

FDF BCCC 2011 Annual Conference: Working
together for a healthy future

Childhood obesity

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Today's presentation

1. Childhood obesity levels
2. Main causes
3. Market-based solutions



About NHF

The National Heart Forum (NHF) is an alliance of 70 national organisations working to reduce the risk of coronary heart disease, stroke, diabetes and cancer.

Diverse membership comprising charities, consumer groups, non-governmental and medical professional organisations.



Why focus on childhood obesity?

Immediate & long-term adverse outcomes:

- breathing difficulties
- increased risk of fractures
- early markers of cardiovascular disease eg hypertension, narrowing arteries
- insulin resistance and psychological effects
- higher risk of obesity and NCDs later in life



Global problem:

- 35 million overweight/obese children in developing countries
- 8 million in developed countries
- Rate is currently double in developed compared to developing countries

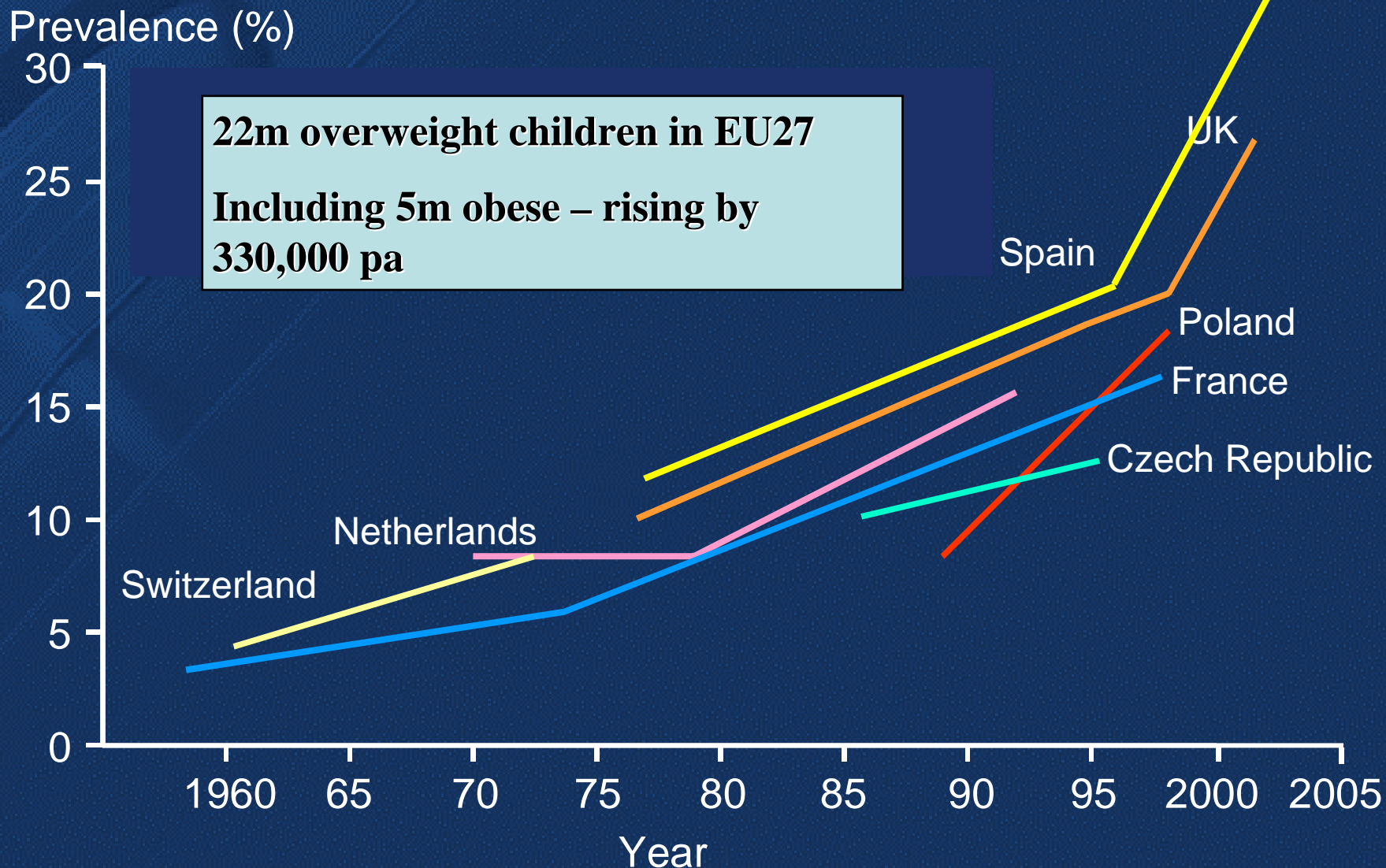


Childhood obesity in Europe

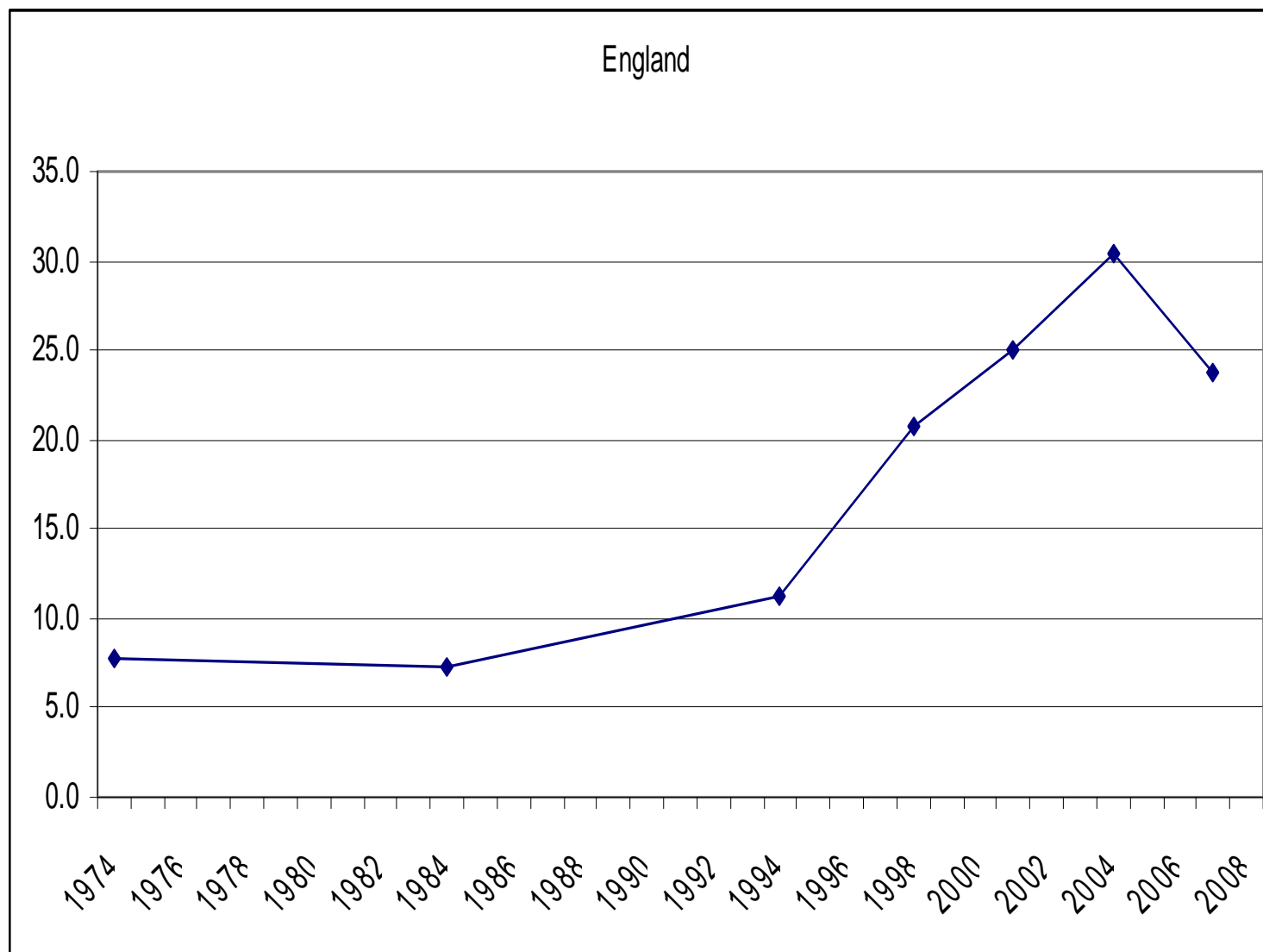
- At present we have the highest ever known levels of overweight children in the population
- Over 20million overweight and 5million obese children
- Obesity prevalence is increasing by a frightening 1/3 of a million each year
- The increase in overweight may be levelling off in some parts of Europe, and among richer households



Excess bodyweight is increasingly prevalent in children and adolescents



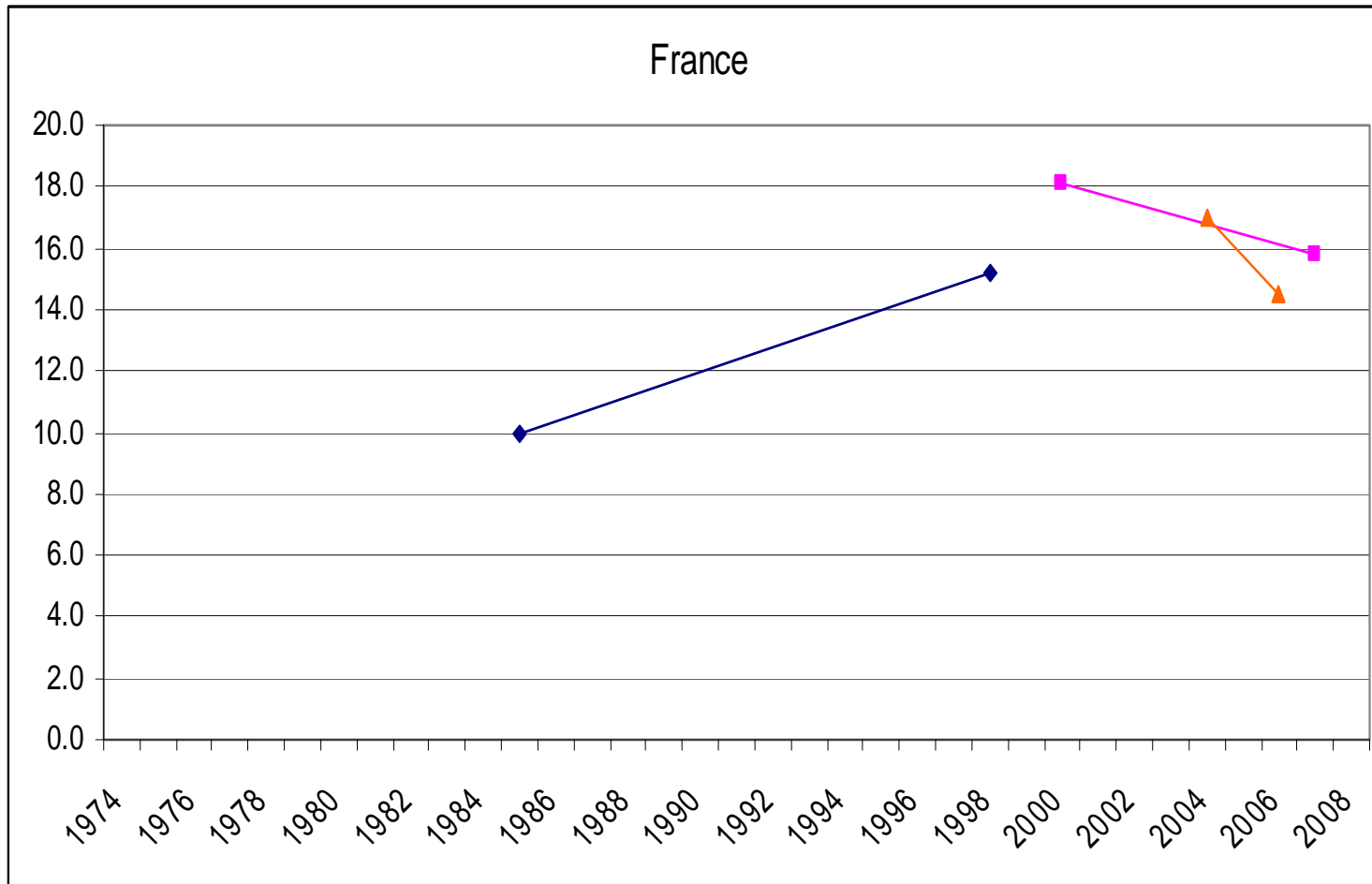
Overweight among children, England



Source: IOTF-IASO country graphs of overweight among children, national surveys



Overweight among children, France



Source: IOTF-IASO country graphs of overweight among children, national surveys



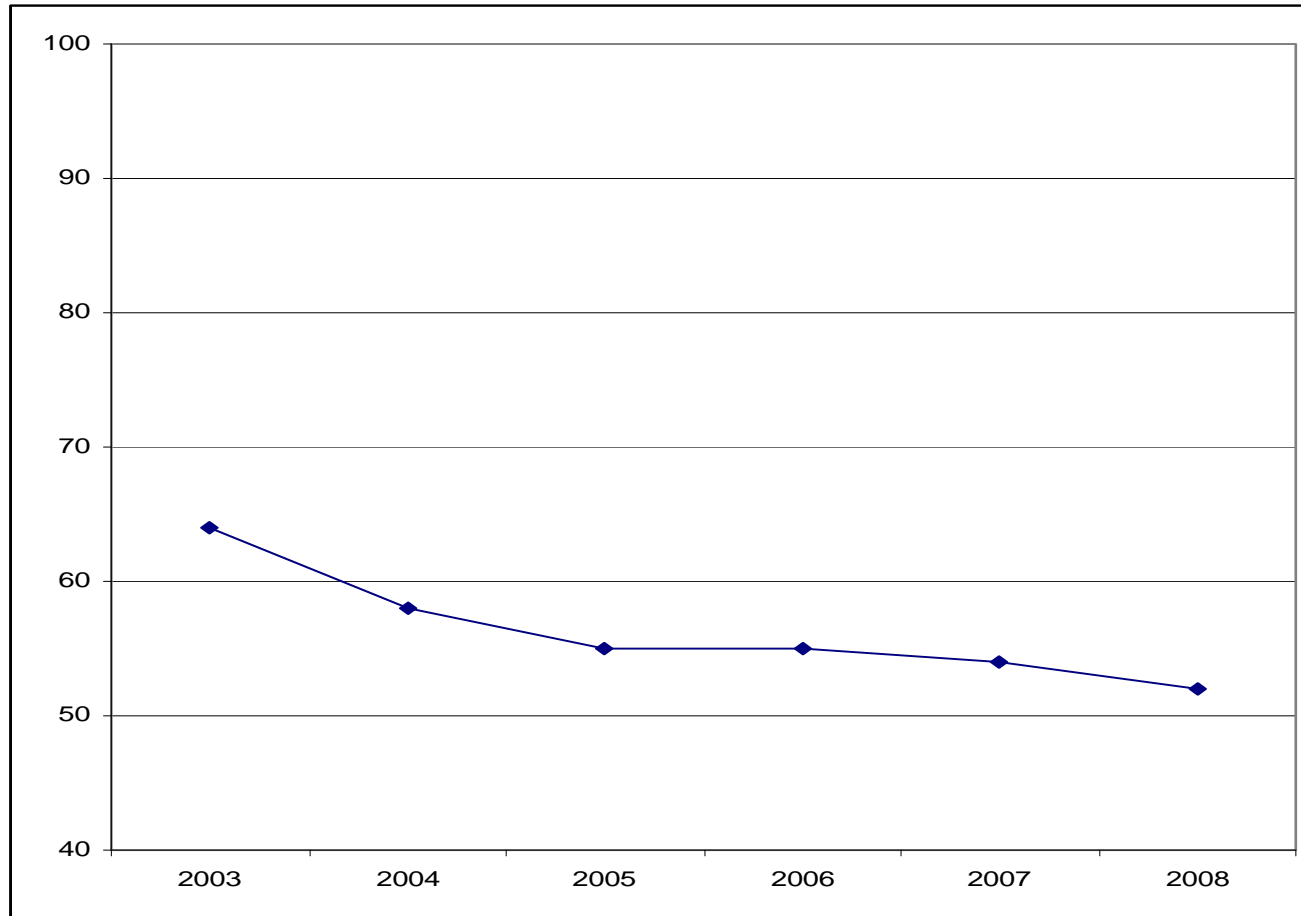
Overweight among children: is it decreasing?

Possible explanations:

1. Positive changes in the obesogenic environment for children?
2. Are overweight / obese children and their parents refusing to take part in national surveys?



Response rate for weight measurements, children, England 2003-2008



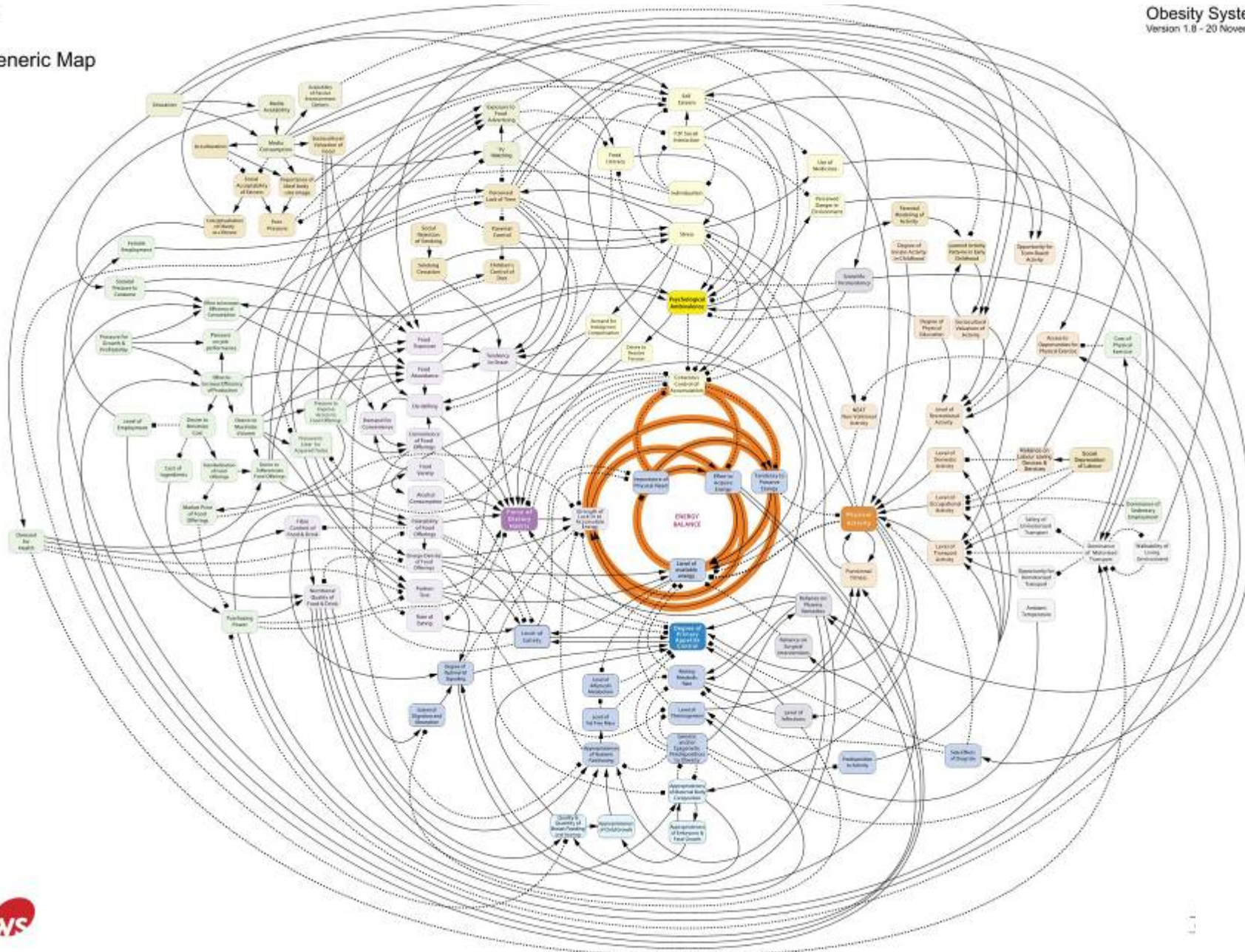
The causes of obesity

- Obesity is caused by Energy Intake in excess of Energy Expenditure
- The daily energy imbalance driving the epidemic is small: an extra 110-165 kcal/day
- The change needed to move to normal weight is quite large for obese youth (680-1010 kcal)
- Social context and environment is important

Koplan JP, Dietz WH. Caloric imbalance and public health policy. JAMA. 1999;282:1579-81. Wang YC, Gortmaker SL, Sobol AM, Kuntz KM. Estimating the energy gap among U.S. children: A counterfactual approach. Pediatrics, 2006s.



Full Generic Map



Foresight systems map

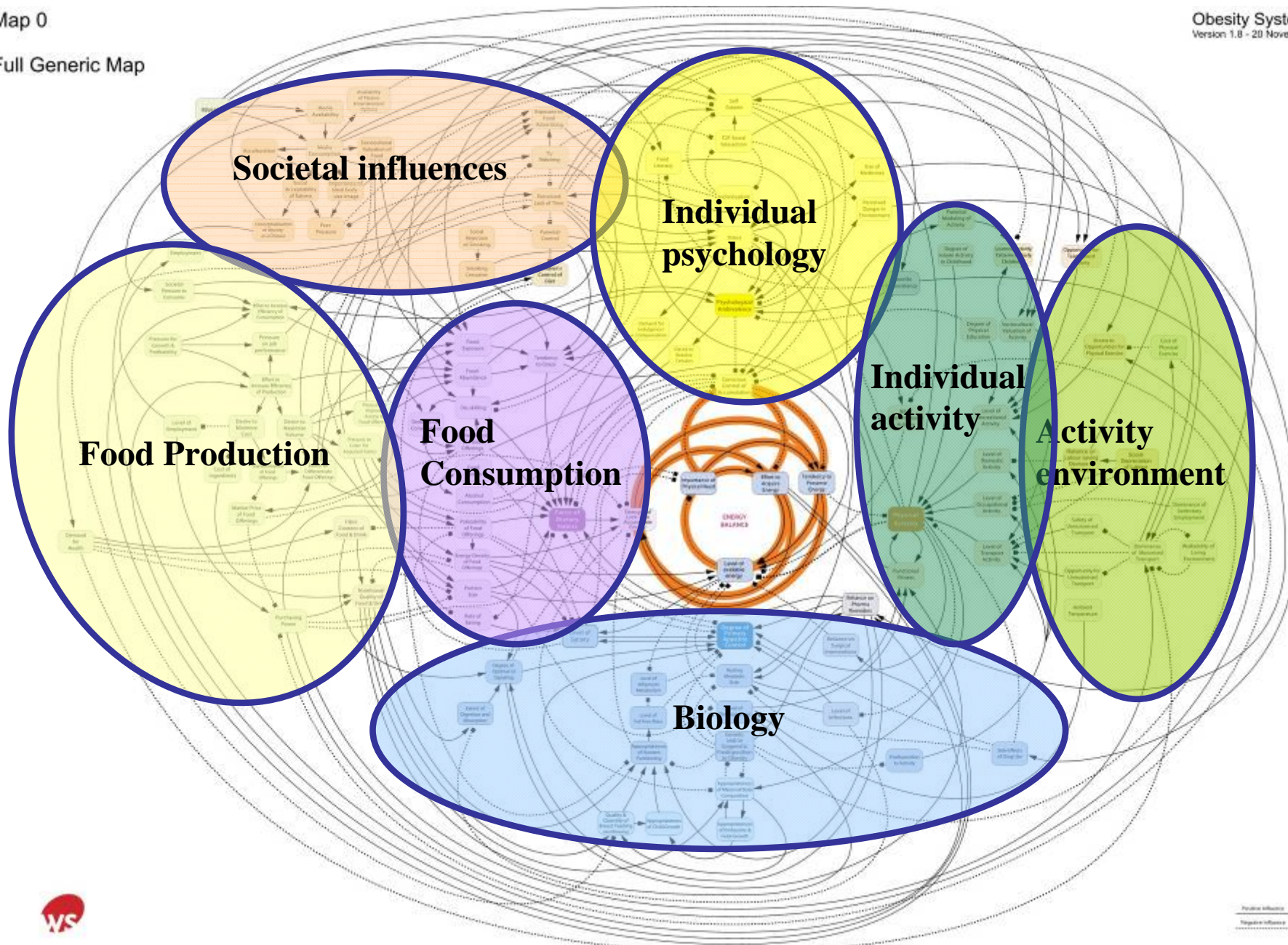


Foresight: 7 major sub-systems

Map 0

Full Generic Map

Obesity System Map
Version 1.0 - 20 November 2006

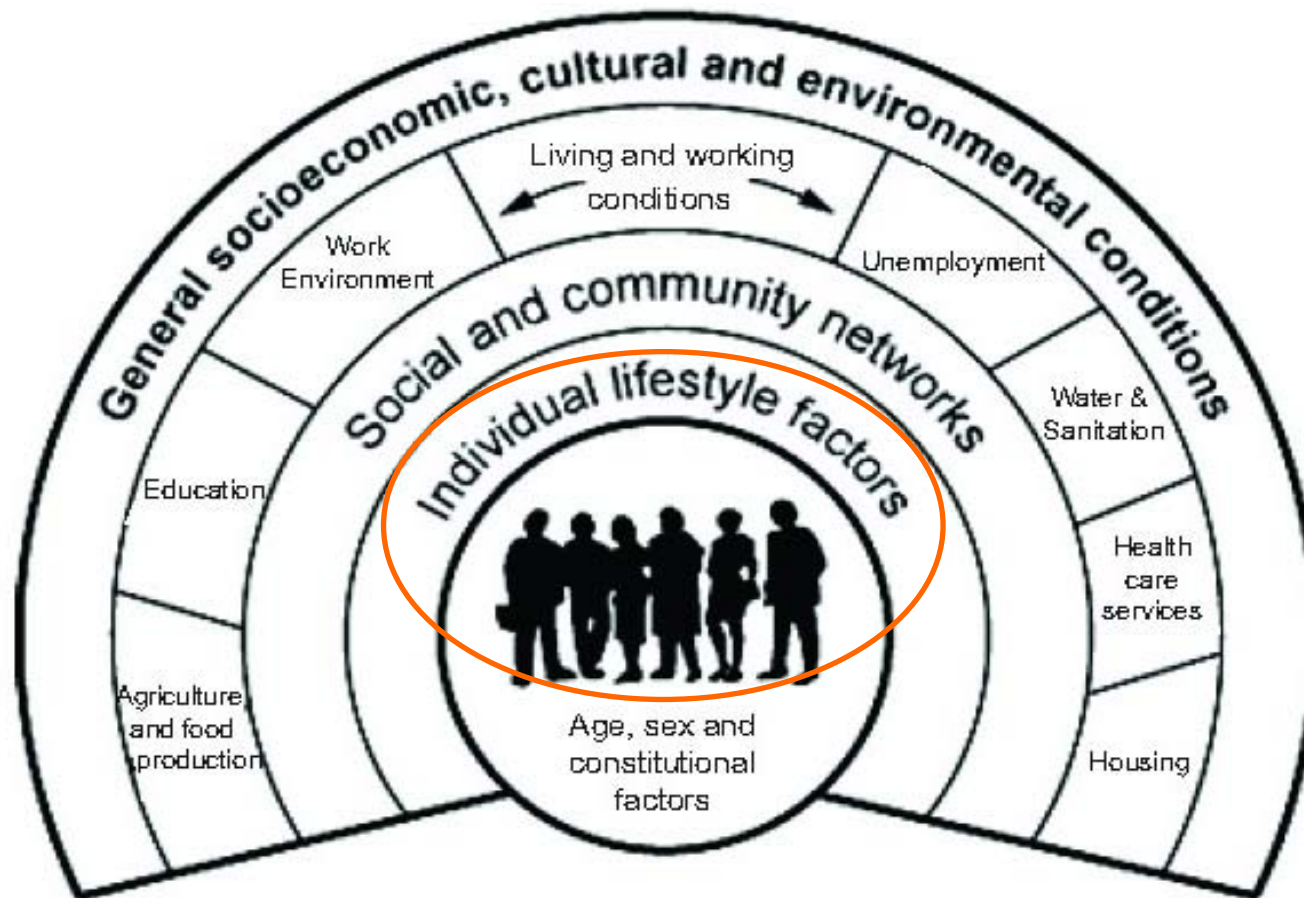


Obesity: parallels with Climate Change

- Complex problem
- Challenge for whole of society
- A market failure



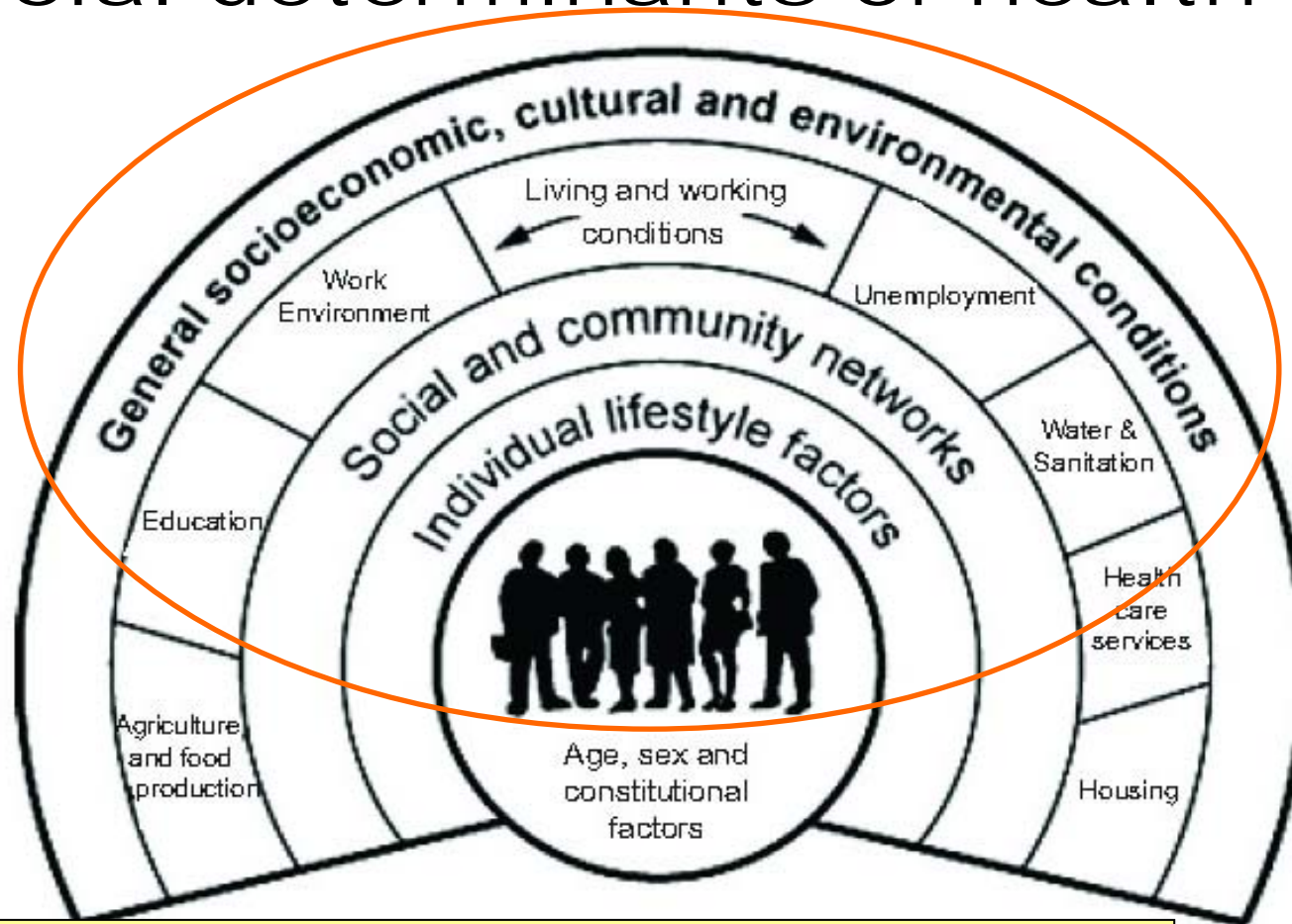
Social determinants of health



People can only make personal choices about diet, physical activity and other health behaviours within a specific context. An 'obesogenic' environment makes healthier choices hard to make.



Social determinants of health



Social, cultural and economic pressures can make the exercise of individual choices difficult, and these pressures can affect some people more than others.



Under ideal market conditions...

All costs and benefits are 'internal'

People receive 'perfect' information

People act rationally in making choices



Market failures...

True costs are reflected in the price? *External health and environmental costs borne by society.*

Perfect information given to consumer? *Partial information, misleading information.*

Rational actors? *Irrational or acting only for short-term interest*



Marketing to children on television...



Fox

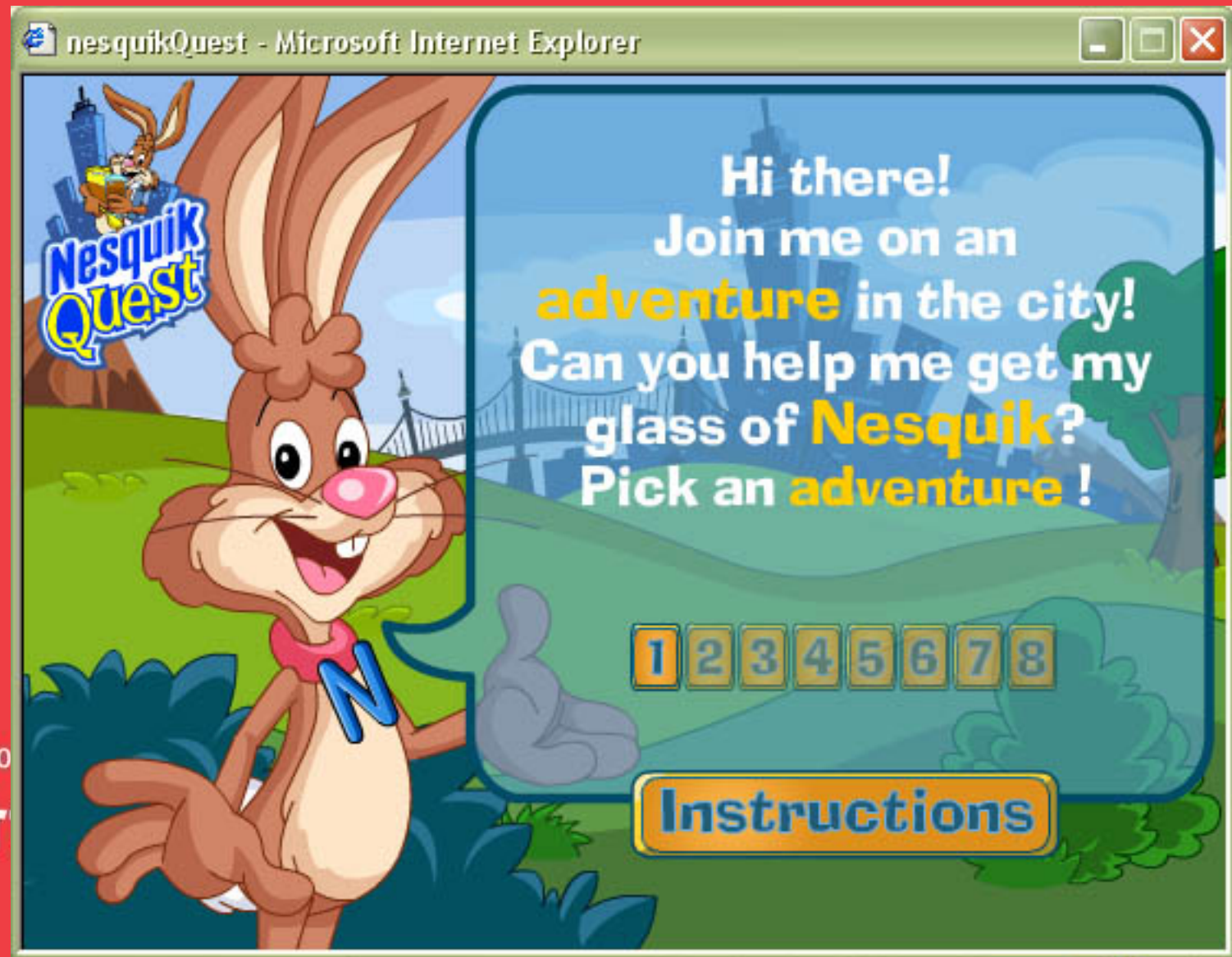
Marketing to children in schools and the community...



Equip the team...
with McDonalds



Marketing to children on the Internet...



N A T I O
Hear

Marketing to children in store...



Sweets that by-pass parents. Easy access!



Marketing in the playroom



Barbie at
McDonald's

Interventions to correct market failures...

True costs are reflected in the price? *Health and environmental costs borne by society.*

Tobacco and alcohol taxation

Perfect information given to consumer? *Partial information, misleading information.*

Claims regulation and food labelling

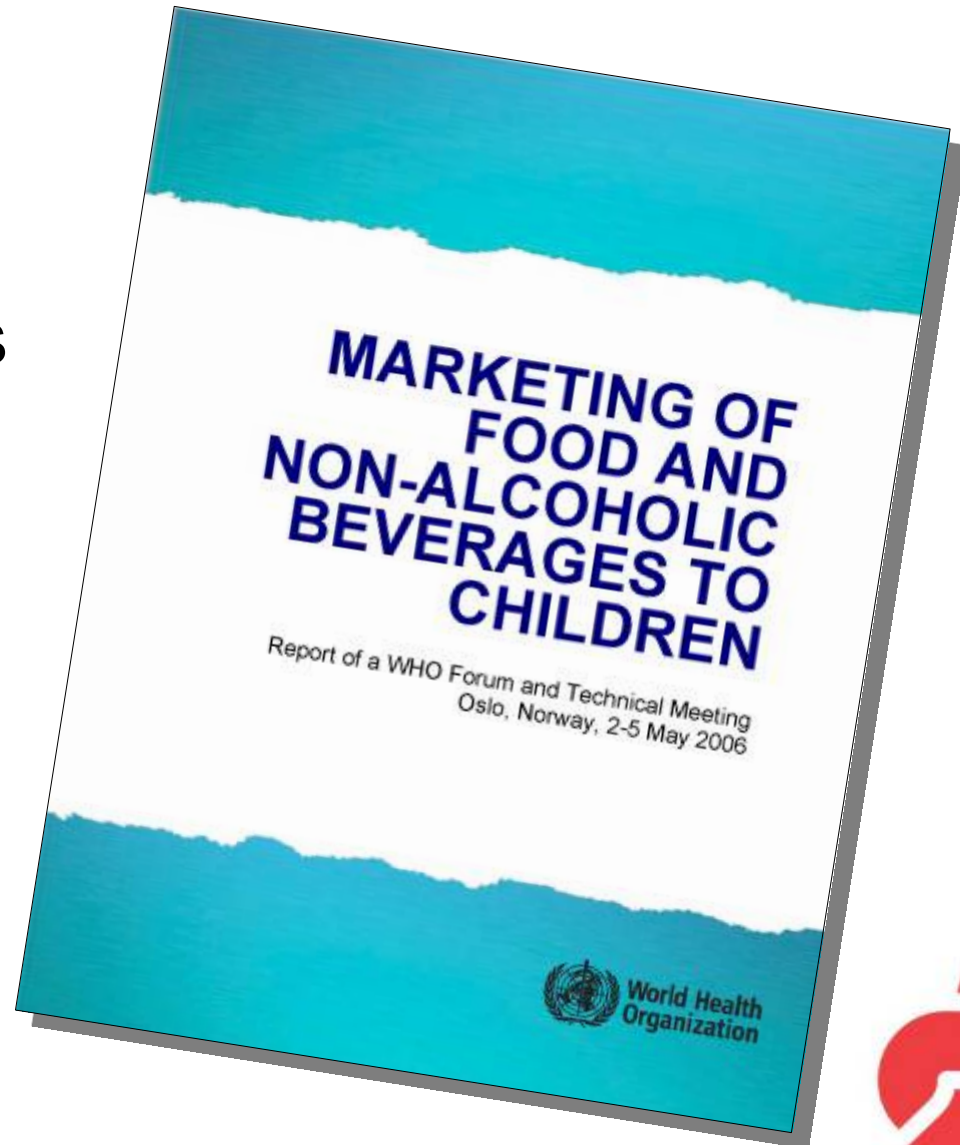
Rational actors? *Irrational or acting only for short-term interest*

Controls on marketing to children



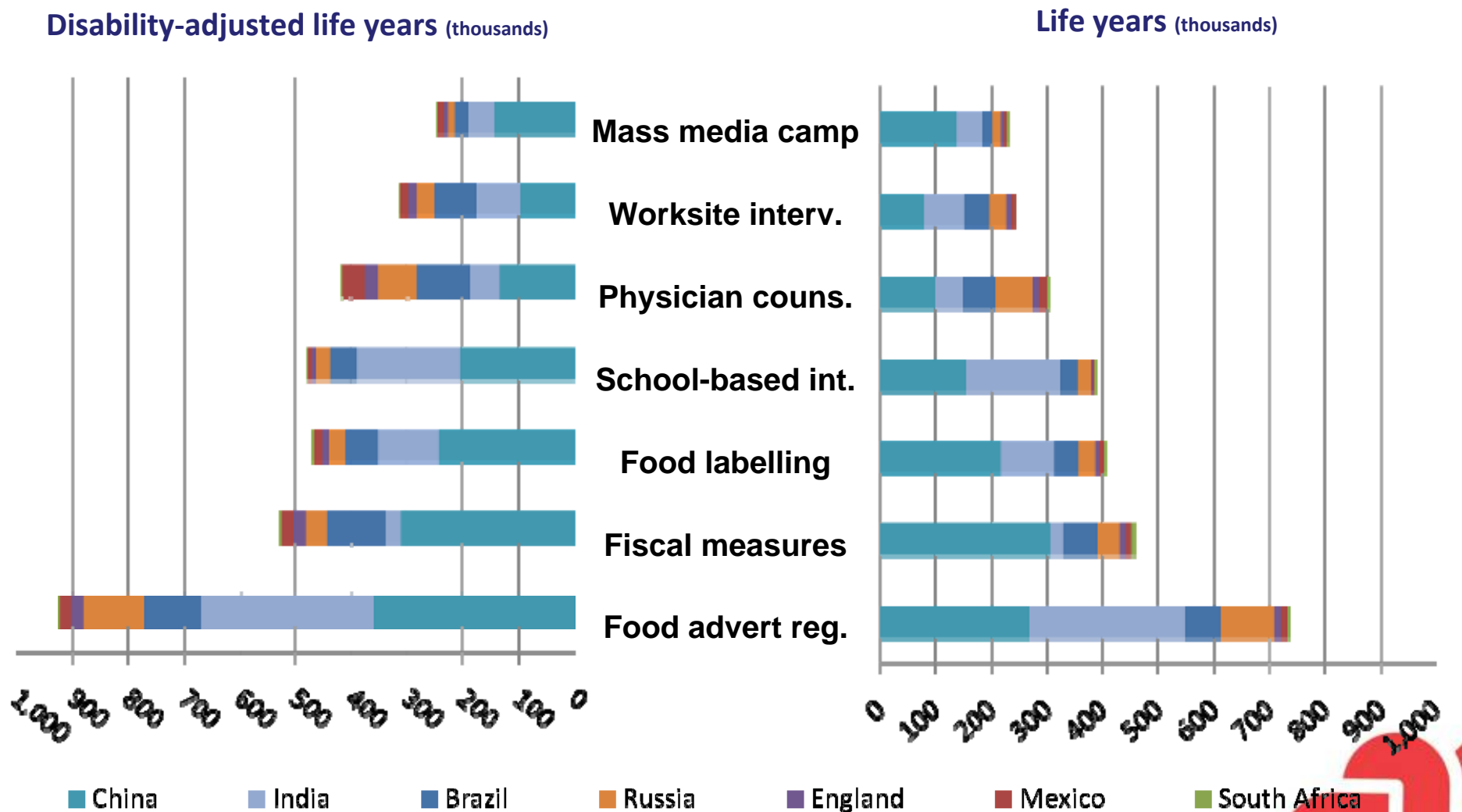
Global market responses on food

- Nutrient profiling
- Marketing controls to children
- FoP labelling
- Reformulation



Global analysis: Effects of obesity interventions

(average effect per year)



Source: Ceccini et al. Tackling Unhealthy Diets, Physical Inactivity and Obesity: Health Effects and Cost-Effectiveness. The Lancet, Nov 2010

Challenges with current global child food marketing trends

Widespread variation in:

- Communication media covered
- Marketing techniques covered
- Definition of a child age
- Definition of what is a child targeted promotion
- Food and drink products covered



Global leadership by UK Food Industry (BCCS)?

Adopt positive practices across all countries you operate in and export to:

- Marketing to children
- Labelling
- Portion sizes
- Health claims
- Reformulation



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Average Daily Energy Gap (kcal/day)

	<u>Excess Weight Gained</u> (Lb)	<u>Daily Energy Gap</u> (kcal/day)
All Teens	10	110 -165

- Behavioral implications of 150 kcal:
 - Replacing 1 can of soda (12 oz) with water (140 kcal)
 - Reducing TV watching by an hour (106 kcal/day)¹
 - Walking 1.9 hours instead of sitting (for 30-kg boy)(150 kcal)
 - Increasing PE from 1 to 3 times/week (240 kcal or 34 kcal/day)

¹Sonneville KR, Gortmaker SL. International Journal of Obesity, Int J Obes (Lond). 2008 Dec;32 Suppl 6:S19-27.

