

Healthy Weight, Healthy City

Cardiff has a significant and rising level of obesity which presents an increasing public health challenge. However, the causes of obesity are not simply due to individuals' food and physical activity choices. They are more complex than this, and relate to a wide variety of societal, environmental and behavioural factors. In addition, overweight and obesity are health inequality issues, with people from the lowest socio-economic groups most at risk. The rapid increase in levels of overweight and obesity has occurred in a timescale too small for it to be due to genetic changes. Sedentary lifestyles and high-fat, energy-dense diets; environmental as well as behavioural factors play a part. Furthermore, urban developments have contributed to the increase in obesogenic environments such as high levels of car use, 24-hour food availability, sedentary occupations and low levels of physical activity. Obesity will only decrease if the built environment is adapted to make it easier for people to be more physically active in their daily lives.

Overweight and obesity are important determinants of a wide range of avoidable morbidity and mortality issues including, cardiovascular disease, diabetes, cancer and arthritis. Health consequences range from increased risk of premature death, to serious chronic conditions that reduce the overall quality of life. As well as adverse health outcomes for individuals, there are significant economic and social costs of obesity including increased healthcare expenditure as well as indirect costs due to loss of lives and productivity. Most alarmingly for the future, 60% of children who are overweight before puberty will be overweight in early adulthood, reducing the average age at which non-communicable diseases become apparent and greatly increasing the burden on health services. The estimated health cost of overweight and obesity in Cardiff is likely to reach £110 million per annum by 2015.

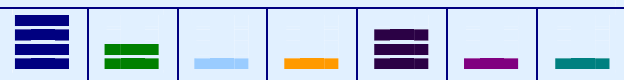
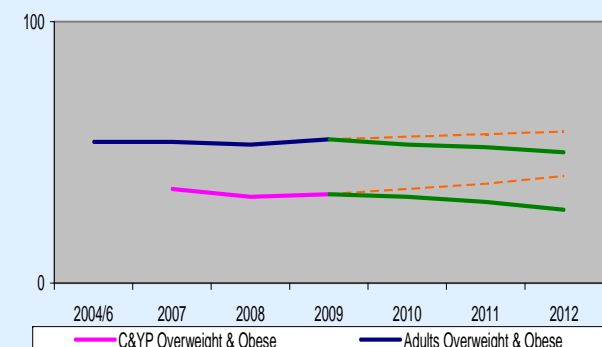
Obesity has been identified as the unifying theme of the Healthy Cities Programme.

Although it is acknowledged that underweight, anorexia and eating disorders are important health issues, and should be addressed as part of an individual's clinical care pathway; it is the broader population impact of overweight and obesity that is the focus for this section.

Headline Indicators and how are we doing?

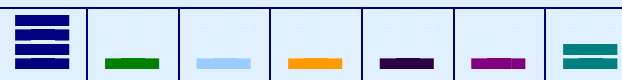
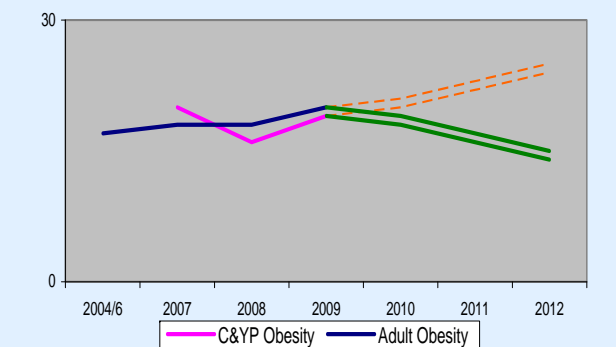
1. % overweight or obese

(Welsh Health Survey)



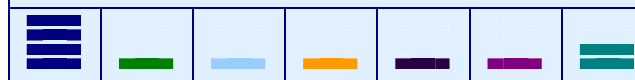
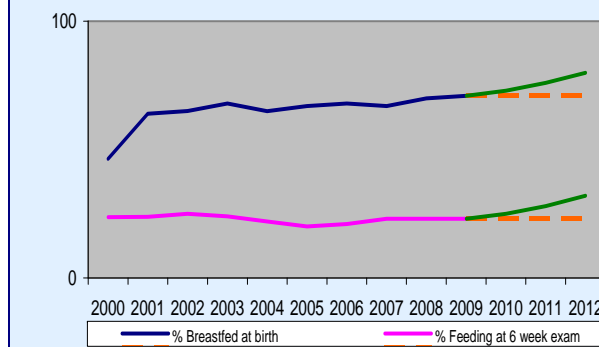
2. % obese

(Welsh Health Survey)

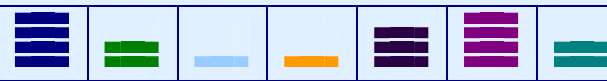
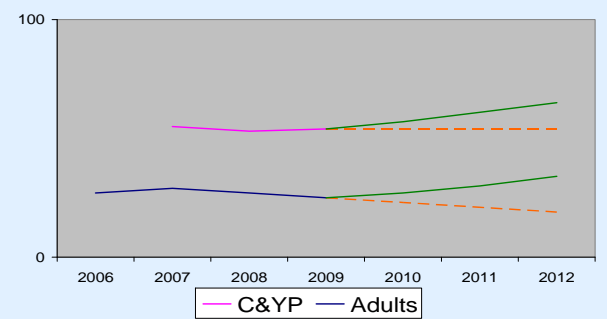


3. % of breastfed babies

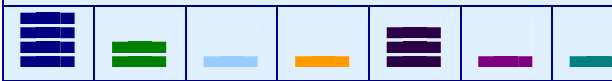
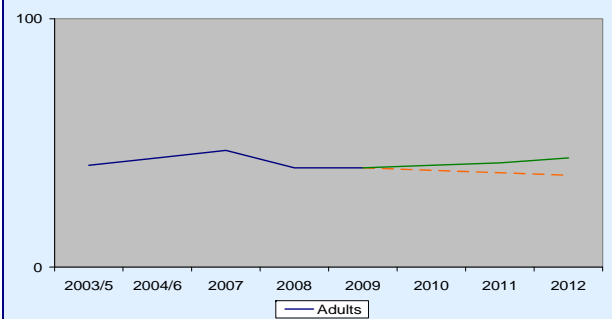
(Child Health 2000 system, South Glamorgan)



4. % people sufficiently active:
a) 5x30 minutes per week – adult
 (Welsh Health Survey)
b) 5x60 minutes per week – C&YP
 (Speculative data used)



5. % achieving 5-a-day fruit and vegetable consumption (Welsh Health Survey)



Data Development:

- Overweight and obesity rates for children and young people will be established as and when a national measurement programme is rolled out (Public Health Observatory Wales 2010)
- Physical Activity & Health Steering Group to collate local data to inform the % of Children and Young People meeting the physical activity guidelines.
- Food & Health Steering Group to collate local data to inform the % of Children and Young People eating five or more portions of fruit and vegetables.
- Indicators for built environmental, spatial planning, transport and sustainability to be developed.

Key:

— — — — — The route we will take if we do nothing ————— The curve we want to turn

The bars under each graph represent how the indicator impacts on the seven Cardiff outcomes for the city as seen below:

Healthy	Environment	Safe	Thriving & Prosperous	Full Potential	Live, Work & Play	Fair, Just, & Inclusive
---------	-------------	------	-----------------------	----------------	-------------------	-------------------------

Story behind the baselines

- Overweight and obesity are associated with an increased risk of developing cardiovascular disease (CVD), Type 2 Diabetes, and some forms of cancer such as those of the breast, colon, prostate, endometrium, kidney and gallbladder. CVD is the single largest cause of death in Cardiff with the highest mortality rates occurring mostly around the central and South East localities.
- It is predicted that the number of people with diabetes will double over the ten years 2003-2013 due to increasing obesity and an ageing population.
- Health is inextricably linked to socio-economic status. This is also reflected in obesity rates.
- Average weight rises and then falls with increasing age. This is particularly relevant for targeting action on overweight and obesity.
- The best long term approach to tackling overweight and obesity is prevention from childhood. Exclusive breastfeeding from birth until weaning is the best way to feed young infants. Breast milk provides optimal nutrition, growth and development for the human infant. There are considerable variations in breastfeeding rates, with older, better-educated and higher social class women being more likely to breastfeed. Breastfeeding rates in Wales are amongst the lowest in the UK.
- Obesity prevalence and disease risks vary between ethnic groups. For example, levels of obesity in women are lower in Bangladeshi women and higher in black African women, compared to the general UK population. However, different patterns of fat distribution between ethnic groups mean there are important differences in the health risks associated with apparently similar levels of Body Mass Index (BMI). People of South Asian origin are at greater risk of cardiovascular and other diseases, thought to be associated with the distribution of fat around the stomach.
- Overweight and obesity have a number of psychological impacts, including low self esteem and body image.

- The effects of obesity on children can lead to 'adult diseases' from an early age, such as high blood pressure, and the development of type 2 diabetes. Latest information from the Welsh Health Survey indicates that across Wales 33% of children were estimated to be overweight or obese including 16% obese.
- Women who are overweight or obese have an increased risk of complications during pregnancy and birth, with potential health risks for mother and baby in the longer term.
- Recommendations for physical activity stress the importance of building physical activity into everyday lives. Children and young people should achieve a total of a minimum of 60 minutes of at least moderate intensity physical activity each day and adults should achieve a total of a minimum of 30 minutes of at least moderate intensity physical activity a day, on five or more days a week.
- A healthy balanced diet is one based on the 'Eatwell Plate Model' (Food Standards Agency). There are many factors that influence eating behaviours such as affordability, access, and education.
- The number of people who are overweight and obese is increasing. It is important therefore, that individuals who are identified are helped to reduce their BMI and maintain a healthy weight. The Wales Obesity Pathway will provide a tool for the development of interventions ranging from prevention to treatment of overweight and obesity.
- Urban developments have contributed to the increase in obesogenic environments, typified by high levels of car use, 24-hour food availability, sedentary occupations and low levels of physical activity.

Partners with a role to play

- | | | | |
|--|--|---|---|
| • Cardiff & Vale University Health Board | • Third Sector | • Food & Health Steering Group | • Private and public sector |
| • Cardiff Council | • Cardiff Health Alliance | • Physical Activity & Health Steering group | • Communities First |
| • Public Health Wales | • Children & Young Peoples Partnership | • Healthy Urban Planning Group | • Education and training establishments |

What are we going to do?

- The best long term approach to tackling overweight and obesity is prevention from childhood. Action is needed in the following areas to achieve this aim: Preconception and antenatal care; Breastfeeding and infant nutrition; Early years; School and youth settings, e.g. MEND (Mind, Exercise, Nutrition, Do it!) and Healthy Schools.
- Key themes for consideration when promoting healthy eating include nutrition, food provision, food safety, food sustainability and food education and training. Responsibility for progressing and achieving this strategic aim will lie with the Cardiff Food and Healthy Strategy Steering Group.
- Action is required that promotes a supportive built environment to encourage active travel such as cycling and walking, to encourage the use of parks and green spaces and to encourage opportunities for active and unstructured play. Responsibility for progressing and achieving this strategic aim will lie with the Cardiff Physical Activity and Health Steering Group.
- Use of National Marketing initiatives such as Change4Life.
- An Obesity Pathway will be developed. This pathway is a tool to map local policies, services and cross-departmental multi-agency activity for both children and adults and then to identify gaps. The pathway will then inform planning, implementation and management of activity across the full range of determinants which cause obesity and overweight.
- It is important to maximise the opportunities in places of work, education and training as settings for promoting healthy eating and physical activity.
- Measures to address the wider determinants of overweight and obesity should be incorporated into planning priorities so that buildings are designed to encourage people to be more physically active and open spaces are developed that can be reached on foot or bike. Interventions to make streets cleaner and safer can also promote physical activity and active travel. Responsibility for progressing healthy urban planning will lie with the Healthy Urban Planning Steering Group.