



**Obesity Action
Scotland**

Healthy weight for all

Achieving the ambition

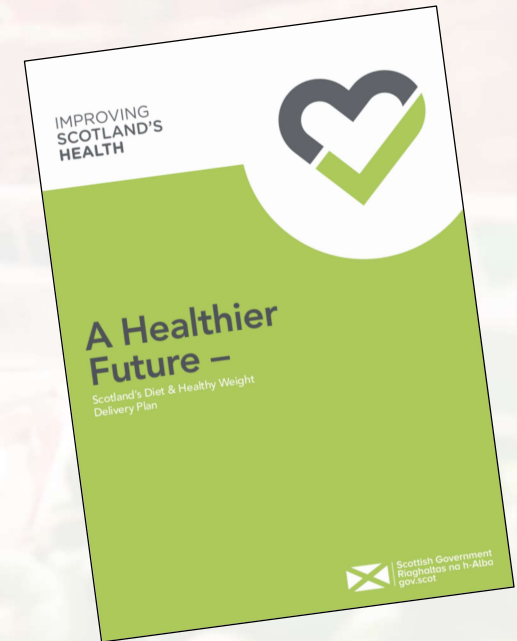
Lorraine Tulloch, Programme Lead

15th March 2023

5 years ago

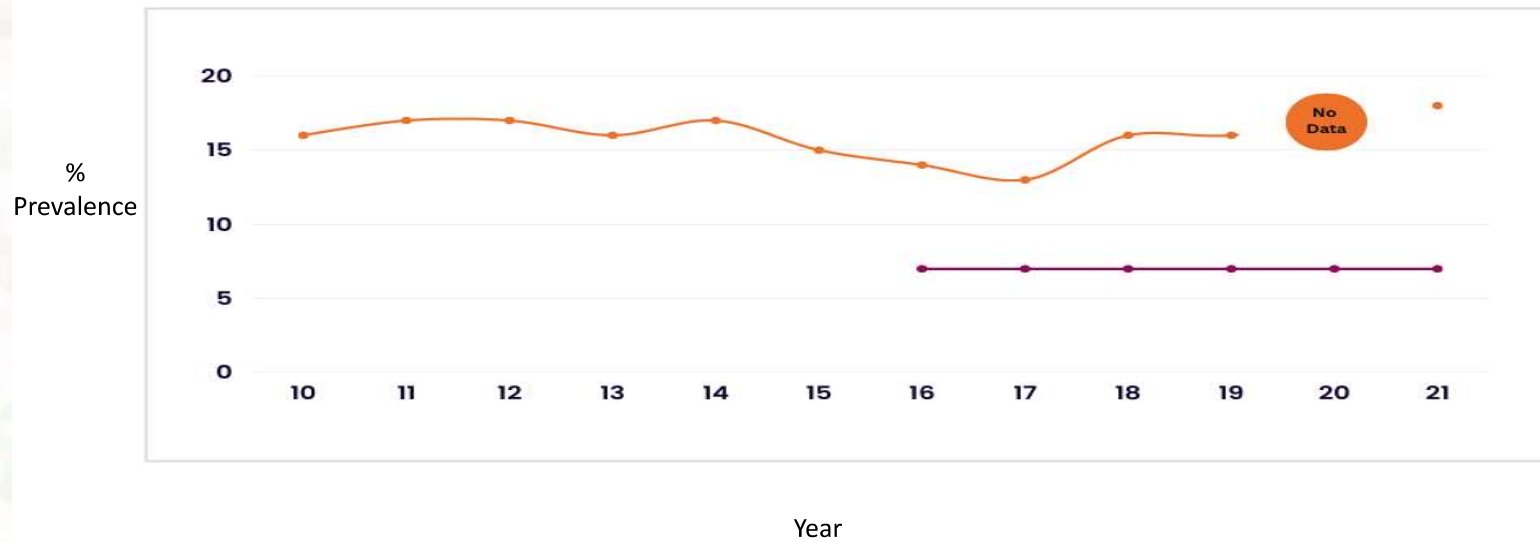


Scotland aims
to halve
childhood
obesity by
2030



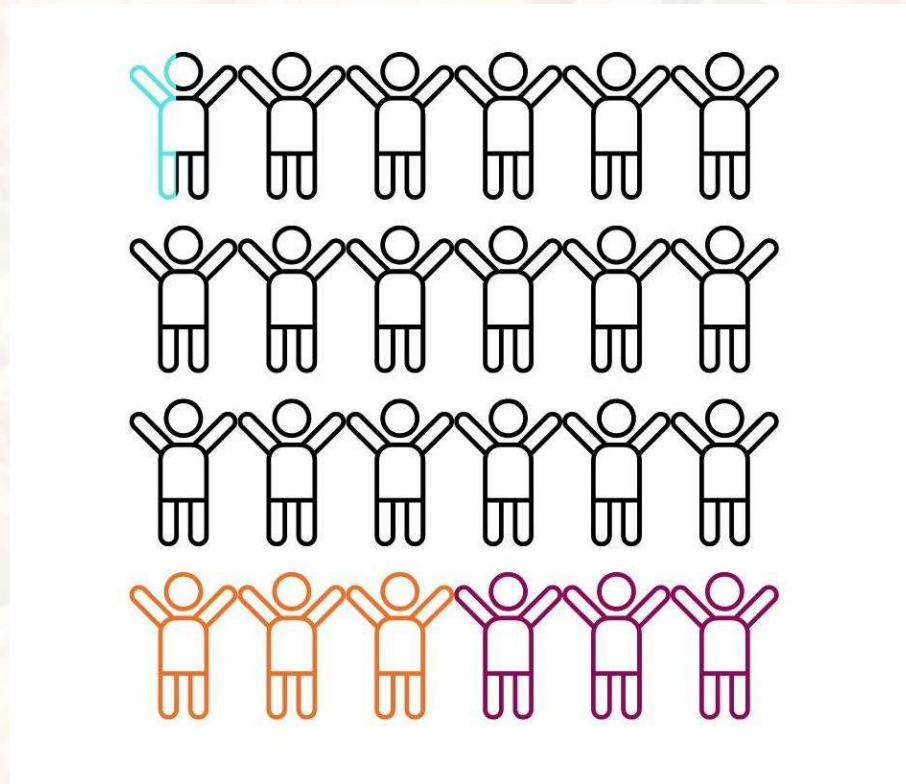
Achieving the ambition: Can we halve childhood obesity by 2030?

Childhood obesity in Scotland



Source: Scottish Government,
Scottish Health Survey data

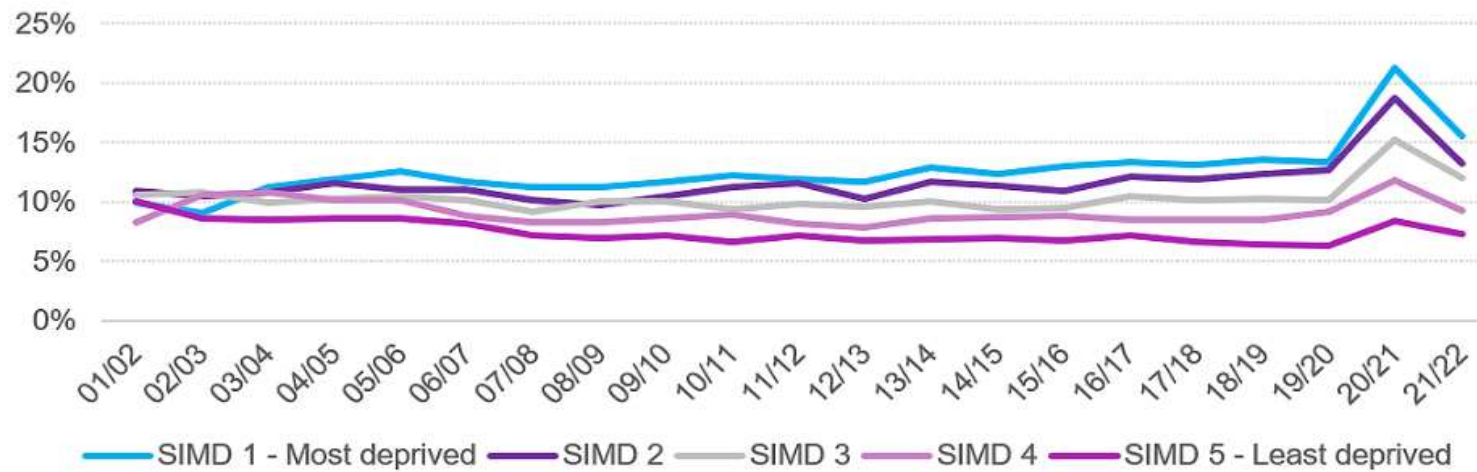
Our 5 year olds



Source: Public Health Scotland,
Primary 1 BMI data

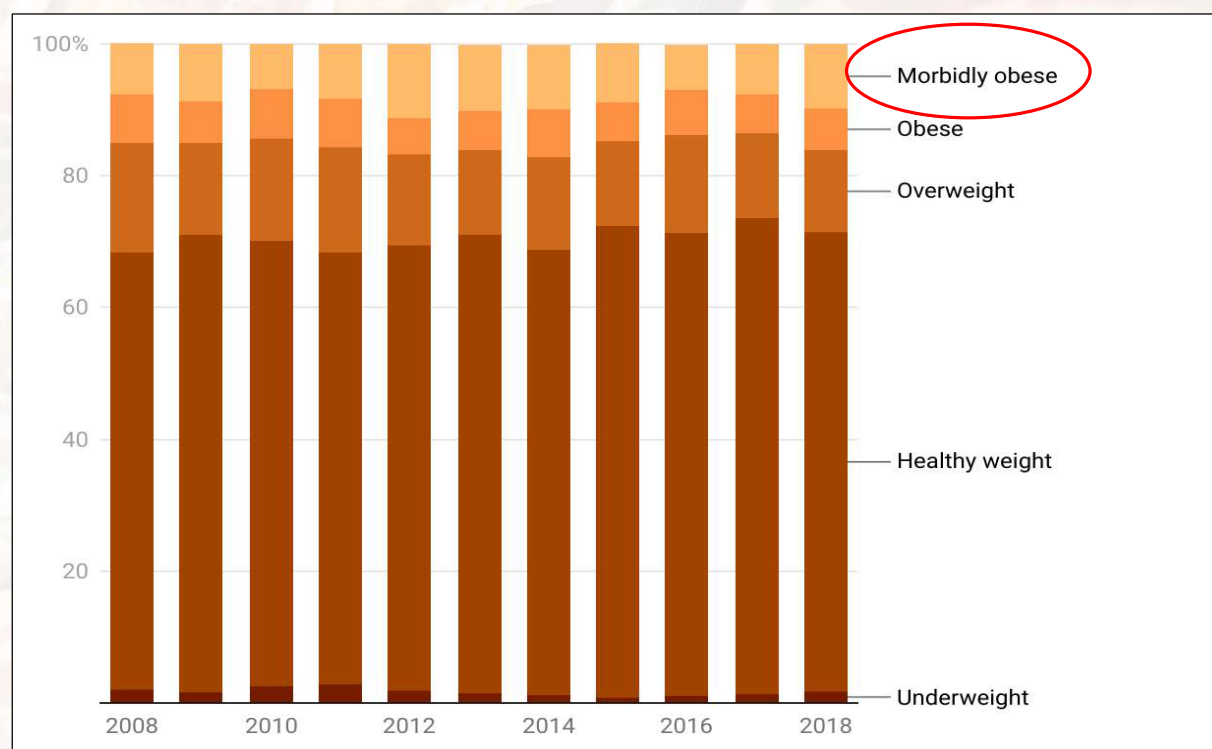
Inequality in childhood obesity

Percentage of Primary 1 children at risk of obesity by deprivation, school years
2001/02 to 2021/22, Scotland

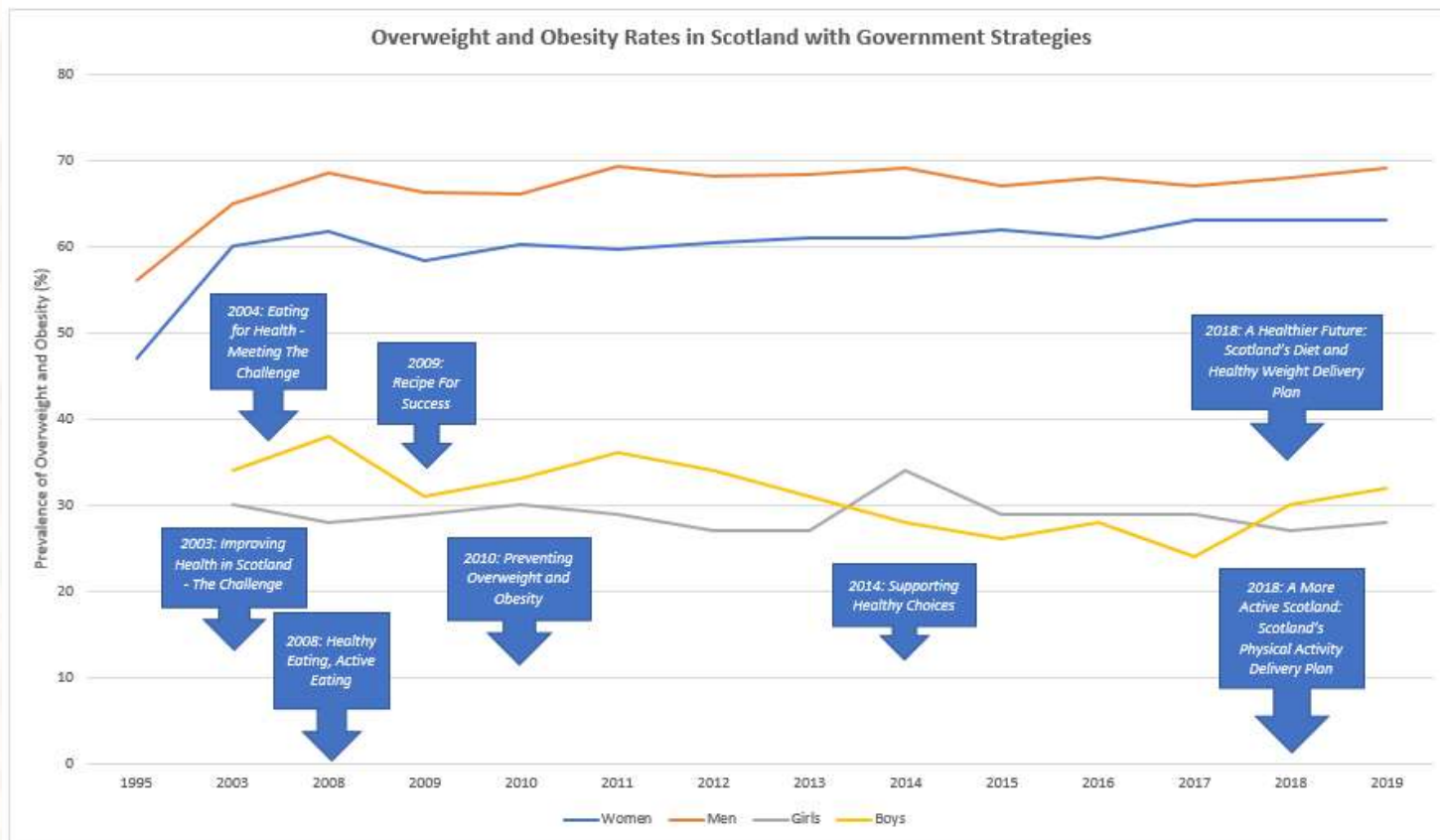


Source: Public Health Scotland,
Primary 1 BMI data

Proportion of all children in each BMI group, by year



Source: Obesity Action Scotland
Weight of the Nation report
based on Scottish Government,
Scottish Health Survey data



Data taken from Scottish Health Surveys 1995-2019 (<https://www.gov.scot/collections/scottish-health-survey/>). Adults aged 16+, Girls and Boys aged 2-15.

This is reproduced with kind permission of Tom Steiner who considered this issue as part of his MSc research with University of Aberdeen. Awaiting publication.



**Obesity Action
Scotland**

Healthy weight for all

Thank you

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Twitter: @obesityactions

MRC/CSO Social and Public Health Sciences Unit



Health inequalities in Scotland:
An independent review

Inequalities in Childhood Obesity in Scotland

March 15th, 2023. Obesity Action Scotland -
'Achieving the ambition: Can we halve childhood obesity by 2030?'

Anna Pearce, Senior Research Fellow

anna.pearce@glasgow.ac.uk



Trends in Health Inequalities in Scotland

Miall, Fergie, Pearce. Oct 2022.

<https://www.gla.ac.uk/healthinequalities2022>



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"This widening of inequality in some areas of children's health, including the risk of childhood obesity, is really worrying, especially with families' financial circumstances expected to worsen."

Dr Anna Pearce, lead author

MRC/CSO Social and Public Health Sciences Unit



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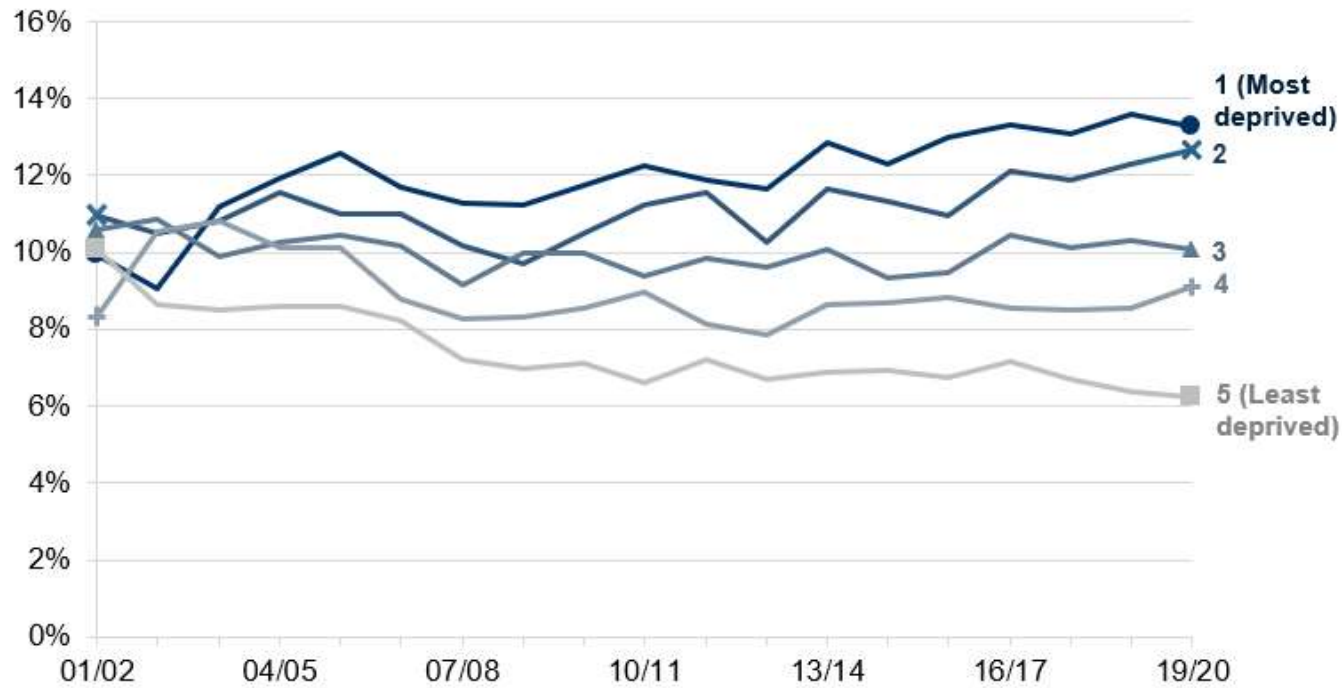


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1) There are large and widening inequalities in childhood obesity



Proportion of children in Primary 1 at risk of obesity (%), according to fifths of area-level deprivation: 2001/2 to 2019/20

Source: Public Health Scotland. Primary 1 Body Mass Index (BMI) statistics Scotland report. (2021)

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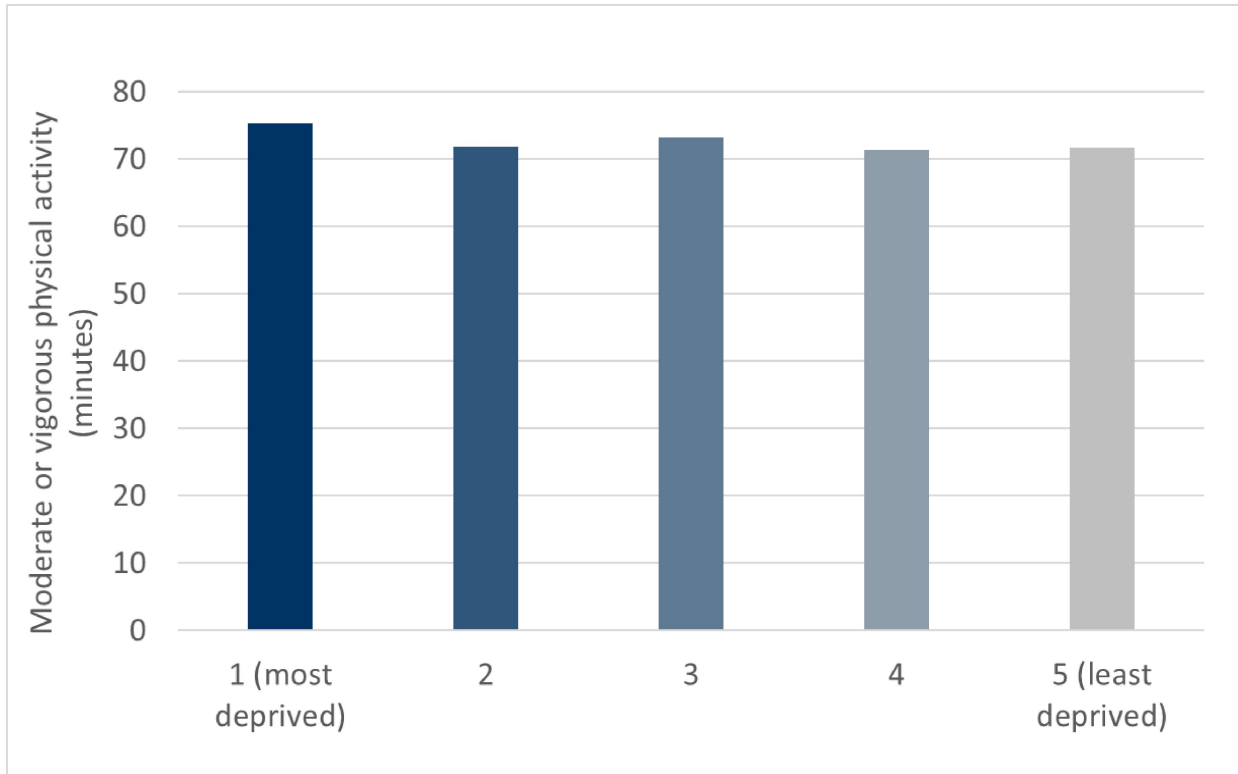
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(Why are inequalities a concern?)

- They are avoidable and unfair – in Scotland we have committed to giving *every* child the best start in life
- They can pass from one generation to the next – perpetuating these unfair differences in health and life chances
- They carry wider economic and societal costs



2) These inequalities are unlikely to be explained by physical activity



Mean daily minutes of moderate to vigorous activity, according to fifths of area-level deprivation, 10-11-year-olds, 2015-2016

Source: Scottish Government. Scottish children's physical activity levels: study analysis (2017)

(Our scale-up of hypothetical PA interventions has previously highlighted this)



International Journal of Epidemiology, 2019, 134–147
doi: 10.1093/ije/dyy267
Advance Access Publication Date: 7 December 2018
Original article



Childhood Obesity and Weight Gain

**What if all children achieved WHO recommendations on physical activity?
Estimating the impact on socioeconomic inequalities in childhood overweight in the UK Millennium Cohort Study**

Anna Pearce,^{1*} Steven Hope,¹ Lucy Griffiths,¹ Mario Cortina-Borja,¹ Catherine Chittleborough² and Catherine Law¹



MRC/CSO Social and Public Health Sciences Unit



(Our scale-up of hypothetical PA interventions has previously highlighted this)



International Journal of Epidemiology, 2019, 134–147

doi: 10.1093/ije/dyy267

Advance Access Publication Date: 7 December 2018

Original article



- An altruistic achievement of PA targets would reduce childhood overweight to Swedish levels (from 27% to 22%), but would not narrow (and may even widen) inequalities
- Scale-up of PA interventions found to be effective in trials is unlikely to substantially reduce either prevalence or inequalities, even if targeted at high-risk groups, and / or if rolled out in unmanageable doses

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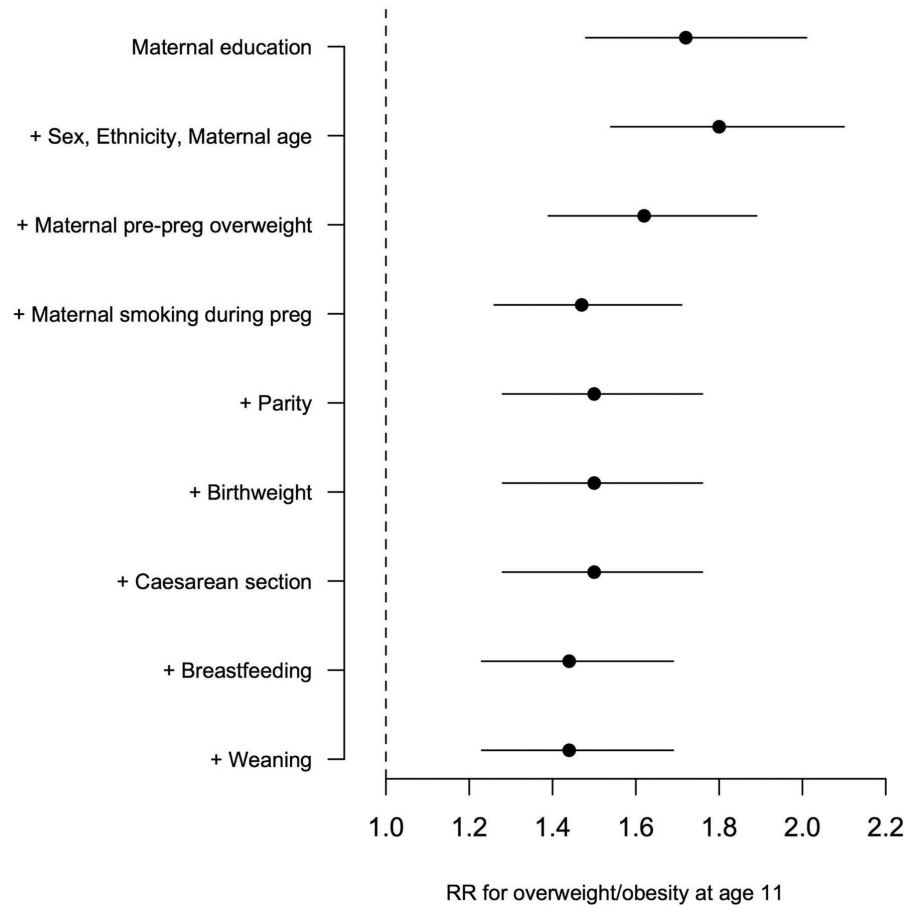


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(We have also found that other early years' factors also play a limited role....)



Samuel Massion et al. Arch Dis Child 2016;101:724-730

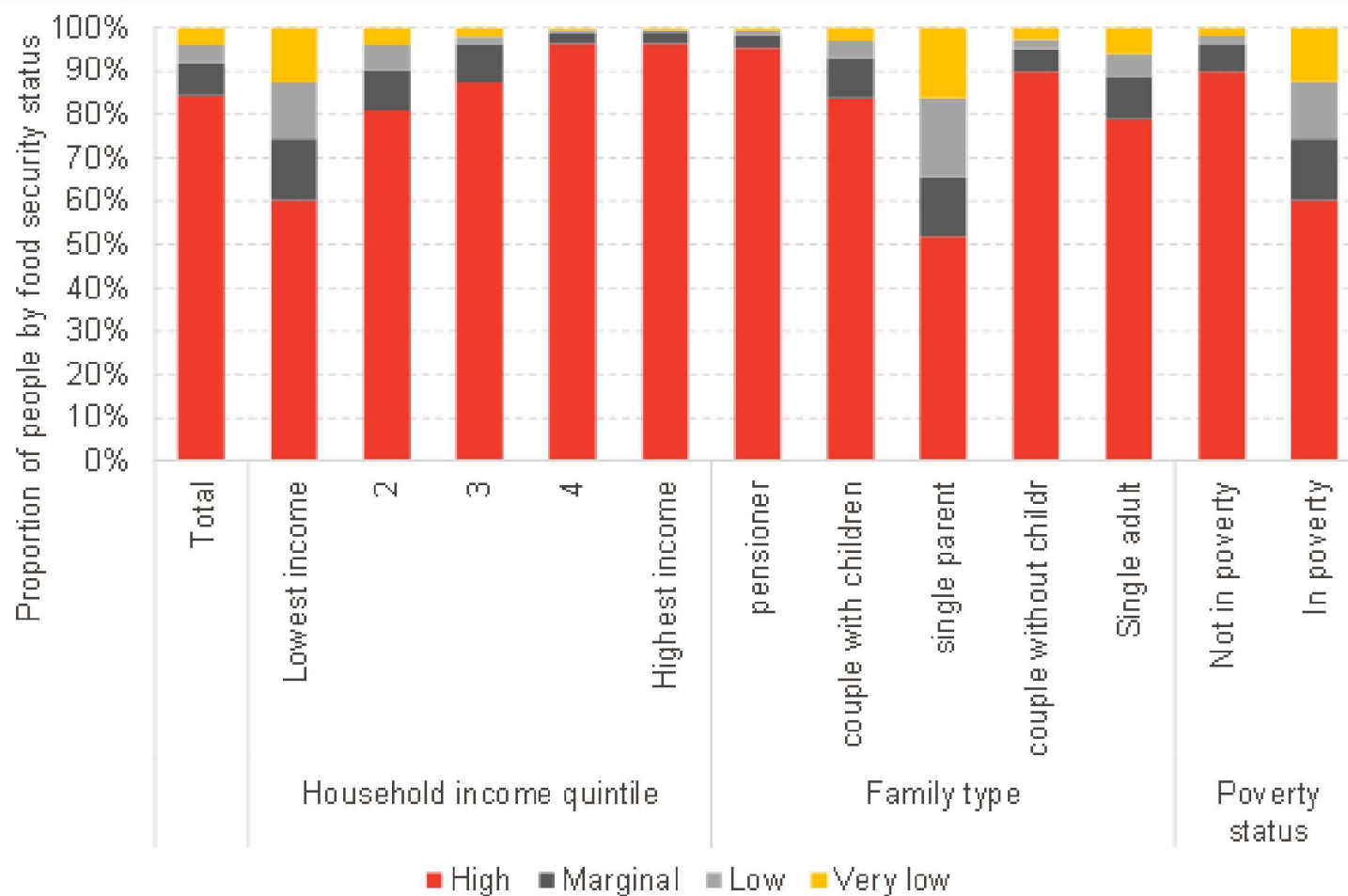
3) Inequalities in diet (= food access & affordability) is a bigger concern



Proportion of adults who ate less than 1 portion of fruit and vegetables in the previous day: Scotland 2008-2019

- Calorie for Calorie, healthy foods are *three times as expensive* as unhealthy foods
- In 2019, UK's poorest households required *50%* disposable income to follow a healthy diet, vs. *10%* in the richest households



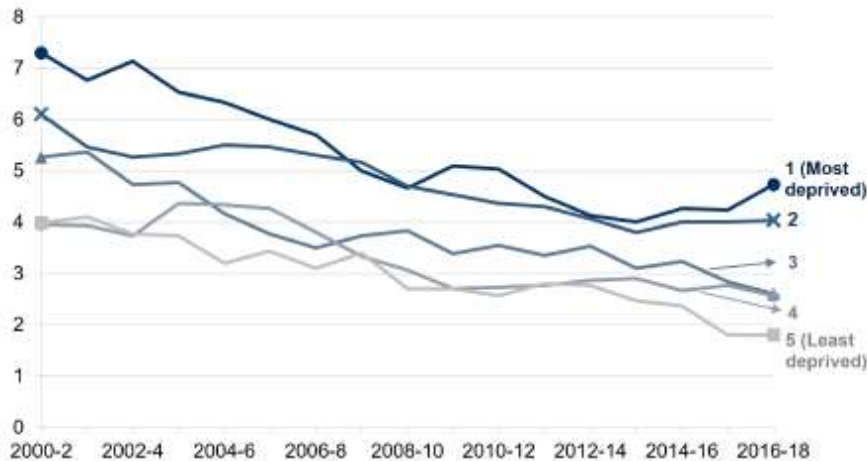


Levels of food security in Scotland (2019/20) are high in single parent families and those living in poverty

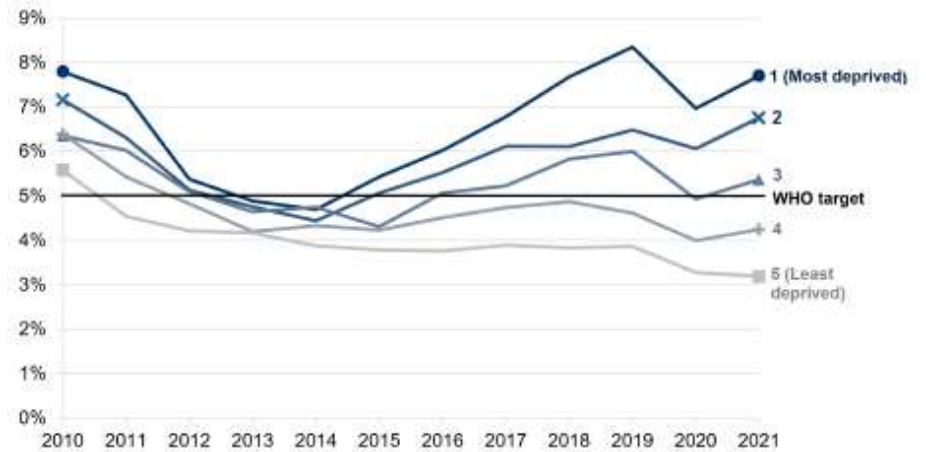


4) Same worrying patterns in other outcomes → pointing towards common causes

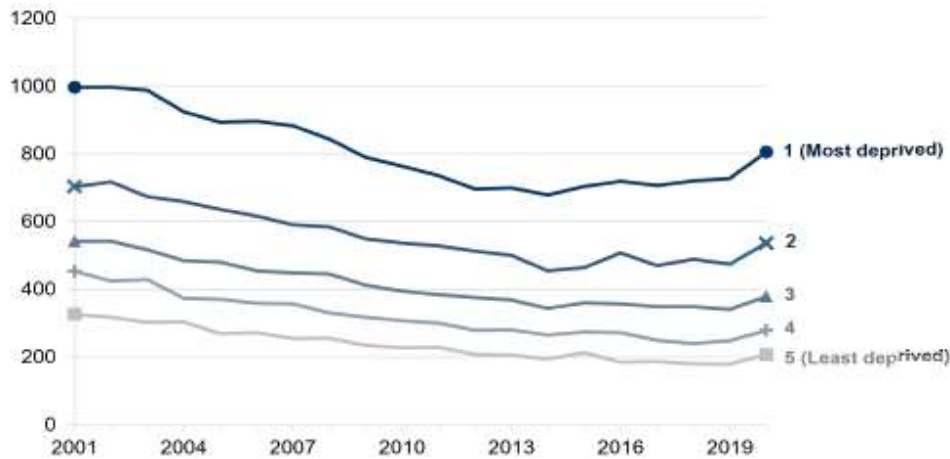
Increases in infant mortality in deprived areas



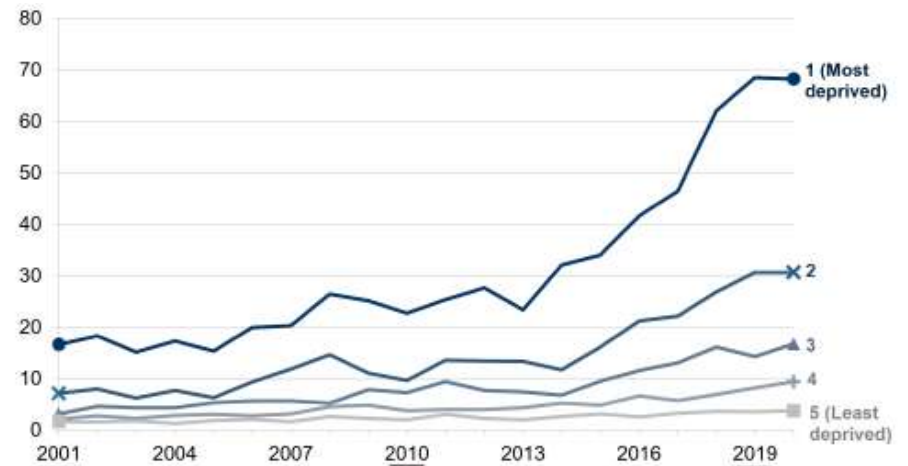
Increases in children not immunised with MMR



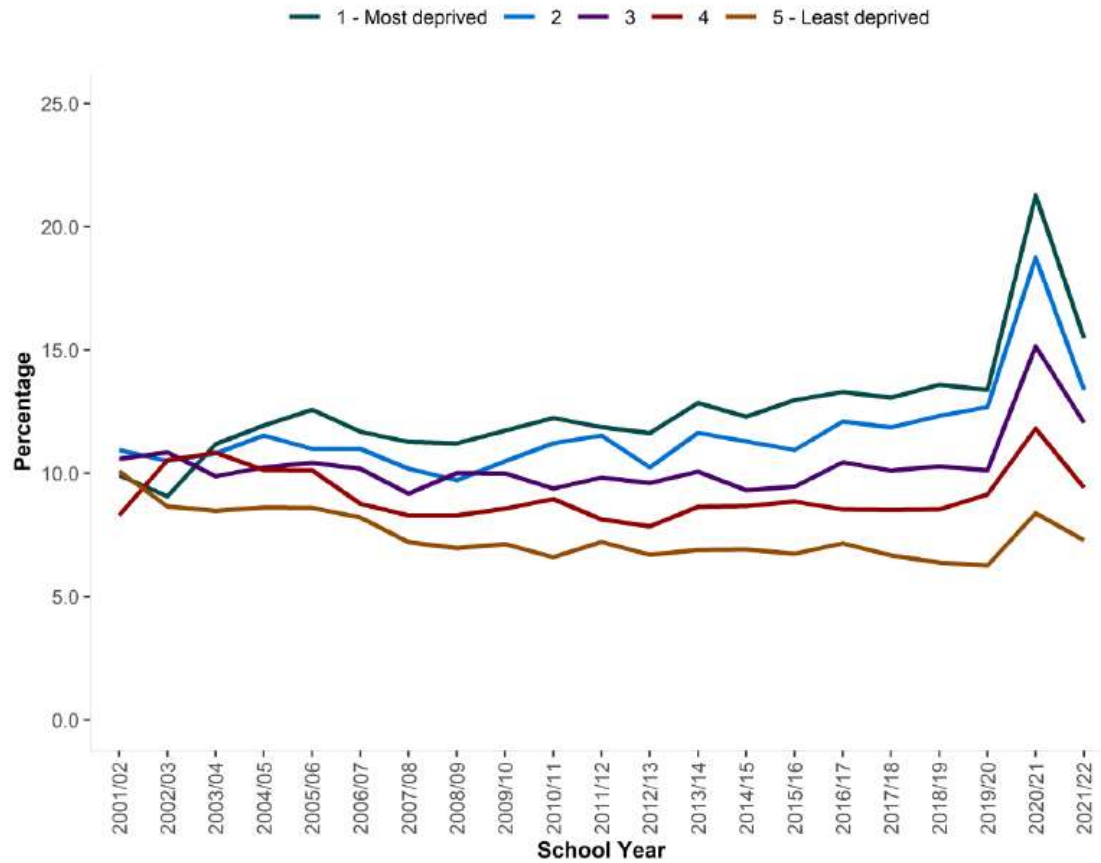
Avoidable mortality increasing in deprived areas



Exponential increases in drug-related deaths



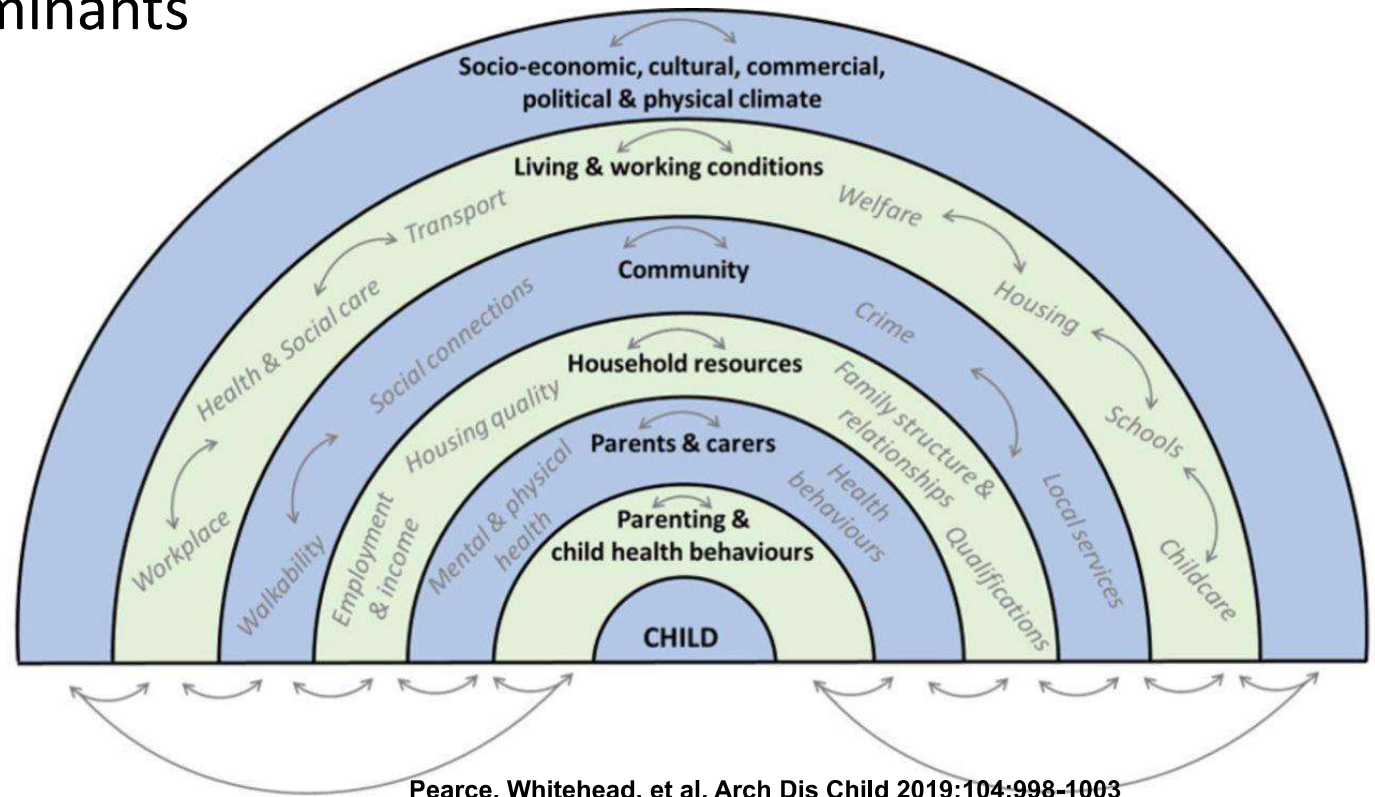
(+ differential susceptibility to 'shocks', such as the pandemic)



PHS: Body Mass Index of Primary 1 children in Scotland School Year 2021/22 A National Statistics release for Scotland

Collectively, what does this all tell us?

- Look beyond the immediate inputs & outputs (health behaviours)
- To the wider social determinants

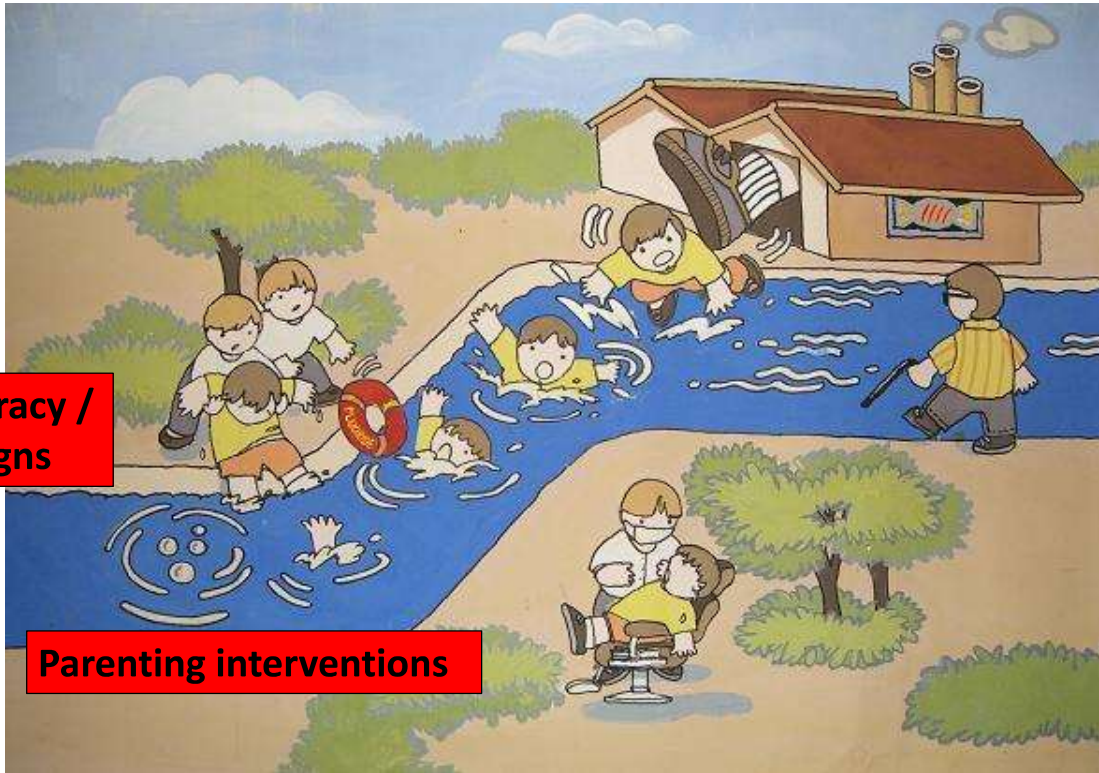


Doing this requires avoiding 'lifestyle drift'



Avoid **ONLY** placing onus on individuals to change their behaviours

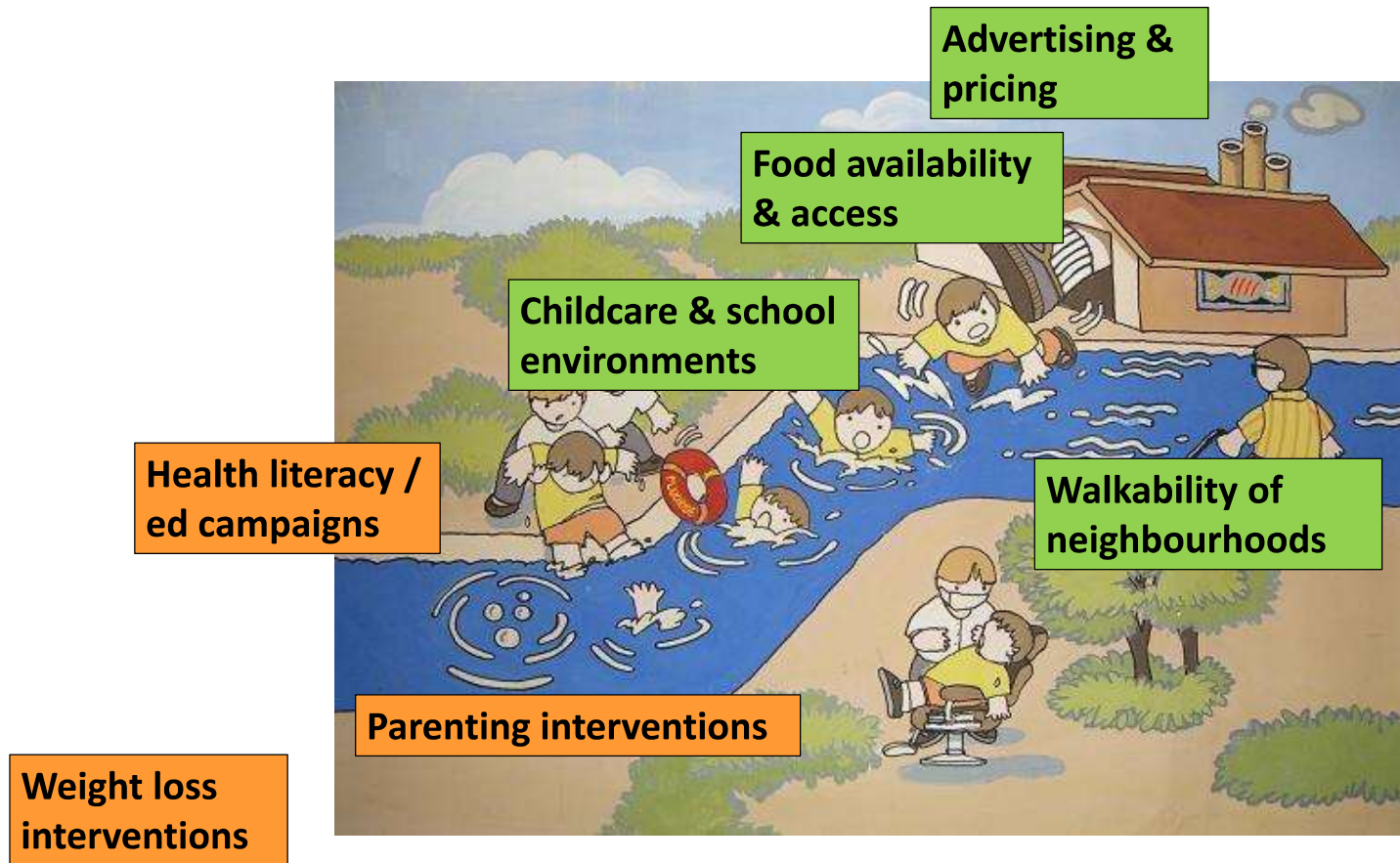
Health literacy / ed campaigns



Parenting interventions

Weight loss interventions

Doing this requires avoiding 'lifestyle drift'



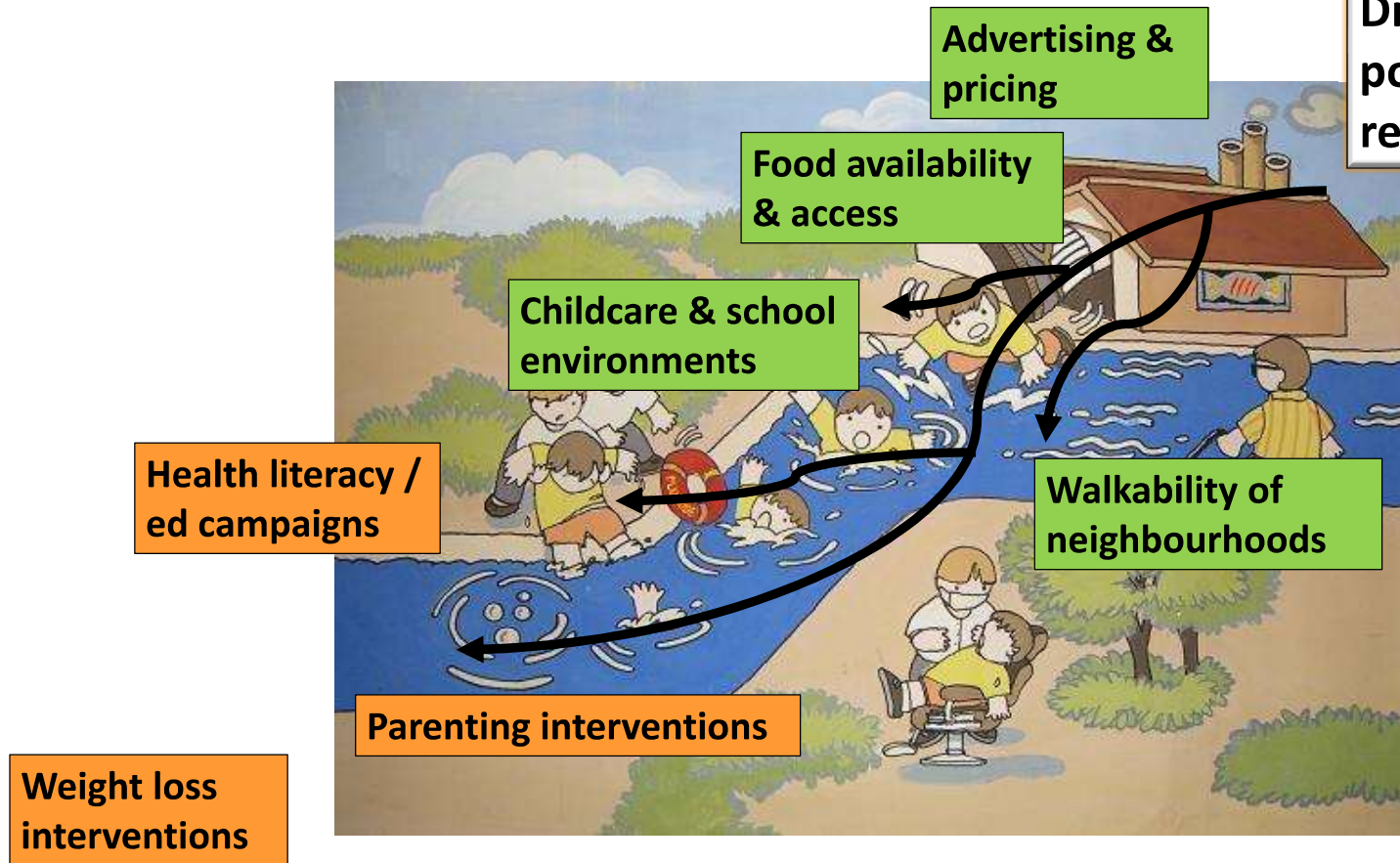
Push for changes to people's living and working environments



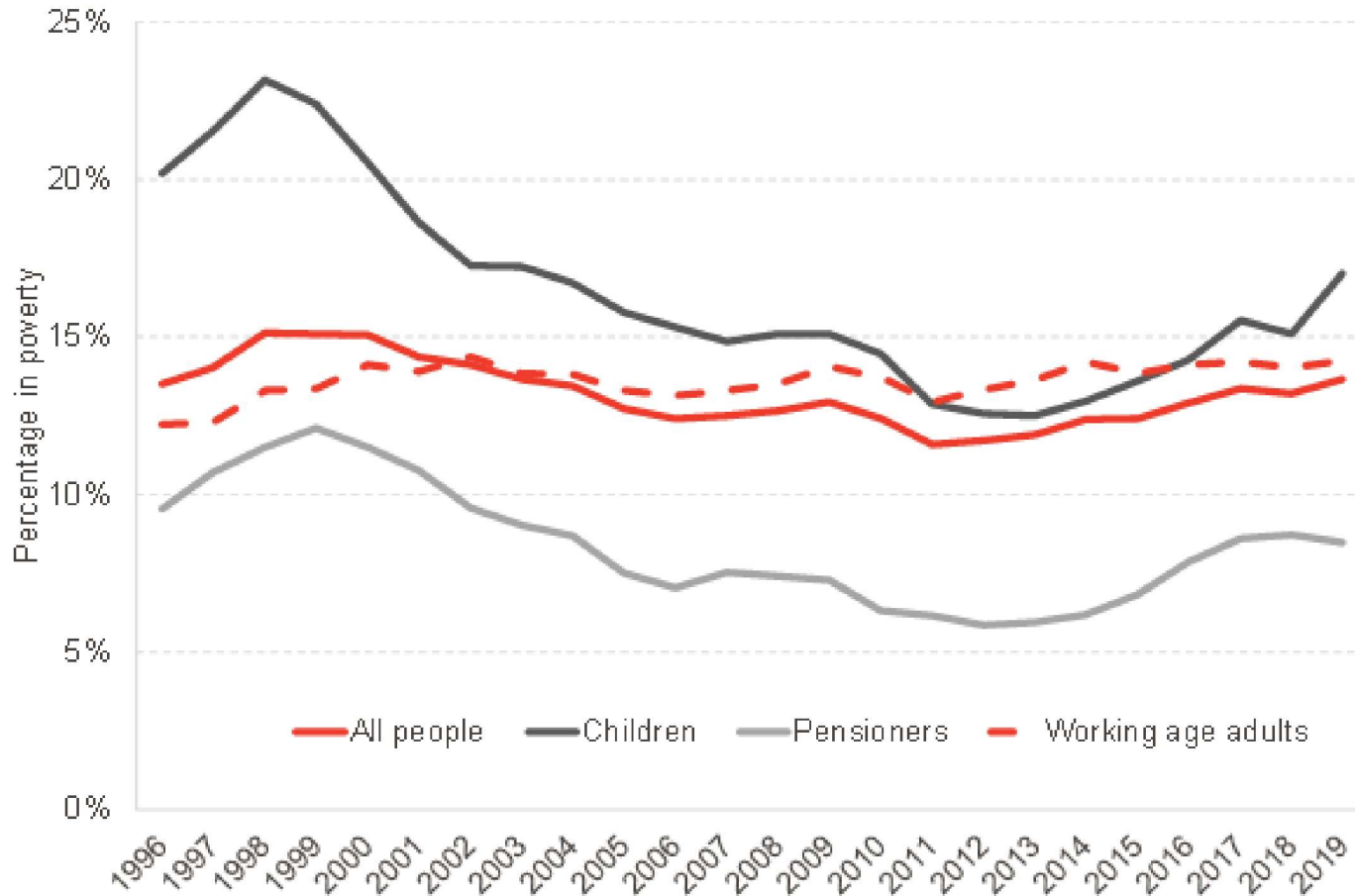
Doing this requires avoiding 'lifestyle drift'

Maintain focus on:

Distribution of power, money & resources



Extreme poverty is high & increasing again, especially in children



Thank you

- ❖ Co-authors: Naomi Miall & Gillian Fergie
- ❖ Internal advisors @ University of Glasgow
- ❖ Knowledge Team @ SPHSU
- ❖ Expert Advisory Group
- ❖ Stakeholders
- ❖ The Health Foundation & FAI colleagues

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gla.ac.uk/healthinequalities2022

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The Food
Foundation

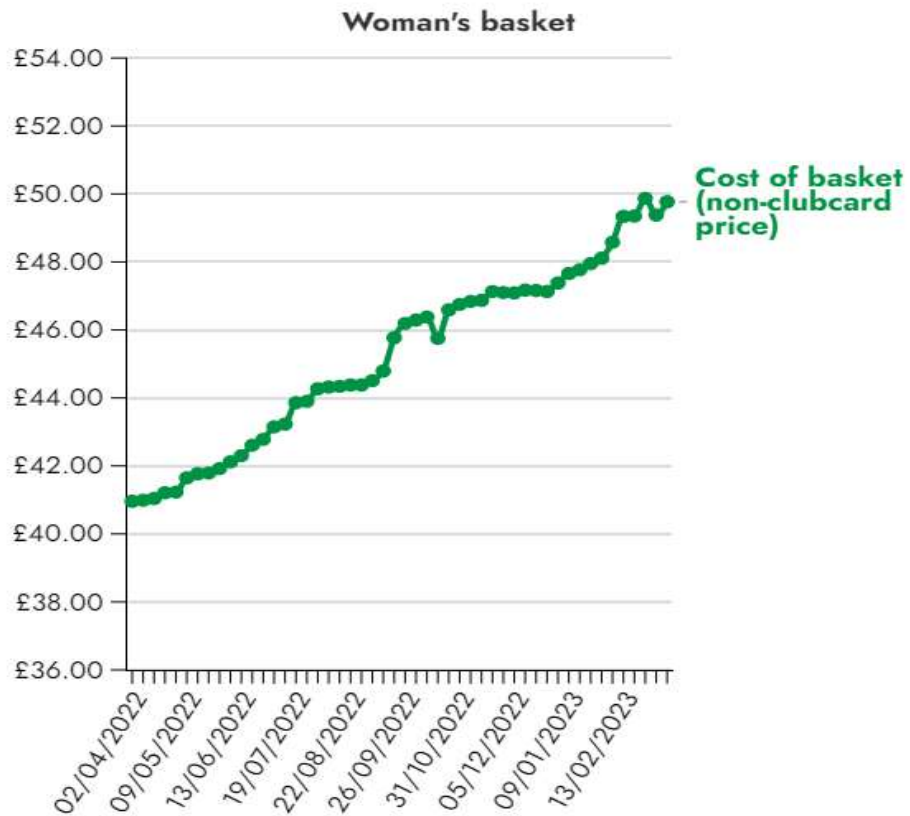
Childhood obesity and the cost of living crisis

Anna Taylor

[foodfoundation.org.uk](https://www.foodfoundation.org.uk)

[@Food_Foundation](https://twitter.com/Food_Foundation) [@FoodFoundationUK](https://www.facebook.com/FoodFoundationUK) [thefoodfoundation](https://www.linkedin.com/company/thefoodfoundation) [@food.foundation](https://www.instagram.com/food.foundation)

Food prices are rising

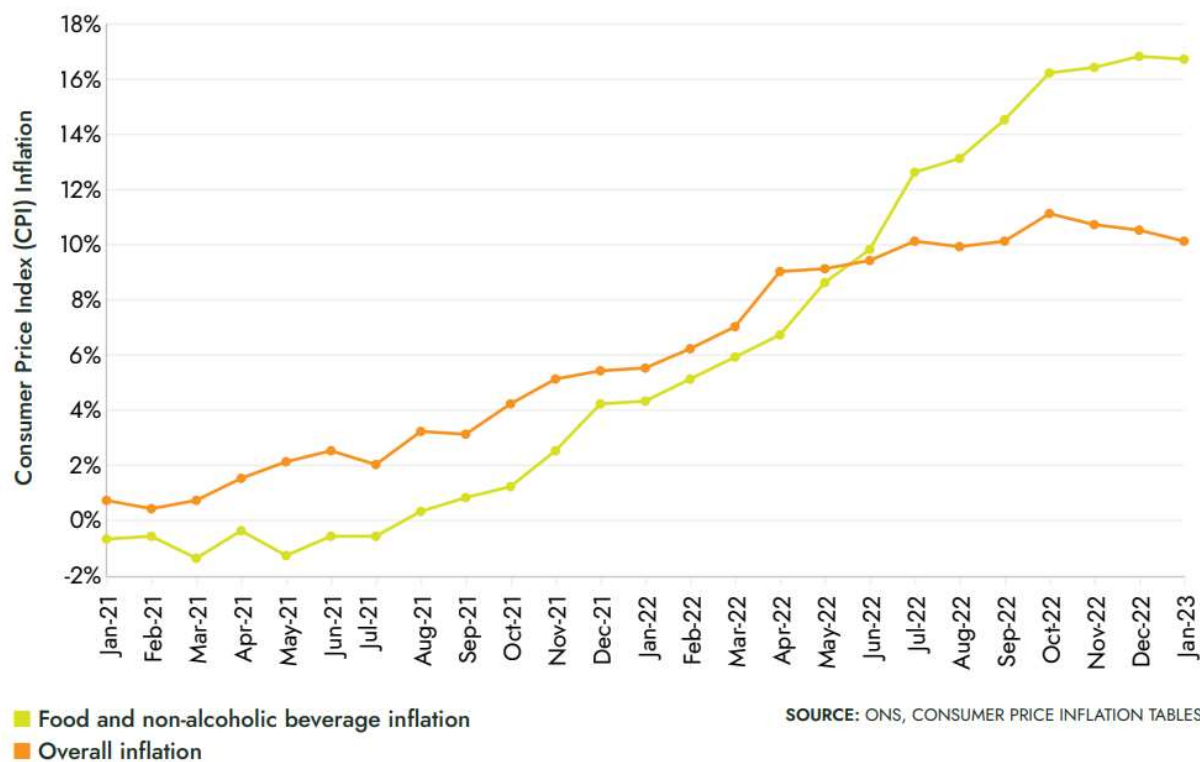


*does not include multibuy promotions or meal deals



Rising faster than average inflation

Annual Inflation Rates

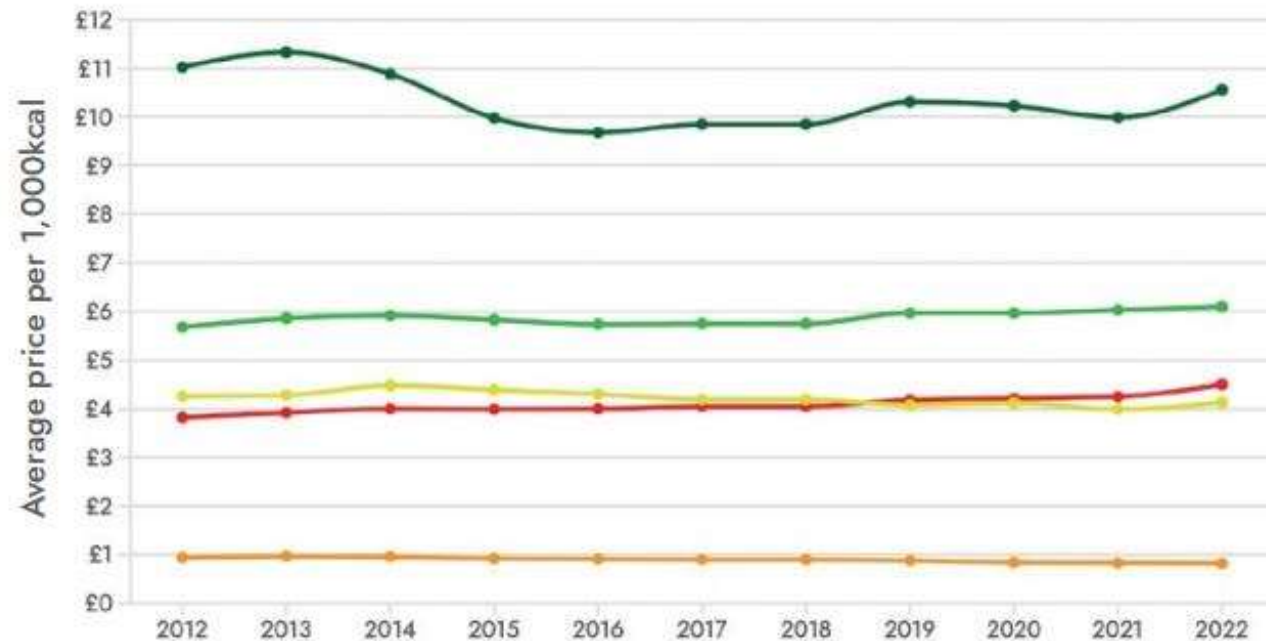


Healthy calories are 3 times more expensive than unhealthy calories

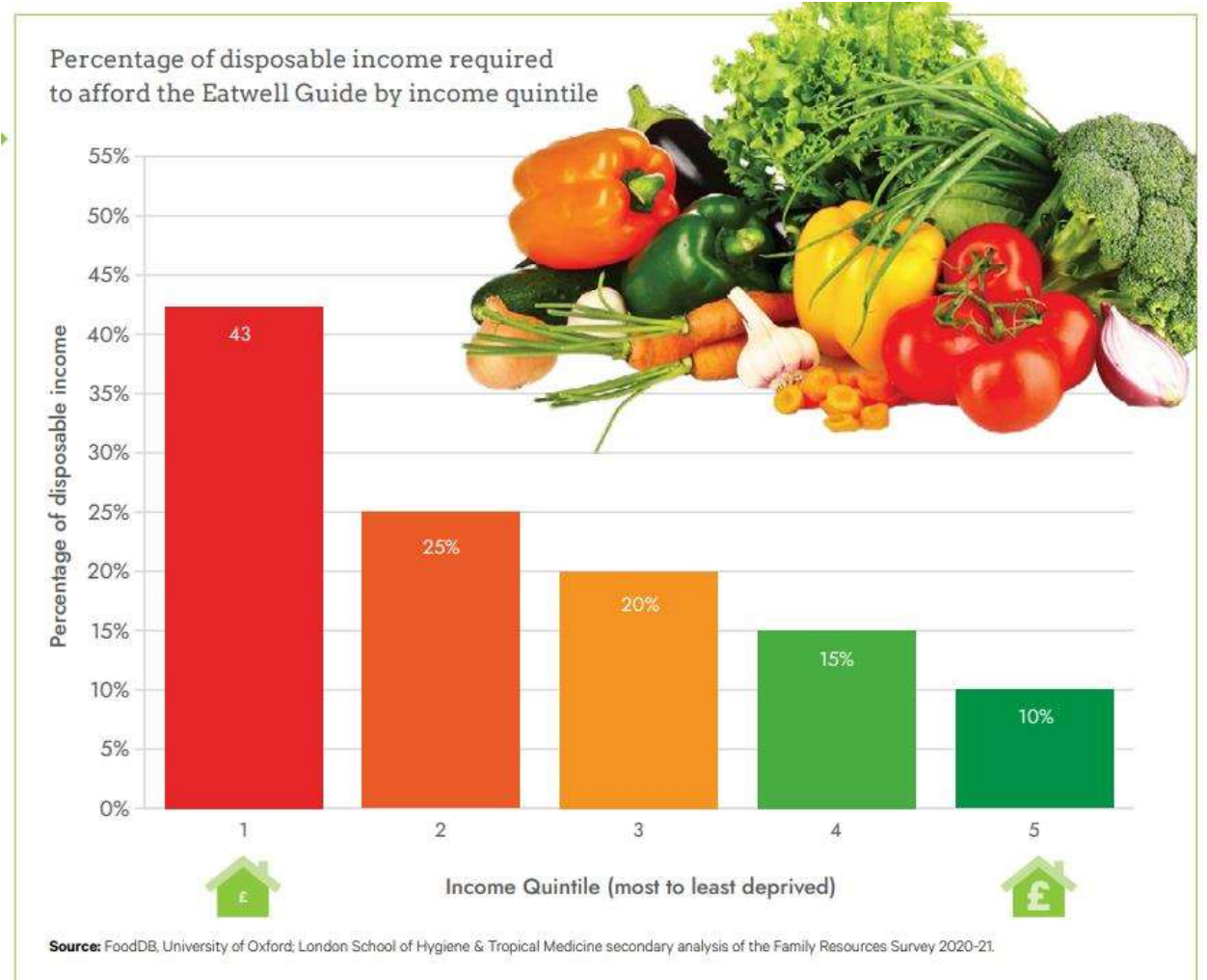
Average price of food and drink by Eatwell Guide food category

- Fruit and vegetables
- Meat, fish, eggs, beans, other sources of non-dairy protein
- Milk and dairy foods
- High in fat and/or sugar food and drinks
- Bread, rice, potatoes, pasta

Source: MRC Epidemiology Unit (University of Cambridge) analysis of the Consumer Price Index (CPI) average retail price food indices (2012-2022). Office for National Statistics.



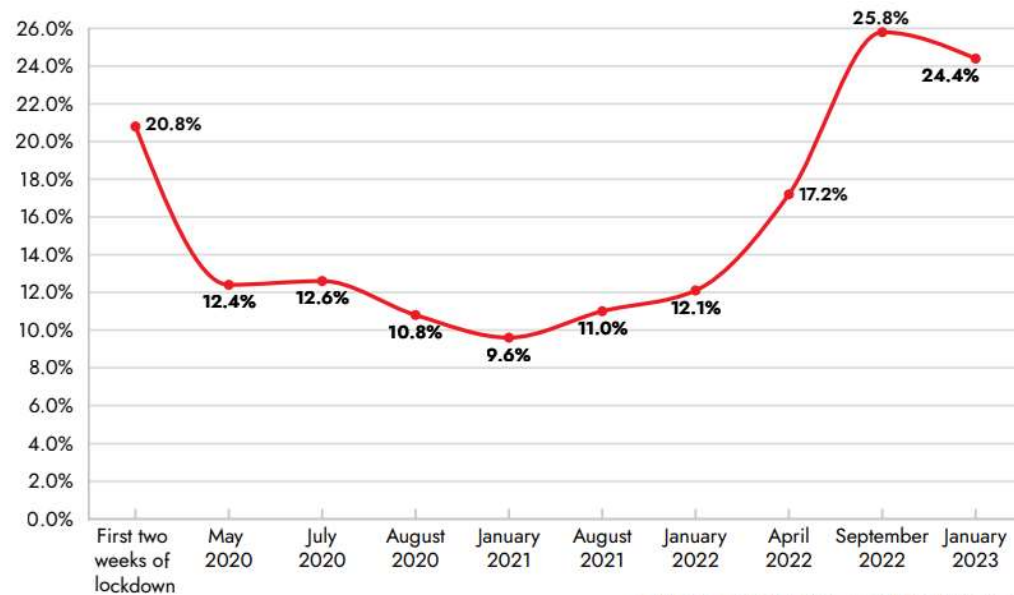
Eating a healthy diet is unaffordable for many



Food insecurity among children has doubled

- The number of households where children are not getting enough nutritious food has nearly doubled in the past year. Food inflation remains high (16.8%)
- **In January 2023, an estimated 3.7 million children live in households with food insecurity.** This is compared with 12.1% in January 2022.

Percentage of households with children that are experiencing food insecurity*

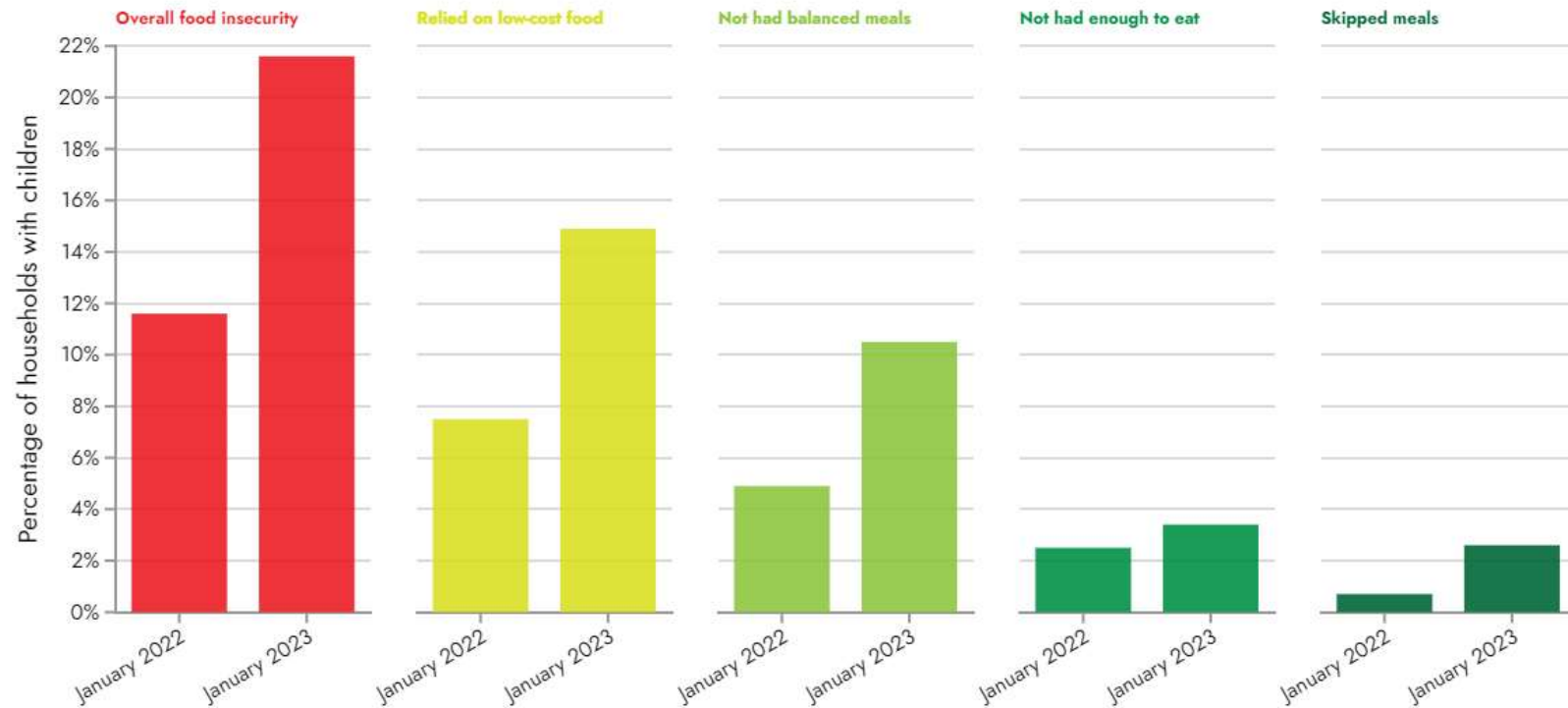


*1-month recall period

SOURCE: FOOD FOUNDATION, FOOD INSECURITY TRACKER

The crisis is impacting on children's diets

Percentage of households with children where children are experiencing food insecurity:



It's not just price that matters

I need to feed my family but I have:

- Unaffordable gas and electricity bills
- Limited and unpredictable time for shopping, cooking and eating
- Blunt knives
- No money or space for kids activities
- No freezer
- A tiny kitchen

So I need food my family can eat which:

- Won't go off
- Cheap
- Is quick and easy to prepare
- Is filling and tasty
- Doesn't need lots of planning
- Won't end up in the bin
- The kids enjoy

In the shops and takeaways, unhealthy food is:

- Has packaging which appeals to kids
- Cheaper than cooking from scratch
- On discount
- Quick to prepare
- Easy to find

Not surprisingly low income families EAT LESS FRUIT, VEG AND FIBRE than higher income families

The Food Foundation
CITY OF LONDON

From purse to plate:
implications of the cost
of living crisis on health

MARCH 2023

The policy challenge

How to rebalance price, availability and marketing of food so that the healthiest is the easiest to choose...

And make the food system less damaging if you have a low income

What mix of fiscal measures can achieve this – taxes and subsidies?

In the short term....



The Food Foundation Kids Food Guarantee

Actions to guarantee that children can eat well during the cost-of-living crisis and prevent lasting damage to their health and wellbeing

Make essentials affordable

1 Fruit and Veg Guarantee

Ensure that at least a week's worth of 5 a day (>10 different products, fresh, frozen or tinned) are competitively priced and available at all stores.



2 Staples Guarantee

- Guarantee multibuy deals are on carbohydrate staples not on HFSS foods
- Guarantee wholegrain and/or 50:50 wheat products are at price parity or at a lower price to the refined equivalent
- Guarantee budget ranges are available in every store, including local and convenience
- Offer an own brand formula and/or insulate prices on first infant formulas from the worst of inflation.



Support health for those feeling the squeeze

3 Kids Categories Guarantee

Guarantee that the healthiest products (with the lowest NPM score) in two key kid's categories responsible for the majority of sugar intake is the cheapest per 100g: yogurts & boxed breakfast cereals.



4 Lunch box Guarantee

Lunchbox meal deal. Offer weekly lunchbox items that are compliant with School Food standards and make up 5 lunches that can be bought through a multibuy deal.



Rebalance shopping baskets

5 Act for a healthier, more sustainable future

- Advocate for the expansion of the Healthy Start scheme
- Promote and communicate the Healthy Start scheme
- Rebalance advertising so that a greater % of promotions, marketing and campaigns are focused on healthier and more sustainable staple foods such as fruit and veg, pulses and wholegrains



Sainsbury's rolls out £2 'Taste Me, Don't Waste Me' fruit and veg boxes to help reduce food waste

20 February 2023



Iceland to promote Best Starts Foods scheme on Scottish milk bottles in industry-first



Urgently examine the adequacy of benefits

- Call on the Work and Pensions Select Committee to scrutinise the adequacy of benefits
- Ask DWP to specifically set a target for reducing food insecurity among benefit claimants, using their own data monitoring



foodfoundation.org.uk

[@Food_Foundation](#) [@FoodFoundationUK](#) [thefoodfoundation](#) [@food.foundation](#)