

Obesity in Scotland – what is being done about it?

APSE Soft FM Advisory Group meeting

30th April 2019

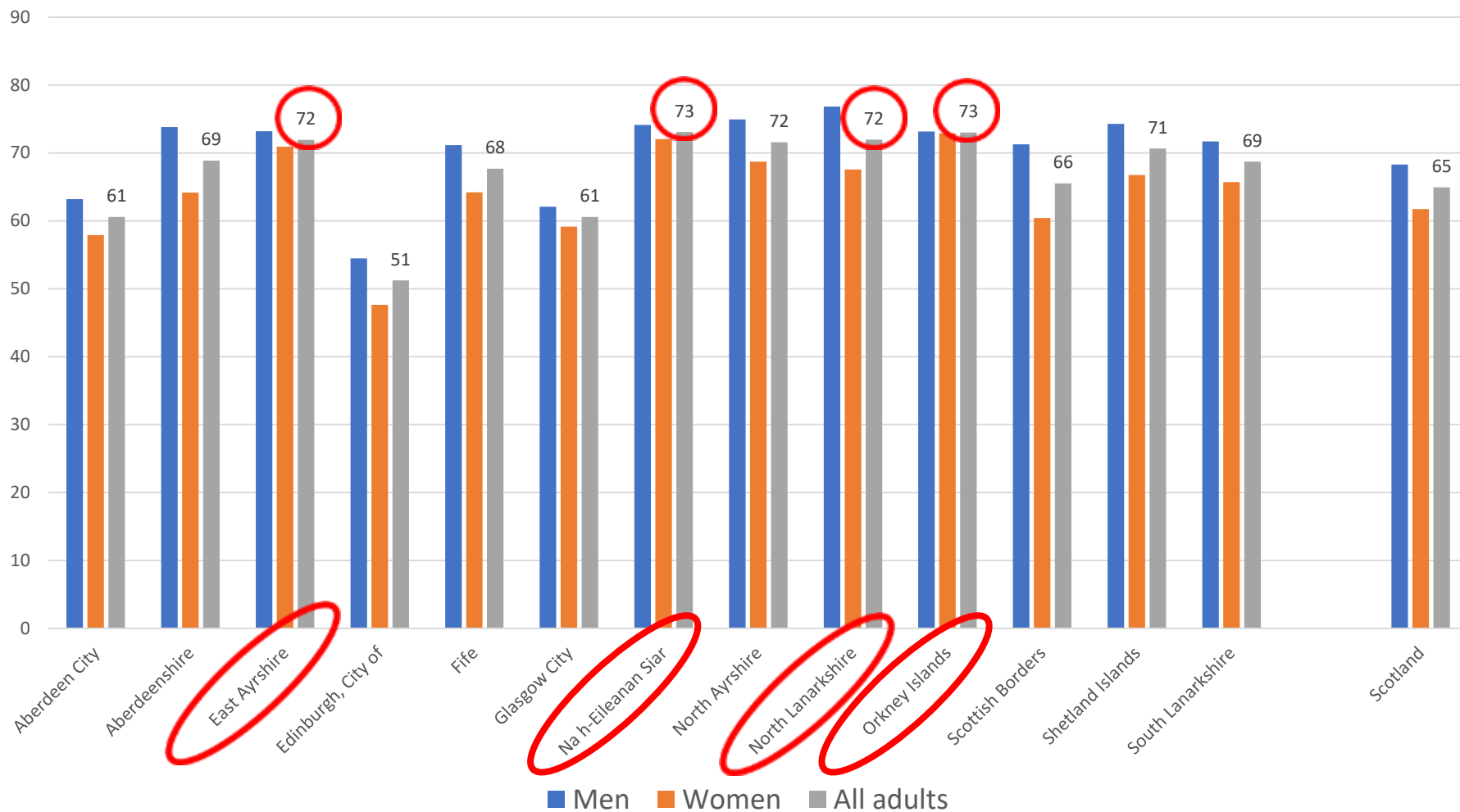
Anna Gryka-MacPhail, PhD

Policy Officer, Obesity Action Scotland

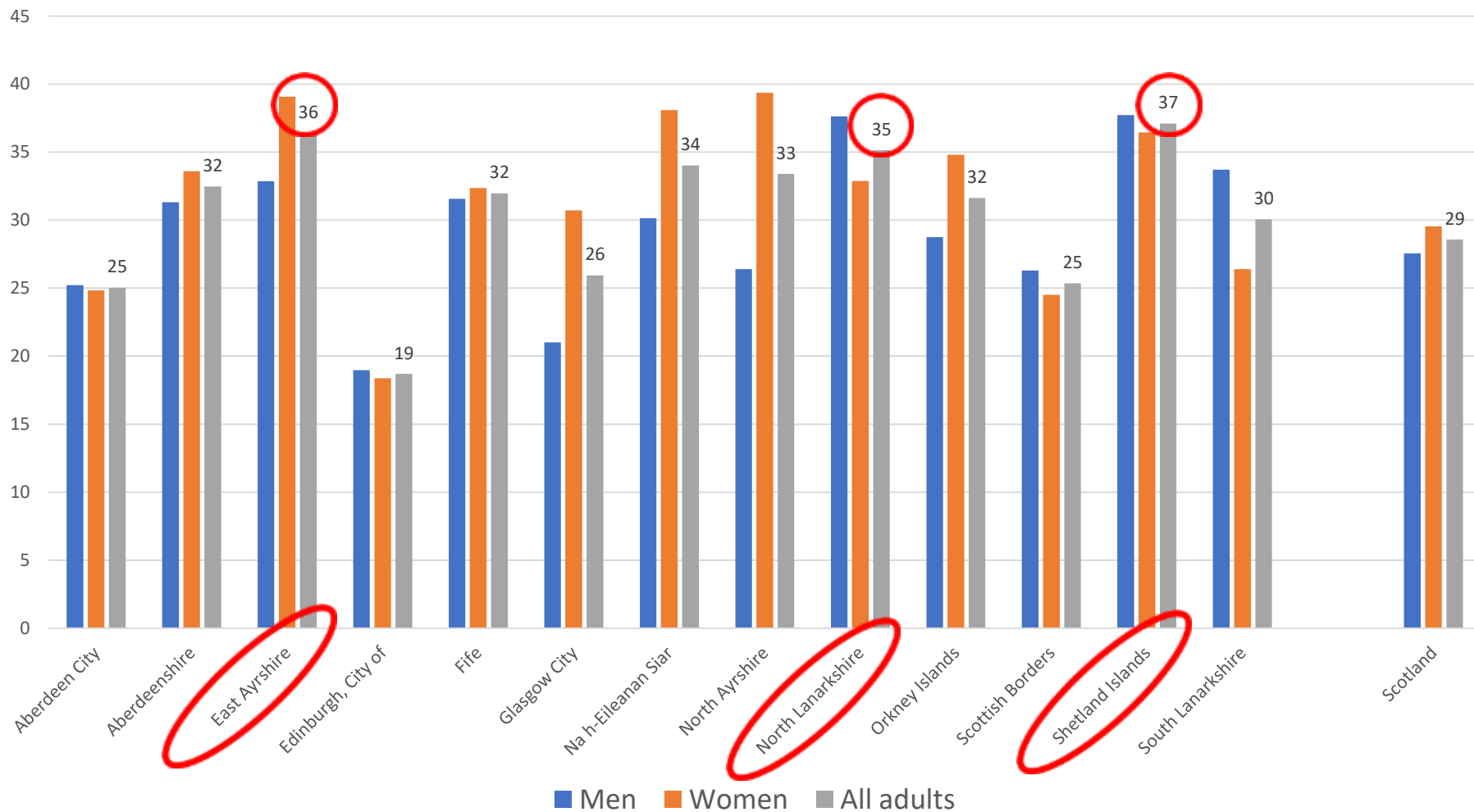


WHO ARE YOU?

Adult overweight by Local Authority 2014/15/16/17 combined (SHeS 2017)



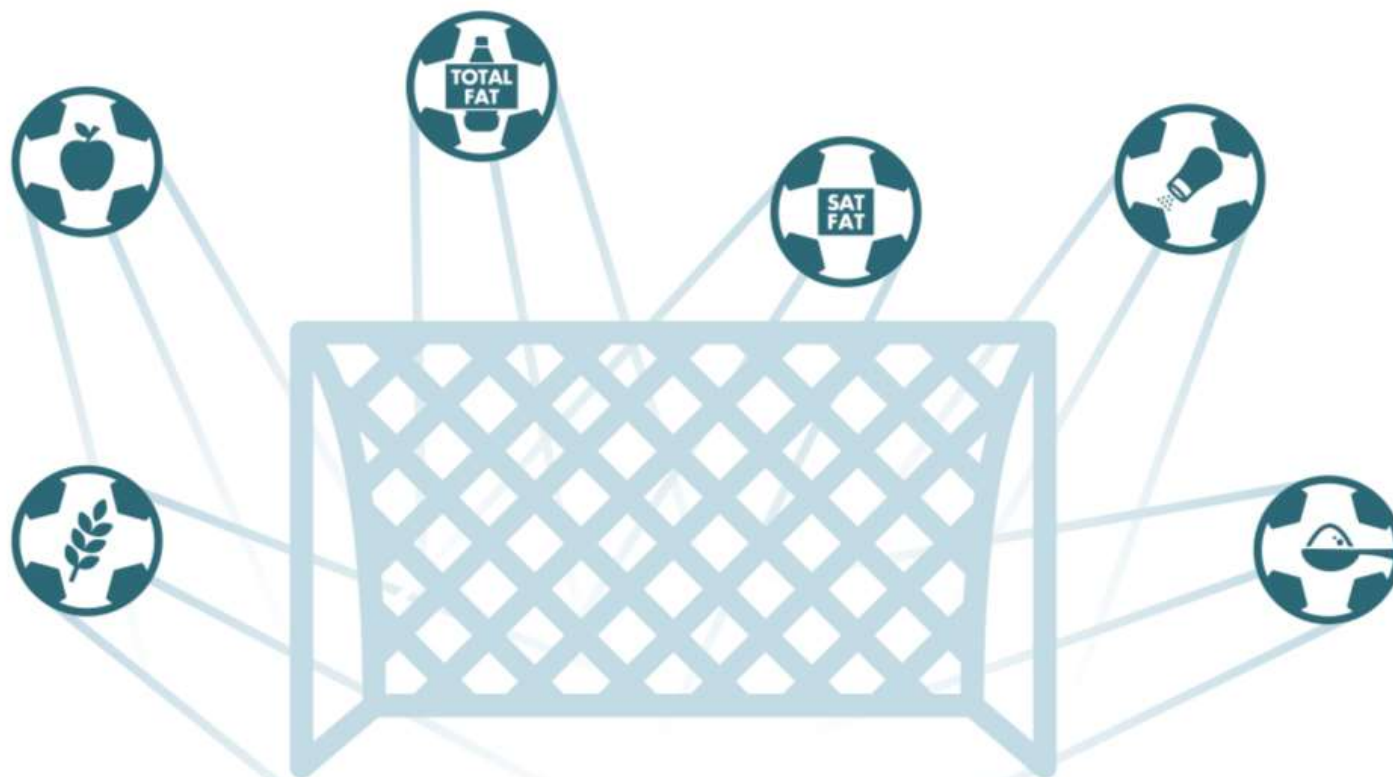
Adult obesity by Local Authority 2014/15/16/17 combined (SHeS 2017)



3X SCOTS EAT 3X
MORE SUGAR
• THAN RECOMMENDED



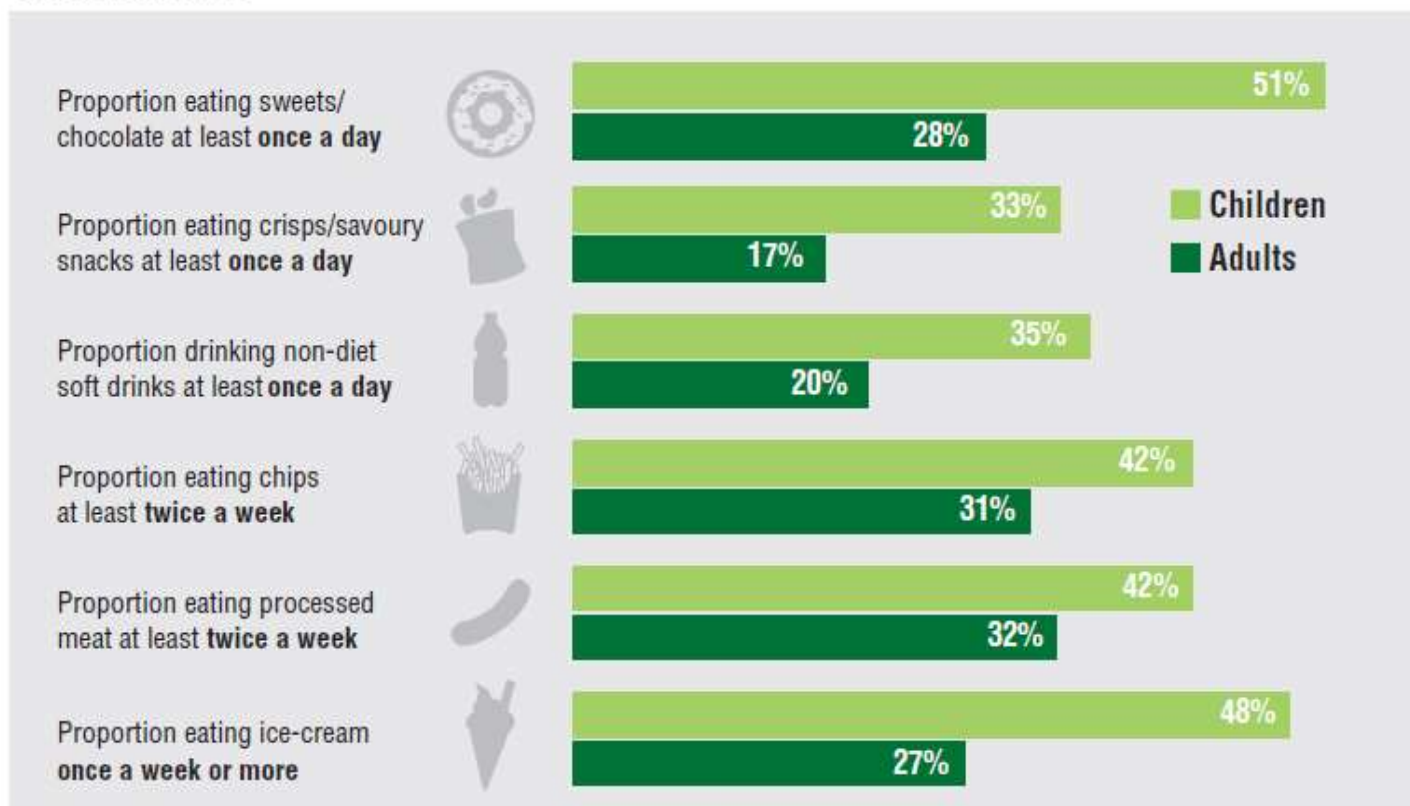
Scottish Dietary Goals



Scotland has been consistently missing its dietary goals for over 17 years.

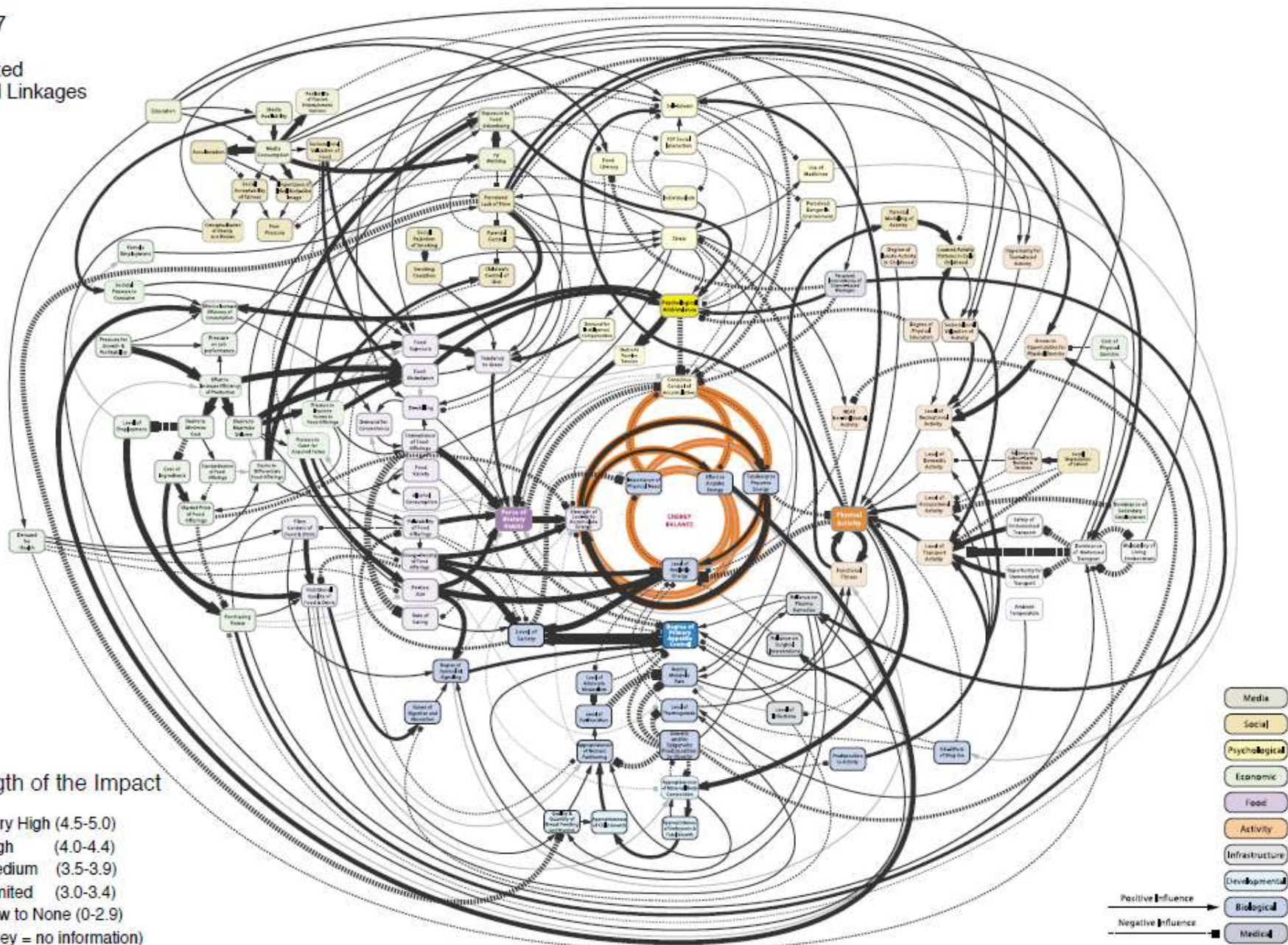
Scottish Health Survey 2016: Children's diets

Overall, children in Scotland tended to consume foods and drinks high in fat and/or sugar more often than adults



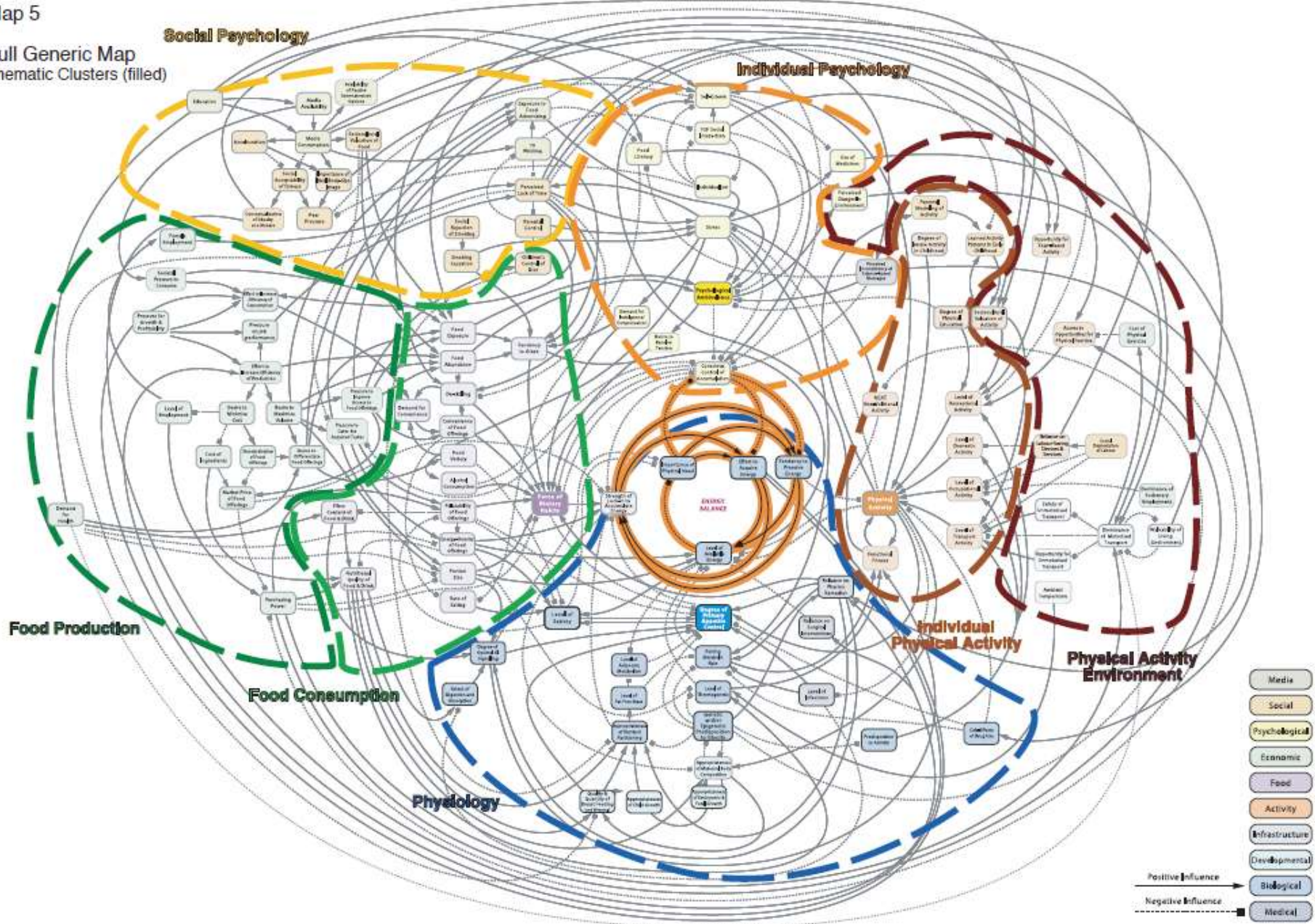
Source: Scottish Health Survey 2017

Weighted Causal Linkages



Map 5

Full Generic Map
Thematic Clusters (filled)



- Media
- Social
- Psychological
- Economic
- Food
- Activity
- Infrastructure
- Developmental
- Biological
- Medical

Positive Influence →
Negative Influence - - -

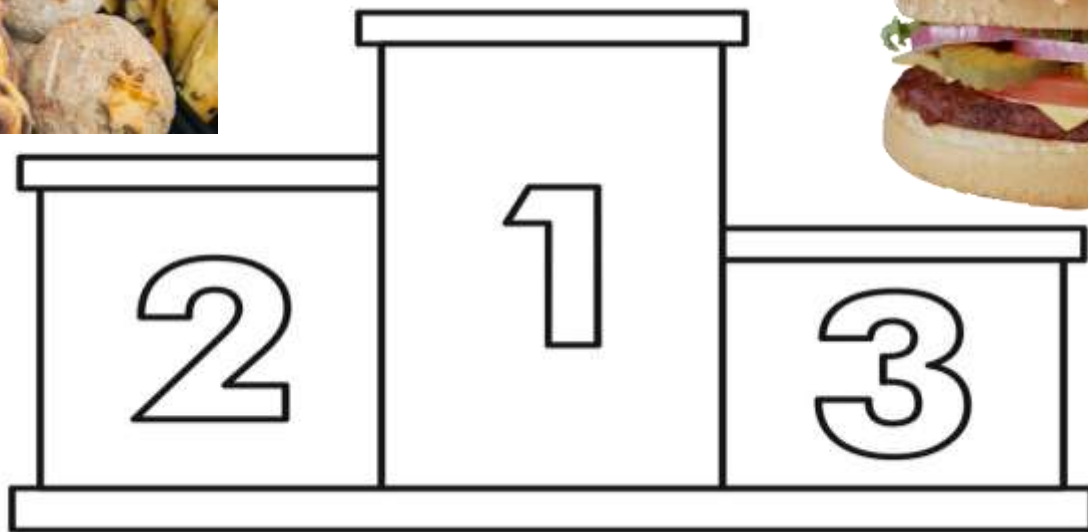
The obesogenic environment



SAYING YES TO UPSIZING COULD LEAD TO AN UPSIZED YOU!

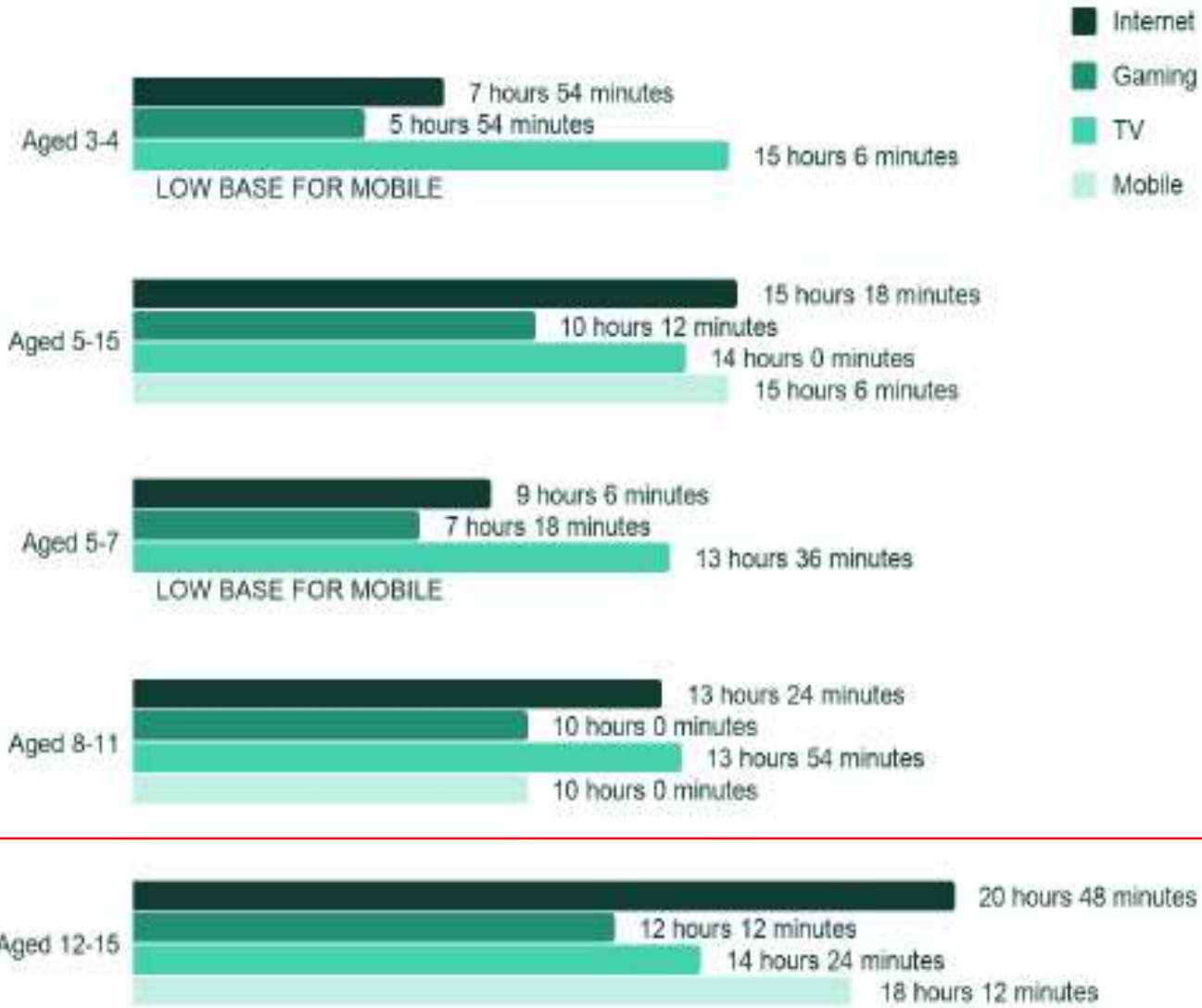
It's time to say #NoToUpsizing





Availability





65h +

Technology



Affordability





Portion Size

Regulation for retail and out of home portion size



Soft Drinks Industry Levy

Implementation and monitoring of SDIL



Advertising/Marketing

Restrictions to advertising and marketing of HFSS foods



Promotions

Regulatory framework on price promotions of foods high in fat, sugar or salt (HFSS)



Reformulation

Implementation, monitoring and extension of the UK reformulation programme

UK PHE-led reformulation




Public Health
England

Protecting and improving the nation's health

Sugar Reduction: Achieving the 20%
A technical report outlining progress to date, guidelines for industry, 2015 baseline levels in key foods and next steps

March 2017




Public Health
England

Protecting and improving the nation's health

**Sugar reduction and reformulation program
Report on progress towards 5% reduction and next steps**

May 2018



Public Health
England

Protecting and improving the nation's health

Calorie reduction: The scope and ambition for action

March 2018

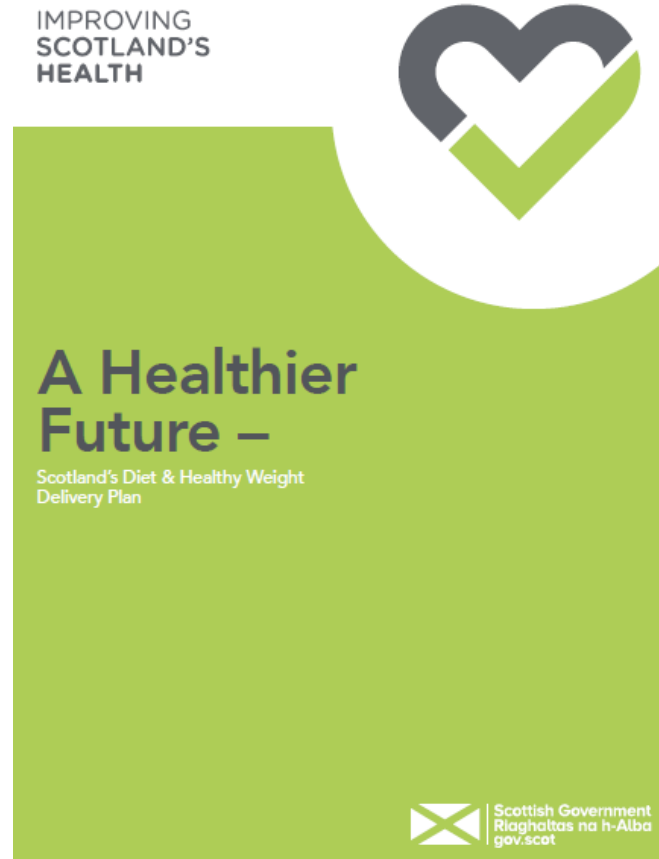


FIRST MINISTER COMMITTED TO TACKLING CHILDHOOD OBESITY

15 May 2018

First Minister Nicola Sturgeon has **set a new target to cut child obesity** in Scotland by half by 2030. At present, 29% of children in Scotland are at risk of being overweight, and 14% are at risk of having obesity. The Scottish government is to set the new target in a healthy weight and diet plan, due to be published in the summer, and it is also to include action to restrict promotions and advertising of junk food, including multi-buy deals on unhealthy products.

A Healthier Future – Scotland Diet and Healthy Weight Delivery Plan (July 2018)





Energy drinks

HFSS Promotion

OOH: calorie labelling

HFSS Advertising
(9pm watershed)



School food
and drink
standards

Pre-conception
action plan (?)

Energy drinks (?)

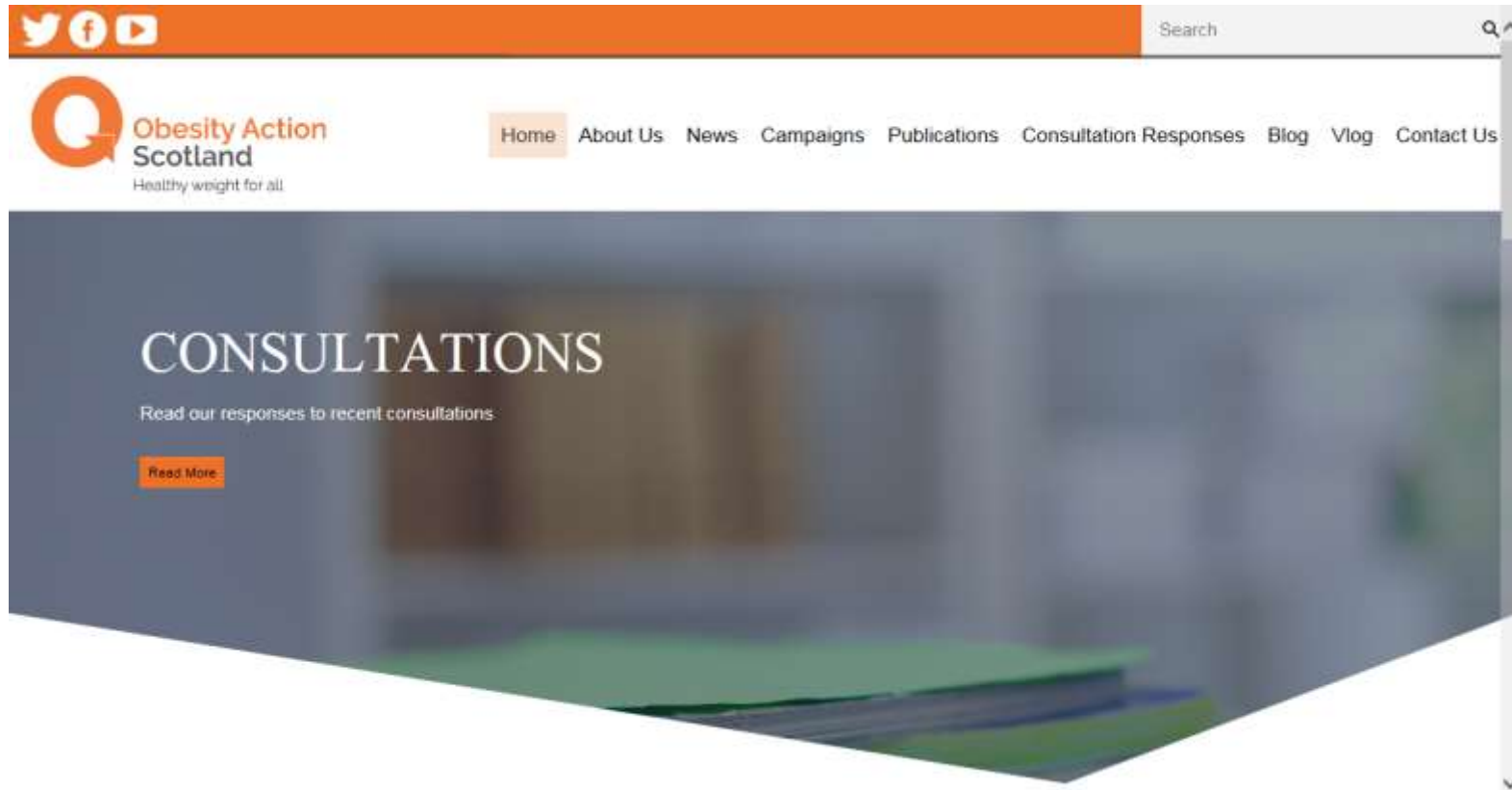
HFSS Promotion

OOH Strategy

Good Food
Nation

OAS responses

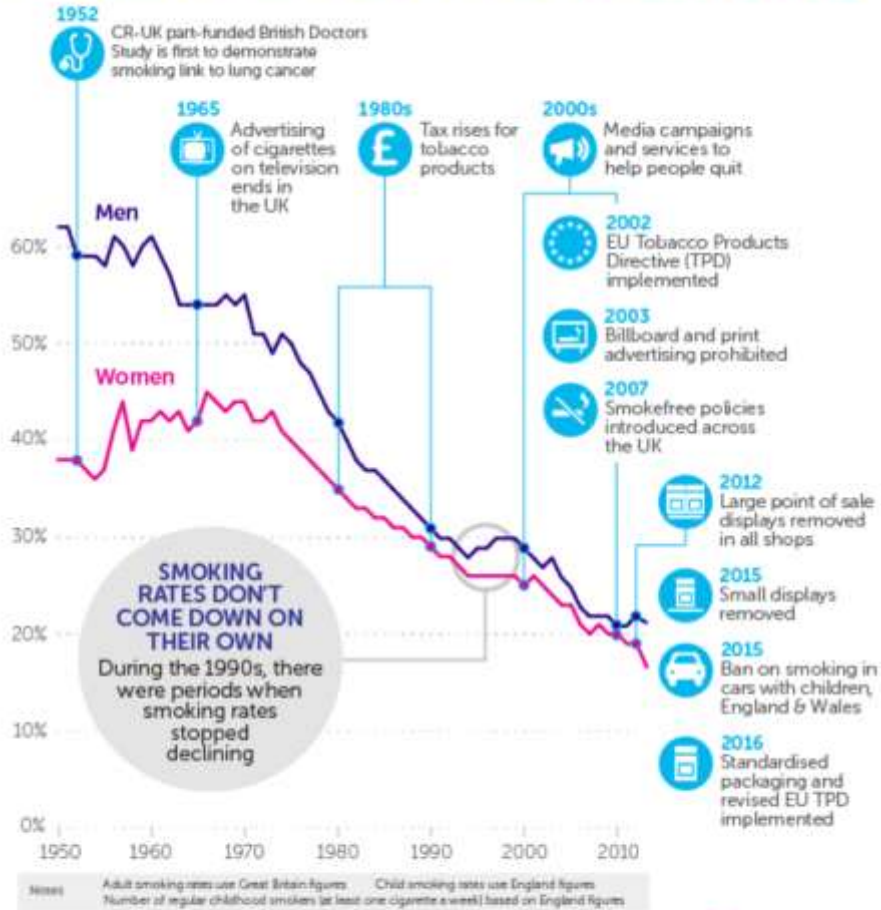
<http://www.obesityactionsotland.org/>



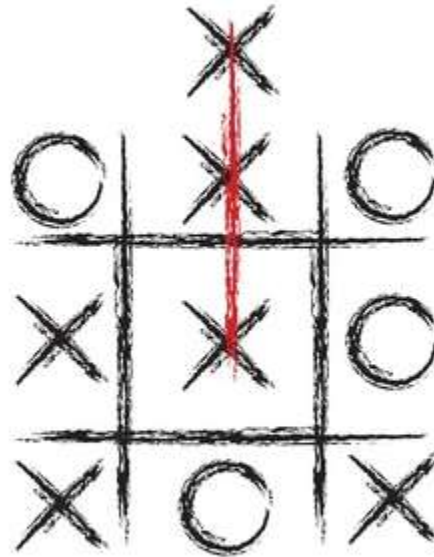
The screenshot shows the Obesity Action Scotland website. At the top, there is an orange navigation bar with social media icons for Twitter, Facebook, and YouTube on the left, and a search bar on the right. Below this is the main header area with the Obesity Action Scotland logo and tagline 'Healthy weight for all' on the left, and a horizontal menu with links: Home, About Us, News, Campaigns, Publications, Consultation Responses, Blog, Vlog, and Contact Us. The 'Home' link is highlighted. The main content area features a large blue banner with the word 'CONSULTATIONS' in white, serif font. Below the banner, the text reads 'Read our responses to recent consultations' and there is an orange 'Read More' button.

The Long Game

SMOKING RATES DECLINE MILESTONES



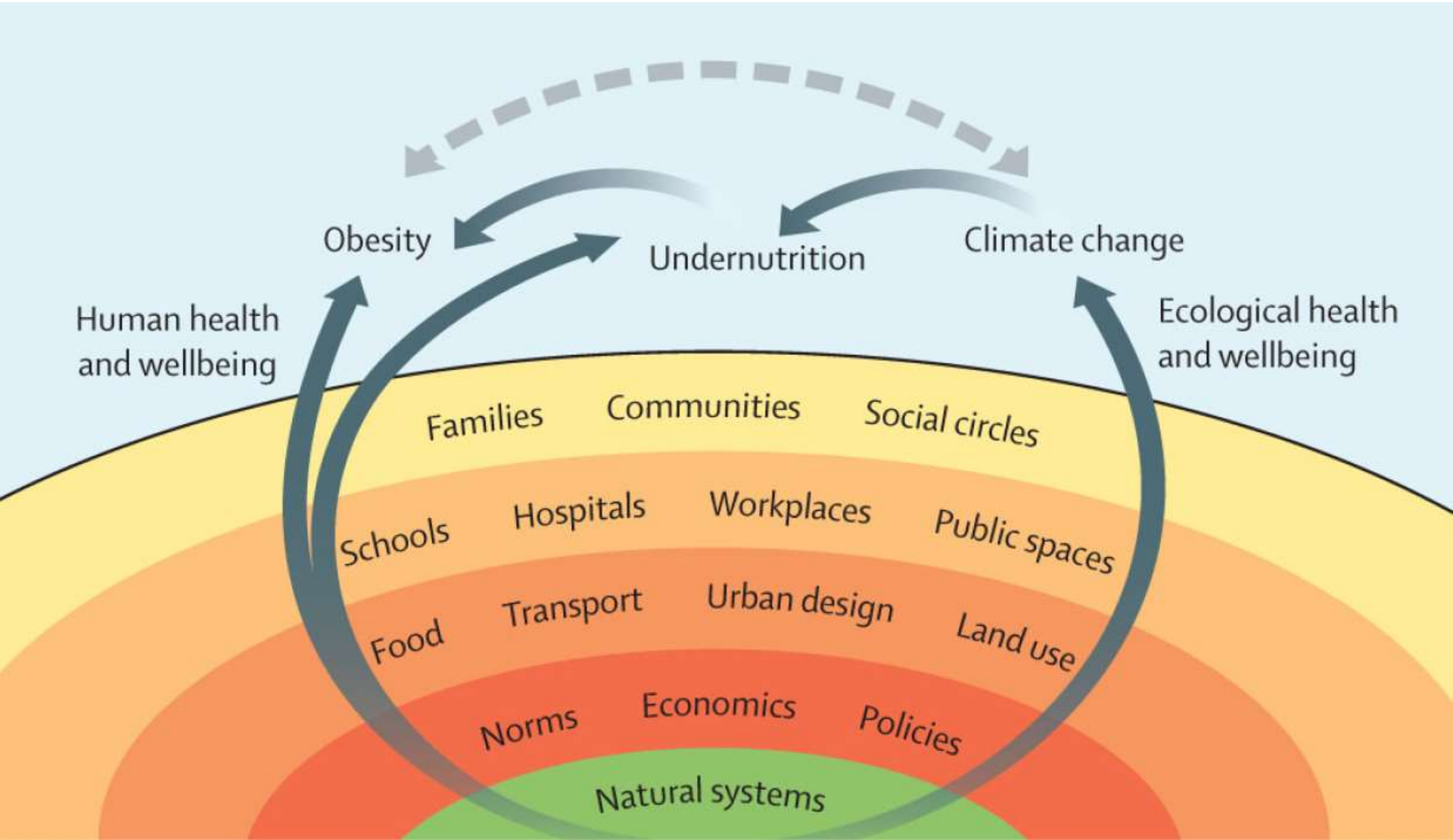
Solving obesity problem...





“Holding people responsible for their obesity detracts attention from the obesogenic systems that produce obesity.”

The Global Syndemic of Obesity, Undernutrition and Climate Change



Example

Promoting active transport could:

- ✓ Lower greenhouse gas emissions from polluting transport mode
- ✓ Increase physical activity and reduce sedentary time
- ✓ Improve food security by reducing emissions and catastrophic weather events



MAKE THE HEALTHY OPTION

THE EASY OPTION



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