

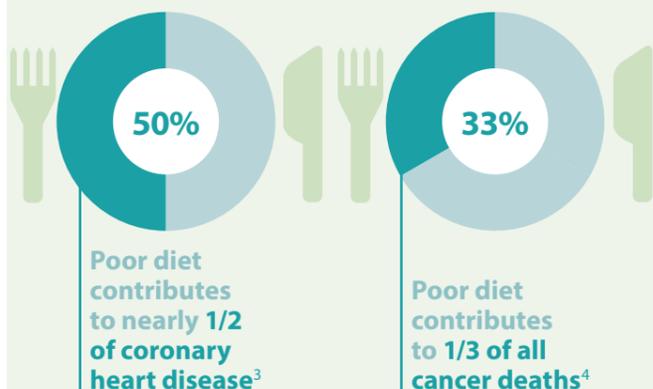
Healthy eating

Why is this issue important for Cornwall and the Isles of Scilly?

Whole community

£60m Local annual cost of diet-related ill health¹

Severely obese adults are three times more likely to need social care² **3x**



Healthy Weight 7-13 years programme

“ My two children and myself have just completed the programme. We found the course very rewarding, knowledgeable and fun. We all adapted to it reasonably easily and looked forward to the new challenges every week. At the end of the course we found the results were fantastic and we were all very pleased that the children lost weight, and grew at the same time. The course leaders were very friendly, approachable and knowledgeable also giving lots of encouragement to both the children and the adults. I would like to thank you for accepting us to take part in the programme and your support throughout. ”

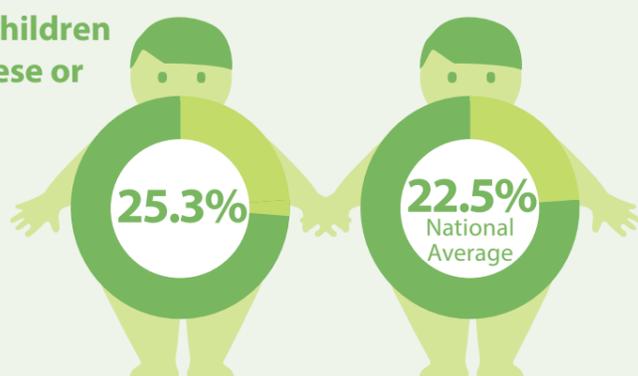
Personal costs

Poor diet contributes to

- Low birth weight⁵
- More tooth decay in children⁵
- Risk of falls and fractures in older people⁶
- Being overweight increases risk of high blood pressure, high cholesterol and pre-diabetes⁷
- Severe obesity reduces life expectancy by 8-10 years⁸

What are the local outcomes?⁹

Reception children who are obese or overweight



69.9% adults were obese or overweight in 2014 (64.6% national average)



Inequalities

Percentage of budget spent on all food¹⁰



People in more disadvantaged communities eat less fruit and veg



Childhood obesity is 2x more likely in our most deprived communities compared to the least deprived¹¹

What is being done locally to address this issue?

The National Child Measurement Programme (NCMP) 2014 -15

233 out of 237 schools are in the programme

Cornwall was awarded **£100,000** from the British Heart Foundation to help local schools, children and families achieve healthier lifestyles

Cornwall Healthy Weight 2014-15

1,259¹² adults participated in a Healthy Weight programme, with an additional 114 families and teenagers¹³ completing weight management programmes

Potentially 1,000 people could complete a weight loss programme following a Health Check¹⁴

Early Years interventions 2014-15

70% of the 85 early years settings engaged with Nippers Nutrition Programme achieved the two highest levels of accreditation¹⁵

179 pregnant women received one to one advice¹⁶

Healthy Schools- Eating Well

Food in Schools Training and Support; FIS awards; Healthier lunchboxes; Working with Jamie's Kitchen; Garden Project; Breakfast clubs

Food and Cornwall: Creating Food Wealth so that no one in Cornwall is hungry. A whole systems approach working with economic, environmental, community and political systems to improve access to good food for people of all ages in local communities

Evidence Recommendations based on NICE Guidance¹⁷ including:
Having a balanced diet; reducing salt, sugar and saturated fat intake, and eating 5 pieces of fruit and vegetables a day

Partnerships

Local organisations and agencies support strategy to encourage healthy eating and improve diet in the Cornwall population

In the Food and Cornwall Programme, partners include; community chefs, school catering services, food foundations, NHS dietetic, primary and community services, charity and faith groups and Cornwall Council who coordinate the Programme

Local advice and support

Cornwall Healthy Weight <https://www.cornwallhealthyweight.org.uk>

Food & Cornwall: <https://www.foodandcornwall.org.uk>

Food in Schools: <http://www.heartylivescornwall.org/schools/fflp>

Cornwall Healthy Schools <http://www.cornwallhealthyschools.org>

Notes 1. Extrapolated from Scarborough, P. et al (2011) The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: an update to 2006-07 NHS costs. Journal of Public Health, May 2011 2. PHE (2014) Preliminary analysis of Health Survey for England combined data 2011 and 2012. Obesity Knowledge and Intelligence, 2014 3. Yusuf, S. et al (2004) Effect of potentially modifiable risk factors associated with myocardial infarction in 52 countries (the INTERHEART study): case-control study. Lancet; 364: 937-52 4. Doll, R. Peto, R (1981) The causes of cancer: quantitative estimates of avoidable risks in cancer in the United States today. Journal of the National Cancer Institute; 66:1191-208 5. Acheson, D (1998) Independent inquiry into inequalities in health 6. Vellas, B. et al (1986) Malnutrition and falls. The Lancet; 336: 1447 cited in Food Poverty and Health, Faculty of Public Health 2005 7. Public Health England website [www.noo.org.uk] (2015) Health risks of childhood obesity, 2015 8. Dent M, Swanston D (2010) Briefing Note: Obesity and life expectancy 9. PHOF Excess weight indicators 2.061 and 2.12 10. Office for National Statistics (2014) Family Spending 2014 release 11. Lifestyle statistics team, Health and Social Care Information Centre (2014) National Child Measurement Programme: England, 2013/14 school year

Notes 12. Data from Cornwall Healthy Weight (2015) including: 528 completing Healthy Weight 18+, 285 receiving a 1:1 Physical Activity Review, and 446 taking part in Physical Activity Interventions (Swimming, Walking, Cycling) 13. Including the following programmes: LEAF 0-6, Healthy Weight 7-13, Healthy Weight 13-17 14. Based upon PHE's NHS Health Check Ready Reckoner (Version .9 28/05/2014) and assuming 20% of the eligible cohort is offered a Health Check and 50% receive one 15. Data from Cornwall Healthy Weight Programme, 2015 16. Programme open to women with a BMI >= 30, offering guidance about healthy eating, physical activity and weight management in pregnancy 17. NICE Guidance PH11, PH27, PH38, PH47 and CG43