

5.1.01 Adult Obesity

Introduction: why is this important?

Obesity occurs when energy intake from food and drink consumption is greater than energy expenditure through the body's metabolism and physical activity over a prolonged period, resulting in the accumulation of excess body fat. However there are many complex behavioral and societal factors that combine to contribute to the causes of obesity.

Obesity is associated with a range of health problems and the resulting NHS costs attributable to overweight and obesity are projected to reach £9.7 billion by 2050, equating to roughly £80 million for Bradford District, with wider costs to society estimated to reach £49.9 billion per year which would equate to roughly £400 million for Bradford District. These factors combine to make the prevention of obesity a major public health challenge.

There is now good a considerable body of evidence linking obesity with a wide range of health issues. Healthy Lives, Healthy People: A call to action on obesity in England, (2011) reported that the health risks for adults with obesity are stark.

For example, compared with a non-obese man, an obese man is:

- five times more likely to develop type 2 diabetes
- three times more likely to develop cancer of the colon
- more than two and a half times more likely to develop high blood pressure – a major risk factor for stroke and heart disease

An obese woman, compared with a non-obese woman, is:

- almost thirteen times more likely to develop type 2 diabetes
- more than four times more likely to develop high blood pressure
- more than three times more likely to have a heart attack

Risks of other diseases, including angina, gall bladder disease, liver disease, ovarian cancer, osteoarthritis and stroke, are also increased.

What do the facts and figures tell us?

The estimated prevalence of overweight and obesity amongst adults in Bradford is 69.7% which is above the national average of 64.6%. Approximately 28.1% of these adults are obese, 4.1% above the national average. 51.1% of the Bradford population (aged 16 and above) meet the recommended daily allowance of fruit and vegetables which is lower than the national average of 53.5%. 50.6% of Bradford adults are physically active, achieving 150 minutes of activity per week.

What strategies, policies and best practice have been developed locally and nationally?

NICE Guidance

- **CG43** The prevention, identification, assessment and management of overweight and obesity in adults and children
- **PH27** Dietary interventions and physical activity before, during and after pregnancy
- **PH11** Maternal and child nutrition
- **PH8** Physical activity and the environment
- Healthy Lives, Healthy People: Our Strategy for Public Health in England, DH, 2010

Public Health Outcomes Framework

- Public Health Outcomes Framework Indicator 2.12. Excess weight in adults
- Public Health Outcomes Framework Indicator 2.13. Percentage of physically active and inactive adults
- Public Health Outcomes Framework Indicator 2.02i. Breast feeding initiation
- Public Health Outcomes Framework Indicator 2.02ii Breast feeding prevalence at 6-8 weeks

- Public Health Outcomes Framework Indicator 4.04ii. Under 75's mortality rate from all cardiovascular disease considered preventable
- Public Health Outcomes Framework Indicator 4.05ii. Under 75's mortality rate from cancer considered preventable
- Public Health Outcomes Framework Indicator 2. Self-reported wellbeing scores
- Healthy Weight Healthy Lives (2011)

Applicable Local Strategies

- New Deal, Better Health, Better Lives
- Bradford District 'Good Health and Wellbeing' 2013-17
- Bradford District Health Inequalities Action Plan 2013-17
- Bradford District Food Strategy
- Bradford District Plan 2016-2020

What challenges have been identified in a local context?

New Deal, Better Health, Better Lives

- Ensure those in greatest need are still supported
- Promote joined up working and better links with each department and a joint purpose for all

Bradford and Airedale Joint Health and Wellbeing Strategy, Good Health and Wellbeing 2013-20 which identify 18 priorities of which 2 relate to tackling obesity in adults:

- Priority 12 - Promote healthier lifestyles in the workplace
- Priority 17 - Reduce harm from preventable disease caused by tobacco, obesity, alcohol and substance abuse

Every Baby Matters Nutrition Group identified a need to encourage

- More women to eat a healthy diet and maintain a healthy weight
- More women to breastfeed their infants for longer than 6 - 8 weeks

What do our stakeholders tell us?

The challenge of obesity in Bradford is addressed by a variety of partners including Midwives, Health Visiting, Early Years Practitioners, Children's Centres, Sport and Leisure, Transport, Planning, School Health and Wellbeing, School Nursing, School PE, Oral Health Promotion, Public Health and the Voluntary Community Services, through referrals and interventions at both Tier 1 and Tier 2 levels of the Healthy Weight pathway. The importance of addressing obesity in the Bradford District remains a priority and our partners are committed to preventing and treating overweight and obesity.

Recommendations: What do we need to do? How do we ensure this remains a priority?

Bradford and Airedale Joint Health and Wellbeing Strategy, Good Health and Wellbeing 2013-2017
Health Inequalities 2013-2017

Promote healthier lifestyles in the workplace

- Encourage and support employees to adopt healthier lifestyles

Reduce harm from preventable disease caused by tobacco, obesity, alcohol and substance abuse

- Work with partners to promote an environment and culture that makes healthy lifestyles easier to achieve

- Develop a tiered model of interventions so the most effective interventions get to the right people at the right time
- Commission specialist services for those in greatest need
- Provide brief interventions and referrals to effective preventative services, using the principles of 'Making Every Contact Count'
- Increase access to targeted health checks

Every Baby Matters Programme:

- Improving nutrition for pregnant women and increase the number of women who breastfeed their babies for at least six months
- Increasing uptake of Healthy start vitamins which include vitamin D in pregnancy and support the development of community champions
- Improving the health of women prior to their pregnancy, during pregnancy and the health of their young babies will improve the long-term maternal and child health of the next generation.

Integrated Early Years Strategy 2015-18

- Deliver a Tier 1 Healthy Living interventions for adults
- Deliver an adults Tier 2 weight management intervention targeting areas of high obesity
- Deliver an intervention in the work place for overweight and obese adults
- Provide breast feeding support and advice to new mums to encourage breast feeding uptake and continuity

References

Born in Bradford website: <http://www.borninbradford.nhs.uk/>

Marmot, M. (2010) 'Fair Society, Healthy Lives – Strategic Review of Health Inequalities in England post-2010'. London: The Marmot Review.

Public Health Outcomes Framework for England 2013 to 2016, Department of Health, 2013.

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358

Healthy Lives, Healthy People: A Call to Action on Obesity in England 2011

<https://www.gov.uk/government/publications/healthy-lives-healthy-people-a-call-to-action-on-obesity-in-england>

Integrated Early Years Strategy 2015-18

<https://www.bradford.gov.uk/NR/rdonlyres/4F168FB7-3239-496A-9029-F96B32556BD6/0/W32253IntegratedEarlyYearsStrategy.pdf>

Children's Healthy Weight Strategy 2013-2016

NICE Guidance for Weight Management

Healthy Lives, Healthy People: A Call to Action on Obesity in England, Department of Health, October 2011 -

<https://www.gov.uk/government/publications/healthy-lives-healthy-people-a-call-to-action-on-obesity-in-england>