

## The National Obesity Observatory

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Director, National Obesity Observatory



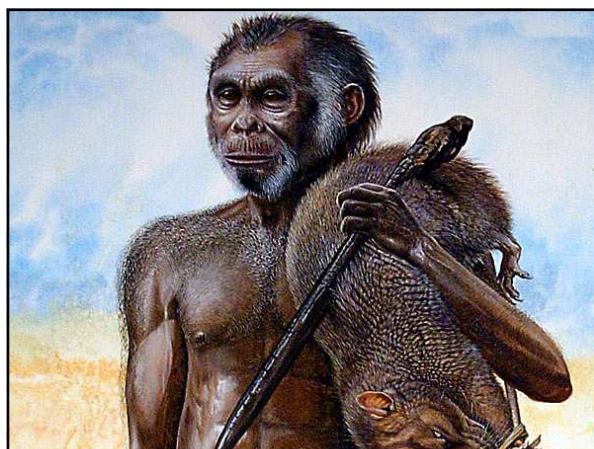
NOO aims to:

Provide a single point of contact for wide-ranging, authoritative information on data, evidence and practice related to obesity, overweight, underweight and their determinants

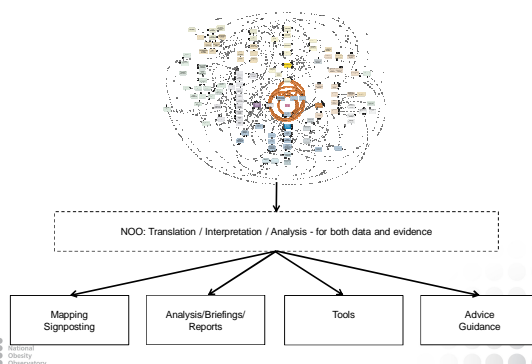
National  
Obesity  
Observatory

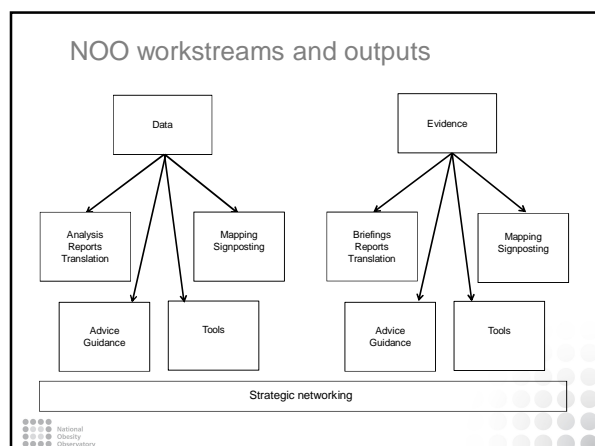
...to support policy makers and practitioners involved in tackling obesity and related issues

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NOO: translating complexity





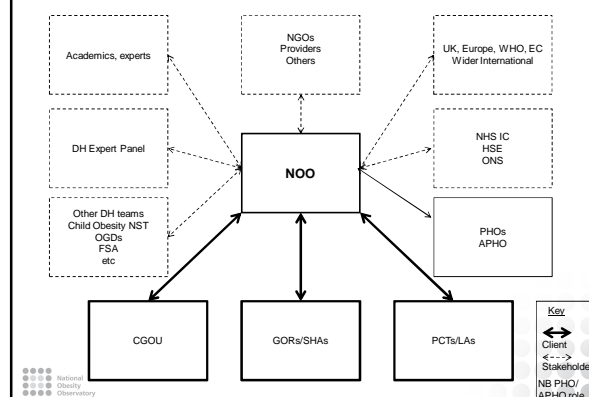
### Strategy: data outputs

- **Mapping and signposting:**  
what's out there, what does it say, how do I find it, where are the gaps? (eg obesity/physical activity/nutrition data mapping)
- **Analysis and reports:**  
technical analyses of data sources, and reports on the findings (eg detailed analysis of NCMP, international obesity prevalence comparisons)
- **Tools:**  
statistical and analytical tools to support local and regional level analyses (eg obesity e-Atlas, dynamic trend maps)
- **Guidance and advice:**  
technical support and advice to policy makers and practitioners (eg NCMP data analysis guidance for PHOs/PCTs)

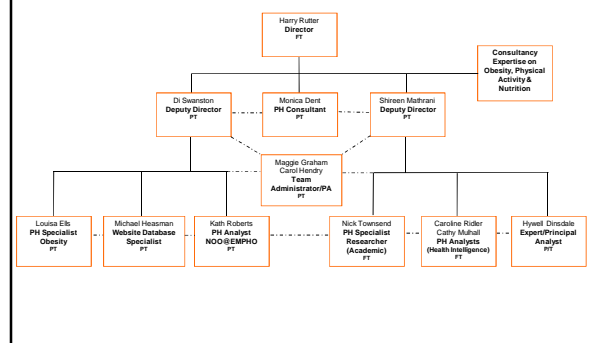
### Strategy: evidence outputs

- **Mapping and signposting:**  
what's out there, what does it say, how do I find it, what's missing? (eg availability of evidence on physical activity interventions)
- **Briefings and reports:**  
simplified summaries of evidence (eg waist circumference, BMI, children's weight management services, simple summaries of scientific reviews)
- **Tools:**  
tools to support development of the evidence base (eg SEF criteria list, data collection tools for evaluation information)
- **Guidance and advice:**  
technical support and advice to policymakers and practitioners (eg Standard Evaluation Framework guidance, review of physical activity measurement tools)

### NOO clients and stakeholders



### NOO structure



### Positioning

- Public Health Observatory
- Member of APHO
- Based alongside SEPHO
- Part of SPH – an NHS organisation
- Academic links



**Healthy Weight, Healthy Lives**  
(Jan 2008)

National Obesity Observatory  
commissioned to support the strategy  
in six key areas

HEALTHY WEIGHT, HEALTHY LIVES:  
A CROSS-GOVERNMENT STRATEGY  
FOR ENGLAND

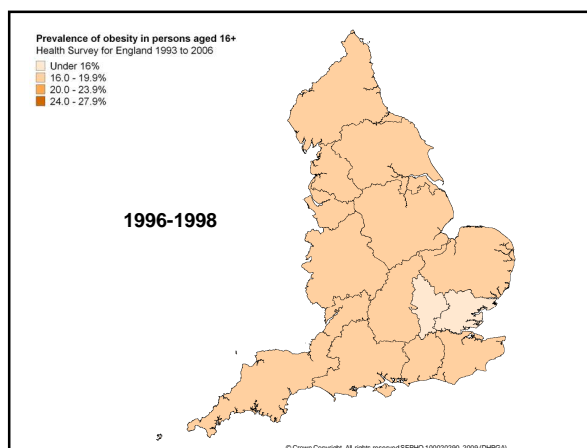
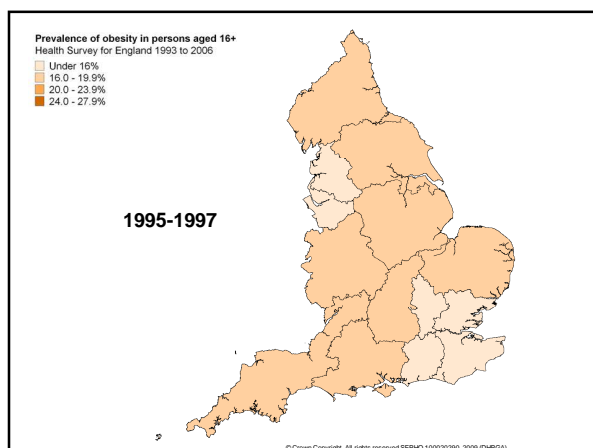
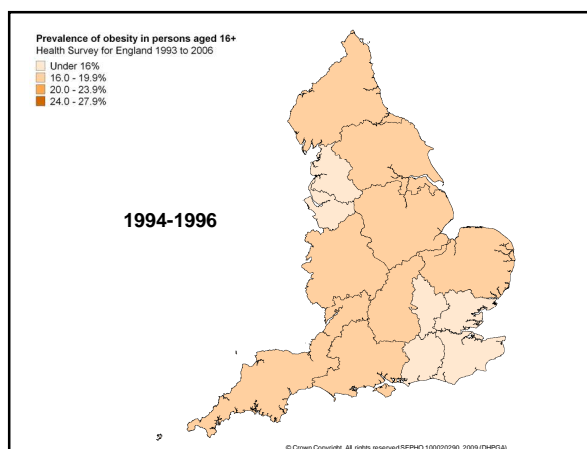
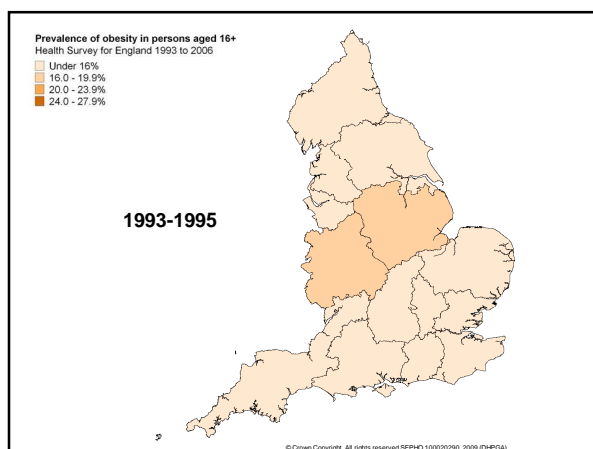
HM Government

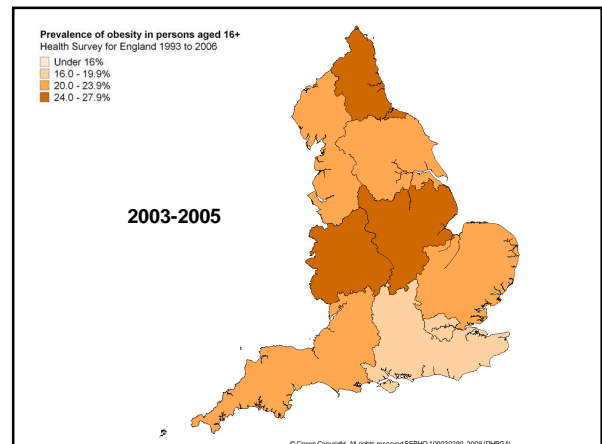
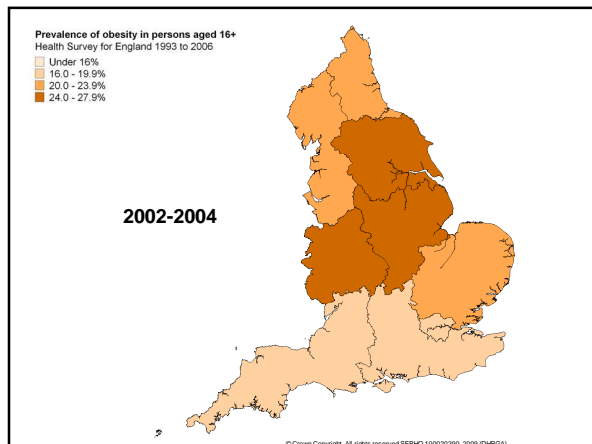
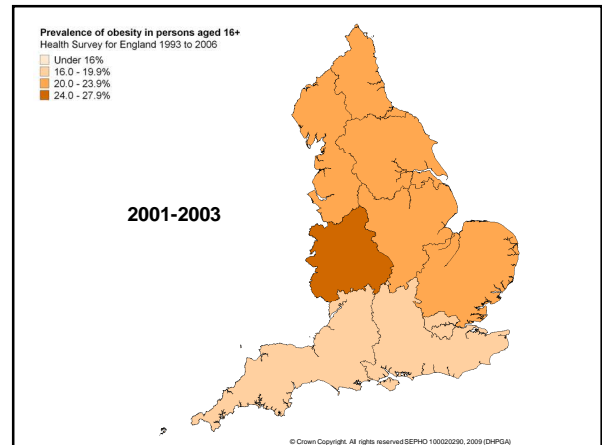
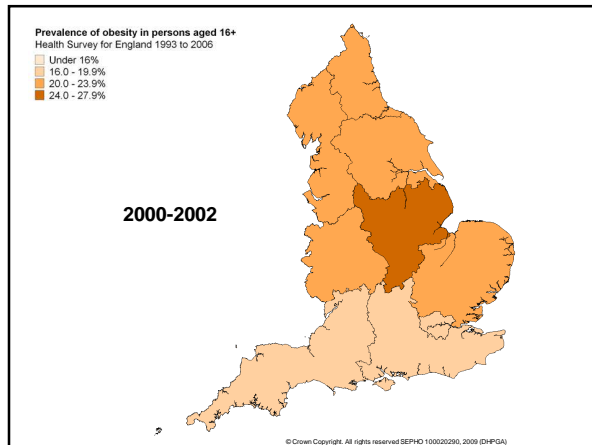
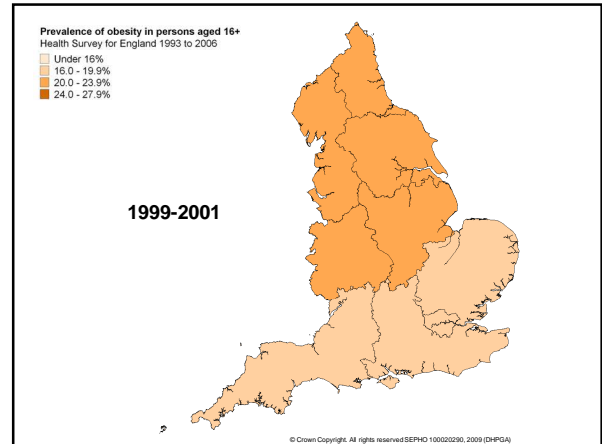
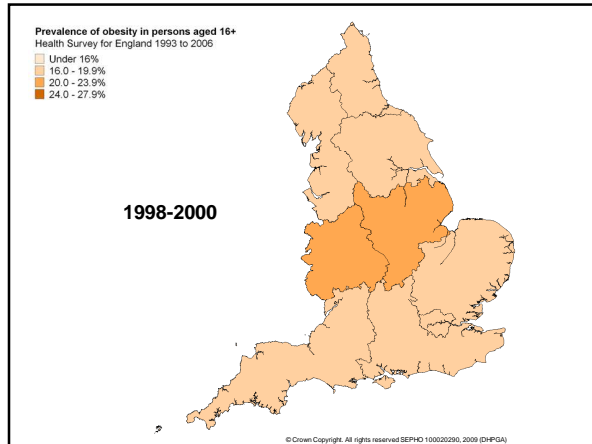
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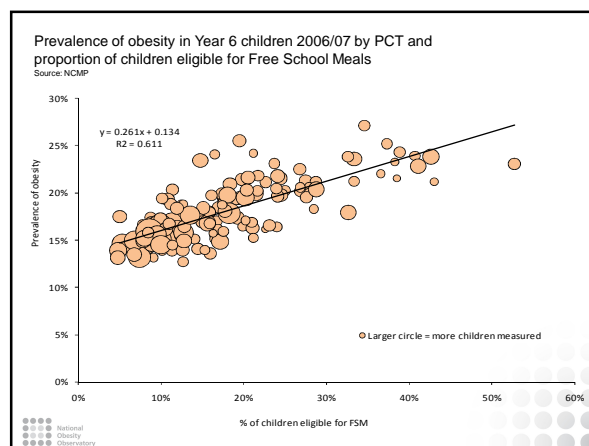
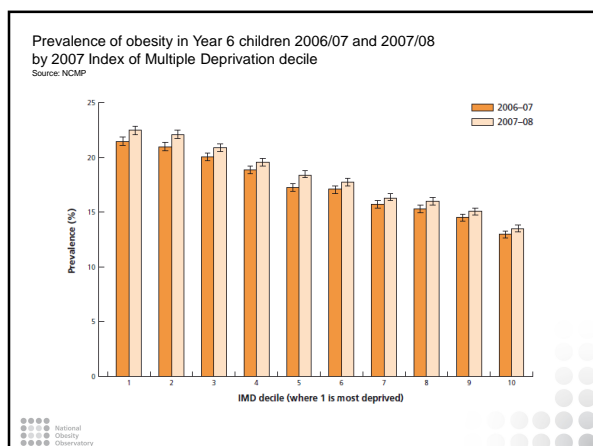
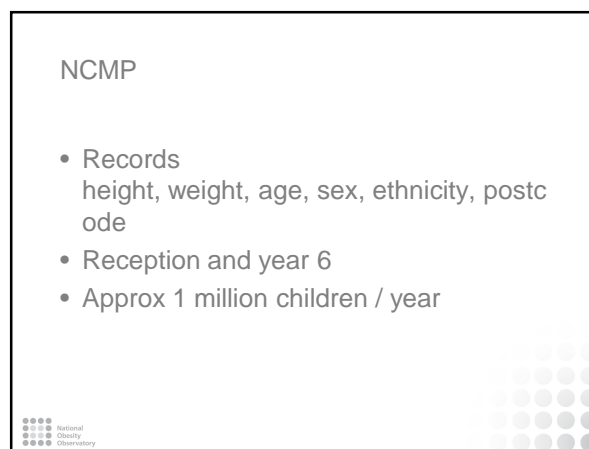
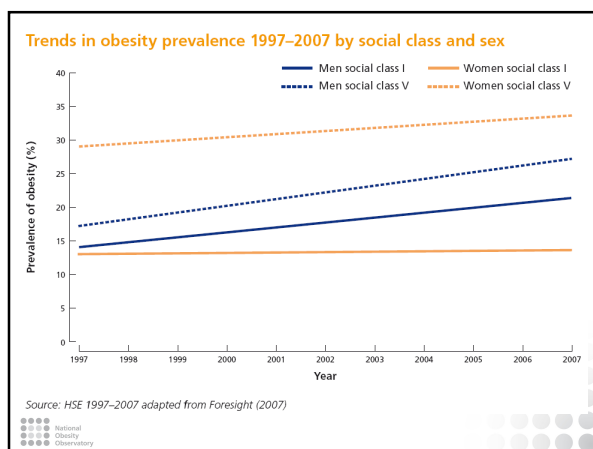
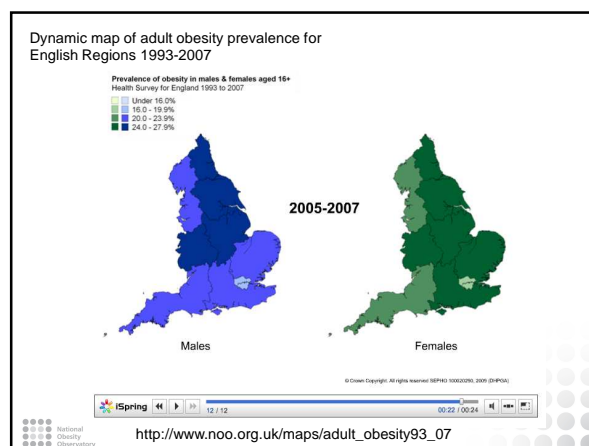
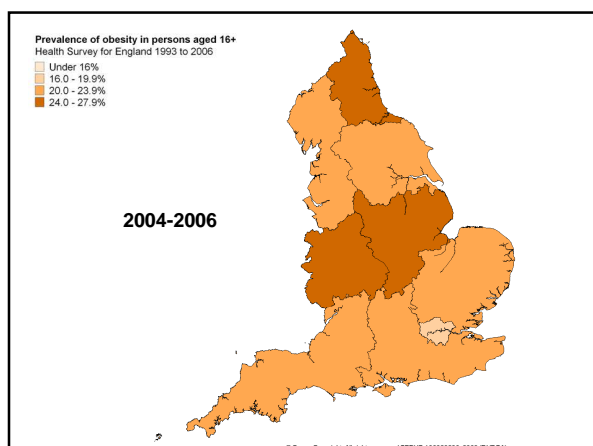
Six key areas

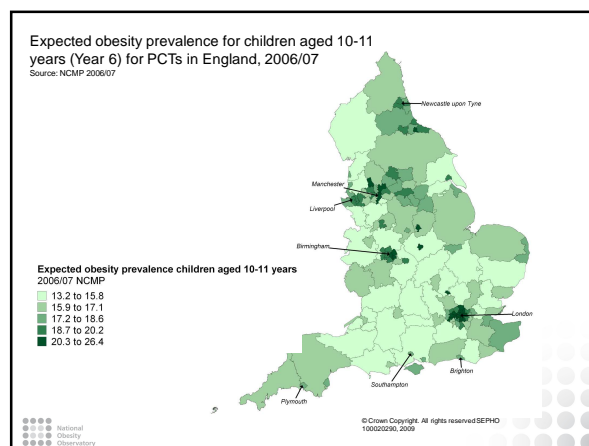
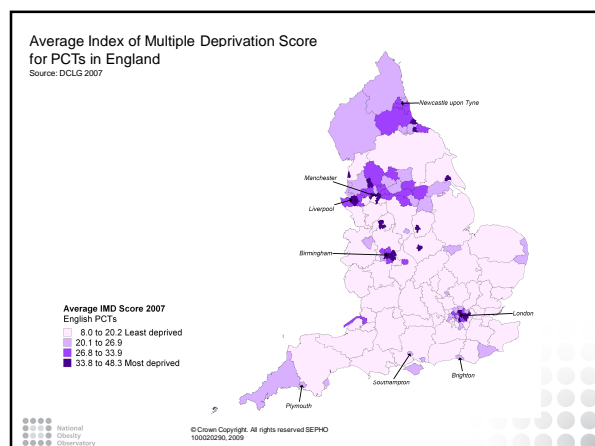
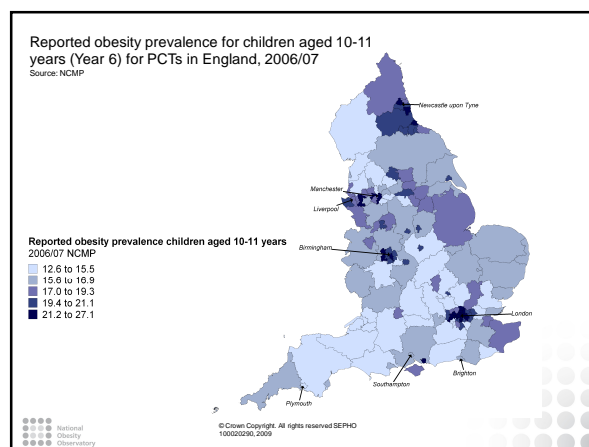
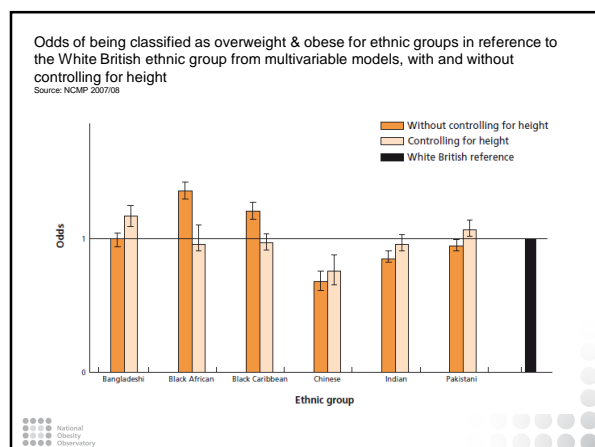
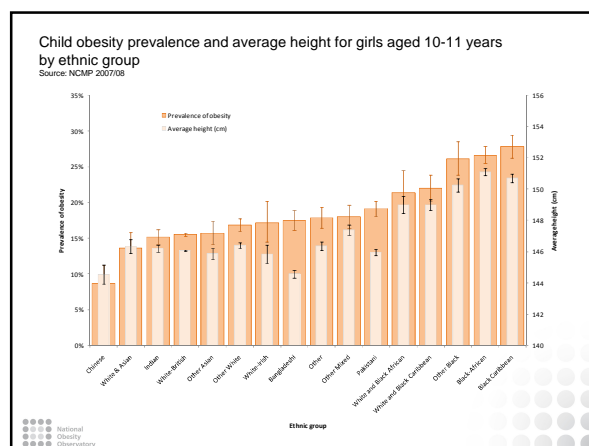
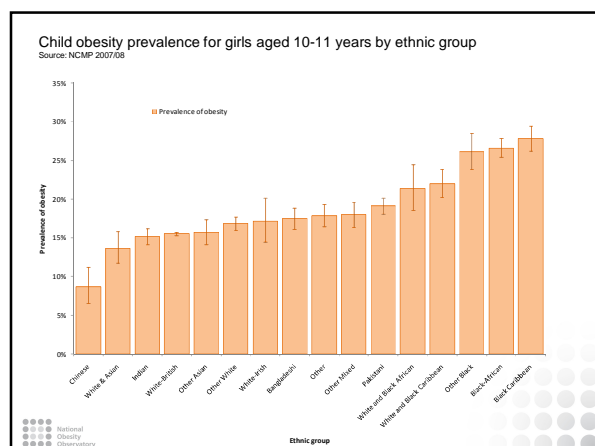
- Data and evidence
- Surveillance
- Data analysis
- Evaluation guidance
- International links
- Support Expert Panel

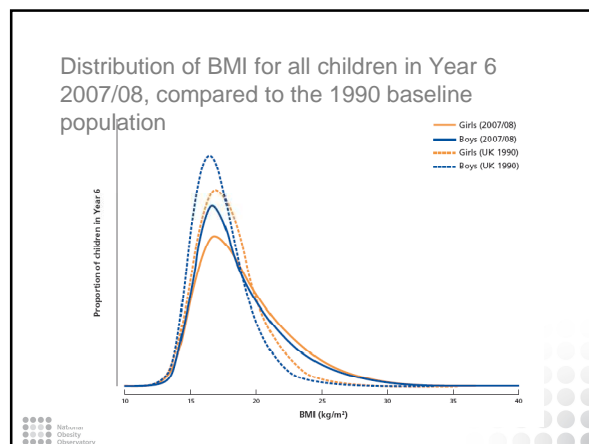
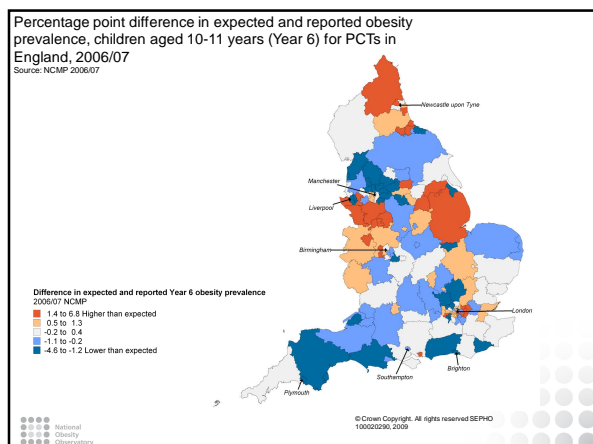
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### NCMP: future possibilities

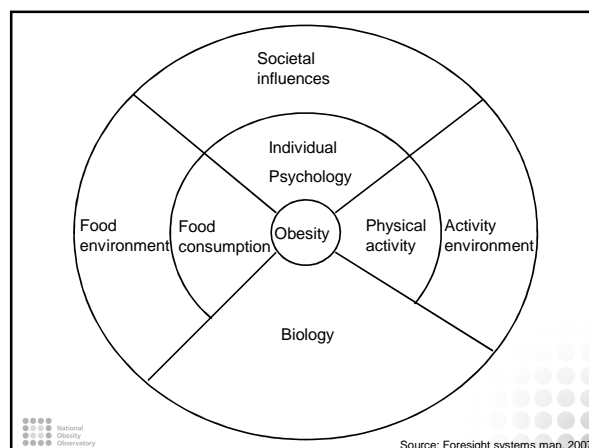
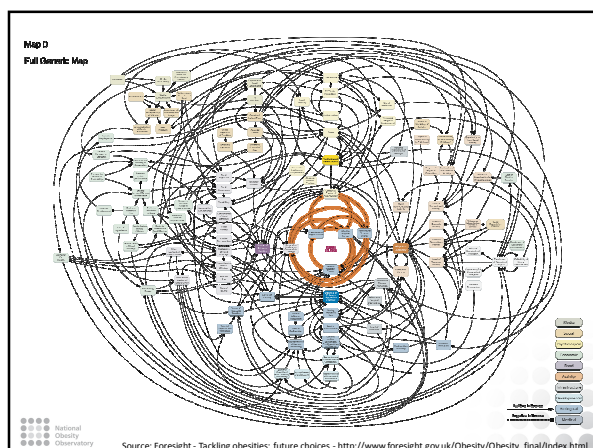
- Detailed socio-economic analyses
- Ethnicity and height
- GIS analyses
- Ecological analyses
- Pseudonymised linkage
- Longitudinal follow-up

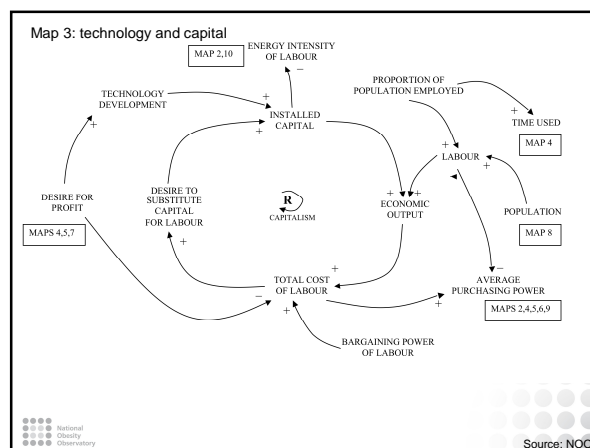
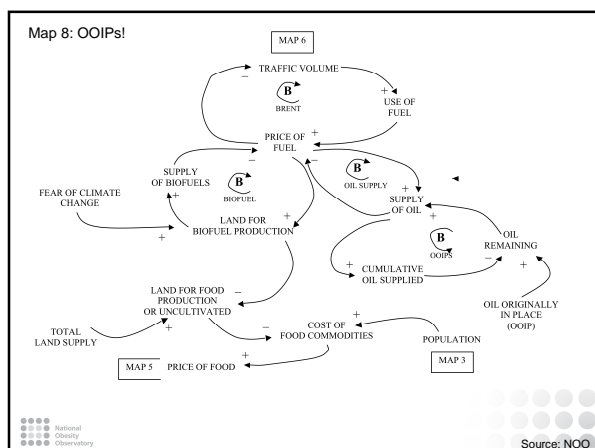
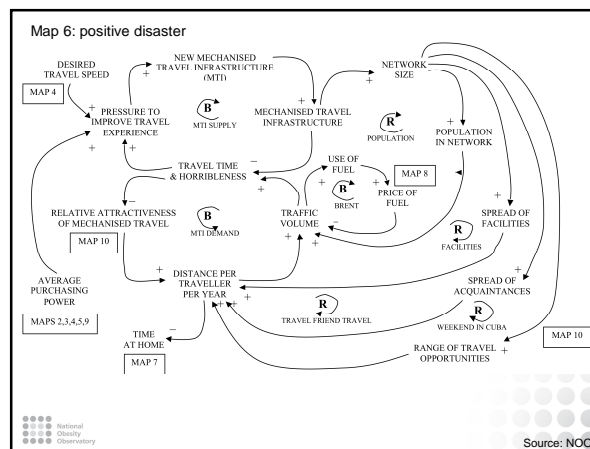
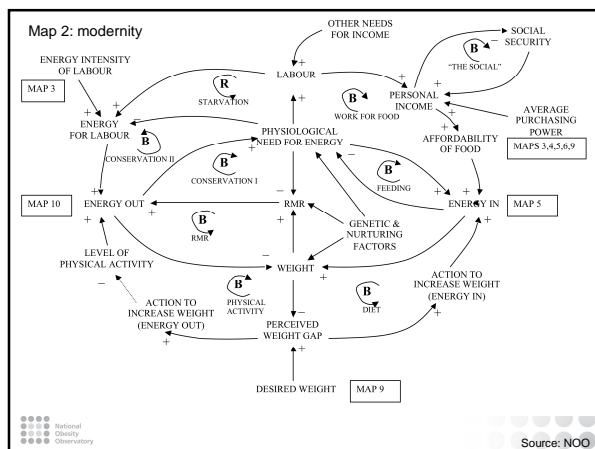
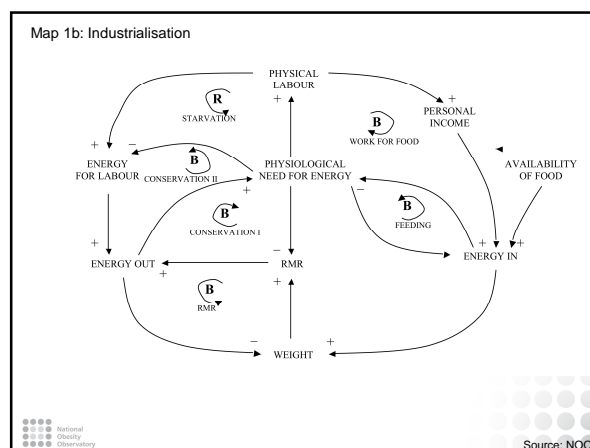
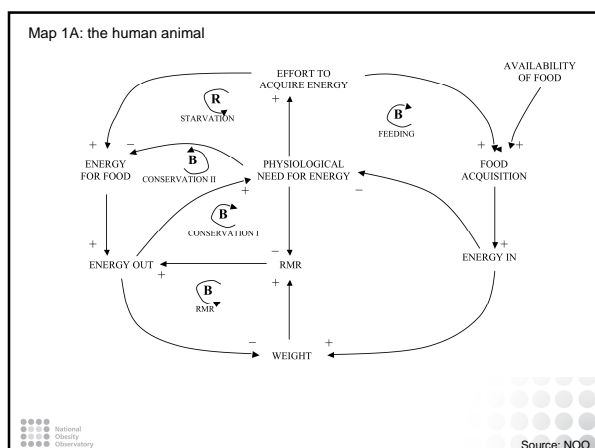
Legend: National, Obesity, Observatory

### Establishing common standards

- Co-ordinating routine data
- Common standards across sectors and government departments
- Standard evaluation criteria

Legend: National, Obesity, Observatory





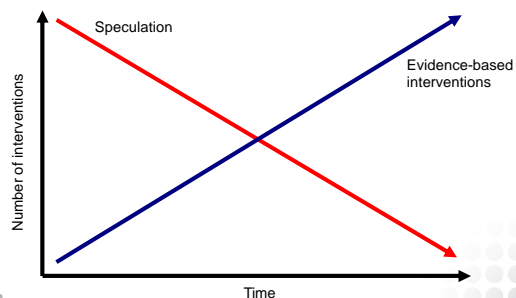


What we cannot speak of  
we must pass over in silence

Ludwig Wittgenstein  
*Tractatus Logico-Philosophicus*

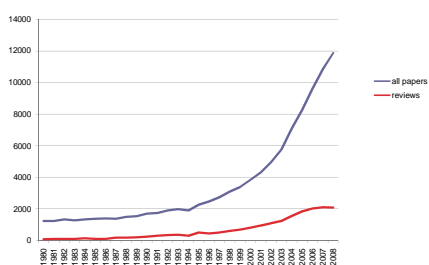
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### Evidence trajectories

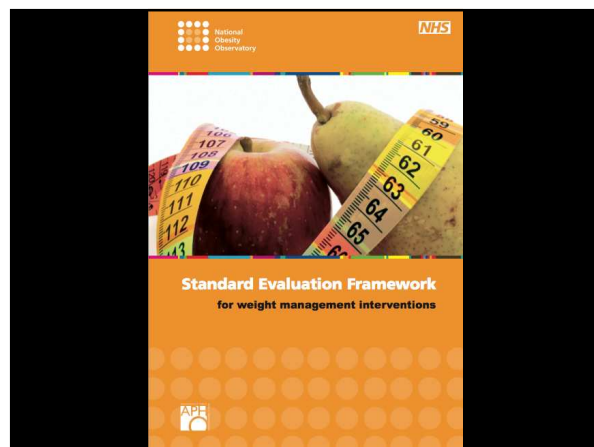


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### Papers on 'obesity'



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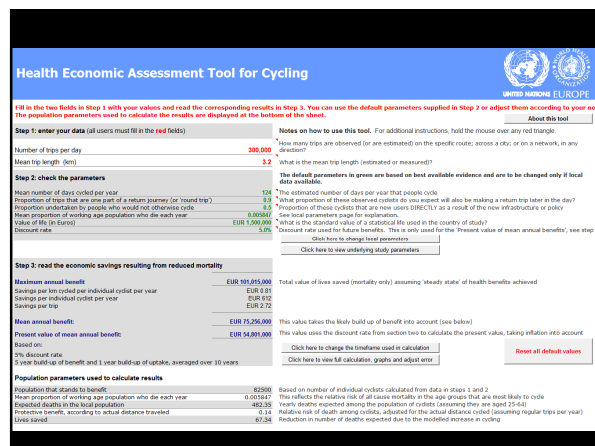


Learn from success

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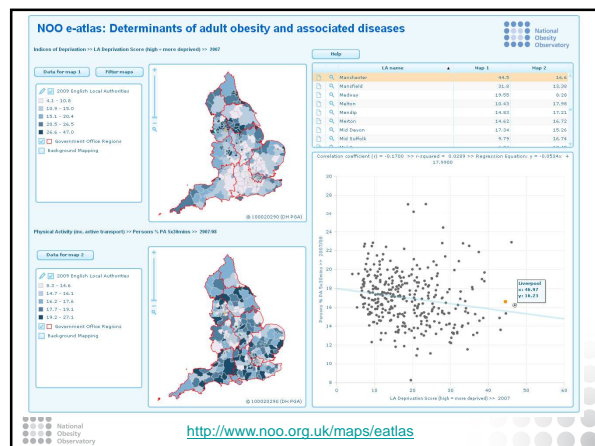
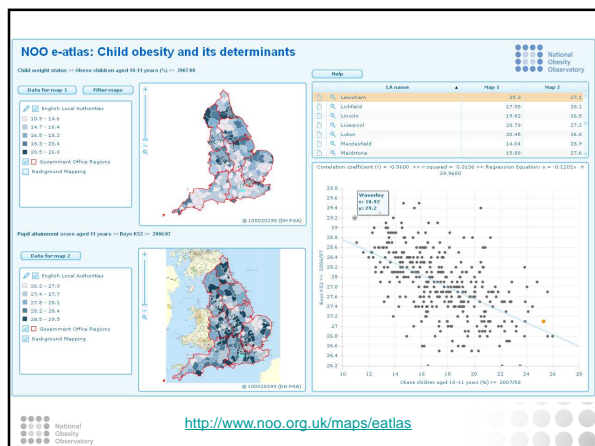
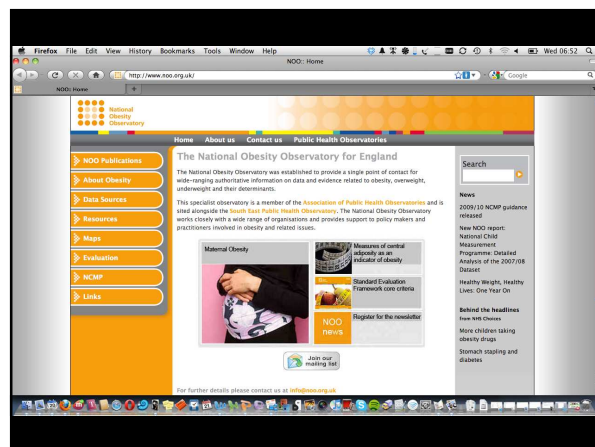
Celebrate failure

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## Conclusions

- Complex system
- Unintended consequences
- Increasing data and evidence
- Still plenty to learn
- NOO keen to contribute



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