

Foreword

The Five Year Forward View takes prevention seriously and recognises that the future health of millions of children depend on a radical upgrade in prevention and public health. The London Health Commission also stressed the importance of helping children make healthy choice and to fully engage and involve Londoners in the future health of London.

Healthy London Partnership's prevention programme was established by CCGs and NHS England in London to support these aspirations.

The programme has placed a significant focus on childhood obesity. London has a worse record on childhood obesity than most other peer global cities such as New York, Paris and Madrid. Over a third of London's children are overweight or obese by the time they leave primary school. Childhood obesity has become a normal response to an abnormal environment.

London's obesity emergency has been recognised and there is support for action at a local, London and national level. Childhood obesity is currently a priority for over half of London Health and Wellbeing Boards. Additionally, London CCG's and NHS England are supporting this priority through The Great Weight Debate – a London conversation on childhood obesity.

The Great Weight Debate is providing a real opportunity to speak with Londoners and experts to hear their views and recommendations on reducing levels of childhood obesity in London. We have listened to them and recognise their concerns especially with London's food environment, such as the abundance of fast food outlets, the difficulties and costs of finding healthy food and the advertising of high fat and sugary food and drink.

We wanted an independent evaluation of The Great Weight Debate results so we commissioned an independent public health research team (PHAST). They also looked at additional evidence and asked expert opinion to make recommendations for pan-London action.

We are pleased to present The Great Weight Debate report which sets out what we have heard and learnt since launching The Great Weight Debate in February 2016. We share the ideas and feedback from Londoners and further evidence on how action could be taken forward.



Yvonne Doyle

Yvonne Doyle
Regional Director
Public Health England

**Healthy London
Partnership**

MAYOR OF LONDON



Public Health
England

NHS
England

**LONDON
COUNCILS**



Purpose of The Great Weight Debate

The Great Weight Debate was designed as a conversation to:

ENGAGE
and fully
INVOLVE
Londoners
in developing
SOLUTIONS
to childhood obesity

"I want a long and healthy life. I don't like the idea that I might not have one. Sometimes the food I eat, the things I do, the choices I make aren't the right ones for me; they aren't going to make me healthier or happier and could get in the way of me getting what I want out of life."

Joe Devitt, aged 12,
Tower Hamlets

The Great Weight Debate invites Londoners to debate the reasons why it is harder for children in the capital to maintain a healthy weight. It is about:

Raising awareness
of the scale
of the issue



Better understanding
of the views of
Londoners



Galvanising action



The solutions to childhood obesity lie in collectively shaping our environment in London. The report will be:

Widely shared
so that Londoners
can play a part in
enabling healthier
lives



Used to build a coalition
of individuals and
organisations



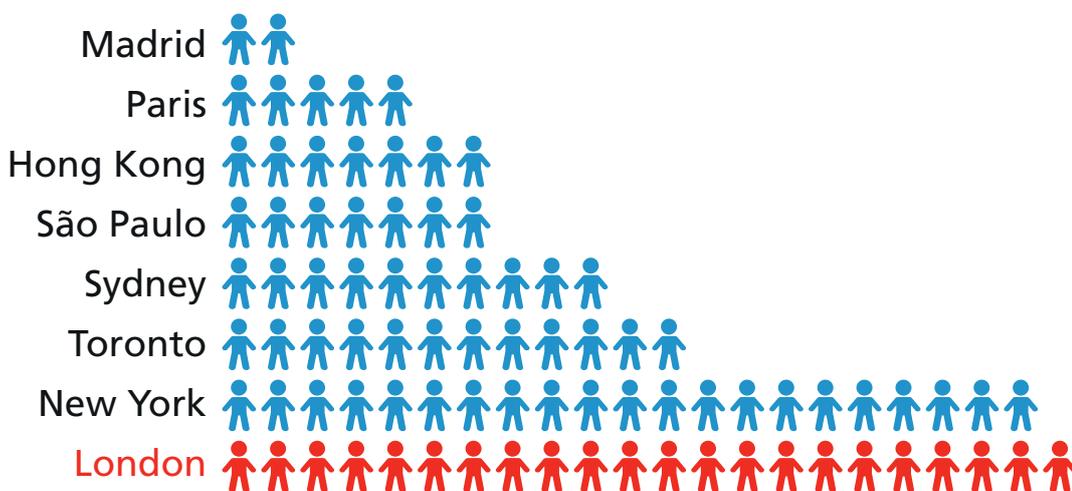
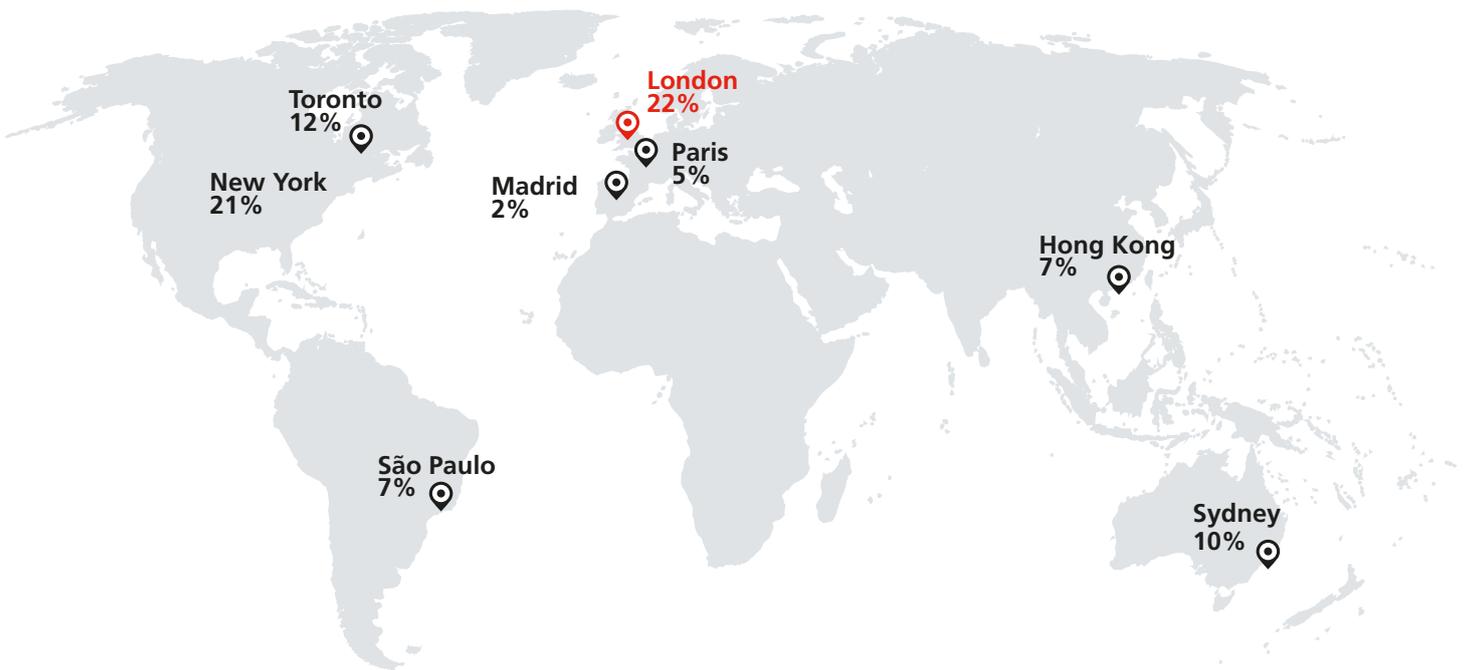
A catalyst for change
in every setting
and community



What is the scale of the problem?

Childhood obesity is now recognised as a key global public health challenge especially in urban cities. London has the highest level of childhood obesity compared to other major global cities, such as New York, Toronto, Sydney, Hong Kong, Sao Paulo, Paris and Madridⁱ.

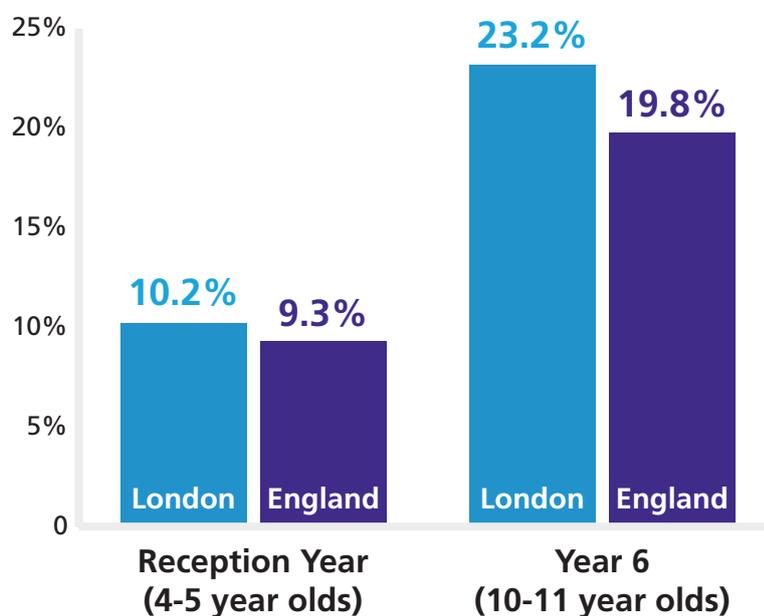
Prevalence of obese children in cities worldwide



ⁱ London Health Commission Global Cities Comparisons: Overview 2014. Available from: www.londonhealthcommission.org.uk [Accessed: 28th January 2017]

Rates of childhood obesity in London compared to the England average

Rates of childhood overweight and obesity are higher in London than the rest of England. London has the third highest rates of obesity for 4-5 year olds and highest rate of obesity for 10-11 year olds in England: 10.2% in reception year and 23.2% in year 6 in London compared to 9.3% and 19.8% England averageⁱⁱ.



There is an increase in childhood obesity from when children in London start primary school (4-5 years) compared to when they leave primary school aged 10-11 years. Since 2006/07 the prevalence of overweight children aged 4-5 years in London has remained stable but in 10-11 year olds it has increased.

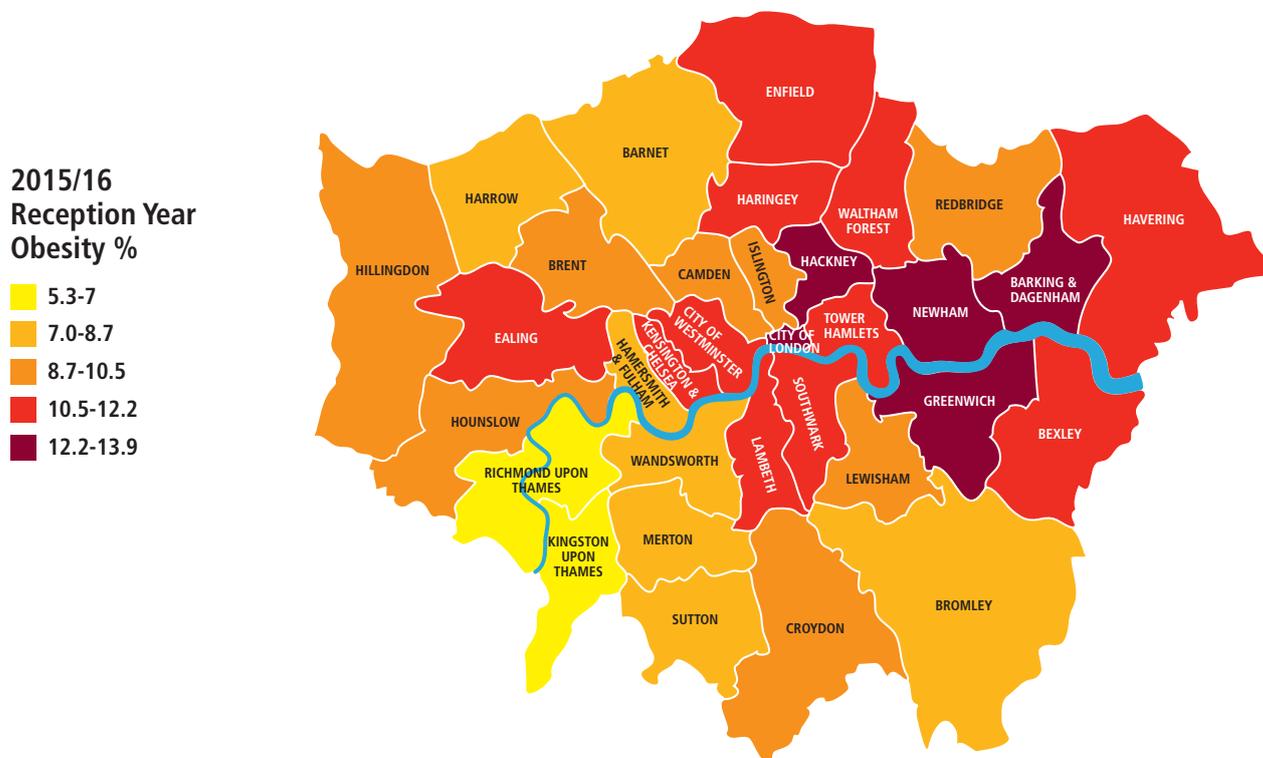
There is a strong relationship between deprivation and childhood obesity rates. The most deprived children in reception year and year 6 are twice as likely to be obese than least deprived children in both these years.

1 in 10 children who start primary school (4-5 yrs) in London are obese; this increases to nearly 1 in 4 (10-11 yrs) when they leave primary school

ⁱⁱ NHS Digital National Child Measurement Programme England, 2015/16 School Year. Available from: <http://content.digital.nhs.uk> [Accessed: 28th January 2017]

Across London childhood obesity rates vary by borough. For example, Richmond has the lowest levels of childhood obesity compared to Barking and Dagenham that has the highest levels of childhood obesity.

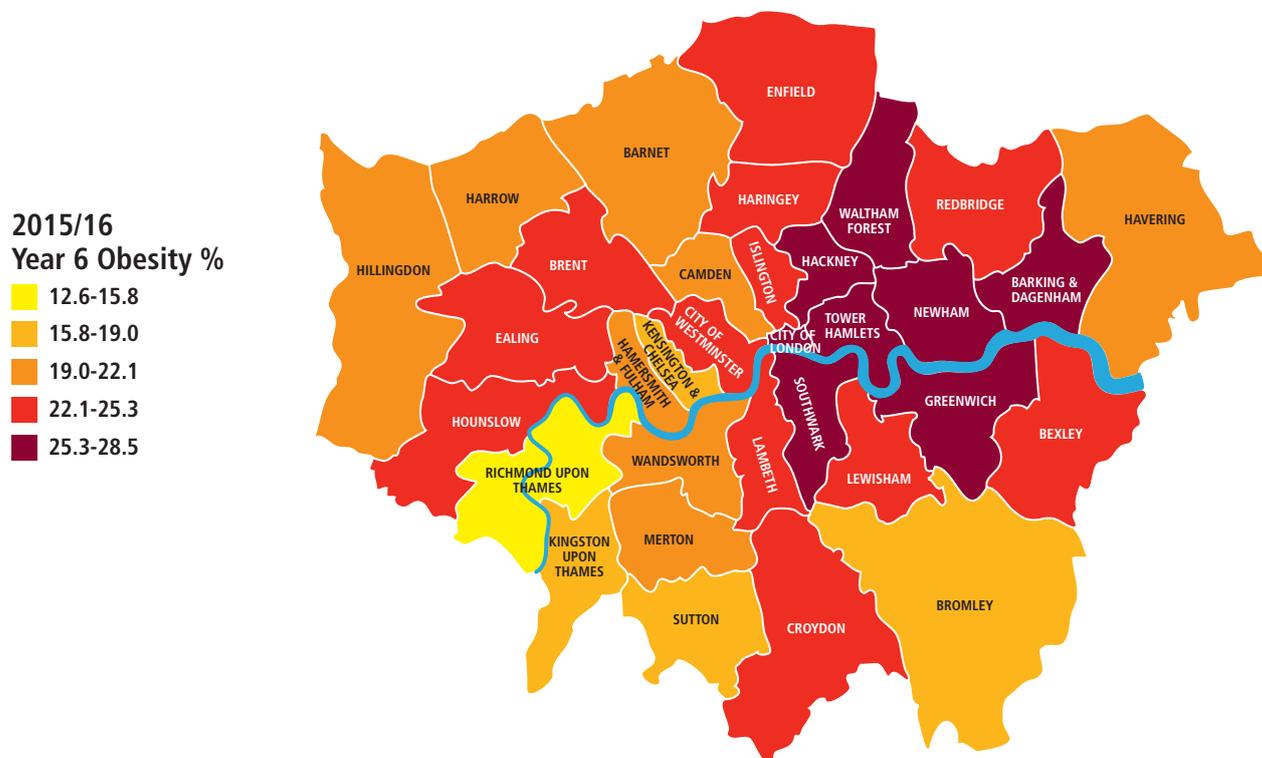
Reception year obesity prevalence across London



Borough	Percent	Borough	Percent
Barking and Dagenham	13.9	Hillingdon	9.5
Barnet	8.4	Hounslow	10.1
Bexley	11.0	Islington	10.3
Brent	10.1	Kensington and Chelsea	10.9
Bromley	8.2	Kingston upon Thames	5.4
Camden	9.5	Lambeth	10.9
Croydon	10.2	Lewisham	10.3
Ealing	10.9	Merton	7.5
Enfield	11.7	Newham	12.5
Greenwich	13.0	Redbridge	9.6
Hackney*	12.5	Richmond upon Thames	5.3
Hammersmith and Fulham	8.4	Southwark	12.0
Haringey	11.6	Sutton	7.3
Harrow	8.2	Tower Hamlets	11.6
Havering	10.8	Waltham Forest	10.7
		Wandsworth	7.6
		Westminster	10.8

* Data for City of London have been combined with Hackney

Year 6 obesity prevalence across London



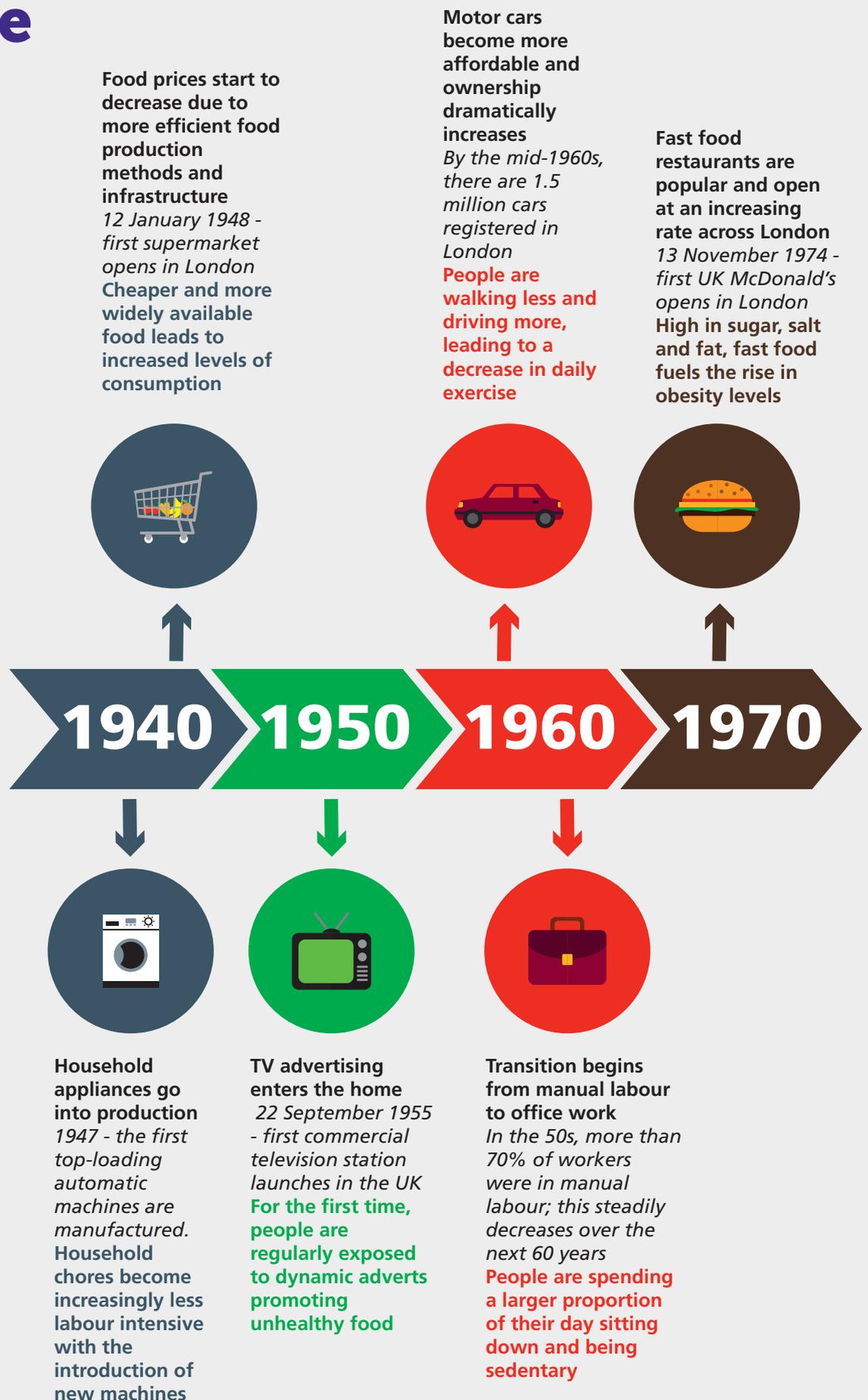
Borough	Percent	Borough	Percent
Barking and Dagenham	28.5	Hillingdon	21.1
Barnet	20.9	Hounslow	24.1
Bexley	22.7	Islington	22.8
Brent	24.2	Kensington and Chelsea	18.6
Bromley	16.0	Kingston upon Thames	16.9
Camden	21.3	Lambeth	23.1
Croydon	24.5	Lewisham	23.6
Ealing	23.8	Merton	19.2
Enfield	25.0	Newham	27.6
Greenwich	27.7	Redbridge	23.4
Hackney*	27.0	Richmond upon Thames	12.6
Hammersmith and Fulham	21.3	Southwark	27.4
Haringey	23.8	Sutton	18.2
Harrow	20.2	Tower Hamlets	27.1
Havering	21.8	Waltham Forest	26.2
		Wandsworth	19.3
		Westminster	24.9

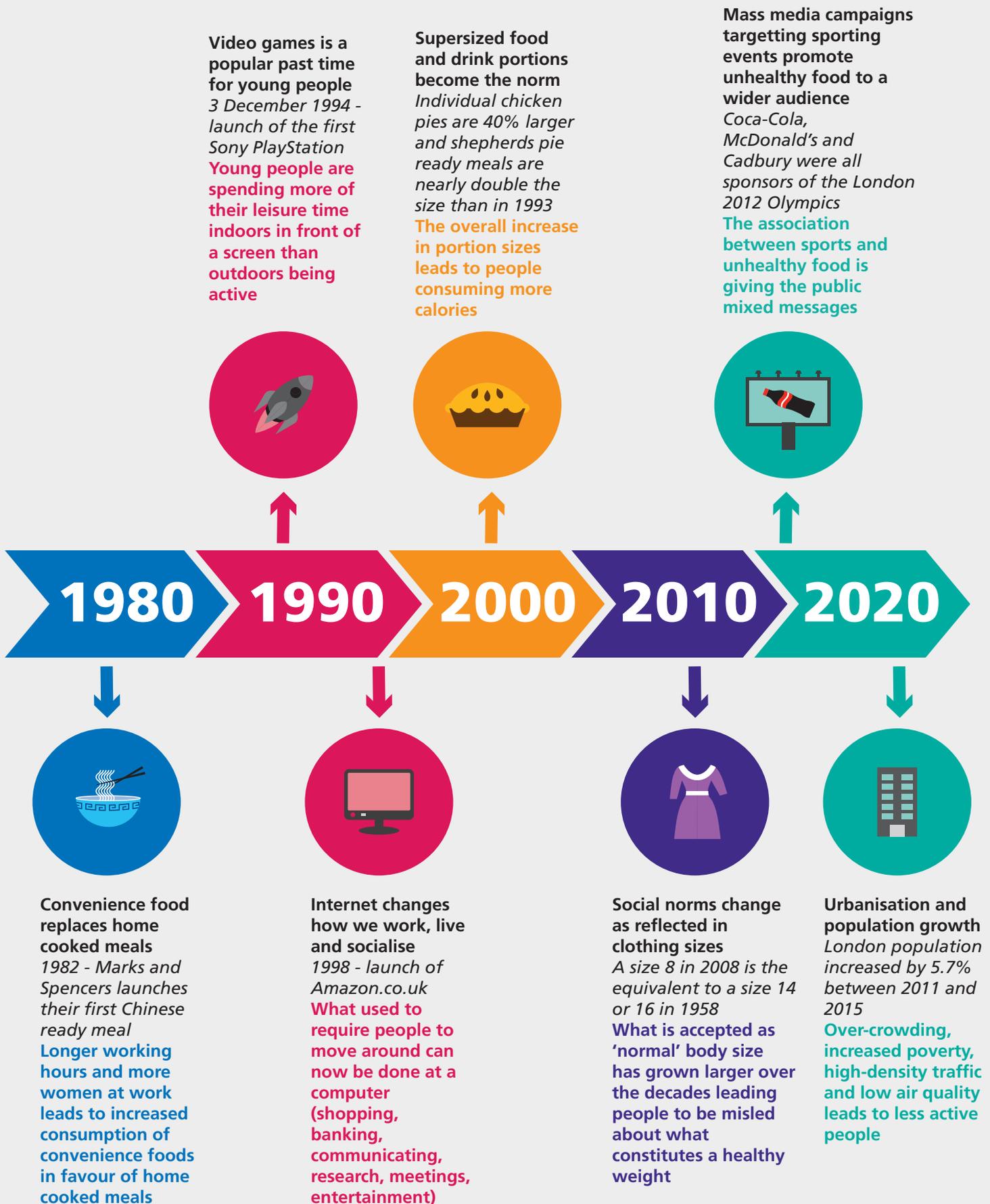
* Data for City of London have been combined with Hackney

Timeline

The rise in levels of obesity is primarily due to obesogenic environments. These promote weight gain by encouraging people to eat unhealthily and not do enough exercise. Over the past 60 years, our environment has changed dramatically.

Follow the timeline to understand how our environments have changed and why individuals are finding it hard to stay a healthy weight.





How have we engaged with Londoners?

A wide variety of methods were used to engage directly with Londoners. This included roadshows at London's iconic and inspiring Queen Elizabeth Olympic Park in Newham and local events in Lambeth, Redbridge and Southwark. The Great Weight Debate extensively utilised social media with promotional campaigns launched on Facebook and Twitter to advertise activities and events. The Great Weight Debate attracted local and regional TV, radio and press coverage with BBC London Live, BBC London News and the Evening Standard publicising the Great Weight Debate. The voice of Londoners and London was prominent throughout The Great Weight Debate.

"We are proud of the way we organised and delivered our no-cost response to The Great Weight Debate, achieving the most responses and being the top performing borough. The interest generated created a platform for further local work to develop positive conversations with targeted groups at greatest risk of excess weight, to find local solutions that will feed into our Child Healthy Weight Action Plan."



**David Tchilingirian,
Commissioning Officer for Children and Young
People, London Borough of Merton**

The 32 London local authorities and the City of London were invited to join and participate in The Great Weight Debate. Londoners were invited to complete The Great Weight Debate survey from 19th September to 10th December 2016 where they could share their ideas on what they thought could be done to help children in their area lead healthier lives.

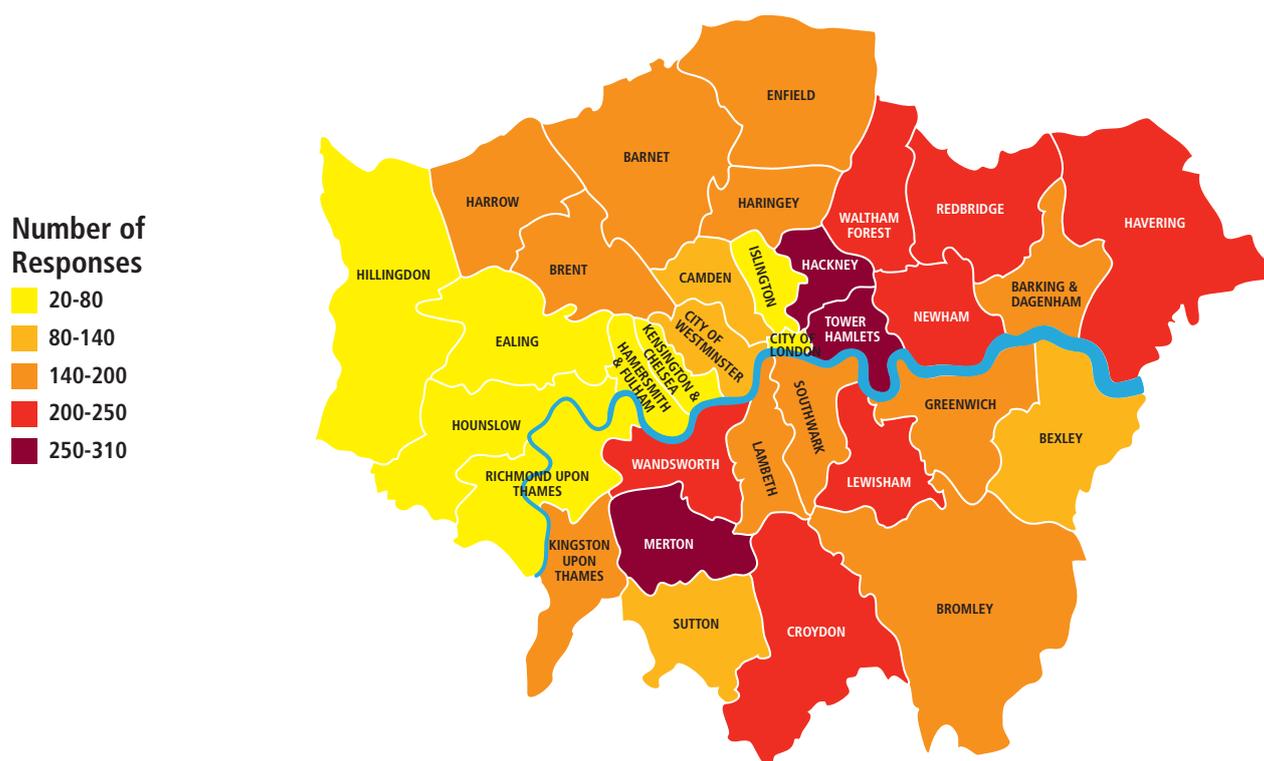
A total of 3,801 UK respondents answered the survey and of these 73% (2,765) were London respondentsⁱⁱⁱ. All subsequent survey analysis and results are based on postcodes geographically based within London.

Analysis of survey responses by borough identified wide spread variation across London^{iv} as summarised in the table on page 13. Merton had the highest number of respondents (over 300).

ⁱⁱⁱ The survey was not limited to London postcodes, which meant that respondents from across the UK were able to complete the survey.

^{iv} The survey asked for the first part of the respondent's postcode (postal district) and these are unfortunately not co-terminous with London borough boundaries. Borough analysis was produced by clustering postcode district boundaries into 'best-fit' borough boundaries.

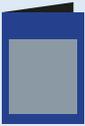
The Great Weight Debate survey response by borough



Borough	Responses
Merton	311
Tower Hamlets	296
Hackney	261
Waltham Forest	250
Lewisham	241
Redbridge	222
Havering	220
Newham	205
Croydon	198
Greenwich	196
Bromley	189
Haringey	181
Brent	172
Lambeth	163
Kingston upon Thames	161
Barnet	160

Borough	Responses
Barking and Dagenham	157
Southwark	156
Harrow	150
Enfield	148
Sutton	130
Outside London	103
Camden	91
Bexley	89
Islington	79
Kensington and Chelsea	78
Ealing	78
City of London	70
Hammersmith and Fulham	66
Richmond	48
Hounslow	34
Hillingdon	25

The Great Weight Debate campaign reach, summary of sources

Source		Examples of reach
Events		Roadshows across different boroughs such as 510 people reached at Queen Elizabeth Olympic Park (Newham) Roadshow, 25 at Lambeth The Great Weight Debate Consultative Event, 35 at Redbridge Youth Council focus group, and 86 at Southwark Council The Great Weight Debate event
Newsletters		1,055 people reached through Healthy London Partnership newsletters with regular The Great Weight Debate updates, 60 reached through Physical Activity for Health newsletter, 108,000 reached through Hackney Today October Issue and 80,000 reached through My Merton December Issue
Advertising		Facebook advertising reached 228,159 people, and 66,825 of these were reached on more than one occasion
Newspaper articles		900,896 people reached through Evening Standard article on mapping of fast food outlets, 139,045 reached through East London and West Essex Guardian article
Twitter		22,000 people reached through Lambeth council and 72,600 through Redbridge council
Other social media and websites		3,801 people reached through The Great Weight Debate survey of whom 2,765 were London respondents. Over 20 London boroughs promoted The Great Weight Debate campaign on council websites, Healthwatch websites, CCG websites or healthy lifestyle portals. Data on reach from these sources has been unable to be confirmed
TV and radio		BBC New London Live, BBD London News (TV) and BBC London Radio (Nikki Bedi morning show). Data on reach from these sources is not yet confirmed

Six questions Londoners were asked about childhood obesity

Q1. Are you aware of the high rates of childhood obesity in London?

Q2. How much of a priority for London do you think tackling childhood obesity should be?

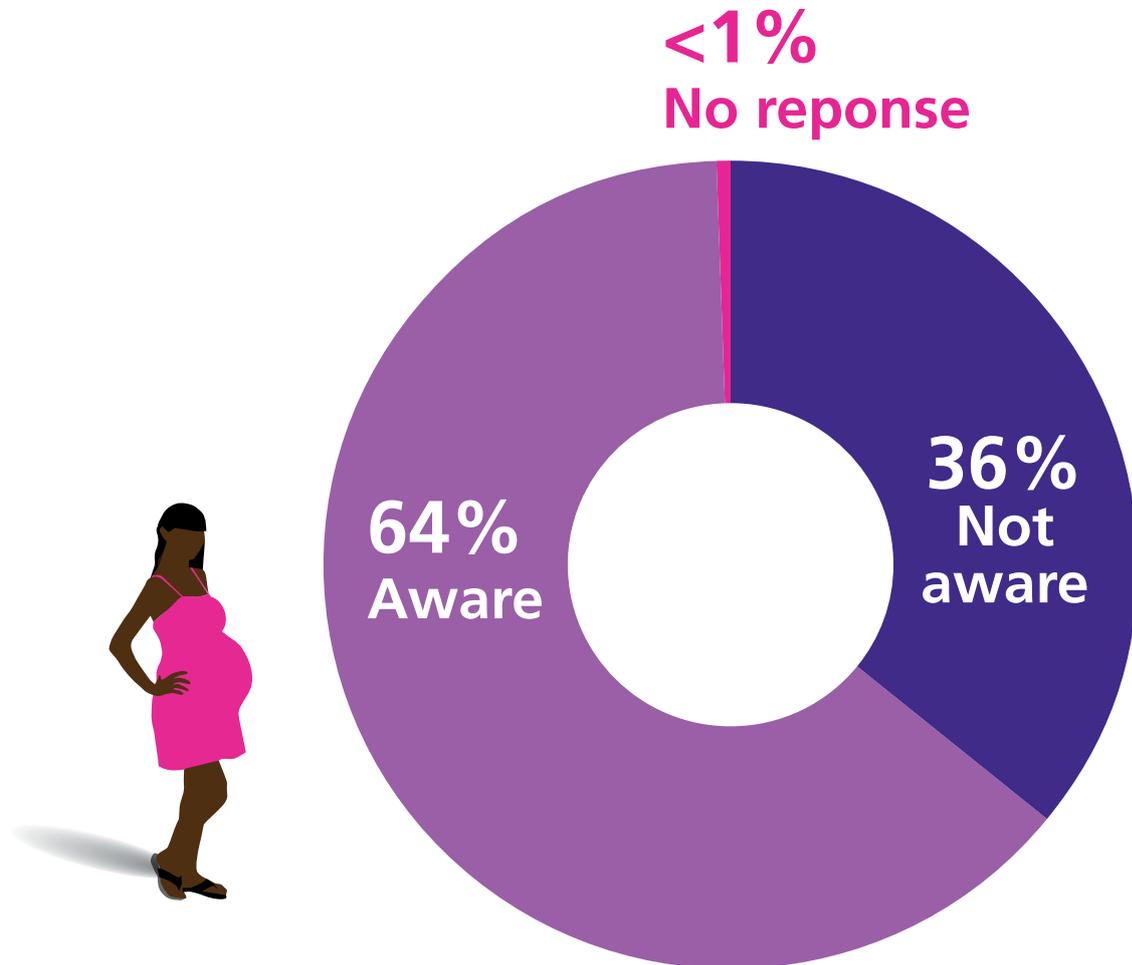
Q3. Please tick the top three things that you think make it harder for children to lead healthy lives in your area.

Q4. Tell us what already exists in your local area that you think encourages a healthy lifestyle for your children.

Q5. Please tick the top three things which you think will support children in London to lead healthier lives.

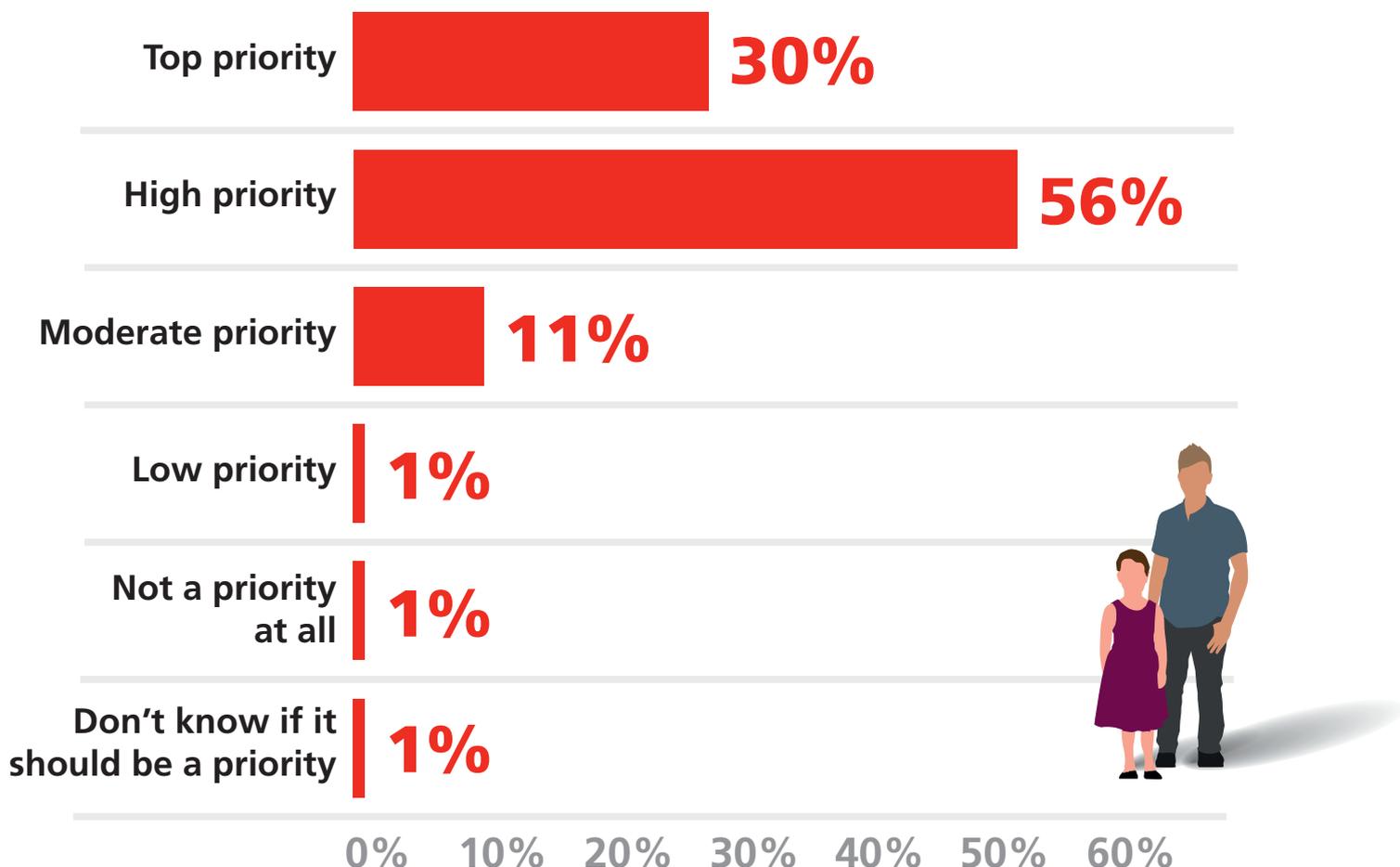
Q6. Please list any other ideas you have to help tackle childhood obesity.

Q1. Are you aware of the high rates of childhood obesity?



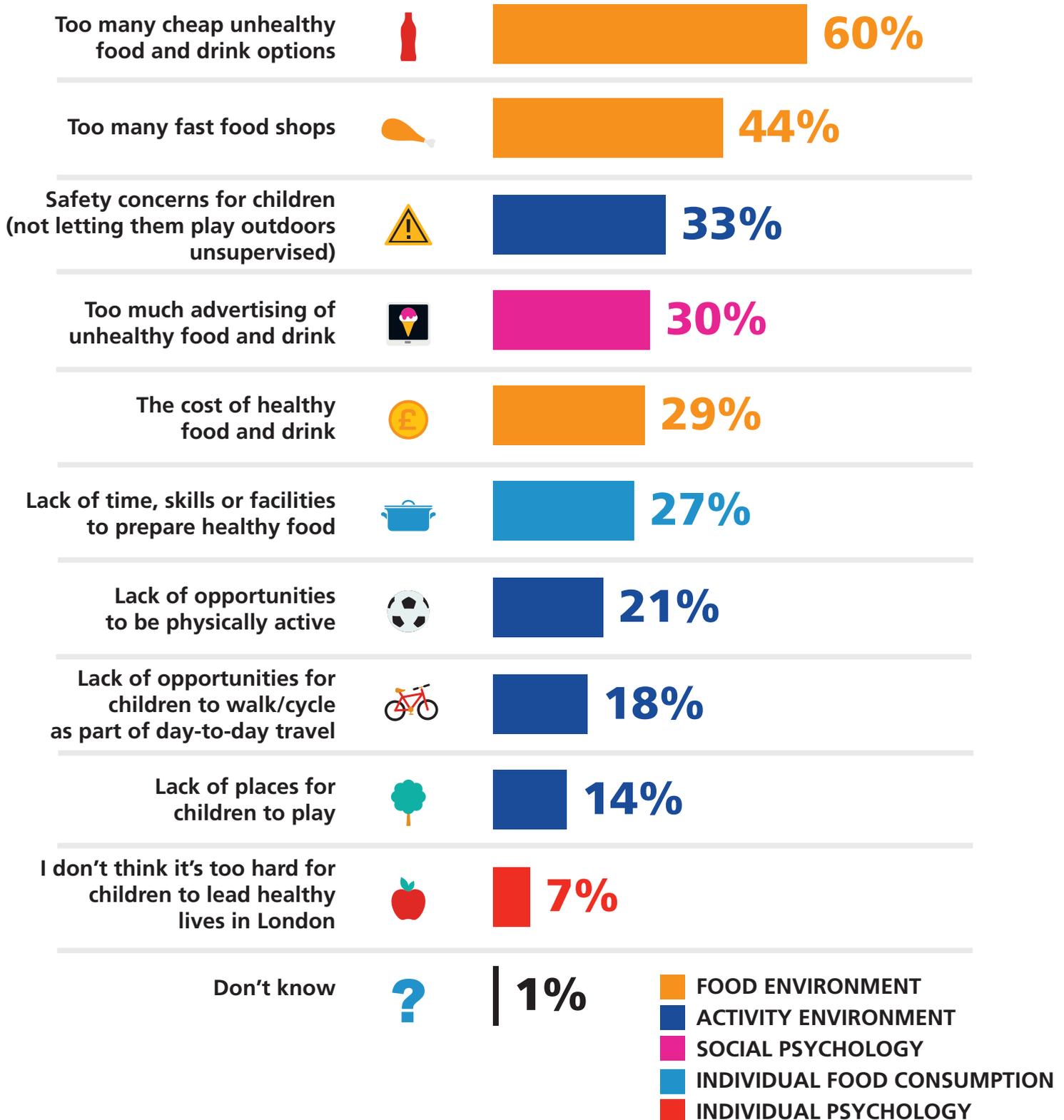
Nearly two thirds (64%) of London respondents were aware of the high rates of childhood obesity in London.

Q2. How much of a priority for London do you think tackling childhood obesity should be?



Approximately 9 out of 10 respondents (86%) thought that tackling childhood obesity in London was the top priority or a high priority

Q3. Please tick the top three things that you think make it harder for children to lead healthy lives in your area.



Please note that further individual borough level analysis has not been completed for this report and all subsequent results are presented at a London level^v.

The top five items selected by Londoners that make it harder for children to lead healthy lives in their areas were as follows:

- 1. Too many cheap unhealthy food and drink options (60%)**
- 2. Too many fast food shops (44%)**
- 3. Safety concerns about children (not letting them play outside unsupervised) (33%)**
- 4. Too much advertising of unhealthy food and drink options (30%)**
- 5. The cost of healthy food and drink (29%)**

The table categorises the responses under the Foresight clusters, which highlights that 47% of Londoners' responses related to the Food Environment and 30% related to the Activity Environment.

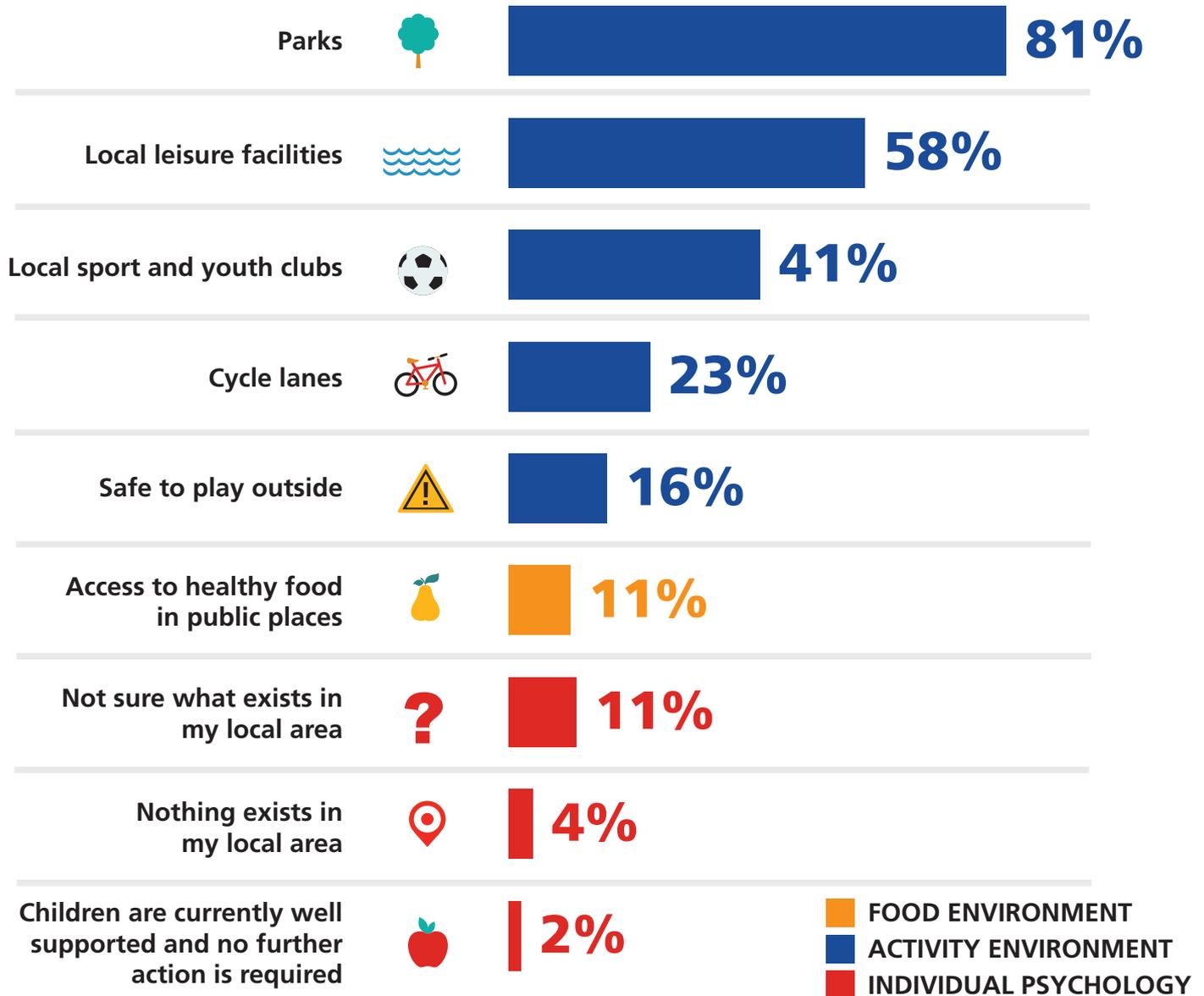
These results have similarities with the British Attitudes to Obesity Survey^{vi} which found that people feel that cheap fast food is too easily available (91%) and fewer people agreed that there are not enough safe places to walk or cycle (38%). The cost of healthy food and drink was seen as less of a contributing factor in both surveys (39% in the national survey and 29% in The Great Weight Debate survey). The attitudes towards obesity survey included questions about more individual factors (eg time to exercise and time to cook) which were not included The Great Weight Debate list of options. The national survey found that opinions were relatively evenly divided on whether people have too little time to cook (43%) or exercise (48%).



^v Please contact The Great Weight Debate team for tables summarising the survey responses by London borough (based on postal districts) for all quantitative and qualitative data, which will enable local data analysis.

^{vi} Curtice J. Attitudes to obesity Findings from the 2015 British Social Attitudes Survey NatCen Social Research and Public Health England. 2016 Available from: <http://www.bsa.natcen.ac.uk> [Accessed 28th January 2017]

Q4. From the following list, tell us what already exists in your local area that you think encourages a healthy lifestyle for your children.



The top 5 items all relate to the Activity Environment cluster representing 90% of the responses overall. For example, 81% of respondents think that parks which are available in their local areas encourage a healthy lifestyle for children, and 58% and 41% of respondents think that local leisure centres and local sports/ youth clubs respectively encourage a healthy lifestyle for children in their local area. Interestingly, only 16% of respondents felt it was safe for children to play outside. Only 2% of respondents thought that children were already well supported and that no further action is required.

What else already exists in your local area that you think encourages a healthy lifestyle for your children.

There were a total of 450 free text responses to question 4 which have been analysed and coded according to key themes. Despite being asked to state what already exists in local areas, nearly half of respondents responded that improvements could be made (23%) in their local areas or provided examples of facilities and initiatives that exist to encourage a healthy lifestyle but followed this up with recommendations for how to improve the local areas (20%).

Overall, of those that responded positively to the question over 70% commented on the availability and access to free or low cost activities, playgrounds and exercise facilities in their local area. The remaining 30% focused on education services available for parents and children, and healthy school meals, cooking and food growing classes for children. Approximately 70% of the responses around areas for improvement centred around factors impacted on the activity environment but requested improved availability and access to facilities and playgrounds, lower cost of gyms and sports facilities and improved safety and cleanliness of outdoor areas. The difference of opinion regarding the activity environment may relate to the differences in availability, access and cost of physical activity initiatives by borough. Other comments were raised about further education for parents and children and the need for changes to the food environment such as healthy food being too expensive and too many fast food outlets.



What is being done well

'A brand new children's playground has recently opened and has already proved very popular.'

'Free swim Fridays. Another pool has just reopened.'

'There are services through the NHS e.g. active stars and healthy eating services.'

'Schools in the area play an important part educating and reinforcing healthy living choices.'

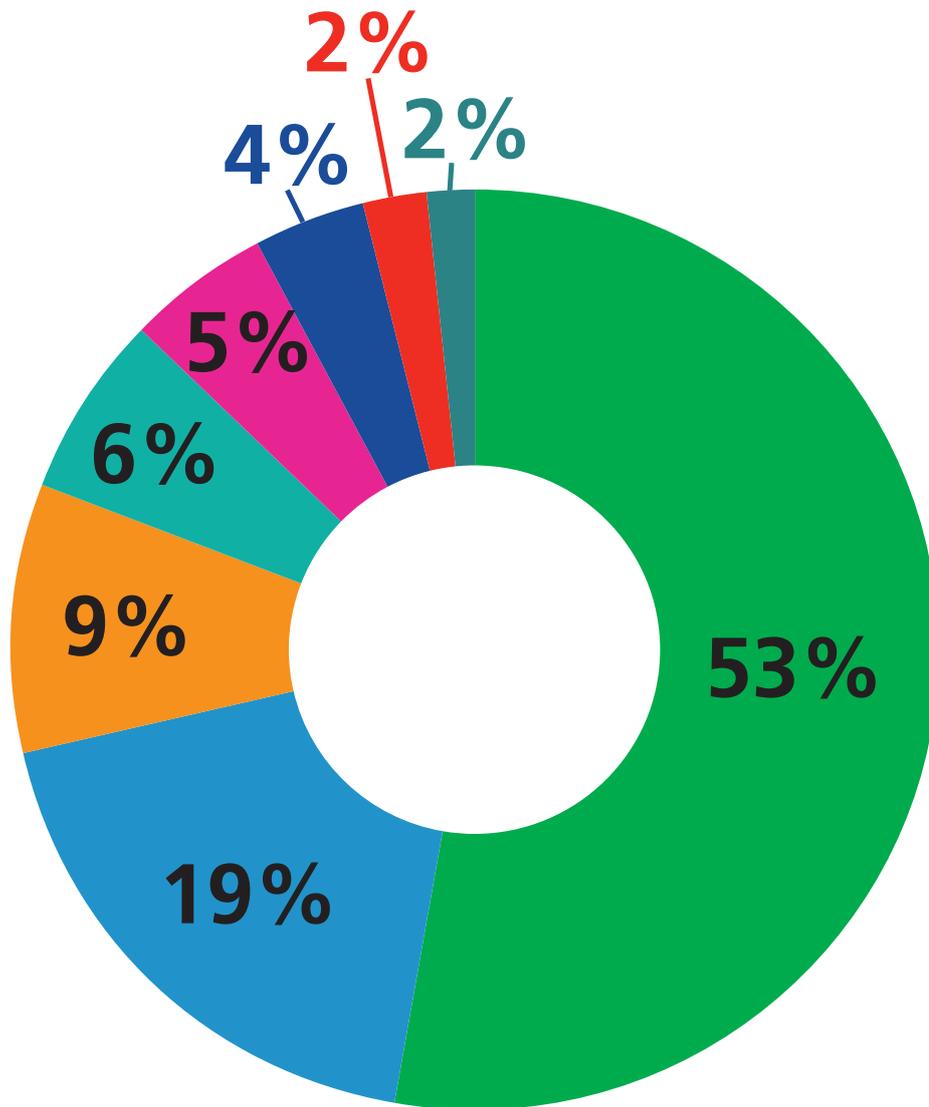
'School dinners are healthy and in my kid's school no fizzy drinks or chocolate allowed.'

'We used to have good free cook & eat sessions in the community centre.'

'Mini Holland is a brilliant project to encourage walking/cycling.'

'Children are taken during school to visit the food stalls and given a chance to taste different foods and taught the link between growing and eating food.'

What is being done well



- Available access to activities/playgrounds/facilities
- Lowered cost/free access to facilities/activities are available
- Education for parents
- Education for children
- Improved school dinners/lunches
- Cookery classes
- Walking to school
- Growing food at school/home

What needs to be improved

'Better public transport or cycle lanes to get to leisure facilities.'

'Too expensive to use the local facilities e.g. leisure centre.'

'Not all streets are safe for children to play outside. Issues around safety, gangs etc, knife crime. Cycle lanes exist but too dangerous for children.'

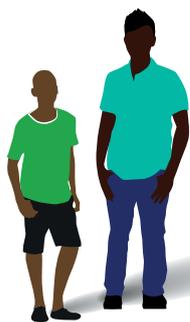
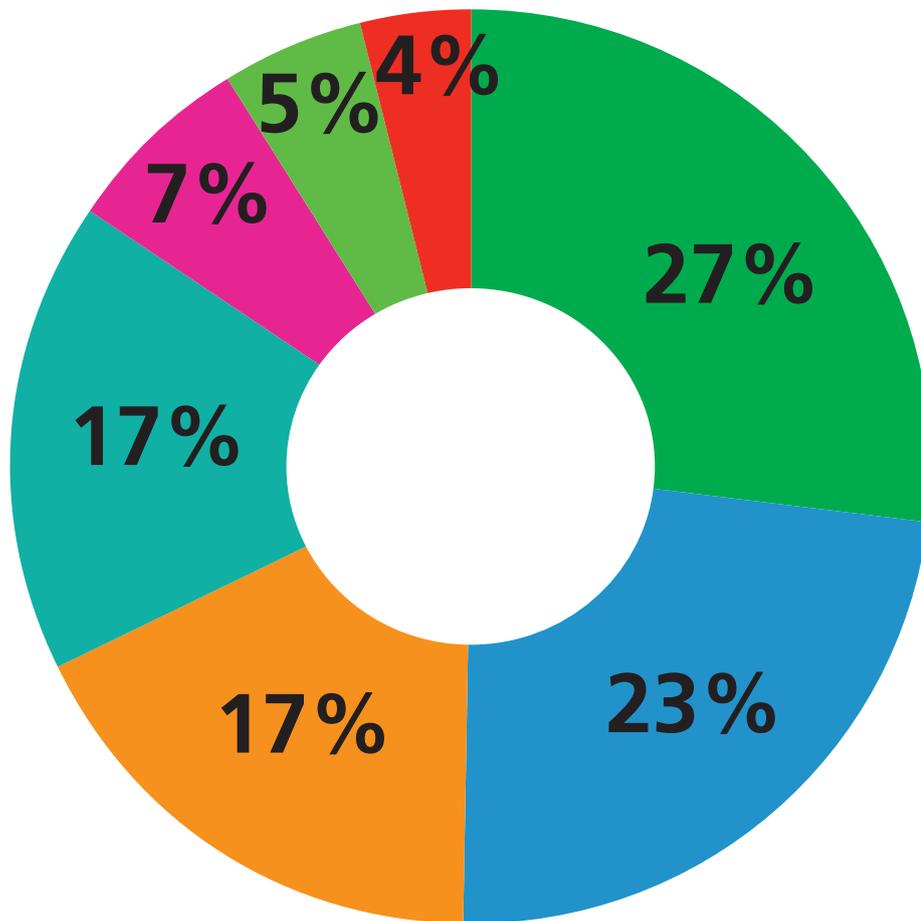
'I think parents need to take much more responsibility.'

'Healthy food [is] often more expensive.'

'Too many chicken shops that are accessible to children after school.'

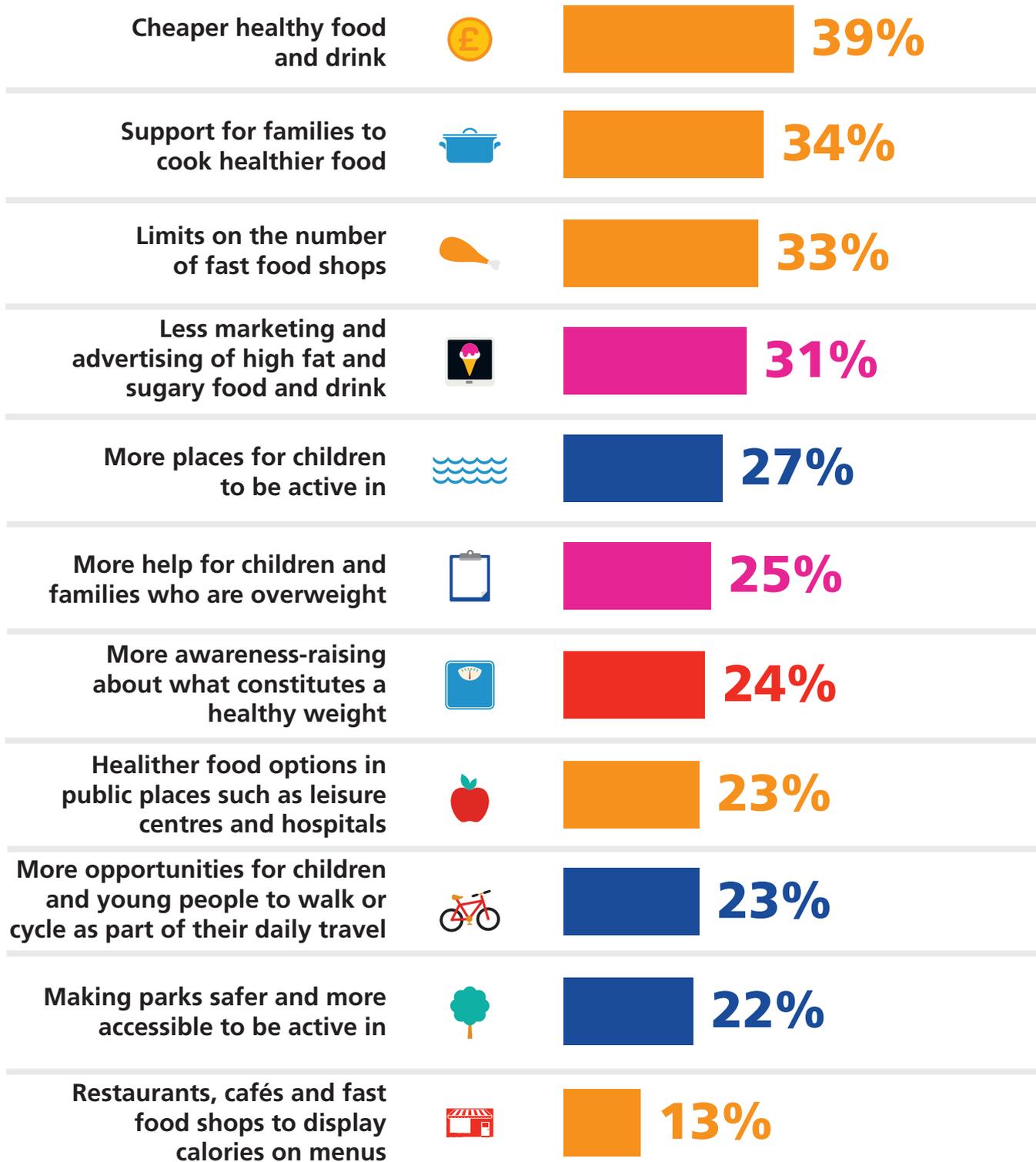
'Children need good education from parents and school.'

What needs to be improved



- Inadequate access to activities/playgrounds/facilities
- Sports/activities/gyms are costly
- Outdoor areas need to be safer/cleaner
- Parents need to be educated
- Healthy food is expensive
- Too many fast food outlets
- Children lack 'healthy lifestyle' knowledge

Q5. Please tick the top three things which you think will support children in London to lead healthier lives.

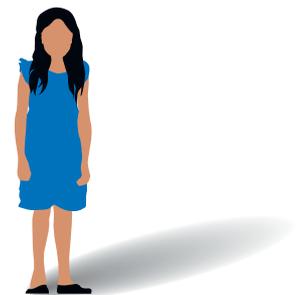


■ FOOD ENVIRONMENT ■ SOCIAL PSYCHOLOGY
■ ACTIVITY ENVIRONMENT ■ INDIVIDUAL PSYCHOLOGY

The top four items selected by Londoners that would make it easier for them to lead healthier lives were as follows:

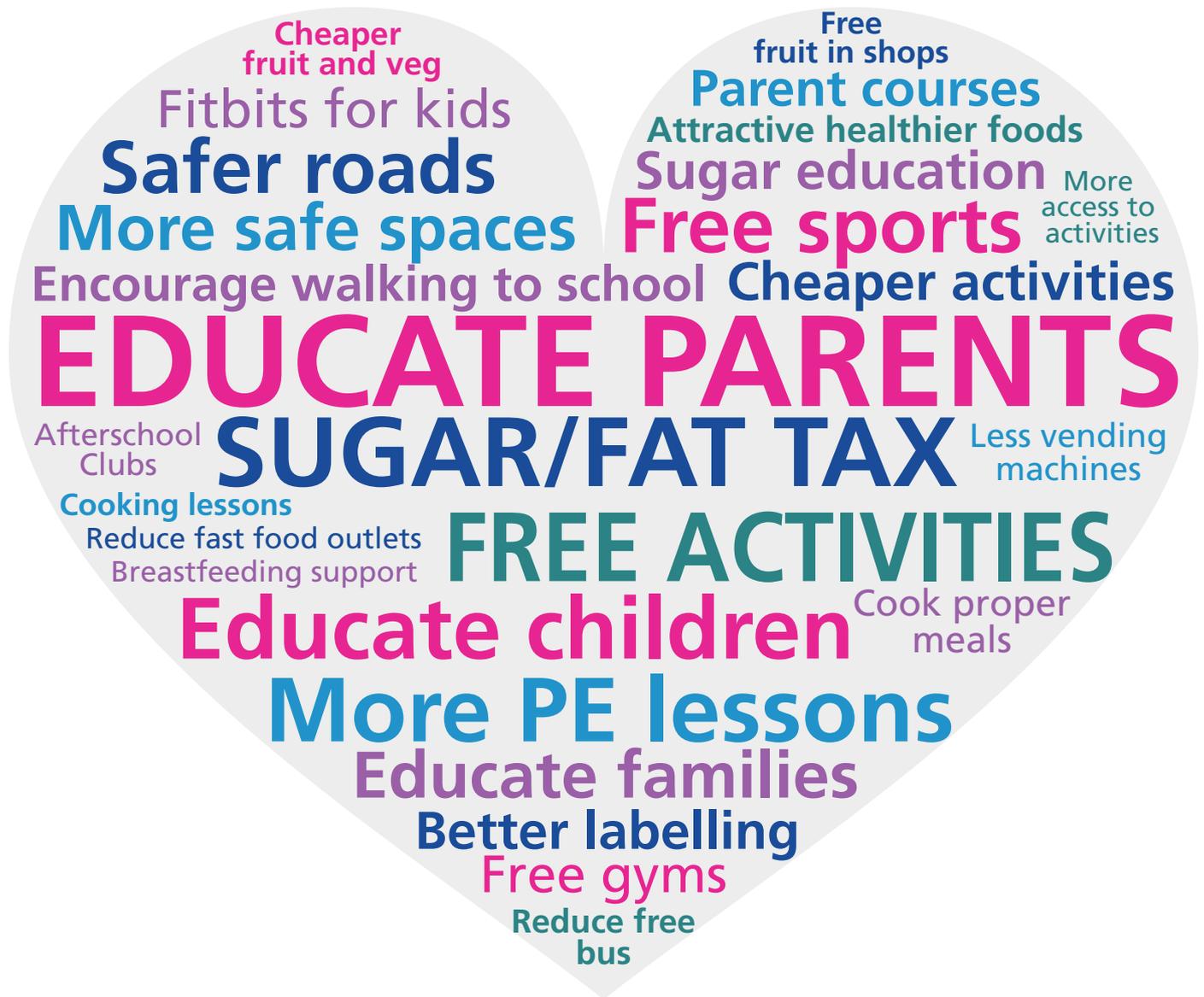
- 1. Providing cheaper healthy food and drink (39%)**
- 2. Supporting families to cook healthier food (34%)**
- 3. Limiting the number of fast food shops (33%)**
- 4. Less marketing and advertising of high fat and sugary food and drink (31%)**

The table on page 26 categorises the responses under the Foresight clusters, which highlights that 48% of responses related to the Food Environment and 28% related to the Activity Environment.



Q6. Please list any other ideas you have to help tackle childhood obesity.

The subjective word cloud represents the common themes raised by London respondents on ideas to help tackle childhood obesity. The size of writing is proportionate to the frequency of responses.



Over a thousand Londoners (1,147) provided ideas to help tackle childhood obesity.

Educate parents and families around healthy eating and increasing physical activity

22%

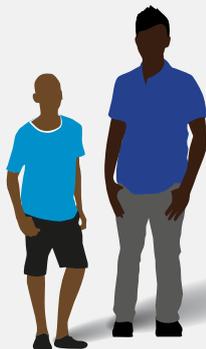


“Get the parents to model active, healthy lifestyles.”

“Coach parents in getting fit, losing weight themselves.”

Free or subsidised sports facilities, clubs and gyms

13%



“Access to more affordable activities.”

“Free access to all under 18 year olds to sports facilities and gyms.”

Sugar and/or fat tax (higher number of responses for sugar tax)

13%



“Sugar/fat tax - however I understand this is not action which can be taken locally.”

“The Sugar Tax would be a great start - make unhealthy foods more expensive than healthy ones.”

Increase school exercise and encourage walking to school

10%



“More activity in schools - like running/ walking a mile a day.”

“More PE lessons in national curriculum.”

Better advertising of healthy foods and increase awareness of the benefits of a healthy lifestyle

7%



“More advertising of healthy food and exercise rather than the reverse.”

“Ban fast food advertising from schools/ kids programs.”

Educate children around obesity and healthy eating (including cooking skills) versus unhealthy food choices

7%

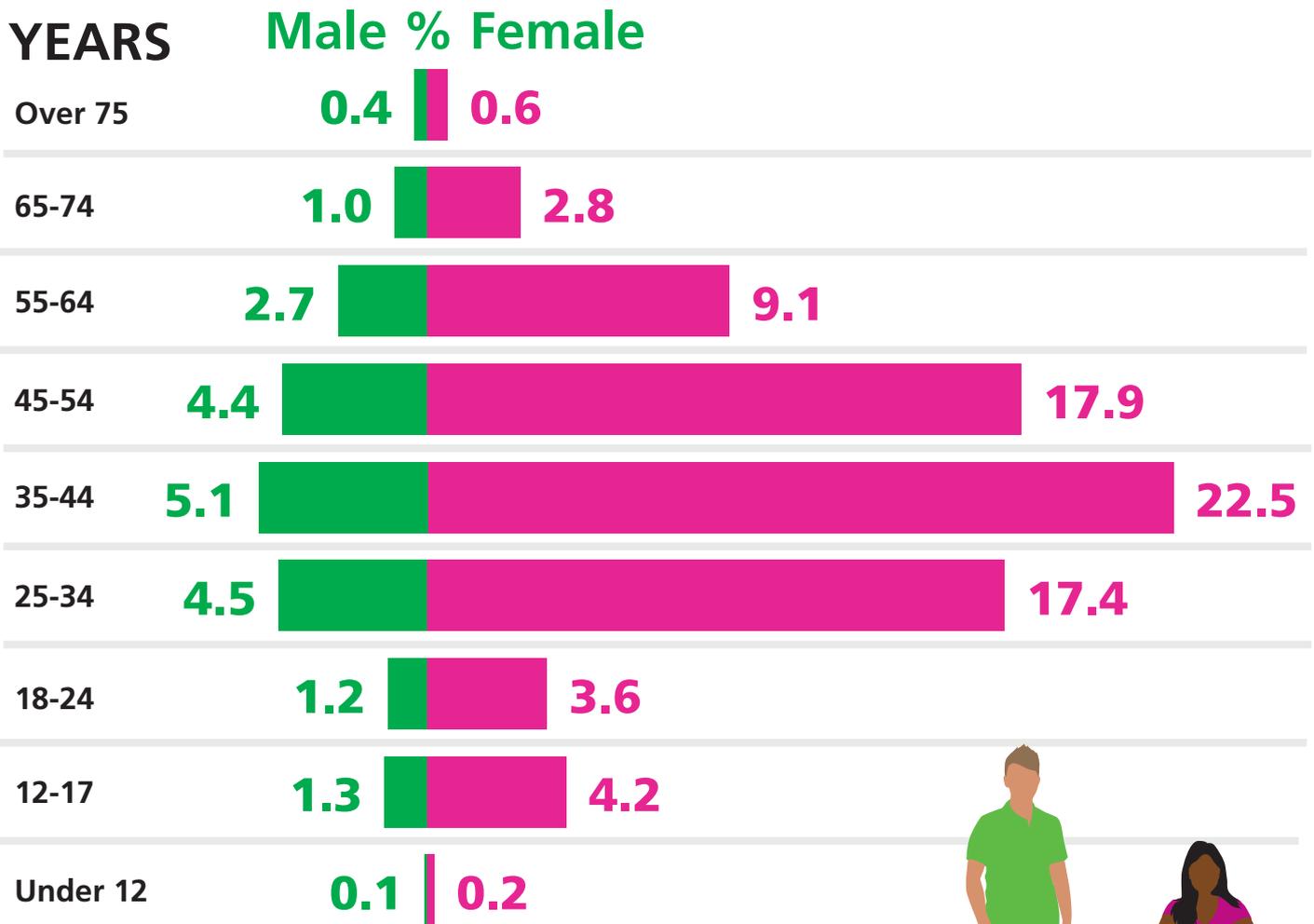


“Start with educating children from an early age.”

“Teach all school age children how to cook healthy meals that are inexpensive.”

Demographic profile of London respondents

Of the 2,765 London residents that responded to the survey just over 2/3s (64%) were female, 1/3 (36%) were male and 1% (37 people) preferred to not disclose their gender. It appears that those that responded were of working age with the main age group of respondents aged in the 35-44 years category (22.5% of total women were in this age group compared to 5.1% of total males).



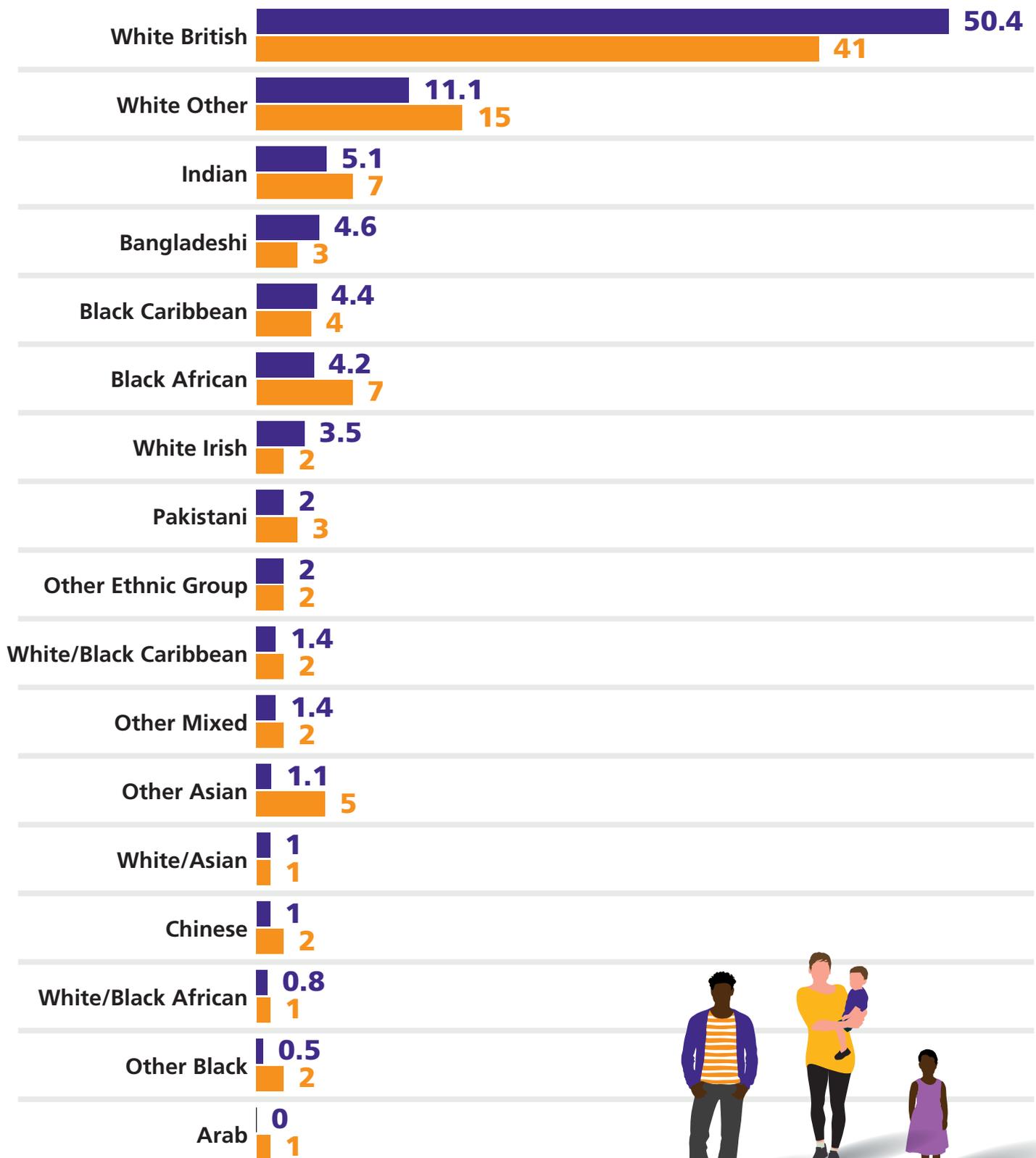
36% of respondents were male
64% of respondents were female



Ethnic profile of London respondents

The ethnic profile of the respondents was compared to the ethnic profile of London based on the 2016 census data. The Great Weight Debate respondents were a reasonable reflection of the overall London ethnic population. For example, the majority (50.4%) of The Great Weight Debate respondents were White British compared to 41% of White British in the London population. The Arab community is a small community across London and only reflects 1% of the total London population, however no respondents to The Great Weight Debate appear to be from this ethnic category. The high number of responses from the Bangladeshi community may in part be due to extensive engagement from boroughs such as Tower Hamlets who used translators to reach these communities. The Black African ethnic profile of survey responses total 4.2% - this is lower than the overall Black African ethnic profile for London which is 7%. Categories such as 'other Asian' and 'other Black' are also low with regards to the ethnic profile of survey responses (1.1% and 0.5% respectively). The London profile of 'Other Asian's' in 2016 is 5% and 'Other Black' is 2% but this may be a reflection of respondents not knowing what 'Other Asian' and 'Other Black' means.

GWD population (%)
London 2016 population (%)



Pledges

The HLP website and The Great Weight Debate survey allowed respondents to make pledges about how they were personally going to support and commit to The Great Weight Debate campaign. Respondents were asked to explain what they were going to do and why they were going to do it. A combination of responses was received from members of the public and health professionals/business owners, which resulted in different types of pledges. In summary, 28 pledges were received for The Great Weight Debate campaign of which one third (32%) were pledges from professionals and two thirds (68%) were from the public

Professional pledges

Pledges received from professionals focused on increasing the awareness of obesity and developing or using national resources and apps

"I pledge to help people understand the importance of tackling obesity because it is a growing problem and people don't fully understand the health consequences of being overweight /obese. The effects are crippling the NHS, NGOs and environment. Action is needed now so the next generation can grow up in a world where they will not die prematurely due to purely lifestyle related illnesses."



"We pledge to create an App that encourages families to Go Places to Play - making use of parks and greens spaces local to them."

"We pledge to support the Sugar Smart campaign within our business for our customers, families and wider community."



33% pledged to increase the awareness of obesity and 67% pledged to develop and use national resources and apps

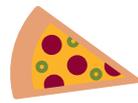
Public pledges

Pledges received from the public focused on specific lifestyle changes with equal focus on changing eating habits and activity levels with some people linking this with trying to lose weight

47% pledged to eat more healthy food/less unhealthy food and 53% pledged to increase physical activity levels



I will eat more vegetables so I can live a healthy lifestyle



I will eat less fast food so I can lose weight and be healthier



I will drink fruit infused water instead of sugary fruit juice to cut down on sugar



I will get off the tube two stops earlier to increase my steps to work.



I will attend a fat burning class three times a week to lose weight



Conclusion

The Great Weight Debate demonstrated that Londoners are highly engaged in the issue of tackling childhood obesity. The majority of Londoners responding (86%) strongly believed that tackling childhood obesity should be a top or high priority.

The extensive engagement at events and via the survey confirms that the theme of tackling childhood obesity clearly resonates with residents in all London Boroughs.

Londoners wanted to see childhood obesity tackled in diverse ways, requiring action at both a local and regional level. Residents identified cheap, unhealthy food and drink options (60%), too many fast food shops (44%) and safety concerns preventing children playing outside unsupervised (33%) as the top three issues that make it harder for children to lead healthy lives. Cheaper healthy food and drink (39%), support for families to cook healthier food (34%) and limits on the number of fast food shops (33%) were considered the top three factors that would help children lead healthier lives.

Londoners want to see action on tackling childhood obesity and have provided innovative and helpful ideas as to what London can do, as well as making their own personal commitments via individual pledges.

The Great Weight Debate shows that there is an appetite and desire for London to tackle childhood obesity. This report can now be used to harness and mobilise support for action to build a healthier environment for all London's children.

Acknowledgements

With thanks to:

All Londoners who took part in this Great Weight Debate and completed the online survey.

Local borough public health and engagement teams for delivering local events and communications.

NHS England and London's Clinical Commissioning Groups for funding and coordinating the Great Weight Debate through Healthy London Partnership.

Members of London's Obesity Leadership Group for providing evidence on the case for tackling childhood obesity in London.

Members of London's Prevention Board for inviting Londoners to join this debate.

The team at PHAST for their independent review of the findings and support to produce this report.

Appendix 1:

Summary of borough evaluations

This table is not a summary of all events and activities but illustrates some of the feedback directly gathered at borough events. Other events generated online survey returns.

Borough	Type of Event	Attendance	Key Themes
Barnet 	Focus group and discussion located in a school	10	<ul style="list-style-type: none"> ● Focus Cooking classes ● SEND (tailor improvements/communications to include children with multiple needs) ● Increase physical activity ● Use of outdoor learning ● Understanding of the psychological aspect of eating ● Family approach to prevention ● Better food labelling
Bexley 	Roadshow	460+	<ul style="list-style-type: none"> ● More support to help parents cook on a budget and to be more aware of what is healthy to cook for a family – some felt recipes would be useful, especially when using healthy ingredients they don't always think about ● Healthy snack alternatives ● How to increase physical activity at home ● Much focus on the saturation of fast food outlets throughout London and how difficult it is to find cheap healthy food.
Croydon 	Roadshow	360+	<ul style="list-style-type: none"> ● Cooking healthy meals support ● Healthy snack alternatives ● How to increase physical activity for children at home ● Too many fast food outlets
Haringey 	Roadshow	130+	<ul style="list-style-type: none"> ● Cooking classes ● Healthy snack alternatives ● How to increase physical activity for children at home ● Too many fast food outlets

Lambeth 	Roadshow and a consultative forum	25	<ul style="list-style-type: none"> ● Making London a Breastfeeding Friendly City ● Access to more affordable healthy food choices for families ● Statutory Personal, Social and Health Education in all schools ● Action on food produce labelling to ensure it is clear and consistent ● More concrete actions as part of the national Childhood Obesity Plan ● A shift in target setting and funding to encourage longer-term working ● Regulation of the food industry, to encourage production of healthier products
	Roadshow in Peckham	90+	<ul style="list-style-type: none"> ● Cooking healthy meals support ● Healthy snack alternatives ● How to increase physical activity at home ● Too many fast food outlets
	Roadshow in Brixton	210+	<ul style="list-style-type: none"> ● Cooking healthy meals support ● Healthy snack alternatives ● How to increase physical activity for children at home ● Too many fast food outlets
Lewisham 	Focus Group	5	<ul style="list-style-type: none"> ● Use effective social marketing to change cultural views ● Raising parental awareness of what is normal ● Focus on the kids and families ● Explain the consequences of excess weight better – and do it where people are! ● Myth busting
Newham 	Roadshow	510+	<ul style="list-style-type: none"> ● At Queen Elizabeth Olympic Park, there was a great support of the park and how wonderful it was for families to go and visit. A great way to be active and those who participated in free activities loved it. They also loved the shopping centre, especially for rainy days. Those who were just visiting QEOP said how they wished something like that existed in their borough – it would help them be more active and go out with the family. ● The roadshow visitors loved the water infused with fruit (provided for visitors) – thought it was a good idea to get children drinking something other than fizzy or sweet.

Redbridge	Youth Council, Focus Group and Roadshow	~200	<ul style="list-style-type: none"> ● Too many mixed healthy eating messages ● Parents are not teaching children healthy eating habits ● Expensive to eat healthy meals ● Children are not getting enough physical activity ● Too much junk food consumption ● Too many convenience foods available
			
Southwark	Roadshow + The Great Weight Debate Summit workshop	86	<ul style="list-style-type: none"> ● Acknowledging obesity links to social deprivation ● Obesogenic environment including the high availability and easy access of fast foods ● Lack of education on healthy eating and cooking healthy meals ● Physical inactivity ● Lack of suitable facilities such as poor kitchen equipment ● Misconceptions and myths (“eating healthy is expensive”, “children don’t like vegetables”)
			
Tower Hamlets	Outreach sessions, Network Conference, Surveys	Approx. 350	<ul style="list-style-type: none"> ● Parents overfeed their children ● Cheap unhealthy food ● Easy access to fast food outlets ● Too many fast food outlets
			
Waltham Forest	Discussions, Roadshow, Survey, Film and Social Media	Approx. 450	<ul style="list-style-type: none"> ● Improved availability of healthy food ● Improved facilities for physical activity ● Increased time allocated to physical activity ● Roadshow visitors mentioned that it was great to have the fresh fruit & veg market in the borough but recognised that this was not available all throughout London. It’s a shame more and more markets are closing down.
			
Westminster	After school clubs in local community centre	Unknown	<ul style="list-style-type: none"> ● Too many fast food outlets ● Sharing of healthy cooking ideas ● More weekend activities for children ● Emphasis on after school activities
			

Appendix 2:

Summary of key themes from The Great Weight Debate Stage 1

Summary of key themes from The Great Weight Debate stage 1 on London's ideas for tackling childhood obesity

Change the way fast food outlets (including providing healthy alternatives)

- Healthy scores on the doors of food retailers to kitemark them for healthy menus and healthy portions sizes especially for kids
- All London restaurants to provide water at every table before serving customers
- Mandatory traffic light labeling and nutritional information on menus in all restaurants and food outlet chains
- Restrict opening times between 15:30 and 17:30 for any fast food venues serving children that are not offering healthy choices
- Extend the healthy schools initiative into early years settings
- Every London primary school to embed the "Daily Mile" initiative (1 mile or 15 mins of exercise) at the start of the school day
- Make London a baby and breastfeeding friendly city
- Banning price promotions in London on foods high in fat, salt and sugar (HFSS)
- Banning advertising of HFSS foods (including banning sponsorship)
- Proportion of public venue advertising space to be reserved for PH campaigns eg TfL advertising health messages such as walk 10,000 steps a day and walk up stairs and escalators
- Pedestrianisation of London's streets
- Making green spaces safe and appealing (eg child friendly activities/green gyms)
- More PE lesson and PE homework for primary school children to involve families in getting active
- School sports facilities and other trusted spaces (eg mosques) to be opened up for parents and children to participate in physical activities at weekends and after school hours
- More water fountains in public places to increase hydration
- Employers to incentivise their employees to walk to work through the oyster/contactless scheme
- Make promoting healthy behaviours part of a legal planning requirement preventing fast food outlets from opening within 400meters of schools
- Make HFSS items inaccessible to children in supermarkets
- Re-introduce cycle paths or new protected cycle paths within parks so that children can cycle with their families
- Establish a CSR scheme for large corporations in London to invest in making London's communities and the city healthy and in addressing health inequalities



Healthy London Partnership

Healthy London Partnership
Ferguson House
15-17 Marylebone Road
London NW1 5JD

www.myhealth.london.nhs.uk/healthy-london