

Draft Hampshire Healthy Weight Strategy

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What is normal today?



65 out of 100 Hampshire adults are overweight or obese (65.1%)

Source: 2012 Active People Survey

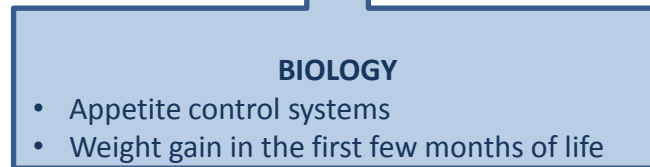
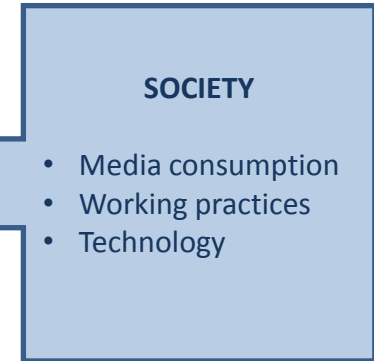
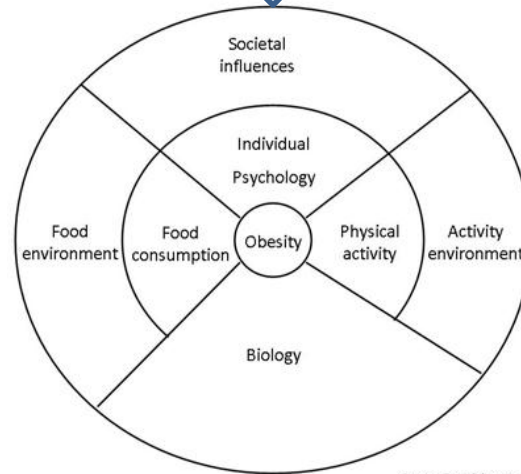
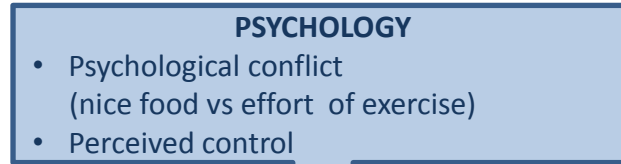
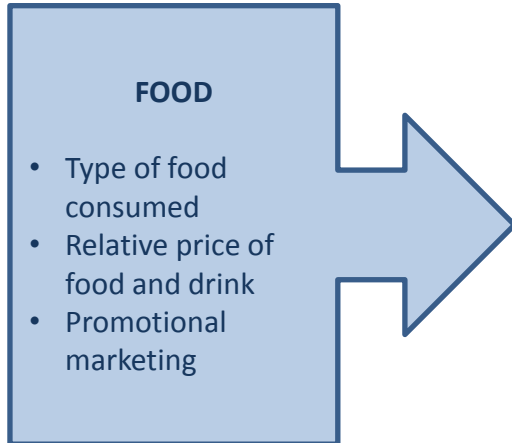


29 out of 100 Hampshire children in Year 6 are overweight or obese (28.9%)

Source: 2013/14 National Child Measurement Programme

Why?

The Foresight Report 2007 looked at the causes of obesity. They identified that the causes of obesity are complex and multifaceted, pointing to a range of different solutions. Some examples are given here



“People in the UK today don’t have less willpower and are not more gluttonous than previous generations.”

The Strategy - essentials

The Vision

To enable the residents of Hampshire to enjoy a healthy weight and to maximise their years of healthy life whoever they are.

The Aims

- 1 To increase the proportion of adults in Hampshire who are of a healthy weight
2. To increase the proportion of children in Hampshire who are of a healthy weight
3. to reduce the proportion of adults and children in Hampshire who are obese

The Strategic Objectives

1. Support an environment that enables people to make physical activity and healthy eating the easy choice
2. Encourage positive lifestyle changes that enable people to improve their health and have a healthy weight
3. Enable access to evidence based interventions for people who are already overweight and obese
4. Reduce inequalities in health by focussing on people and populations most at risk

What are we going to do?

Objective 1

- Encourage in-house and commissioned caterers to publish calories and provide healthier choices
- Encourage caterers to offer healthy food options as part of a healthy eating award
- Develop public health aspects of the planning process of major development and local development plans
- Provide and promote accessible outdoor spaces, including footpaths, open spaces and green spaces

Objective 2

- Work with health professionals & early years settings to deliver health messages and evidence-based interventions
- Explore the use of peer support and buddying in areas of higher deprivation
- Implement Making Every Contact Count with frontline non-clinical staff
- Develop and communicate information using new technological platforms

Objective 3

- Strengthen the tier 1 offer in primary care
- Diversify current tier 2 offer to ensure it meets NICE guidance and attracts everyone
- Work with NHS commissioners to ensure the Tier 3 service remains core within the weight reduction pathway

Next steps

1. Consult with partners – does this make sense?
2. Develop final action plans and monitoring mechanisms
3. Agree governance
4. Get on with it....