

# Bury's Approach to tackling obesity

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# Background

Obesity is a major PH issue

Society has had a huge impact

Does not impact people and groups equally

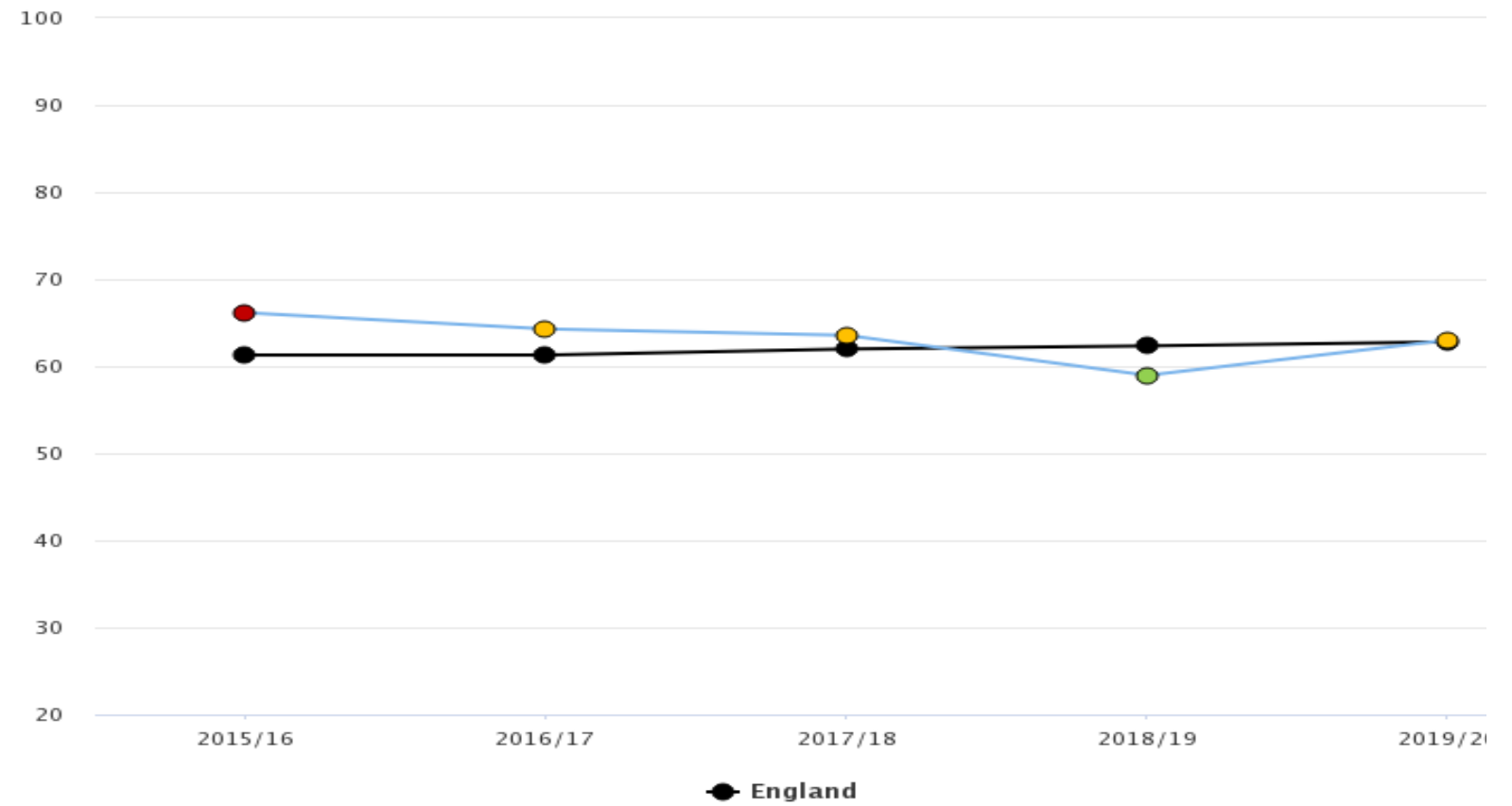
In Bury (the proportion overweight and obese)

- 63% adults
- 34.9% year 6 obese
- 23.6% Reception

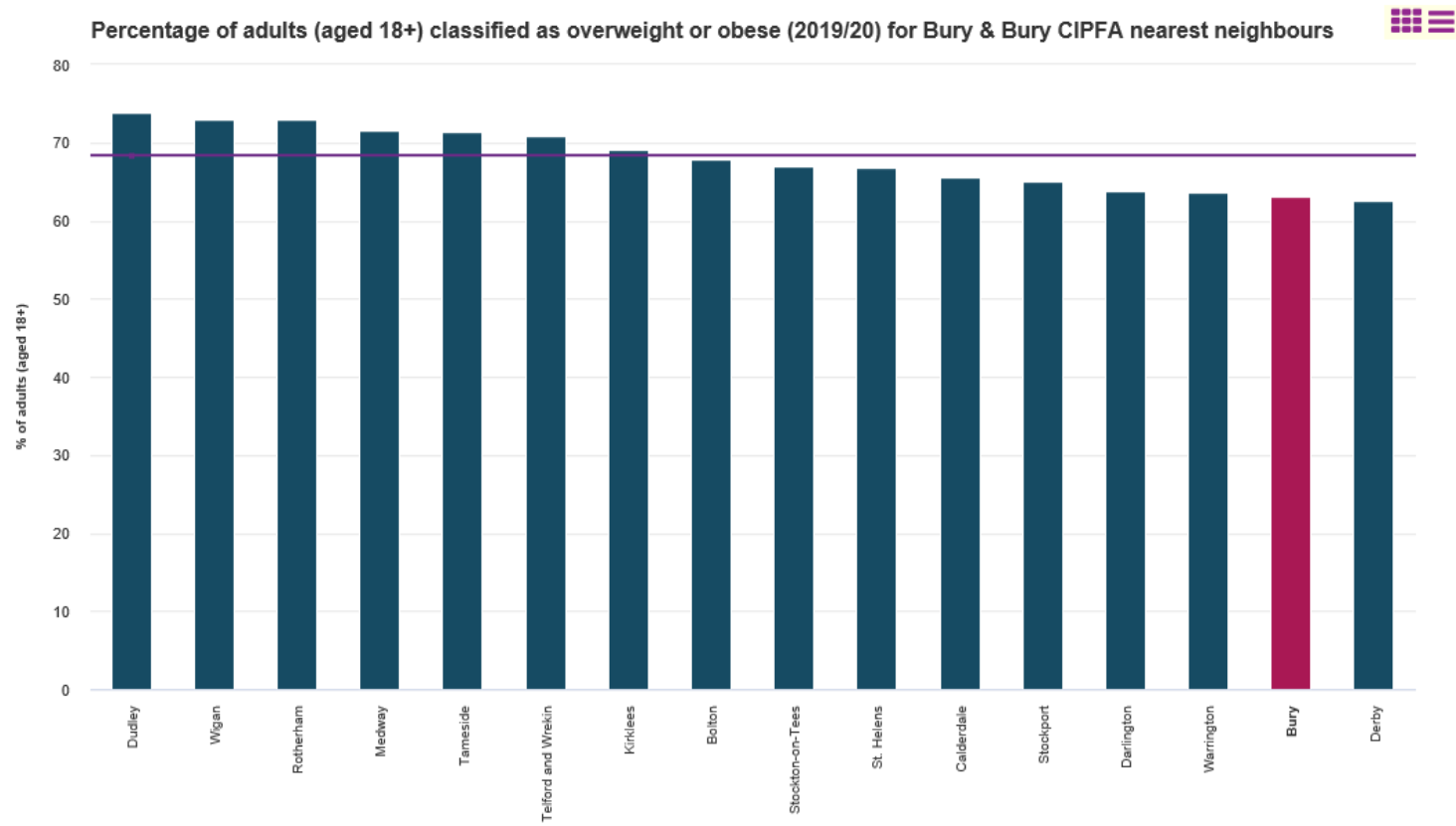
What are the trends adults?

Compared with England ● Better 95% ● Similar ● Worse 95% ○ Not applicable

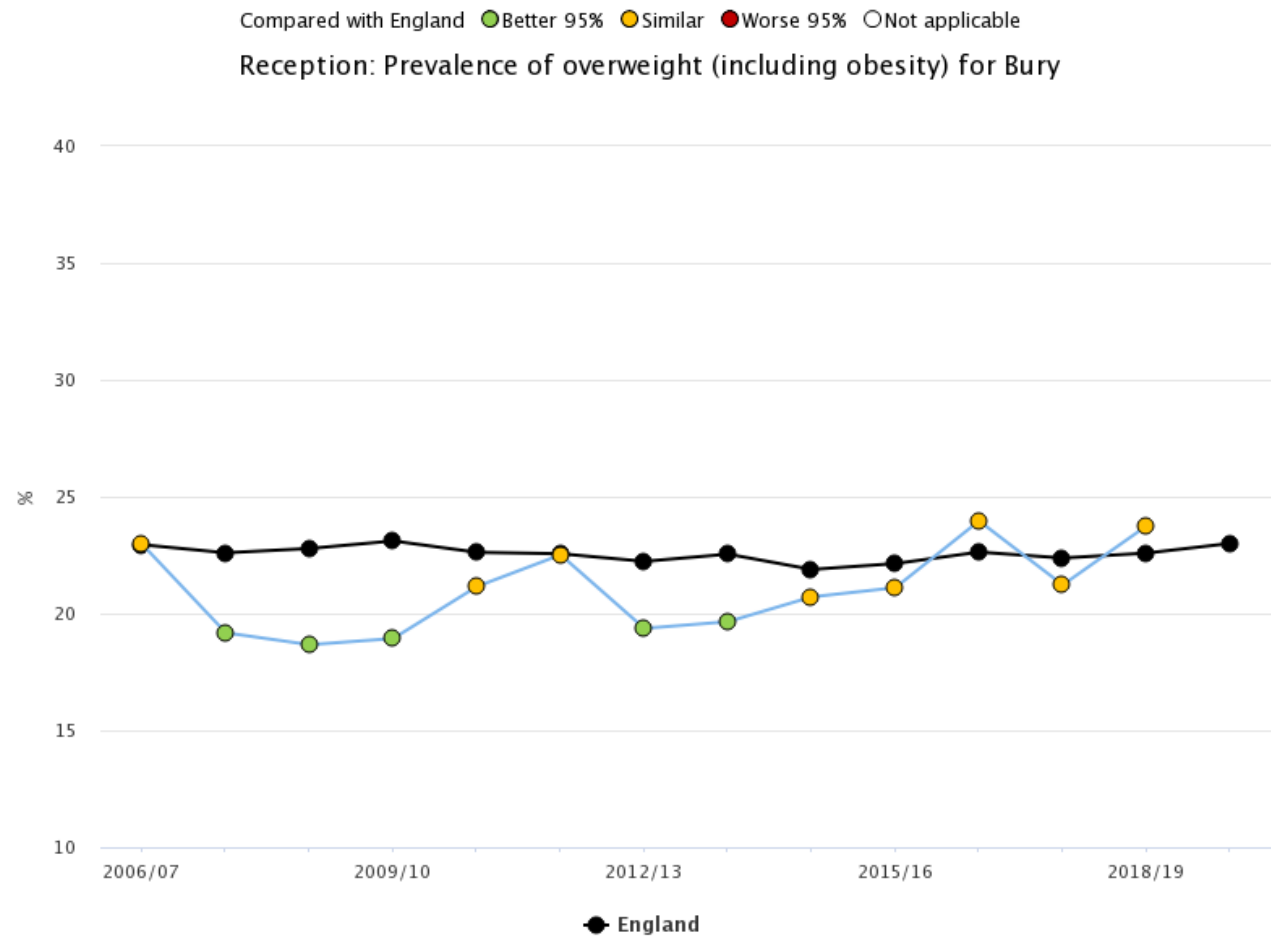
Percentage of adults (aged 18+) classified as overweight or obese for Bury



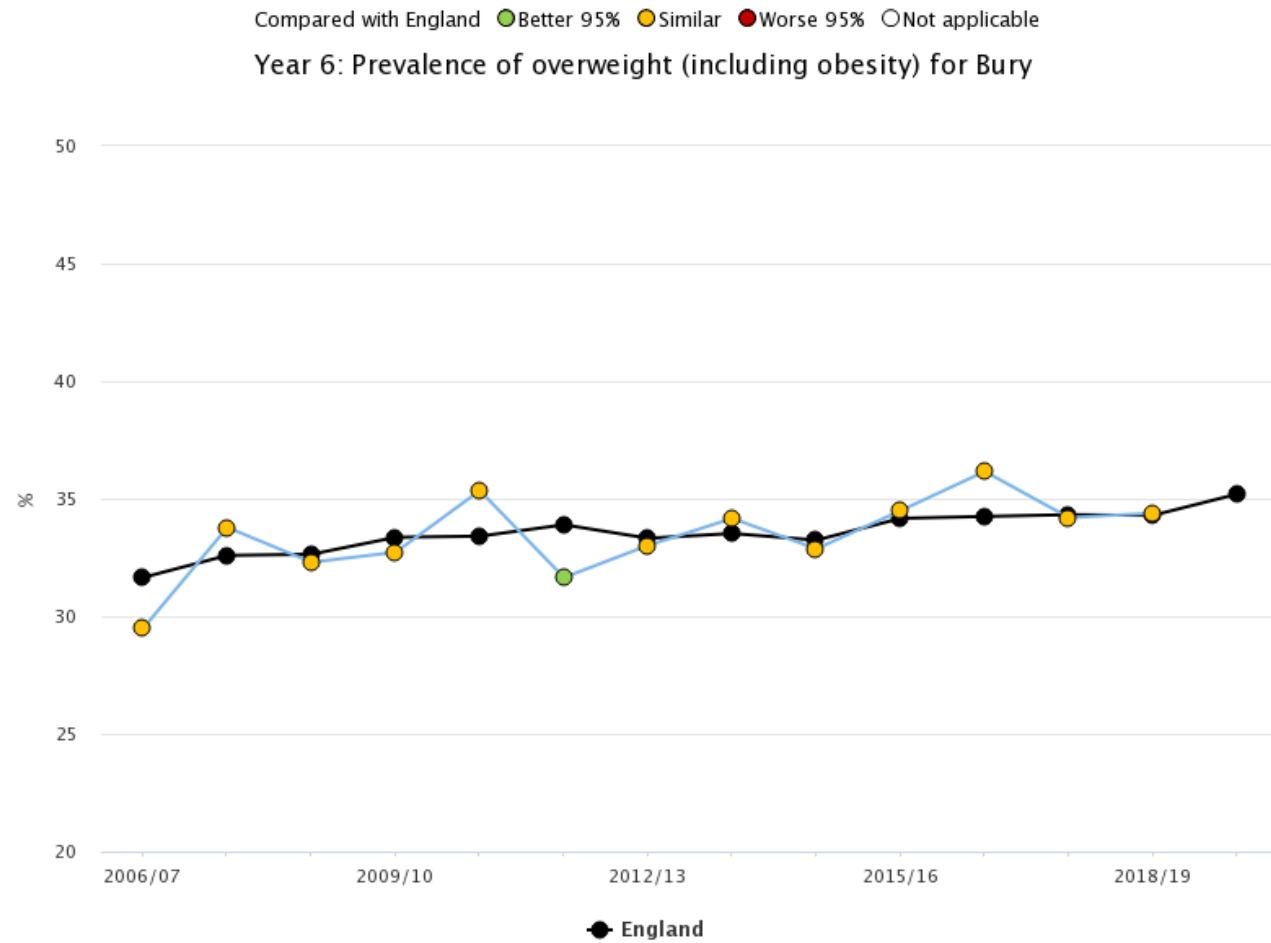
How do we compare?



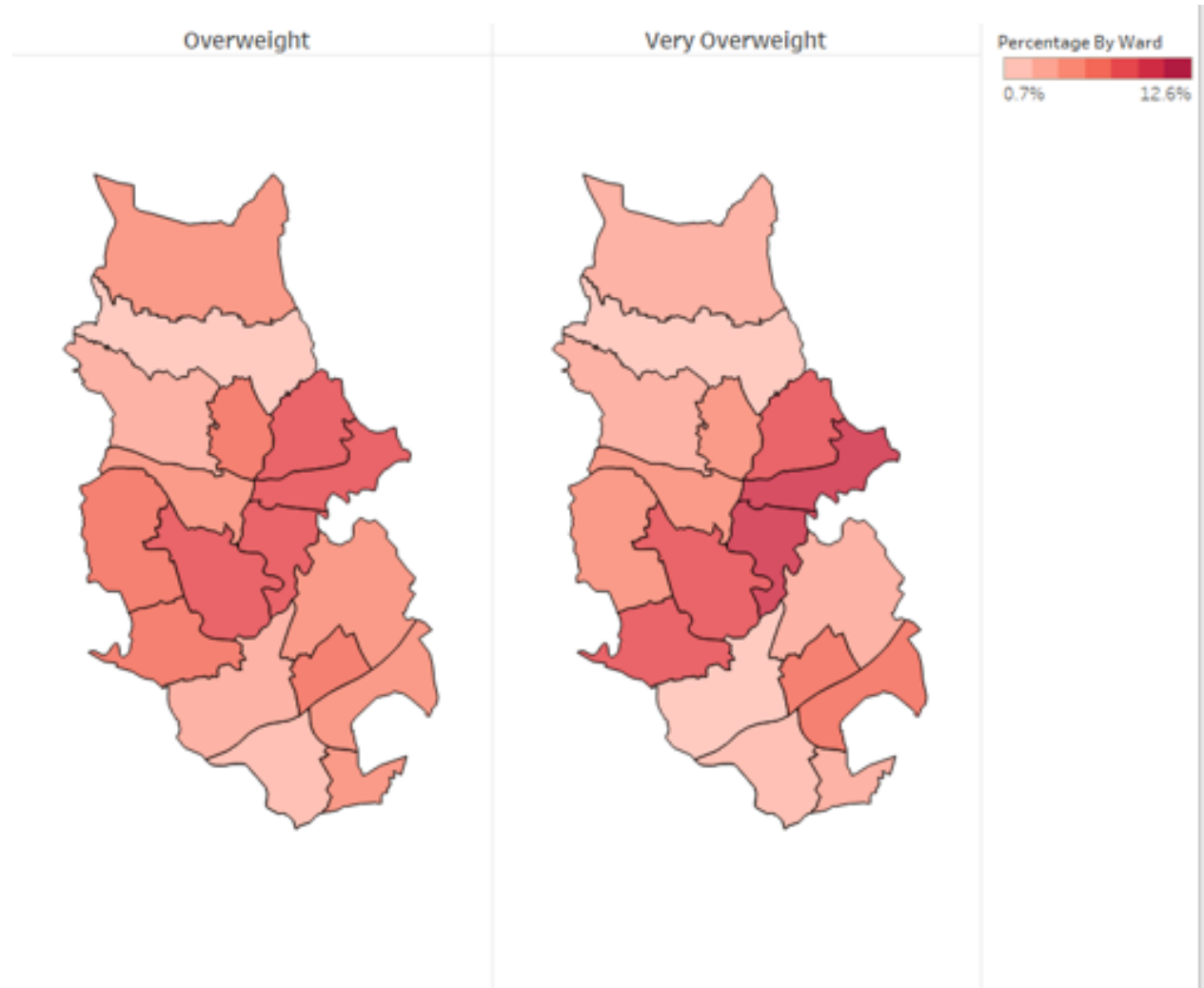
What are the trends in Reception children?



What are the trends in YR 6 children?



Where are the inequalities



# Addressing the issue

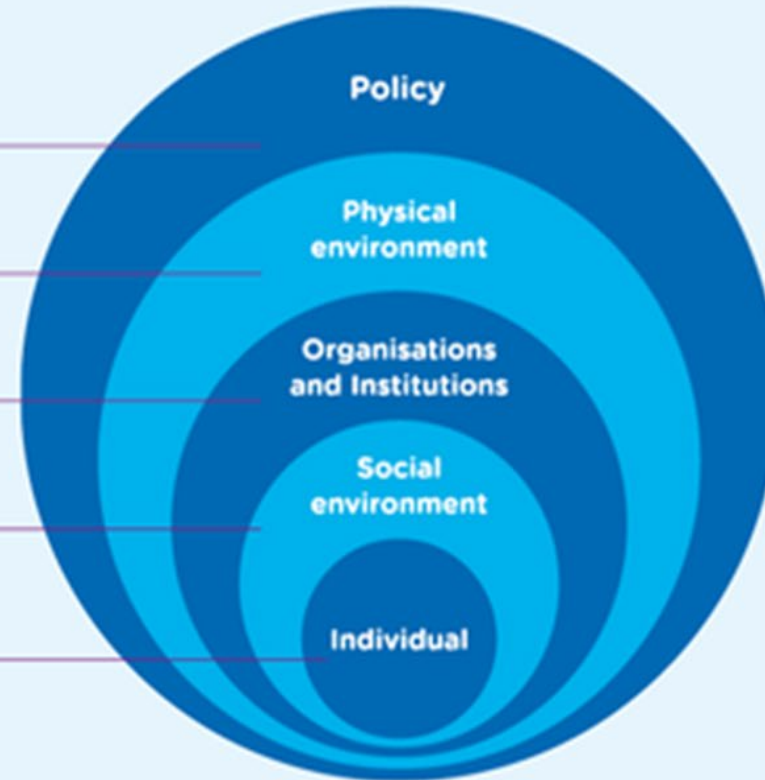
- **Create conditions for people where the healthy choice is the easy choice**
- **Positive food environment**
- **Positive physical environment**



# Whole System Approach

## Population level change requires 'whole system' approaches

- > International and national guidance and laws, local laws and policies, rules, regulations, codes
- > Built, natural, transport links
- > Schools, health care, businesses, faith organisations, charities, clubs
- > Individual relationships, families, support groups, social networks
- > Individual capabilities, motivations, opportunities, knowledge, needs, behaviours



# What are we doing to support those who are overweight and obese?

- Young person weight management offer
- Exercise on referral
- Tier 2 weight management support
- Health Trainer service
- National Diabetes Prevention Programme

# Physical Activity and reducing inequalities

## What we are doing

- *Community consultation (walking and cycling forum)*
- *LDP programme targeting people in areas of high level of deprivation, young people and those experiencing worklessness (identifying enablers, barriers and opportunities)*
- *Health Improvement Plans for neighbourhoods (community engagement and partnership work)*
- *Targeted support for those with disabilities (wheels for all)*
- *Focus on walking and cycling (accessible opportunities)*
- *Families Active*
- *Female only swims*
- *Bury Active Leisure Lifestyle Discount Card*
- *BEATs*

# Food and reducing inequalities

## **What we are doing**

- *Working towards the food for life catering award in schools*
- *Working with planners about healthy environments*
- *Working with adult learning to promote health eating and cooking skills to most deprived groups*
- *Fit and Fed holiday programmes*

# Next Steps

- *Continue to create a whole systems approach to working collaboratively for the implementation of the physical activity and food strategy's*
- *Build on existing successes and continue to strengthen delivery and engagement*
- *Utilise new funding streams and refocus existing resources and provision following the pandemic to build on innovation and **reduce inequalities** particularly targeting those most affected by COVID and those with highest levels of inactivity and the poorest diets*

# Questions

- *For further information on obesity please contact:*
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