

Whole Systems Obesity Strategy

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Manager**

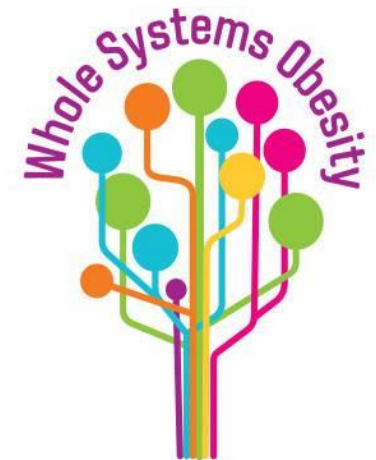
Tuesday 17 September 2019



What is it?

- The first Whole System Obesity Strategy for Thurrock
- By saying 'Whole System' we mean all partners working together to reduce obesity in Thurrock, across all areas of life

Everyone in Thurrock can achieve and maintain a healthy weight, lead an active life, eat a healthy diet and reach a healthy long life expectancy (WSO Strategy)



Purpose



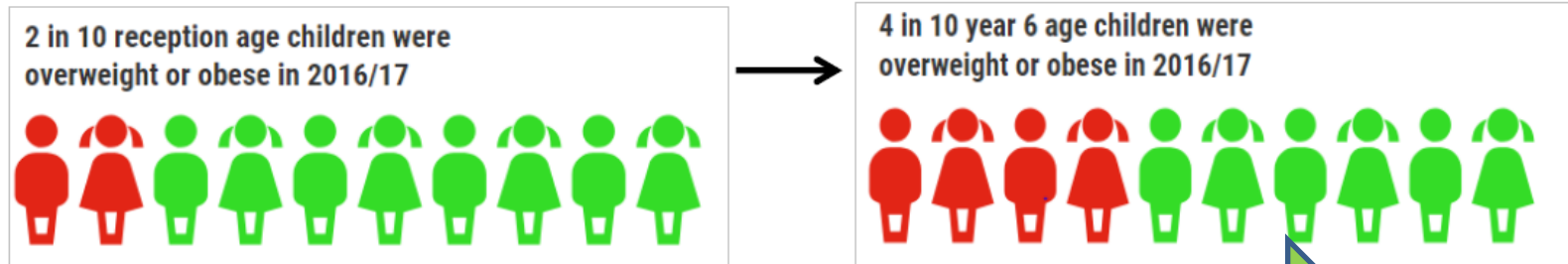
- Focus on the many complicated reasons for people leading a healthy lifestyle or not.
- To reduce obesity in Thurrock.
- Working with people and organisations across Thurrock including Thurrock Council, Health, Health Providers, Environment, Voluntary Sector, Retailers, Businesses and People.



The Strategy Goals

Goal A	Enabling settings, schools and services to contribute to children and young people achieving a healthy weight
Goal B	Increasing Positive Community Influences
Goal C	Improving the food environment and making healthier choices easier
Goal D	Improving the built environment and getting the physically inactive active
Goal E	Improving the identification and management of obesity

Why are we doing this?



People living in poorer communities are more likely to be struggling with weight problems, creating poor health outcomes



40.5% of adults in Thurrock are not meeting recommended physical activity levels (2016/17)



Around half of the Thurrock population are not meeting the '5 a day target' (2016/17).



referred to tier 3 weight management had 1 or more long term health condition



Citizens Panel

- Panel of representatives from the community have been brought together to put words into action.
- A programme of engagement with different community organisations and groups across Thurrock is asking people how they would like to play their part to achieve the goal.



Ideas

- #GetThurrockMoving – A movement for change in Thurrock
 - Growing food
 - Community gardens
 - Healthy breakfast clubs
 - Walks
- More importantly the ideas come from the community not the strategy makers.



Thurrock
Healthy Walks





Can you help us?

- Tell us what you would like to do to help promote this in your local area?
- Would you be prepared to ask residents in your PPGs for ideas?
- What do you think about the ideas on the previous slide e.g. #GetThurrockMoving
- What do you think prevents people from making changes to their lifestyle?