

Childhood Obesity Review

Bury Health and Wellbeing Board (H&WB)



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What was the ask from the H&W board ?

- 23-24 data sets presented to the H&W board last year
- Concerns around Year 6 (10–11-year-olds)
- Reception slight increase in overweight and obesity rates
- Some underweight concerns in reception
- **Inequalities, Deprivation, SEC, Ethnicity, Boys**
- **Some wards as high as 48% Overweight and Obese in Year 6**

What did we do ?

- **Obesity Alliance created & Cohorts of risk defined:**
 - 0-5 years
 - 6-11 years
- Teach Active in **43** Bury Primary Schools
- **Over a third** of Bury schools registered as LETS Get Bury Moving Schools
- Created a **LETS Get Bury Early Years Accreditation**
- Produced a **Physical Development Pathway** linked to Early Years and Good Level of Development (GLD)
- **Hot Food Take Away** restrictions formally adopted
- School Meals mapping

Where are we now ?

Excess weight is increasing despite obesity remaining relatively stable.

- Reception: **22.1% → 23.9%** & Year 6: **38.8% → 39.6%**
- Healthy weight prevalence continues to decline: Reception: **76.4% → 75.0%** & Year 6: **59.6% → 59.1%**

The patterns are consistent with wider evidence that obesity is driven by **food environments, deprivation, affordability, marketing exposure and unequal opportunities for healthy living**, not simply individual choice. [\[thelancet\]](#)

Inequalities & The Strategic Issue:

- National NCMP data shows children in the **most deprived communities experience obesity rates** more than twice those of the least deprived communities. [\[digital.nhs.uk\]](#)
- Evidence shows childhood obesity **inequalities have continued to widen over time**, driven largely by socioeconomic disadvantage. [\[BMJ\]](#)
- **Fast-food outlets are disproportionately concentrated in more deprived neighbourhoods** and around schools, reinforcing unequal health outcomes. [\[bmjopen\]](#)

What are we continuing to do:

- Review NCMP letters and provision / interventions linked to Essential Parent App
- Layering school meal catering, free school meals, school attainment and physical activity status to NCMP datasets
- Use a neighbourhood approach through - Public Service Leadership Teams (PSLT) engaged with childhood obesity a standing item on West and Whitefield Agenda's
 - Junior Park Run's for Whitefield and West
- Primary Care (West Neighbourhood) NCMP data sets forwarded to PCN leads and Active Practice Status achieved
- Healthy Advertising Policies
- Use simulator tools to understand the impact of key decisions:
file:///C:/Users/l.buggie/Downloads/Bury_Childhood_Obesity_MonteCarlo_v2.html

Recommended HWB Board Ask

- **Treat childhood obesity as an inequalities issue** rather than solely a lifestyle issue and support further action on healthy food environments, planning policy, school food standards, healthy advertising and active neighbourhoods.
- **Key Message:** *The problem is not that children are making poor choices. **Evidence suggests many children are growing up in environments where healthy choices are increasingly difficult, particularly in our most deprived communities.*** [[thelancet](#)], [[BMJ](#)]

Thank You / Q&A's