

**Decision Maker:** HEALTH AND WELLBEING BOARD

**Date:** 27<sup>th</sup> September 2018

**Title:** CHILDHOOD OBESITY AND PROMOTING EXERCISE AND HEALTHY WEIGHT TO CHILDREN AND YOUNG PEOPLE

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**Ward:** Borough-wide

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1. Summary

- 1.1 The report sets out the current position on childhood healthy weight and childhood obesity in Bromley and provides a description of current programmes and initiatives designed to support children and families to maintain healthy weight and address the problem of obesity.
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2. Reason for Report going to Health and Wellbeing Board

- 2.1 This report is an update from the original paper that was previously presented to the Health and Wellbeing Board on 8<sup>th</sup> February 2018. It links to 'Bromley Children and Young Person Joint Strategic Needs Assessment 2018 Section 3: Children and Young People with Emerging Needs'
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3. **SPECIFIC ACTION REQUIRED BY HEALTH AND WELLBEING BOARD AND ITS CONSTITUENT PARTNER ORGANISATIONS**

- 3.1 The Health and Wellbeing Board is requested to note the contents of this report.

## Health & Wellbeing Strategy

1. Related priority: Obesity

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### Financial

1. Cost of proposal: Not Applicable
  2. Ongoing costs: Not Applicable
  3. Total savings: Not Applicable
  4. Budget host organisation: Not Applicable
  5. Source of funding: Not Applicable
  6. Beneficiary/beneficiaries of any savings: Not Applicable
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### Supporting Public Health Outcome Indicator(s)

Yes: Further Details

2.02i Breastfeeding – breastfeeding initiation

2.02ii Breastfeeding – breastfeeding prevalence at 6-8 weeks after birth

2.06 Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds

2.06i Child excess weight in 4-5 and 10-11 year olds – 10-11 year olds

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## 4. COMMENTARY

- 4.1 The National Childhood Measurement Programme (NCMP) is recognised internationally as a world-class source of public health intelligence. For over ten years population-level data has been gathered to allow analysis of trends in growth patterns and obesity. Heights and weights of children entering and exiting primary school are measured and used to calculate a Body Mass Index (BMI) centile. The measurement process is overseen by trained healthcare professionals in schools.
- 4.2 NCMP is mandated for Public Health. All eligible schools in Bromley participate in the programme and every year over 95% of all eligible pupils are weighed and measured at age 4-5 and again at age 10-11.
- 4.3 The rate of childhood obesity in Bromley is one of the lowest rates in London, however:
- The percentage of children in Bromley schools who are obese doubles from their first year in primary school to their final year
  - There is a marked difference in the rates of childhood obesity within Bromley, the prevalence of obesity is higher in deprived wards in the borough
- 4.4 In Bromley, families of children who are assessed as being outside the healthy weight range are signposted to Change4life on-line NHS resources to support them to make healthy changes to their lifestyles. Severely obese children are offered an appointment with a children's dietitian and can access a drop-in dietetic clinic for some further advice and weight checks.
- 4.5 Being overweight or obese in childhood has consequences for health in both the short term and the longer term. Once established, obesity is extremely difficult to treat, so prevention and early intervention are very important. Obesity is a major contributory factor in diabetes, heart disease, musculo-skeletal disease, reproductive disorders, respiratory disorders, certain cancers and psychological illness.
- 4.6 **Breastfeeding**
- 4.7 Breastfeeding is key to the prevention of childhood obesity. Breastfeeding is important in reducing disease risk later in life, including overweight and obesity in childhood.
- Exclusive breastfeeding (baby only offered breastmilk or water in first 6 months of life) precludes inappropriate feeding practices that could lead to unhealthy weight gain.
  - Formula-fed babies have higher protein and energy intake than breast-fed babies, leading to increased body weight during the neonatal period.
  - Evidence suggests that higher protein intake and weight gain early in life is positively associated with the development of obesity later in childhood.
- 4.8 Breastfeeding rates remain relatively low in Bromley. In partnership with health and voluntary sector colleagues, actions to increase the rate of breastfeeding locally include:
- The 0-4 Health Visiting and Family Nurse Partnership Service achieving the Baby-Friendly Initiative status
  - Facilitating local breastfeeding support and social groups
- 4.9 NICE guidance (CG43, 2015) on obesity prevention includes recommendations for local authorities that refer to a holistic approach involving co-ordinated efforts by those who manage, plan and commission services such as transport, sports and leisure and open spaces. Initiatives that support healthy weight for Bromley children and families include:

- Healthy Schools
- Healthy Early Years
- Bromley School Games
- Bromley Road Safety Unit
- The “daily mile”

#### 4.10 **Healthy Schools**

4.11 In Bromley ninety-three schools are currently registered to participate in Healthy Schools London (HSL). HSL is an awards programme that all London schools can choose to participate in to improve children and young people's health and well-being at school level. Bromley schools engage well in this initiative. Bromley school projects include: pupils managing a break time tuck shop selling only healthy snack options; re-designing menus to offer healthier options at a primary school breakfast club; and facilitating physical activities for children outside the school day.

#### 4.12 **Healthy Early Years**

4.13 Healthy Early Years London (HEYL) is a newly launched regional awards scheme which supports and recognises achievements in child health, wellbeing and education in early years settings. One hundred and ten Early Years settings in Bromley have already registered and the Biggin Hill Children and Family Centre are the first setting in Bromley to achieve a Bronze award.

#### 4.14 **Bromley School Games (SGO)**

4.15 Most Bromley schools engage well with SGO programmes and Bromley's participation in regional competitions is well above the average for London. The majority of primary schools in the borough use their PE and Sport Premium funding to contribute to the co-ordination of an inter-school competition programme. A key priority for SGOs is to encourage inactive children and young people to participate in activities.

#### 4.16 **Bromley's Road Safety Unit**

4.17 Active travel supports a whole system approach, encouraging everyday physical activities as one of the key ways to maintain healthy weight. The majority of schools in Bromley promote travelling to school by methods other than a car. Schools are supported to become accredited under a national recognition scheme called STARS. Initiatives such as 'walk on Wednesday' the 'Walking Bus' and 'Bikeability' all contribute to an environment where being active is a normalised part of day to day life for families in Bromley.

#### 4.18 **The Daily Mile**

This initiative was founded by a head teacher in a Scottish primary school. It is a simple and free way to get children out of their classroom for fifteen minutes every day to run or jog at their own pace. A recent evaluation of the 'Daily Mile' found beneficial effects upon physical activity levels and body composition. As part of the Council's commitment to supporting vulnerable families, there is keen interest in promoting this initiative to Bromley schools. A small number of schools are doing the daily mile and more schools have expressed an interest in starting this initiative.

## 5. IMPACT ON VULNERABLE PEOPLE AND CHILDREN

- 5.1 Childhood obesity is a significant health inequalities issue. The prevalence of obesity is higher in deprived wards in the borough. National data shows that child obesity prevalence rises as household income falls and that children from black and minority ethnic families are also more likely than children from white families to be overweight or obese. This inequality gap is increasing (Childhood obesity: a plan for action, 2018).
- 5.2 In 2016/17 NCMP data shows that obesity prevalence for children living in the most deprived areas is more than double that of those living in the least deprived areas. This difference is seen for both Reception and Year 6. The difference in obesity prevalence between the most and least deprived areas has increased over time. It has increased more for boys than girls in Year 6.
- 5.3 The national “Childhood obesity: a plan for action” sets out a national ambition to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.

## 6. COMMENT FROM THE DIRECTOR OF AUTHOR ORGANISATION

- 6.1 Public Health is committed to continuing to support a whole system approach as being the best way forward with prevention at the centre of this approach. Active engagement in the London Obesity Network will continue and implementation of best practice initiatives based on ‘what works’ in different communities will be considered.

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| <b>Non-Applicable Sections:</b>                       | Financial and Legal Implications, Implications for other Governance Arrangements, Boards and Partnership Arrangements   |
| Background Documents:<br>(Access via Contact Officer) | Bromley Children and Young Person Joint Strategic Needs Assessment (2018)<br>National child measurement programme: briefing for elected members (2013)<br>Childhood obesity: a plan for action (HM Government 2018) |