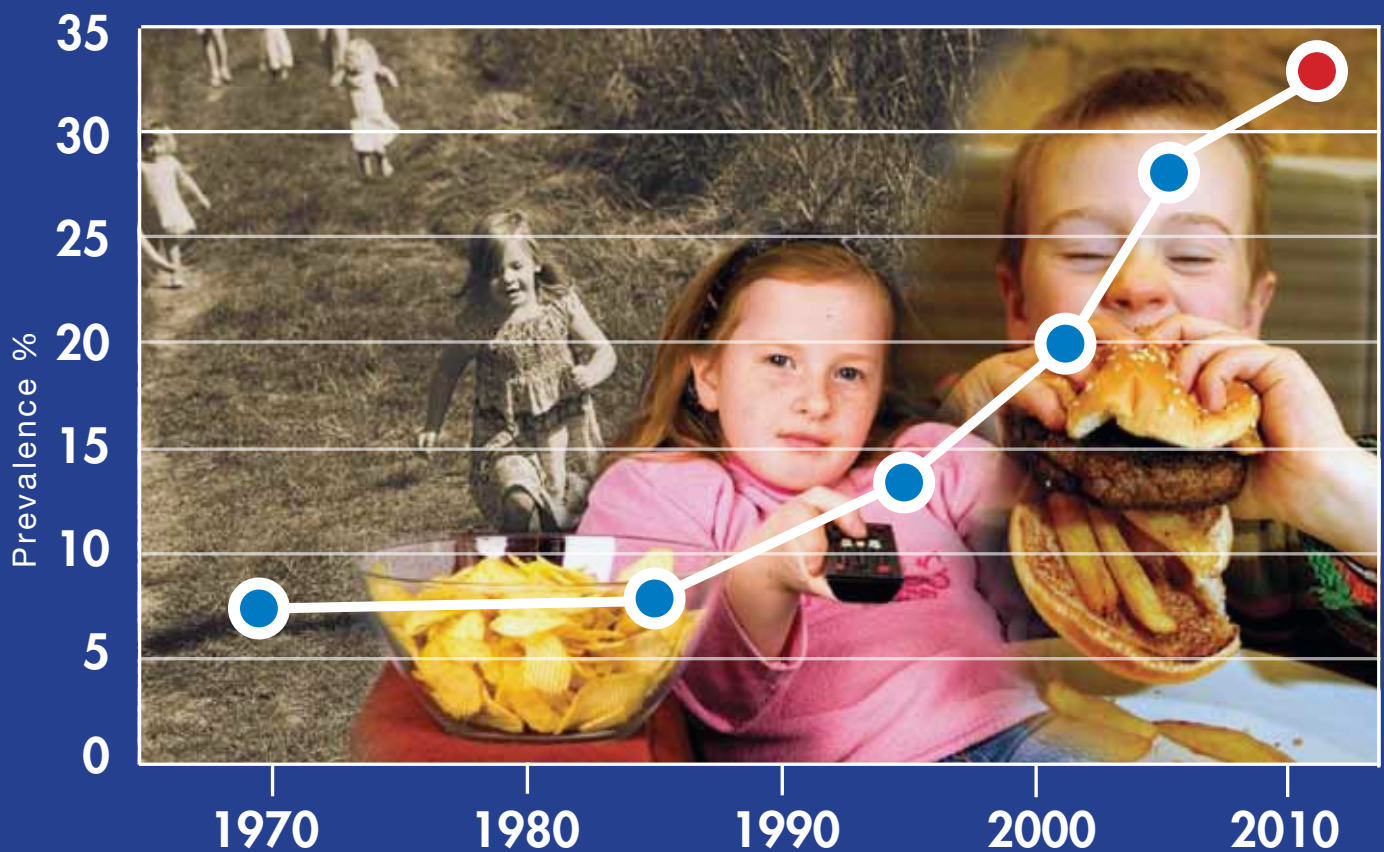


2012 Annual public health report

All food and no play...

are Haringey's children healthy?



The rising prevalence of obesity in England



Children: all food and no play?

Things have changed a lot since the 1970s when few children were overweight. Now, many children have easy access to sugary fizzy drinks and food that is high-energy, such as fast foods and sweets. At the same time, many are less physically active with fewer children riding bikes to school or playing games outside – watching TV and playing computer games now dominate.

Because of these changes in lifestyle, the amount of calories (energy) children eat or drink has increased dramatically, and the amount they use up has decreased. Getting this energy balance right in children is more complex than in adults because they also need energy to grow. But any excess energy becomes fat. Childhood obesity is the result of this imbalance.

Why is overweight unhealthy?

Childhood obesity is a ticking health time-bomb. Overweight children are more likely to have poor self-esteem, feel depressed and be bullied. They are also at risk of becoming overweight adults. By 2050 when today's children are adults it is predicted that on current trends two-thirds of them will be very overweight (obese).

Very overweight adults will die on average nine years younger than someone of normal weight as they are very much more likely to get heart disease, cancer and diabetes. As obesity is higher in poorer areas, including many parts of the east of Haringey, this contributes to health inequalities and the marked gap in life expectancy between the east and west of the borough.

Haringey's children

In Haringey, childhood obesity levels are higher than the England average: more than 1 in 5 children aged between four and five years are overweight or very overweight (obese). This rises as children get older, with more than 1 in 3 children aged between ten and eleven years overweight or very overweight.

Children living in the east of the borough are more likely to be overweight. Overweight is more common in Black and minority ethnic communities.

What are we doing about overweight?

Childhood obesity needs to be tackled on many levels, from national work to limit advertising directly to children, to our local actions. The approach needs to work with individuals and with our diverse communities.

We need to prevent our children becoming overweight from an early age. We are:

- **supporting women to breastfeed**
Haringey is working towards Baby Friendly Accreditation
- **promoting a balanced diet for families**
with the Healthy Start Scheme, eligible families receive vouchers for fruit and vegetables
- **helping families with breastfeeding, healthy weaning, healthy eating and active play** by giving vulnerable families information and advice through the Healthy Child Programme
- **encouraging schools to promote healthy eating and physical activity** through the Healthy Schools programme
- **promoting sport and organising competitions between schools** with the Schools Sports Partnership

- **increasing the skills of healthcare professionals** through training, to enable them to work with families who have concerns about their child's weight

The NHS campaign, Change4Life, offers ideas and help to make the many small changes that add up to a happier, healthier future. As part of Change4Life, you receive free information, recipes, tools, tips, and games for your children. Find out more at www.nhs.uk/change4life



What more can we do?

What other ideas for action do you have?

Email: sheena.carr@haringey.gov.uk



Dear all,

Public health is on the move

From April 2013, after 40 years of NHS leadership, responsibility for the public health of a community moves back to the local authority. Haringey is moving quickly to ensure we don't falter in our work to tackle poor health and health inequalities in the borough. We will seize the opportunities provided by this change to strengthen our impact.

The role of the Director of Public Health (DPH) has existed in various forms for around 100 years, providing senior leadership within the NHS and local government. From next year the DPH will be responsible for strengthening connections across the whole local public sector to improve the health of the population from within councils.

Everyone has the right to enjoy the best health possible, but those in the poorest parts of Haringey are not only more likely to die young but they are also more likely to spend more of their shorter lives unwell. I will be working to ensure that we make improving health and reducing health inequalities everybody's business.

Improving Haringey's health and wellbeing

Haringey was one of the first boroughs to set up a new Health and Wellbeing Board with the vision:

'A Healthier Haringey. We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children to enjoy a healthy, safe and fulfilling life.'

Based on an assessment of the most pressing health and social care needs in the borough, the Board developed a strategy to achieve its vision, prioritising:

1. giving every child the best start in life
2. reducing the gap in life expectancy between the west and east of the borough
3. improving mental health and wellbeing.

We also know that to reduce health inequalities we must focus not only on health, but also on the wider determining factors of poverty and deprivation – housing, education and employment.

This annual public health report takes a more detailed look at reducing childhood obesity. One of our priorities in giving every child the best start in life is ensuring that our children are eating well, having fun, being active and a healthy weight.

What can you do?

The issue of childhood obesity should be of great concern to us all. I would like to hear any thoughts or ideas you may have about how we can, as a community, help our children enjoy a healthy weight that sets them up for a healthy future. Get in touch with me using the e-mail address below, I look forward to your feedback.

Jeanelle de Gruchy

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