



Tackling Obesity in Oxfordshire



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Why is it important?

- § Number of Obese individuals has trebled in the last 20 years
- § If current trends continue nearly 60% of UK population obese by 2050
- § Costs to Oxfordshire NHS of treating diseases related to overweight & obesity set to rise by approximately £1m each year.



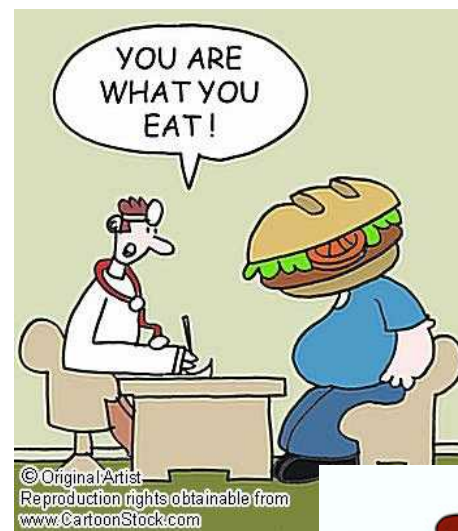


Challenges & Barriers

Prevention and management of obesity is extremely complex

Cause is multi-factorial and solutions depend of your view of causality

Evidence of effective interventions & prevention strategies is weak



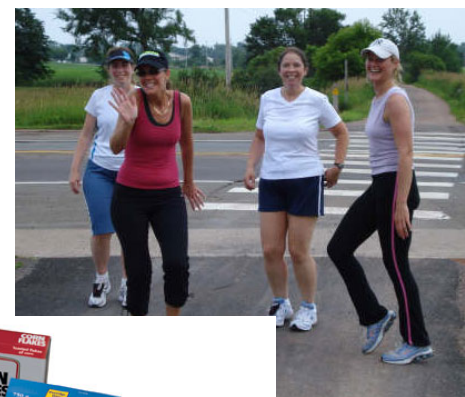


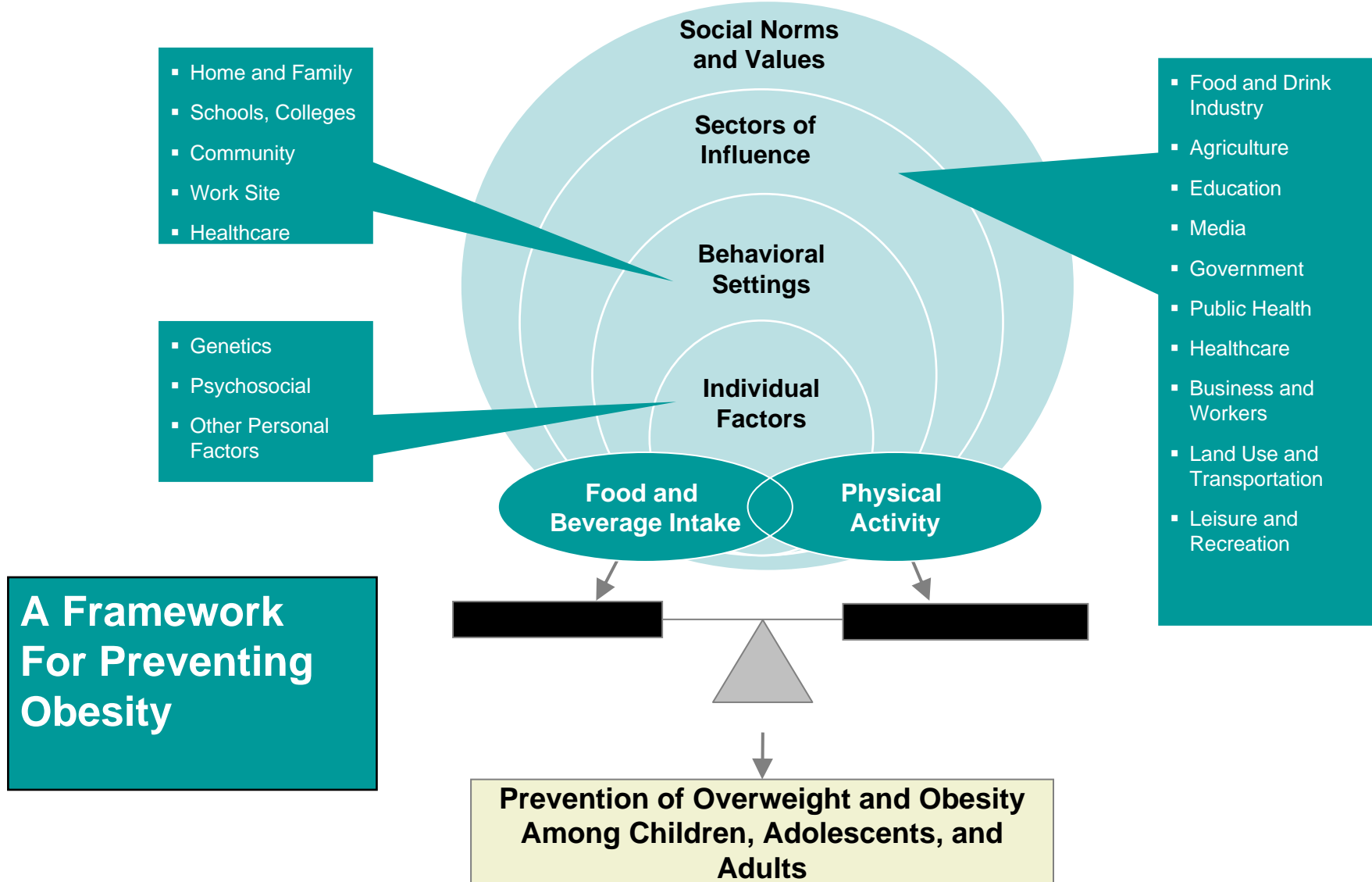
Challenges & Barriers

Requires us to work laterally across many organisations, agencies & partnerships

Will require substantial investment in evidence based prevention strategies

We don't have a reliable measure of adult obesity







Solutions

- § A magic pill?
- § Profound and pervasive changes in lifestyle, the food supply, and physical activity levels – like the cultural transformation that changed the social norms related to cigarette smoking or seatbelt use?
- § Based in science, with the need for multi-component, multi-sectoral interventions that are strategic and sustainable?

Sustainability of our efforts is essential



Solutions

Interventions and strategies addressing these principal target areas

- § Increase consumption of fruits and vegetables
- § Increase incidental & planned physical activity
- § Decrease inactive lifestyle habits such as television viewing
- § Decrease consumption of high sugar drinks
- § Reduce consumption of high-energy-dense foods



What are we doing now?

Strategy group established & work plan in place

Significant elements of adult care pathway have been implemented and a new specialist obesity service is being commissioned

Workforce development plan for communicating 'healthy weight' messages

Countywide 'Get Oxfordshire Active' project to launch in January 2008



What more could we do?

The board is asked to consider the following four areas for action and discuss how they may be prioritised and taken forward together and by the respective partners.



What more could we do?

1. Develop a robust process to measure and track obesity trends in Oxfordshire

e.g. Using general practice or workplace sample of the population

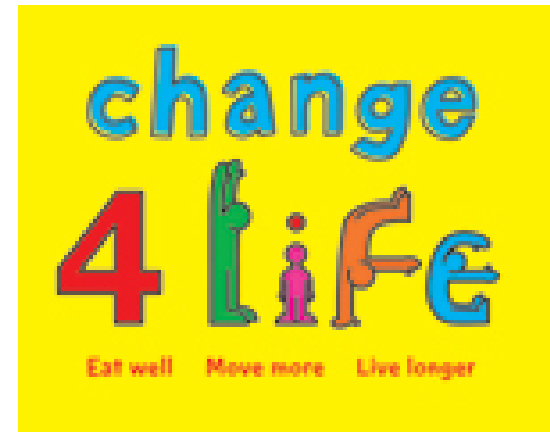




What more could we do?

2. Encouragement & empowerment of individuals to change

e.g. Making use of social marketing techniques and selling the consumer 'benefits' which will meet the immediate needs & wants of users not our own



1 medium apple



2 broccoli florets



1 handful of grapes



1 medium banana





What more could we do?

3. Creating an environment which is supportive of change

e.g. The number of unhealthy fast food outlets is restricted and there is incentive to provide healthier, competitively priced alternatives





What more could we do?

4. Leading the way

e.g. as large employers within Oxfordshire we should lead the way by getting our own houses in order and supporting our employees to maintain a healthy weight





What more could we do?

The board is asked to consider the areas identified for action and discuss how they may be prioritised and taken forward together and by the respective partners.