## Template media release for the Great Weight Debate

Please find below a template media release that boroughs can use as you wish to promote the Great Weight Debate. We left space for a quote to be added in from your spokesperson, for example your Mayor/Council Leader. There is also space for a quote from your CCG and Healthwatch. You may wish to issue a joint release with your CCG. We have added in the Great Weight Debate image but boroughs will need to add in their logo and branding. We would suggest issuing this release to your local media when the Great Weight Debate launches across London on Tuesday 18 October.

## C:\Users\EPickles\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\3RDDMMJY\GWD-logotype (3).png

## Talk to us about 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 campaign *The* *Great Weight Debate – a London conversation on childhood obesity*.

Today, the London Borough of xxx has joined councils and NHS organisations across London to launch the *Great Weight Debate* and is encouraging all residents to complete a [short survey](https://www.surveymonkey.co.uk/r/GWD2016) to share their views on childhood obesity and what they think can be done to tackle it.

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.

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.

Xxx Please insert Borough specific para and stats, if available

Xxx Cllr/Mayor, said: “Let’s have a conversation about childhood obesity. We would like as many residents as possible to have their say; parents, carers, grandparents, young people, community groups and schools. Together we can make a real difference to the health, lives and futures of the children in our Borough”. Please adapt, use or insert your own quote

Xxx “CCG” –ask your CCG for a supporting quote if you can

Xxx “Healthwatch” –it would be great to get your local Healthwatch involved if possible

The Great Weight Debate is just part of the work the borough is doing to make sure children have healthier lives. Xxx insert other work you are doing here

The GWD 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).

Residents and families are being invited to make a pledge to improve their health or lifestyle as part of the Great Weight Debate at: <http://gethealthy.london/sign-up/>

They can also join the Great Weight Debate on twitter using the hashtag #greatweightdebate or email their views to greatweightdebate@gethealthy.london Feel free to change this email to invite residents in your borough to email you rather than HLP.

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

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

**ENDS**

**Notes to editors:**

1.

**Obesity statistics:**

* London has more seriously overweight children than New York, Sydney, Paris or Madrid
* One in five four to five year olds in London are overweight or obese
* Two out of every five children in London are overweight or obese when they start secondary school
* 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
* On average, 11 to 18 year olds consume three times more than the recommended amount of sugar every day
* Only 28 per cent of children in England achieve the recommended activity levels
* The average child in England spends six hours a day in front of a screen
* Tooth decay is the most common reason why five to nine year-olds are admitted to hospital

2. To take forward the London conversation on childhood obesity, XXX council is working other London councils, Healthy London Partnership, the London Obesity Leadership Group, London’s NHS Clinical Commissioning Groups, the Greater London Authority, NHS England (London), and Public Health England (London).

3. Healthy London Partnership is a collaboration of London’s health and care system to support the delivery of better health in London.

4. For any media enquires or for more information about borough plans to tackle childhood obesity please contact xxx in the xxx press office or visit XXX Borough website.