

Brent JSNA
2019/2020

Childhood Obesity



NHS

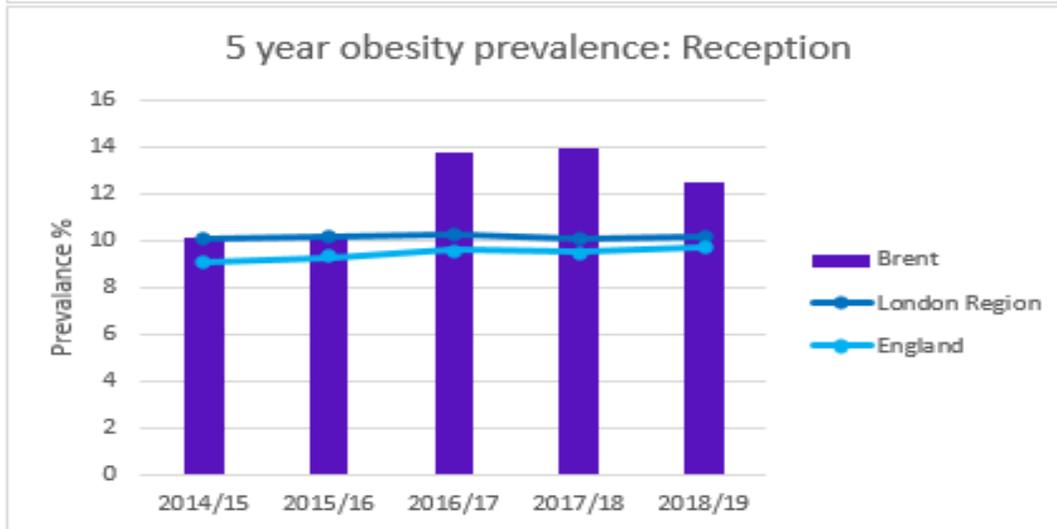
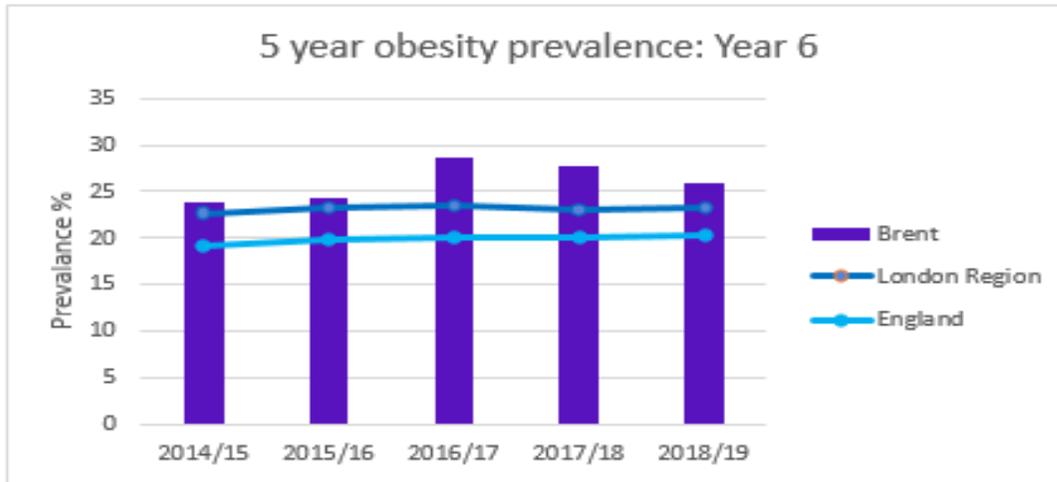
Brent

Clinical Commissioning Group

Overview

- Childhood obesity can effect an individual's health and well-being for the long term, as childhood obesity is also a predictor of adult obesity.
- There are wider social and financial implications associated with having a high body mass index (BMI); the UK wide NHS costs attributable to overweight and obesity are estimated to reach £9.7 billion by 2050, the wider societal costs are estimated to reach £49.9 billion/year.
- Data in Brent shows there are yearly fluctuations in childhood obesity and overweight figures, with the most recent data being above London and England average.
- In Brent, 1 in 3 children are obese by the time they leave primary school. By 2034, it is estimated that 70% of adults will be overweight or obese.
- Key factors that impact childhood obesity are: Age, Deprivation, Ethnicity.
 - In Brent, deprivation does not have a strong correlation to childhood obesity. However, there is a link between obesity and deprivation across ethnicities and schools in the borough.
- In Brent, children of Black ethnicity are most likely to be overweight or obese. Children of Asian ethnicity show the highest increase of excess weight between Reception and Year 6.
- There are a number of initiatives in Brent to tackle childhood obesity including: promotion of breastfeeding, Maternity Early Childhood Sustained Home (MESCH) visiting model which provides additional support for vulnerable families, and the Healthy Early Years (HEY) Award scheme which supports early year settings to promote health and well-being.

Childhood Obesity Trend Analysis



- In 2018/19, 12.5% of children in Brent are obese at reception and 26% are obese at Year 6. This means that the rate of obesity increases by the time children finish primary school.
- Brent has a higher prevalence of obese school children leaving primary school compared to the London and England average. This has been the case for the last 5 years.
- There is similar picture for children who are overweight. In 2018/19, 12.8% of children in Reception and 15.7% of children in year 6 were overweight

Weight Profiles in Brent Schools (Reception)

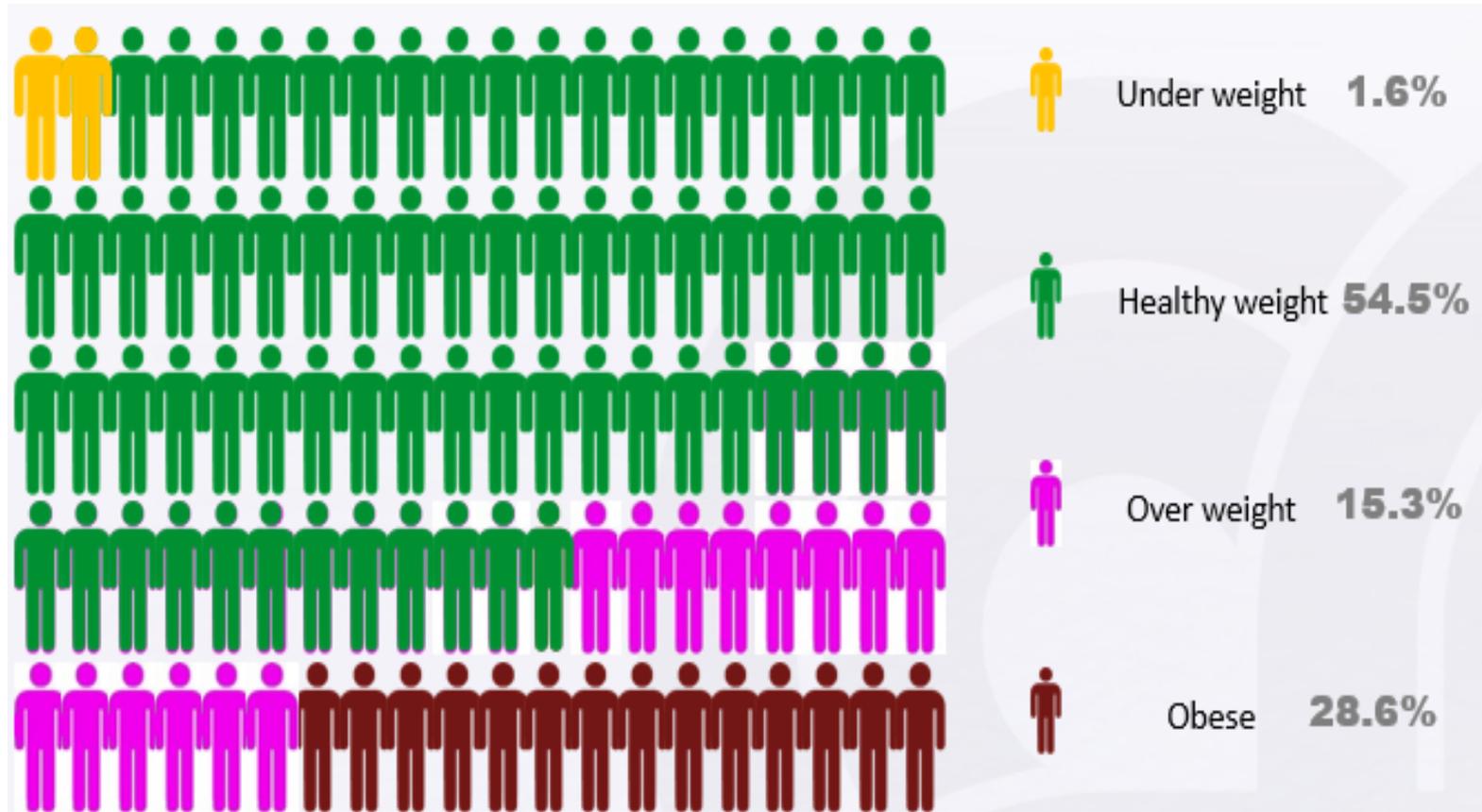
Brent Children in Reception 2016/17



28% of children in Brent start primary school with a high BMI

Weight Profiles in Brent Schools (Year 6)

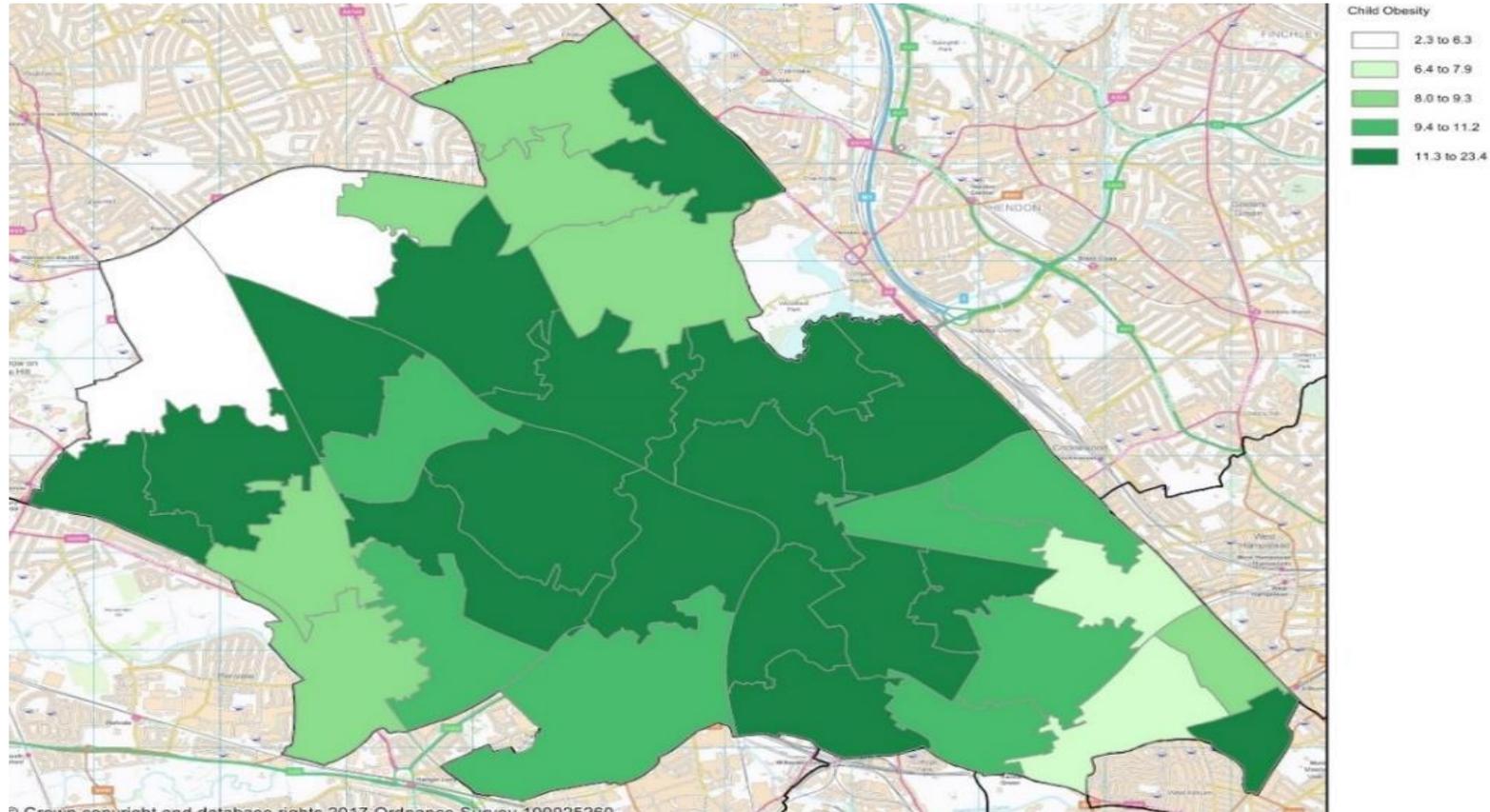
Brent Children in Year 6 2016/17



On leaving primary school, 44% of children have a high BMI

Childhood Obesity in Brent: Key Factors

Deprivation

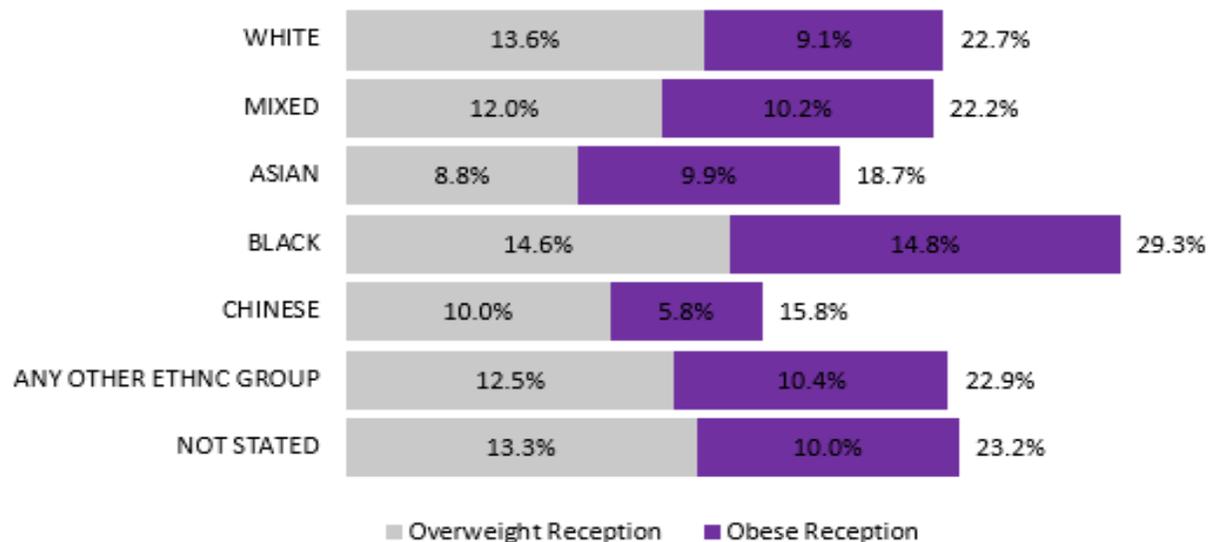


- Three main key factors have been identified as factors underlying high BMI amongst school age children in Brent: **Age, Deprivation & Ethnicity.**
- Children in Stonebridge, one of Brent's most deprived ward have the highest level of excess BMI. Whilst children living in Kelson, Brent's most affluent ward, have the lowest rates.
- However while nationally the correlation between deprivation and obesity is strong, in Brent a weaker correlation is seen with deprivation *alone*.

Childhood Obesity in Brent: Key Factors (Reception)

Reception weight comparison by ethnicity

Reception overweight and obese 2016/17

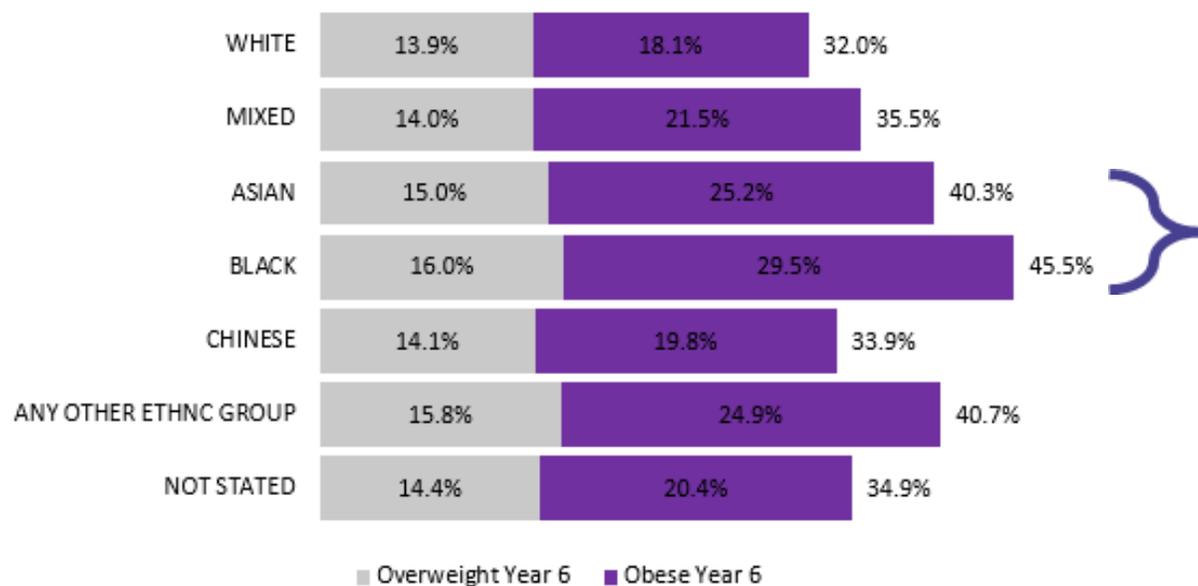


- There are differences in obesity rates between different ethnic groups in Brent
- Deprivation alone is not a strong indicator of obesity levels locally.
- There is a correlation between deprivation and ethnicity such that BAME children in Brent are more likely to be obese and are also more likely to reside in deprived areas.

Childhood Obesity in Brent: Key Factors (Year 6)

Year 6 weight comparison by ethnicity

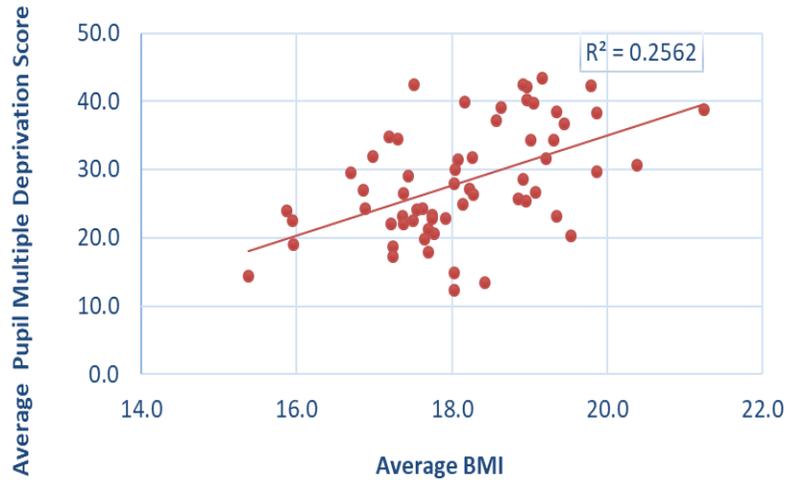
Year 6 overweight and obese 2016/17



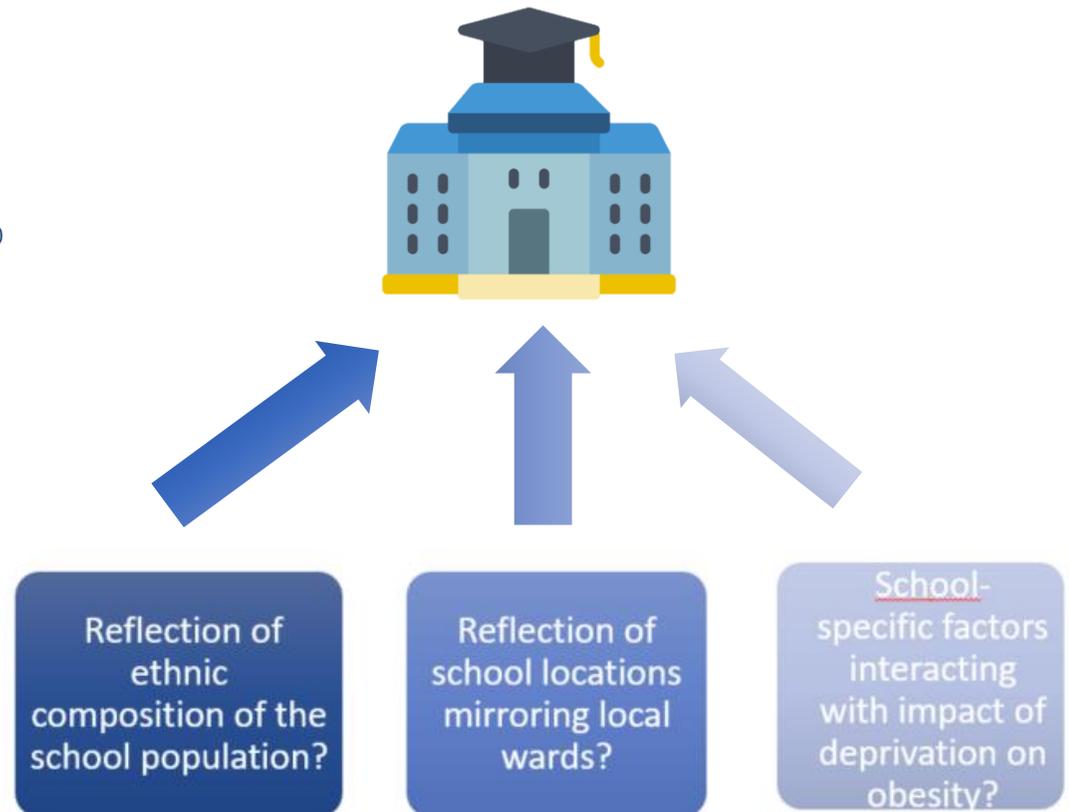
- Black children in Brent are more likely to be overweight or obese compared to their peers of other ethnicities.
- Asian children show the greatest increase in prevalence of overweight/ obesity from Reception to Year 6.

Childhood Obesity in Brent: Role of Schools

Deprivation and Obesity levels across Schools



There is also a relationship between deprivation and childhood obesity across Brent schools, this needs further investigation:



Source:

Childhood Obesity Interventions in Brent



Breastfeeding Initiatives

- Evidence behind breastfeeding as a protective factor against obesity
- Brent Children's Centre and health visiting service accredited to Stage 1 with the UNICEF Baby Friendly Initiative (BFI)
- Midwives promote breastfeeding for expecting mothers and during the postnatal period.
- Public Health 0-19 children's services supports breastfeeding through an infant feeding co-ordinator and breast feeding champions.

Maternity Early Childhood Sustained Home Visiting scheme (MESCH)

- Additional support for vulnerable families of under two's, additional modules include local topics such as childhood obesity.



Childhood Obesity Interventions in Brent (2)

Healthy Early Years (HEY) Award

- Local scheme which supports Early Years providers such as childminders and Children's Centres to promote the health and well being of young children and their families
- Since launching in 2012, 77 providers have achieved the HEY award.
- Staff from settings that have achieved the award undertook training which includes healthy eating, physical exercise and breastfeeding. This is in reference to National guidance from the Healthy Child Programme.



Healthy Schools London

- Pan London award scheme, schools can be awarded bronze, silver or gold based on their action on healthy eating and physical exercise.
- To date, in Brent 73 schools have registered for the scheme, 45 have a bronze status, 16 have a silver status and 3 have a gold status.

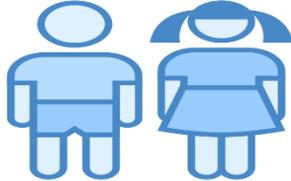
Brent CCG Service Delivery Improvement Plan 2018:

- Review food provided by the Trust in line with guidance on reducing obesity.
- Local action plans to develop healthier options.
- Making Every Contact Count style training for front line staff about reducing childhood obesity and local weight management services.
- Identify conditions where obesity is a risk factor (i.e. diabetes) in order to educate families surrounding health weight management and local services.



Childhood Obesity Interventions in Brent (3)

Daily sugar intake guidance



Children aged 7-10
< 24 g (6 cubes sugar)



Children aged 4-6
< 19 g (5 sugar cubes)

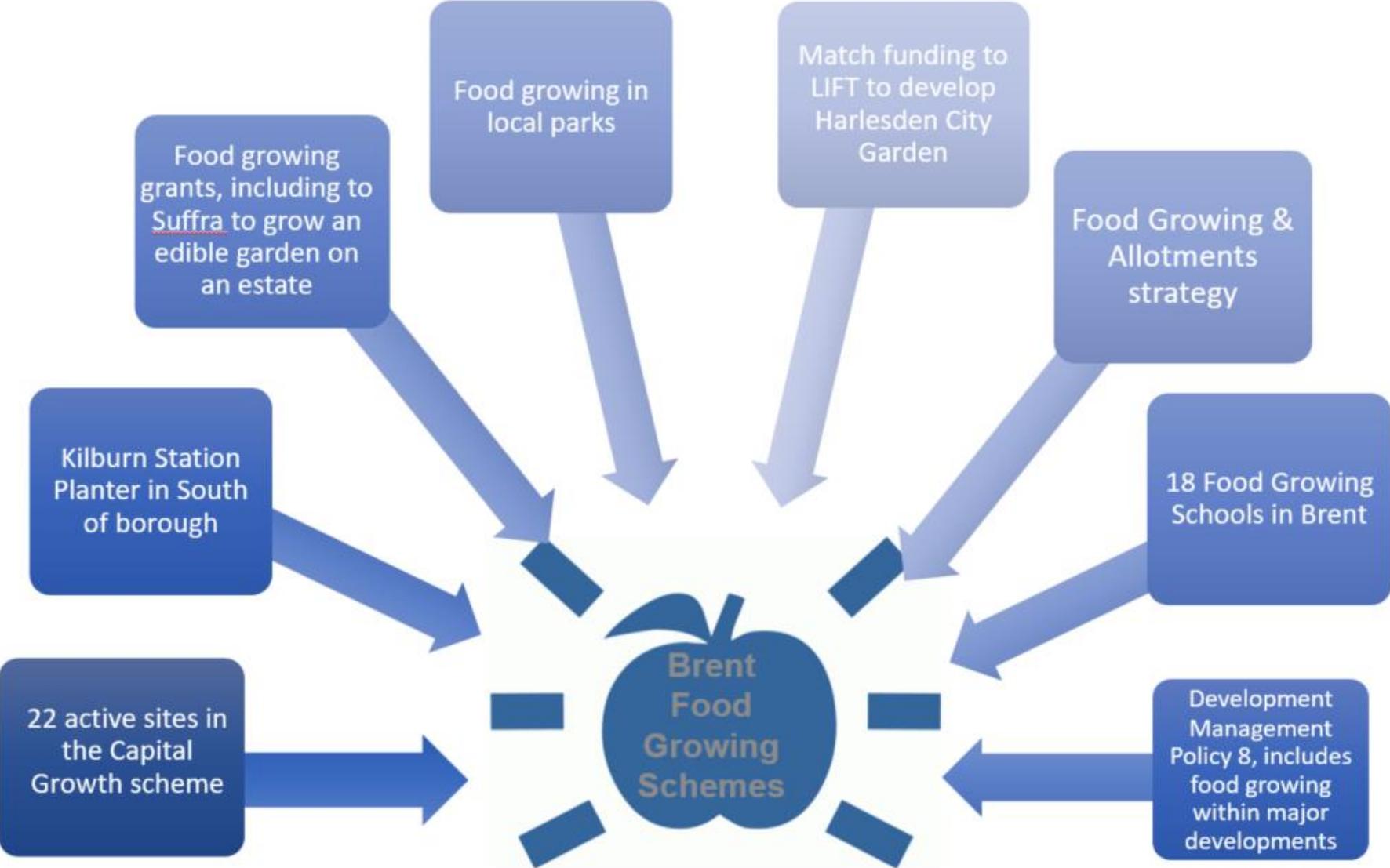


Children below 4
No added sugar

Action on Sugar

- Brent Slash Sugar campaign which involves outreach sessions in community settings, messages surrounding oral health are also included in the sessions.
- Junior Citizenship Scheme for Year 6's in the borough, these sessions are designed around sugar level awareness.
- Brent Council committed to the Local Government Declaration on Sugar Reduction & Healthier Food. There are 6 main components to the Sugar Declaration:
 1. Tackle advertising and sponsorship
 2. Improve the food controlled or influenced by the Council and support the public and voluntary sector to improve their food offer
 3. Reduce prominence of sugary drinks and actively promote free drinking water.
 4. Support businesses and organisations to improve their food offer.
 5. Public events
 6. Raise public awareness

Childhood Obesity Interventions in Brent (4)



Childhood Obesity Interventions in Brent (5)



Good Food for London

- In 2019, Brent ranked 12th out of 33 London boroughs.
- In 2017, Brent was “most improved borough” increasing 10 points since 2016

Healthier Catering Commitment (HCC)

- In 2018, 18 fast food outlets in Brent awarded the HCC status in adopting healthier practices, limiting salt and offering water or low sugar drinks.



Planning Policy

- Restriction of fast food outlets within 400 meters of secondary schools or higher education establishments.

Physical Activity Initiatives

- HEY Awards
- Primary schools encouraged to subscribe to the Daily Mile/ Marathon Kids initiatives.
- Active Travel Plans encourage walking, cycling or scooting to school.
- Wembley National Stadium Trust funds successful schools to increase their physical activity.
- Council leisure facilities offers for children and their families.



Childhood Obesity Treatment in Brent

1

2

3



- 0-19 Public Health service tier 1 and 2 weight management service
- Additional service for children that have been identified as being overweight or obese and their families.
- Behaviour change focused intervention.
- 173 front line staff in Brent attended the tier 1 weight management training funded by Health Education England.



- CCG commissioned service consisting of specialist dietician or paediatrician clinical advice and/ or intervention.
- Only a very small proportion of children require drug treatment or surgery.

Technical notes

Definitions

NCMP: The National Child Measurement Programme (NCMP) is a mandatory Public Health initiative which weighs and measures pupils in Reception and again in Year 6.

BMI: Body Mass Index is a measure that uses weight and height to find out if someone is a healthy weight

CCG: Clinical Commissioning Groups are NHS organisations set up to organise delivery of NHS services in localities.

Data sources

NCMP (2016/17)– National Child Measurement Programme data.

[Public Health England, Public Health Outcomes Framework](#)

[Public Health England, The Segment Tool 2015](#) – Segmenting life expectancy gaps by cause of death

[Office for National Statistics \(Life expectancy data tables\)](#)