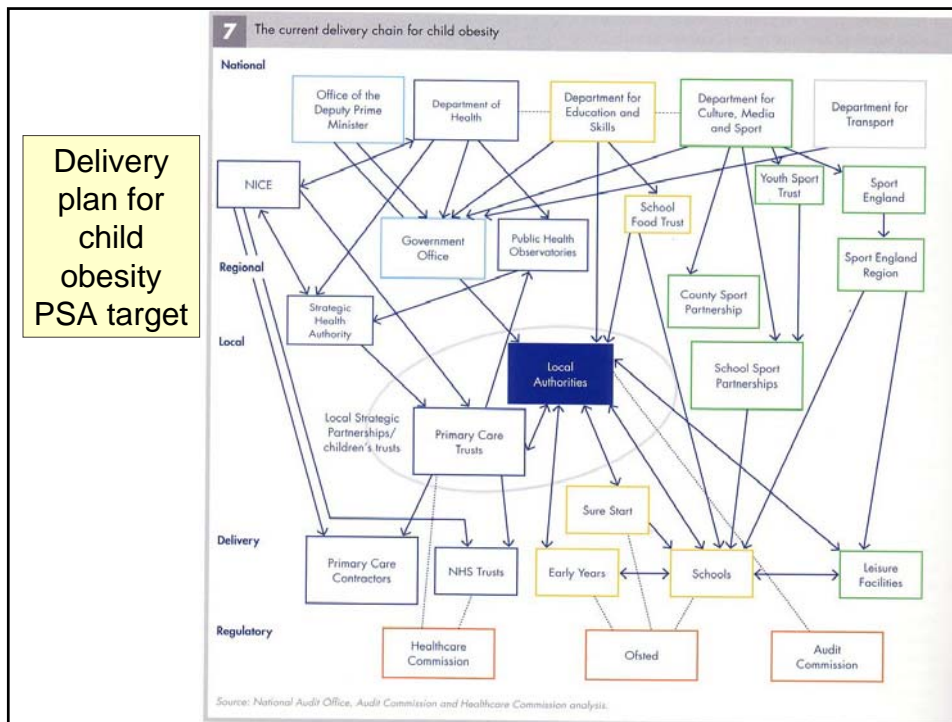
1 NICE guidelines: 'appropriate training'

- Adults and children
 - Prevention and treatment
- Evidence-based,
 - Several systematic reviews and consensus over ~3 years
- Phrase '*appropriate training*' used
- 3 day ASO training meeting cancelled – lack of funds from PCTs, Sept 2006



What do HPs and patients want?

- | | |
|---|---|
| <ul style="list-style-type: none"> • HPs • Clear referral guidelines • Clarity on best practices • Training (nutrition) • Resources | <ul style="list-style-type: none"> • Patients • HPs to understanding impact and complexity of obesity • Listen, not just formulaic responses • Better communication – information – feedback • Relevant support |
|---|---|



2 Choosing Health: measuring children

- Inquiry recommendation
- Relatively simple and deliverable
- PSA Target: *'halt the year-on-year increase in obesity among children under 11 by 2010'*
- 18+ months to decide ...
 - Who measures, where, how often, which BMI cut-off to use, management of data
- Children measured for first time Sept 2006
- Stigma?
- Current interventions
 - Healthier school meals and aiming for 85% 2 h of PE/games by 2008

3 Media impact



- Several television programmes – weight loss in children, teens, adults, celebrities
- Media aggravates stigma
- Current NGO + others focus: banning food advertising to children
- 'Jamie's School Dinners' March 2005 (4x 1h TV programmes)



Government response to Jamie

- Set up new agency
- School Food Trust
 - Oversee school meals (and pack lunches)
 - New meal standards started in Sept 2006
- DH & DfES found £230 million to improve school meals and cooking facilities
- New series ... PM promised another £200 million

But ...

- Even Jamie found:
 - Resistance in school caterers, cooks and dinner ladies
 - Children took about 6 months to eat foods with more fruit and vegetables
- And the new meal standards this Sept ...
- **SUN newspaper headline**
- **'Sinner ladies sell kids junk food'**
(S Yorks)
- Jamie Oliver blamed for making kids 'more picky', school 'serving up disgusting rubbish', local takeaway food is 'better and cheaper'

Nanny State?

- Government currently influences ...
 - Food, air water and soil quality, health & safety issues, transport (including seat belts and helmets), drinking and driving, smoking restrictions
- Some environmental/upstream factors can only be influenced by Government:
 - Planning, National Curriculum, advertising bans, food labelling, integrated transport systems etc.
- Changes at Government level take time
 - now appreciate the complexity
 - consultations with stakeholders
- PorGrow Project (policy options)
- Foresight 'tackling obesities' (effective policies)







- www.nao.org.uk (Tackling Obesity)
- www.hm-treasury.gov.uk (Wanless)
- www.parliament.the-stationery-office.co.uk
- www.nationalobesityforum.org.uk
- www.toast-uk.org.uk
- www.westminsterforumprojects.co.uk
- www.dh.gov.uk/PublicationsAndStatistics (Choosing Health)
- www.dh.gov.uk/PolicyAndGuidance (Children's NSF)
- www.sussex.ac.uk/spru/ (PorGrow Project)
- www.foresight.gov.uk/Obesity