

Preventing Obesity in Scotland – A Route Map for Healthy Weight



Prevention of obesity

- Need to bring about transformational change in society to address the threat to individual and collective wellbeing
- Similar scale of change required to that to mitigate and adapt to climate change
- We need actions that extend into every area of people's lives
- What is clear is that we need to act now



Long Term Aim of the Route Map

- By 2030 the majority of Scotland's population are in a normal weight range
 - currently more than 65% of adults are overweight
- Primary focus - prevention of weight gain in both those of normal weight and those currently overweight and growing into healthy weight for children



Long Term Aim of the Route Map

- Should also impact on reduction in weight in those currently overweight and obese
- We wish to fundamentally change our environment, social and cultural circumstances under which we live



We have the right strategies but...

- Build on:
 - National Physical Activity Strategy
 - National Food and Drink Policy
- 3 key elements
 - **Scale** – direction correct but scale insufficient
 - **Cross-cutting** – healthy weight outcomes need to be amongst explicit objectives across all portfolios
 - **Recognising tensions** – be alert to policies that may inadvertently exacerbate weight gain



Our areas for action

- Four areas identified:
 - Energy consumption – control exposure to, and demand for, energy dense foods
 - Energy expenditure – increase opportunities for active living
 - Early Years – establish good habits at an early age
 - Working Lives – organisations responsible for their workforce
- Actions identified as 'we wills'



Examples of we wills ...

- Energy consumption
 - Working with Scottish Retailers Forum to reduce the ratio of high energy dense food and drinks to healthier options stocked by stores
 - Using financial support schemes and integrated impact assessments to provide incentives to producers of less energy dense foods and drinks and restrict subsidies to those producing high energy foods
 - Exploring measures to restrict access by children to energy dense foods and drinks from businesses in the vicinity of schools



We wills, continued...

- Energy Expenditure
 - addressing obesity prevention through active travel in the review of the National Transport Strategy
 - working together to find ways of maximising physical activity within the school environment
 - Providing and maintaining physical environments in every community that promote healthy lifestyles for children



We wills, continued...

- Early Years
 - Investing to ensure more babies are breastfed
 - Ensuring that nurseries and other childcare facilities minimise sedentary activities
- Working lives
 - Ensuring that obesity prevention is embedded in the Scottish Centre for Healthy Working Lives strategy
 - Encouraging all private sector employers with canteen facilities to participate in the Healthy Living Awards



Management and Treatment

- Not within scope of Road Map
- Committed to ensuring that cost effective and appropriate weight management services and treatments for obesity are provided
- Will ask National Planning Forum to approve the establishment of a pan Scotland group to develop clinical pathways



Further Government Actions

- Raise awareness among key decision makers
- Use social marketing to change public attitudes
- Support local delivery
- Model and track progress and fill evidence gaps
- Establish Government Leadership Group
- Hold a conference for stakeholders to help shape actions to take the route map forward



Thank you

Please feel free to contact me

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