



Healthy Weight, Healthy Communities, Healthy Lives

How we can support people in Oxfordshire to be a healthy weight

2022/23 Director of Public Health Annual Report



**OXFORDSHIRE
COUNTY COUNCIL**



Why obesity matters – the consequences

Latest data shows



58%

58 per cent of adults were overweight or obese



1 in 3

One in three year six children were overweight or obese

Being overweight and obese can have a hugely detrimental impact on individuals, families and society. It increases the risk of developing illnesses ranging from arthritis to diabetes to cancer. Not only does this reduce an individual's quality of life, but it also has implications for the health and care system, for productivity and on the workforce.

In Oxfordshire, over half of adults and one in three year six children are overweight or obese. These figures have risen over the years, particularly during the pandemic, alongside a decline in the amount of physical activity of both adults and children.

These numbers are not distributed evenly across Oxfordshire.



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The cost to physical & mental Health

Obesity in children strongly predicts adult obesity, with obese children and adolescents around five times more likely to be obese in adulthood than those who are not obese.

Obesity harms children and young people



Emotional and behavioural

- Stigmatisation
- Bullying
- Low self esteem



School absence
School attendance
Educational attainment (girls)



High cholesterol
High blood pressure
Pre-diabetes
Bone and joint problems
Breathing difficulties



Increased risk of becoming overweight adults
Risk of ill-health and premature mortality in adult life

Obesity harms adults



Less likely to be in employment



Discrimination and stigmatisation



Increased risk of hospitalisation



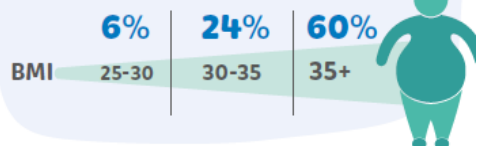
Reduction in life expectancy by an average of three years
Severe obesity reduces it by eight to 10 years



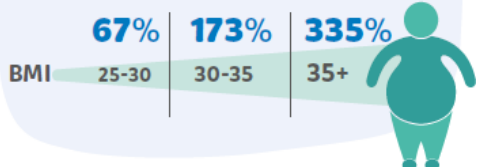


Increased risks and conditions

Increased risks of contracting COVID-19 for people living with excess weight compared with those who are a healthy weight.



Increased risks of being admitted to ICU with COVID-19 infection for people living with excess weight compared with those who are a healthy weight.



Obesity harms health

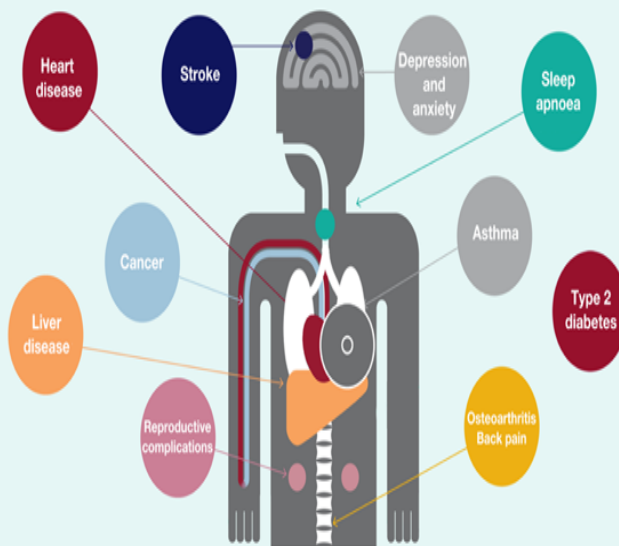


Table 2: Percentage of cases in England attributable to obesity

Condition	Percentage of cases attributable to obesity
Type 2 diabetes	47%
Gout	47%
Hypertension	36%
Colon cancer	29%
Myocardial infarction	18%
Angina	15%
Gallstones	15%
Endometrial cancer	14%
Ovarian cancer	13%
Osteoarthritis	12%
Stroke	6%
Prostate cancer	3%
Rectal cancer	1%



Costs , hospital admissions and quality of life

In the UK living with excess weight is strongly associated with higher annual rates of hospital admission. Over a million hospital admissions a year have obesity as the main or contributing factor. There is a direct relationship between excess BMI and the chance of hospital admission.

Type of cost for the UK

Costs to the NHS

Including primary care, medications and hospitalisation

£6.5 billion

Costs to the NHS

Additional COVID-19 related costs due to higher probability of hospitalisation and death in those living with obesity

£4.2 billion

Social care and reduced productivity costs

Due to obesity related, long term conditions

£7.5 billion

Costs of loss of quality of life

Measured using Quality Adjusted Life Years (QALYs)

£39.8 billion

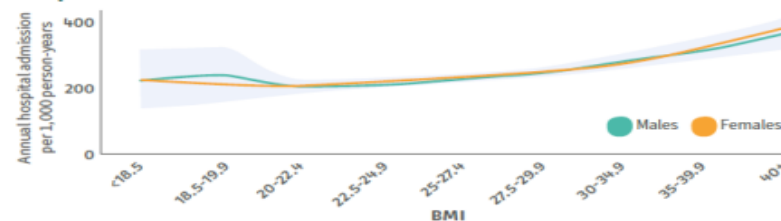
Social costs

Cost of unemployment benefits paid to people with obesity

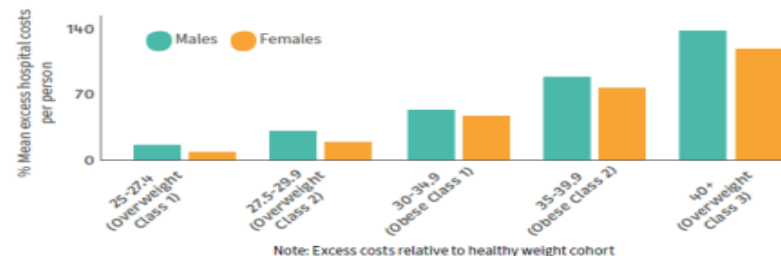
£4 billion

**Total cost for the UK
£62 billion**

High BMI is strongly correlated with the chances of hospital admission



There is a link between excess NHS costs and BMI upon admission



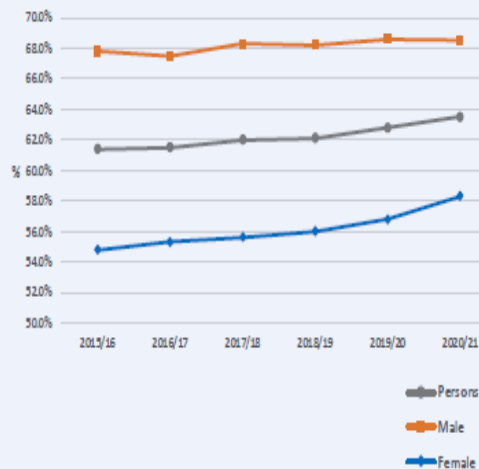


The scale of obesity – adul

Nationally, the proportion of children and adults who are overweight or obese has risen in recent years. Excess weight increases throughout adult life before declining in later old age (75 years and older).

More men are living with excess weight but numbers for women have risen faster over time.

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



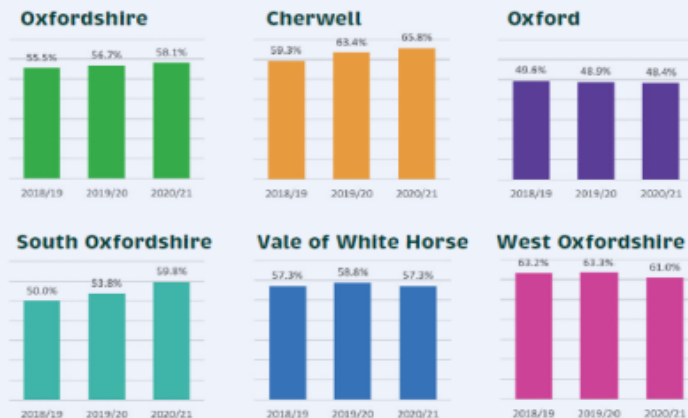
Almost one in five pregnant women in Oxfordshire were obese early on in pregnancy (2018/19).

Living with obesity in Oxfordshire (2021/2022 figures)



**Adults In Oxfordshire
58 per cent**

There is also variation by district as shown below.

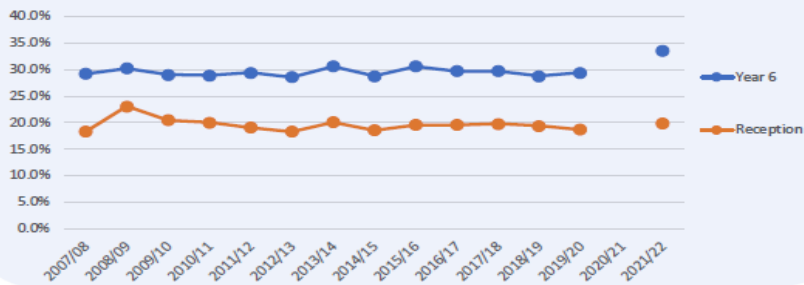




The scale of obesity – children

The number of children who were overweight or obese in Oxfordshire fell between 2018 & 2020. Latest latest figures show this has risen. For year six these are the highest numbers ever recorded.

Oxfordshire - overweight including obese



Reception

Percentage of obese children



2015/16 **7 per cent**
2021/22 **8.5 per cent**

Percentage of overweight or obese children



2021/22 **19.9 per cent**

Year 6

Percentage of obese children



2015/16 **16 per cent**
2021/22 **19.5 per cent**

Percentage of overweight or obese children



2021/22 **33.6 per cent**



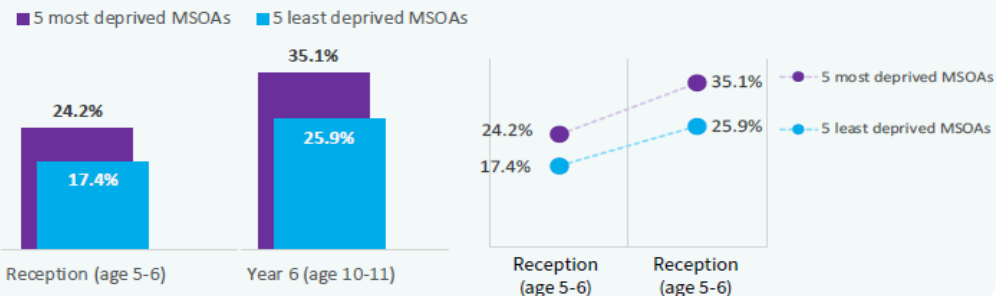
Inequalities and excess weight

Nationally some **ethnic groups** are more likely to experience excess weight or be at increased risk of some obesity related conditions at a lower BMI.

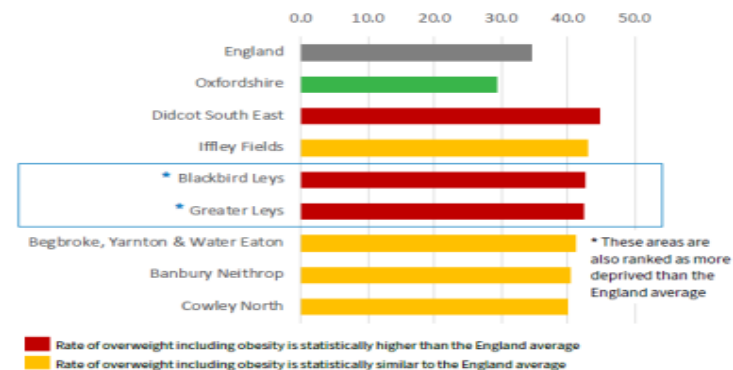
Black adults are most likely to be overweight or obese at 67.5% (Oxfordshire data is not available)

Nationally a higher proportion of adults with **learning disabilities** are obese. **Data from Oxfordshire** reflects this with 68% overweight (compared to 58% and 40% obese (compared to 21%))

Gap between the 5 most and 5 least deprived areas in Oxfordshire for percentage of children overweight including obese
(combined years 2017/18 - 2019/20)



Areas of Oxfordshire with the highest rates of overweight including obesity, Year 6 children
(combined years 2017/18 - 2019/20)





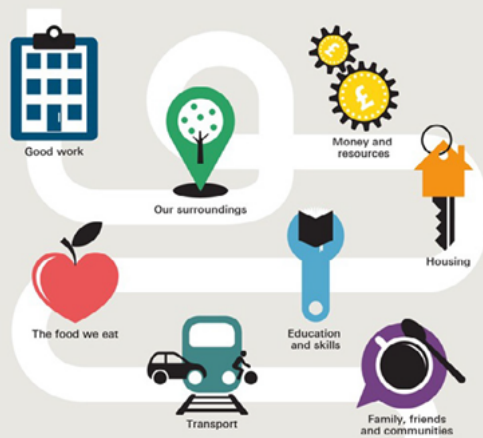
Understanding the causes of overweight and obesity

Being overweight or obese is largely driven by the circumstances in which people live – root causes such as poverty, employment, housing, and access to parks and safe places to walk. These are known as the wider determinants of health.

What makes us healthy?

Good health matters, to individuals and to society. But we don't all have the same opportunities to live healthy lives.

To understand why, we need to look at the bigger picture:



The healthy life expectancy gap between the most and least deprived areas in England is over **18** YEARS

Find out more: health.org.uk/what-makes-us-healthy



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The situation in Oxfordshire



Households living in fuel poverty increased by **10 per cent** to almost 23,000.

Around **14,000** school pupils eligible for free school meals



Almost **15,000** children aged 0-15 living in low income families

Over **8,000** older people claimed pension credit



OXFORDSHIRE COUNTY COUNCIL

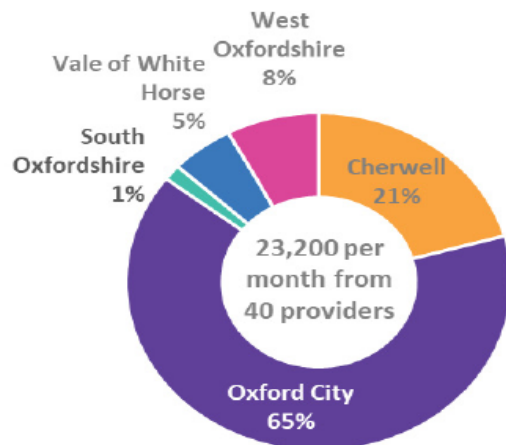


Food poverty

In Oxfordshire, about 100 community food services operated by 74 organisations (7) are working to address food poverty by providing thousands of food parcel and meals each week.

A Snapshot of 40 found:

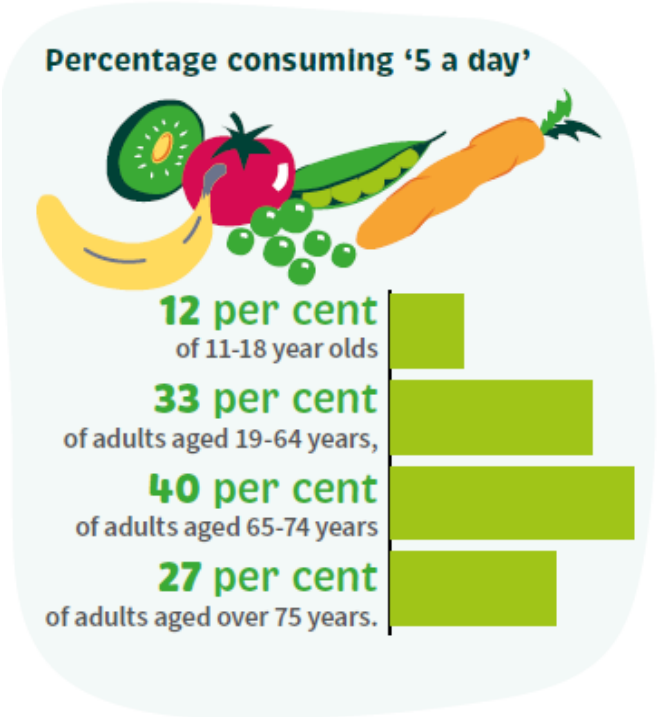
Community Food Service beneficiaries in average month (July 2021 Good Food Oxfordshire survey)



Healthier foods are nearly x3 as expensive as less healthy foods calorie for calorie.



Access to healthy food





Access to Healthy Food – children and families

As children, our eating behaviours can be inherited or affected by our environment. What and how food is provided inside and outside of the home is important to developing healthy eating habits.

Breastfeeding

- For three months in the first year of a baby's life is proven to have a positive impact, reducing the risk of obesity by 13 per cent in later life.
- Mothers who breastfeed also benefit from a faster return to pre pregnancy weight.
- Oxfordshire: 61% babies partially or fully breastfed at 6-8 weeks.

School

- For some children school lunch is their main meal, providing a critical nutritional safety net.
- As the number of children accessing free school meals increases and the cost of living impacts on what some families can afford, it is even more important to ensure the food offer in school meets nutritional needs.

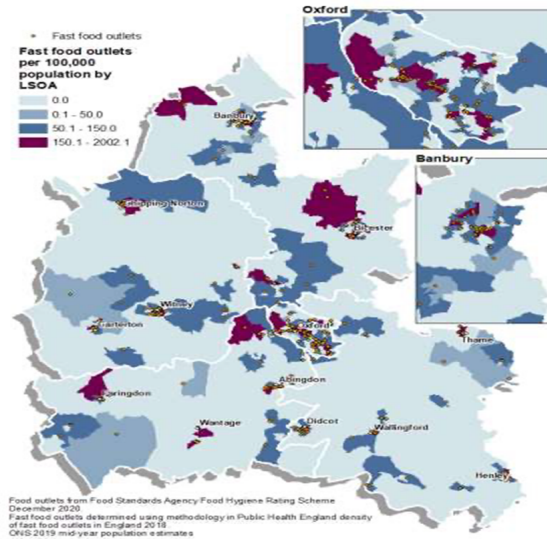
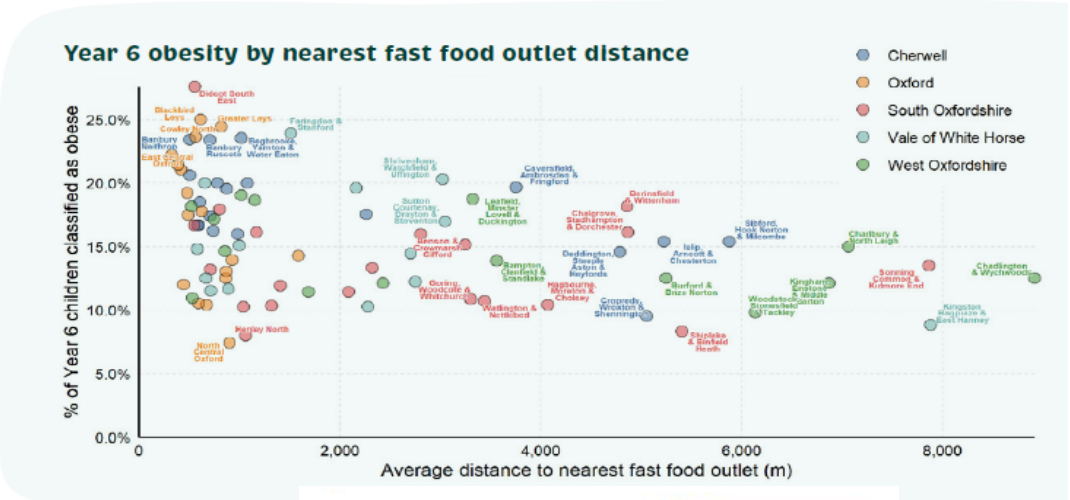


Fast food outlets

More than a quarter of adults **27%** and one fifth of children eat food from out of home food outlets at least once a week

Meals eaten outside of the home tend to be associated with higher intakes of **sugar, fat, and salt** and portion sizes tend to be bigger

The increasing consumption of out-of-home meals has been identified as an important factor contributing to rising levels of obesity



- Links between fast food availability and diet. Outlets selling fast food cluster around areas of deprivation and schools.
- We are influenced by food available locally, promotions and targeted advertising.



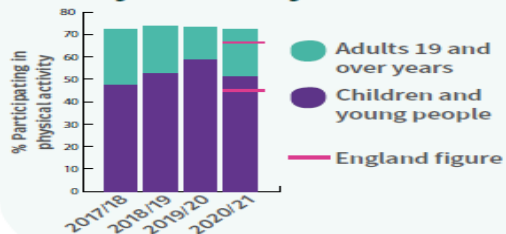
Physical activity

At the simplest level, excess weight is caused by an energy imbalance – where energy intake (through food and drink) exceeds energy expended (through being active).

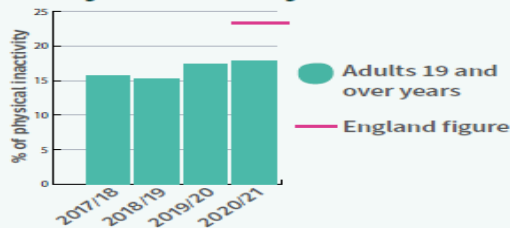
As well as helping to maintain a healthy weight, regular physical activity builds strength and improves balance, concentration and mental wellbeing. It reduces the risk of many common and serious illnesses, such as cardiovascular disease, stroke, diabetes, osteoporosis and some cancers.



Physical activity in Oxfordshire



Physical inactivity in Oxfordshire



Recommended level of physical activity:

Children: average of 60 minutes moderate to vigorous activity per day over the week

Adults: at least 150 minutes of moderate intensity or 75 minutes of vigorous physical activity a week.



Whole Systems Approach to Healthy Weight – making is everybody’s business

Preventing excess weight requires a shift in focus away from individual behaviours towards the wider environment.

No one organisation has the knowledge, tools or power to solve it and a co-ordinate whole systems approach is needed to change factors that lie outside of an individual’s control.

These factors include the environments we live and work in, our social circles, media and marketing messages, and policies.



The school and childcare setting



Increasing healthy food consumption



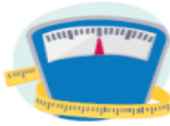
Creating healthy workplaces



Increasing active travel



Planning a healthier food environment



Providing access to weight management support



Promoting local opportunities and community engagement



Planning and creating an environment that promotes physical activity

Healthy Weight Environment
access to healthy food and healthy built environment

Prevention
Helping children and adults maintain a healthy weight

Support Services
to help residents living with excess weight to achieve healthy weight

System Leadership
Working in partnership to lead or contribute towards a healthy weight system



Emerging actions from the Oxfordshire Whole System Approach to Health Weight

Other initiatives we are working or aspire to include:-

Understanding the needs of communities across the county and mapping existing community assets



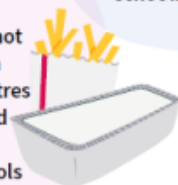
Improving uptake of Healthy Start vitamins and vouchers



Supporting the growing of food and cooking in communities



Ensuring development avoids the over concentration of hot food takeaways in existing town centres or high streets and restricts their proximity to schools



Improving the healthy food offer in places like leisure centres, workplaces, colleges, hospitals and schools

Engaging with school settings to support a whole school approach such as working with school catering providers to meet minimum requirements and increasing physical activity uptake in schools



Developing streamlined healthy weight care protocols and pathways



Supporting local food businesses to provide healthier options

Planning and licensing policies to regulate and promote healthier food choices and related advertising, particularly those close to schools



Developing local cycling and walking infrastructure and programmes



Our work is targeted at the areas with greatest need. We are exploring the Local Authority Declaration on Healthy Weight and a Health Needs Assessment is underway to further inform the approach.



Building from our strengths – case studies



Oxfordshire Food Strategy



Community Insight Project



Nutritious school food



OX4 FOOD CREW
fighting food inequality

Community wealth building



Family Healthy Weight Service



The baby friendly initiative



Community empowerment



Young women to access green space



You Move- physical activity for families