## Template Great Weight Debate newsletter copy

## The copy below can be used in resident’s newsletters and any other newsletters or e-news letters you have for stakeholders. Please amend the copy below as you need to fit the word count.

## Childhood obesity - survey

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 London-wide campaign *The* *Great Weight Debate – a London conversation on childhood obesity.*

Xxx (insert borough) has joined London councils and NHS organisations to launch the Great Weight Debate and is encouraging residents to complete a [short survey](https://www.surveymonkey.co.uk/r/GWD2016).

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.

London has more overweight and obese children than any other global city, including New York. Over a third of all children in London are overweight or obese by the time they leave primary school.

Obese children are at 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 who can affect their learning.

Xxx Cllr/Mayor, said: “We need to 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 or insert your own quote

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

As well as the health and emotional problems overweight and obese children face there is also a high probability that they will become obese and overweight adults. Overweight and obese adults are at risk of diabetes, cancer, heart disease and premature death.

The Great Weight Debate survey can be completed online at <https://www.surveymonkey.co.uk/r/GWD2016>

Find out more about childhood obesity in London and make at pledge to improve your family’s health and wellbeing on the [Great Weight Debate website](http://gethealthy.london/greatweightdebate).

As well as the survey, residents can email their views on childhood obesity and how to reduce it to [greatweightdebate@gethealthy.london](mailto:greatweightdebate@gethealthy.london) and join the Great Weight Debate on twitter using the hashtag #greatweightdebate (Feel free to change the email to invite residents in your borough to email you rather than HLP).

For more information about XXX’s free weight management support for residents visit XXX (Borough website)

If you want to get involved in work to tackle childhood obesity in xxx (insert borough) please email xxx (council email address).

The Great Weight Debate is being coordinated by the Healthy London Partnership which is working with London boroughs, the capital’s 32 Clinical Commissioning Groups, the Greater London Authority, NHS England and Public Health England.

|  |
| --- |
| **Did you know…** ( if there is room the below statistics can be incorporated into your copy or used as additional copy in a box)   * On average, 11 to 18 year olds consume three times more than the recommended amount of sugar every day * 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 * The average child in England spends six hours a day in front of a screen * Only 28 per cent of children in England achieve the recommended daily activity levels |