## Template website Great Weight Debate story for CCGs

The template news story below is intended for CCGs to use on their websites to support their local borough in promoting the Great Weight Debate to residents. Please amend as you wish to suit your local CCG.

## XXX CCG supports Great Weight Debate on childhood obesity

## Residents in xxx (insert borough) are being invited to share their views on how children in the borough can be supported to lead healthier lives as part of a new London-wide conversation on childhood obesity.

## NHS xxx Clinical Commissioning Group) is supporting *The* *Great Weight Debate* *– a London conversation on childhood obesity’*, which has been launched by xxx (insert name of council) and other boroughs and NHS organisations.

Evidence shows our environment in London makes it much more challenging for families to make healthy choices. There is widespread availability of cheap, high calorie foods, portion sizes are larger, unhealthy food is marketed to children and city environments can discourage walking and cycling.

The Great Weight Debate aims to make residents in xxx (insert borough) more aware of this problem and hear what ideas they have for changes that can be made at a community and London-wide level to make the healthy choice the easy choice.

Residents can complete a [short survey](https://www.surveymonkey.co.uk/r/GWD2016) to share their views and ideas on what changes they think would make a difference.

## London has more overweight and obese children than any other global city, including New York, Sydney, Paris or Madrid. It also has a higher rate of obesity than anywhere else in the country with more than a third of all children in London overweight or obese by the time they leave primary school.

## Xxx Please insert CCG paragraph and stats, if available

## Dr XXX, a local GP and Chair of XXX Clinical Commissioning Group, said:

“Childhood obesity is a huge public health issue. We’re encouraging as many xxx (insert borough) residents as possible to have their say in what we can do to help children lead healthier lives. Obese and overweight children are at increased risk of a range of health problems and the Great Weight Debate aims to raise awareness of the London’s childhood obesity epidemic and help galvanise change.” Please adapt, use or insert your own quote.

Obese children are at increased risk of high cholesterol, high blood pressure, pre-diabetes, bone and joint problems and breathing difficulties. Being overweight or obese can affect a child’s mental well-being, lead to low self-esteem and absence from school which can affect their learning.

Evidence from global experts highlights that we are living in an abnormal environment where our surroundings make it harder to follow a healthy lifestyle and maintain a healthy weight. For example:

* On average, 11 to 18 year olds consume three times more than the recommended amount of sugar every day
* The average child in England spends six hours a day in front of a screen
* There are more than 8,600 fast food outlets in London
* The average chicken shop meal of chicken, chips and a drink contains 70% of an adult’s daily calories
* Only 28 per cent of children in England achieve the recommended activity levels

The Great Weight Debate survey takes five minutes to complete and can be found at: <https://www.surveymonkey.co.uk/r/GWD2016>

More details about childhood obesity and the Great Debate can be found on the [Great Weight Debate website](http://gethealthy.london/greatweightdebate).

You can make a pledge to improve their health or lifestyle as part of the Great Weight Debate at: <http://gethealthy.london/sign-up/>

You can also join the Great Weight Debate on twitter using the hashtag #greatweightdebate or email your views to [greatweightdebate@gethealthy.london](mailto:greatweightdebate@gethealthy.london) Please check with your borough comms team whether they want to use a borough email address

More information about XXX’s (insert borough) free weight management support for residents can be found at XXX.

Anyone wanting to get involved in work to tackle childhood obesity in xxx (insert borough) should email xxx (ask borough comms for email address).