

TAKING ACTION ON OBESITY IN EVERY COMMUNITY

Live Webinar, 12.00 – 4.10pm

Wednesday 3rd February 2021



Overview

In the ten years since the seminal *Marmot Review*, health inequalities have widened and improvements to life expectancy have not only stalled, but declined for the poorest in society. These inequalities have been brought into sharp focus during COVID-19 with BAME communities and deprived groups disproportionately impacted by the pandemic. With the NHS acknowledging that “COVID-19 has shone harsh light on some of the health and wider inequalities that persist in our society”, Policy Foresight is holding a series of timely live webinars to examine the response and recovery to COVID-19.

Almost two-thirds of adults in England are living with significant excess weight, with the prevalence of obesity highest amongst the most deprived communities. Public Health England evidence confirms that being overweight remains one of the biggest risk factors of ill-health, hospitalisation or death. Furthermore, the World Bank released a comprehensive study of global data in August 2020, which shows that obesity increases the risk of death from COVID-19 by nearly 50% and could make any potential vaccine less effective.

Recognising the need to take urgent action, the Department for Health and Social Care launched an ambitious **Tackling Obesity Strategy**. To deliver this both nationally and locally, the government will expand specialist support and healthy weight management services, encourage healthier food choices, restrict high fat, sugar and salt food (HFSS) promotions and ban their advertisement before 9pm as well as rollout the **Better Health** campaign to encourage behaviour change on a population level.

This timely Policy Foresight live webinar provides an important platform for key partners from the NHS, local authorities, public health, third sector and other statutory agencies to examine the government’s **Obesity Strategy** and explore innovative solutions to tackle obesity, promote preventative measures and empower people to live healthier lives.



Key Discussion Themes

- Ten years on from the *Marmot Review*: Understanding the current scale of health inequalities after COVID-19
- Examining the government’s Tackling Obesity Strategy to reduce excess weight and obesity nationally
- Raising awareness, promoting wellbeing and reducing excess weight: Exploring the new Better Health campaign
- Providing effective patient engagement and interventions for those most at-risk
- Improving prevention and weight management programs to maximise impact and tackle barriers to making healthy lifestyle choices
- Developing culturally responsive strategic plans and services that take into account existing local inequalities
- Data sharing and Joint Strategic Needs Assessments (JSNAs): Understanding and responding better to the needs of local communities
- Implementing a comprehensive ‘Whole Systems Approach to Obesity’: Enhancing partnership working between the NHS, clinical commissioning boards, public health, local authorities and private and voluntary sector organisations to tackle the causes of obesity
- Explore best practice and innovative solutions to reduce obesity



Who Should Attend?

- Local Authority Officers & Councillors
- Central Government Departments & Agencies
- Heads & Deputy Heads of Public Health
- Public Health Practitioners
- Public Health Engagement Teams
- Health Improvement Leads
- Obesity Practitioners
- Dietitians & Nutritionists
- Diabetes Leads
- NHS Health Workers
- General Practitioners
- Clinical Directors & Deputy Clinical Directors
- Clinical Leads
- Heads & Deputy Heads of Commissioning
- NHS Clinical Commissioning Groups
- Commissioning & Partnership Managers
- Commissioning Support Units
- Directors & Deputy Directors of Integrated Care Systems
- Continuing Care Managers
- Members of Health and Wellbeing Boards
- Social Prescribing Link Workers
- Local Healthwatch Teams
- Sport & Leisure Officers
- Drug & Alcohol Action Teams
- Early Intervention & Prevention Teams
- Heads of Social Care Services
- Diversity & Equality Officers
- Voluntary & Community Organisations
- Academics & Researchers