

# Establishing healthy attitudes to food from an early age

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# Strategic Context

## Programme for Government 2016-2021

**We enjoy  
long, healthy,  
active lives**



- Healthy life expectancy at birth
- Preventable mortality
- % population with GHQ12 scores  $\geq 4$  (signifying possible mental health problem)
- % babies born at low birth weight
- % people who are satisfied with health and social care
- Gap between highest and lowest deprivation quintile in healthy life expectancy at birth

05

## Making Life Better 2013-2023: A Whole System Strategic Framework for Public Health



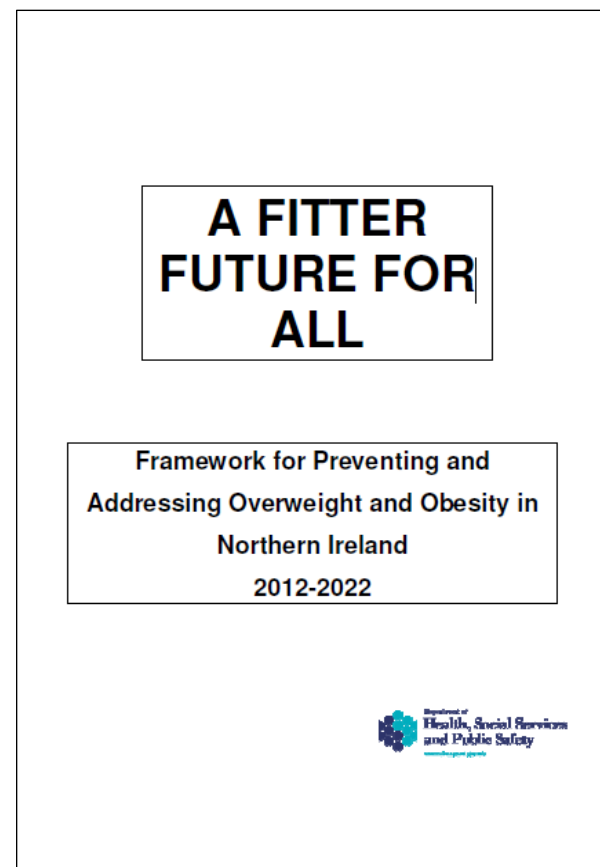


# A Fitter Future for All

Regional framework for the prevention of obesity 2012-2022

A cross-sectoral, integrated life-course framework which aims to:

*‘empower the population of Northern Ireland to make healthy choices, and reduce the level of harm related to overweight and obesity, by creating an environment that supports and promotes a physically active lifestyle and a healthy diet’.*





# Obesity harm: children and young people



Emotional and  
behavioural

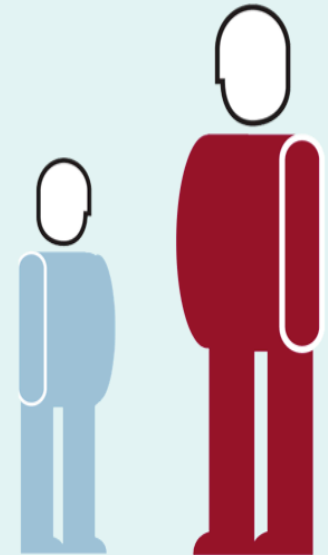
- Stigmatisation
- bullying
- low self-esteem



School absence



- High cholesterol
- high blood pressure
- pre-diabetes
- bone & joint problems
- breathing difficulties



Increased risk of  
becoming overweight  
adults

Risk of ill-health and  
premature mortality in  
adult life



# Average diet is not ideal

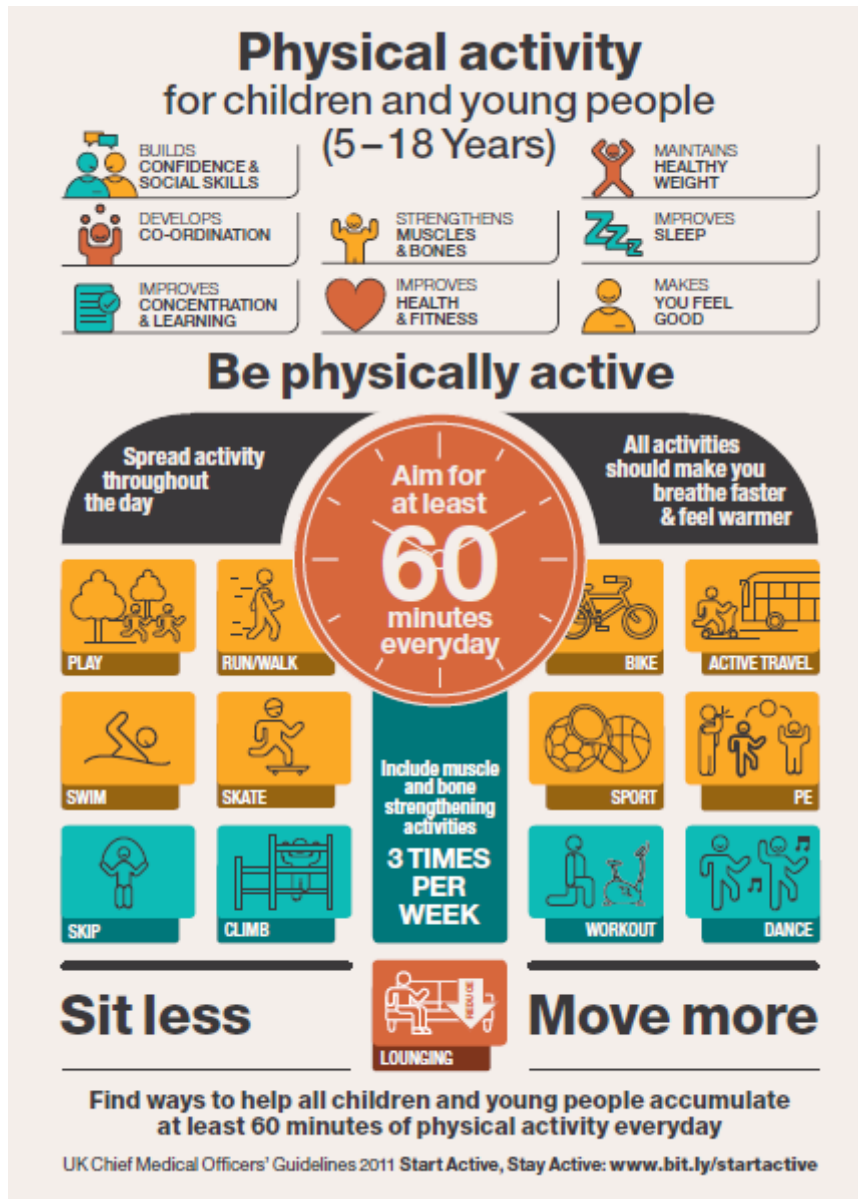
## Low intake of:

- Vitamin D
- Vitamin C
- Folate
- Riboflavin
- Thiamin
- Fibre
- Iron





# Physical Activity



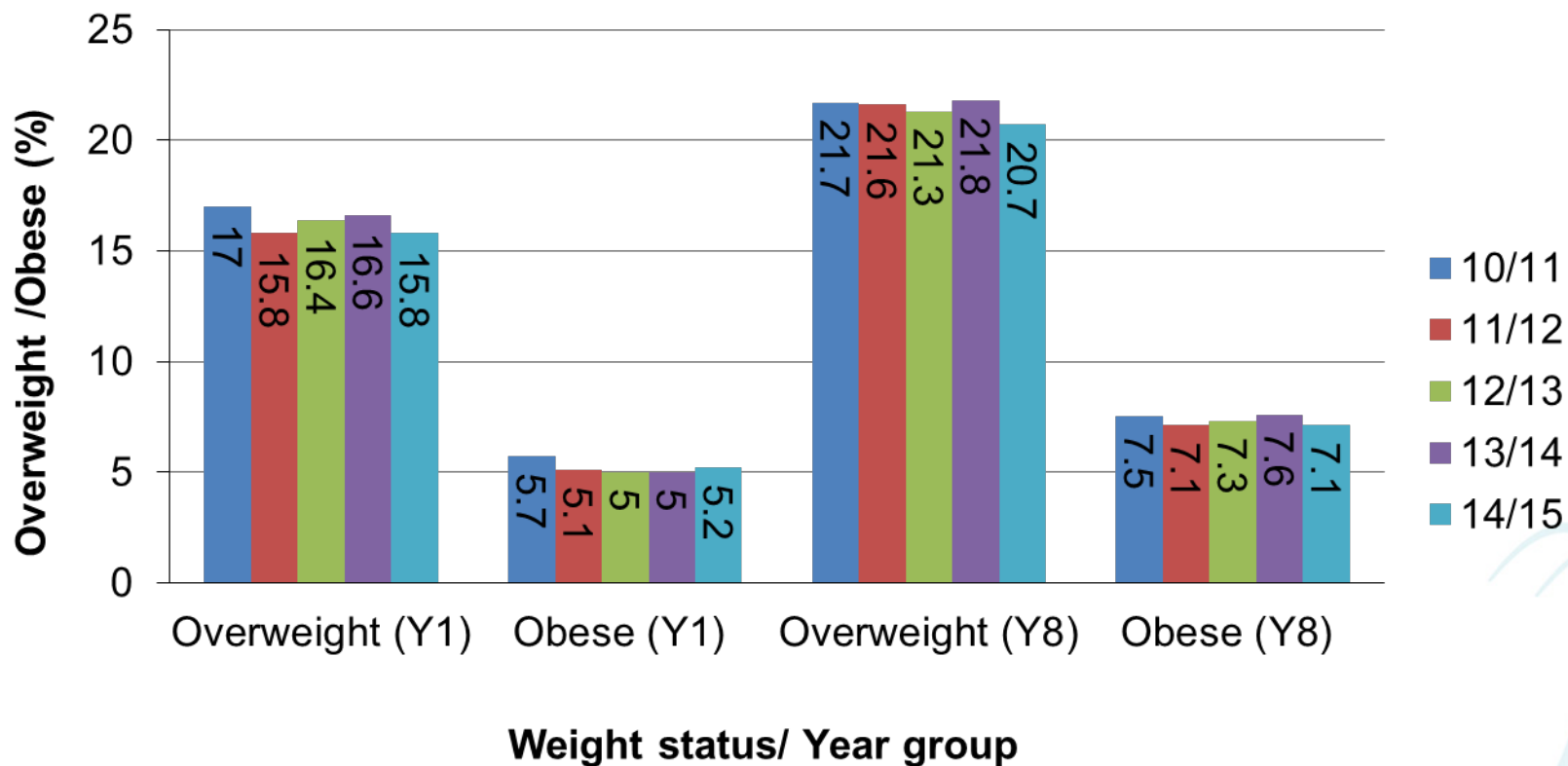
*Improving Your Health and Wellbeing*







**\*Monitoring data: Prevalence of overweight and obesity in Year one and Year 8 children, 2010/11 – 2014/15**

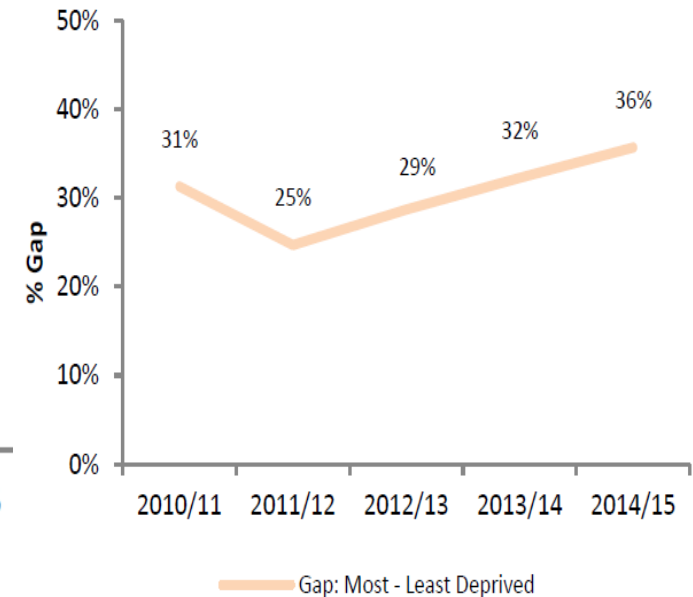
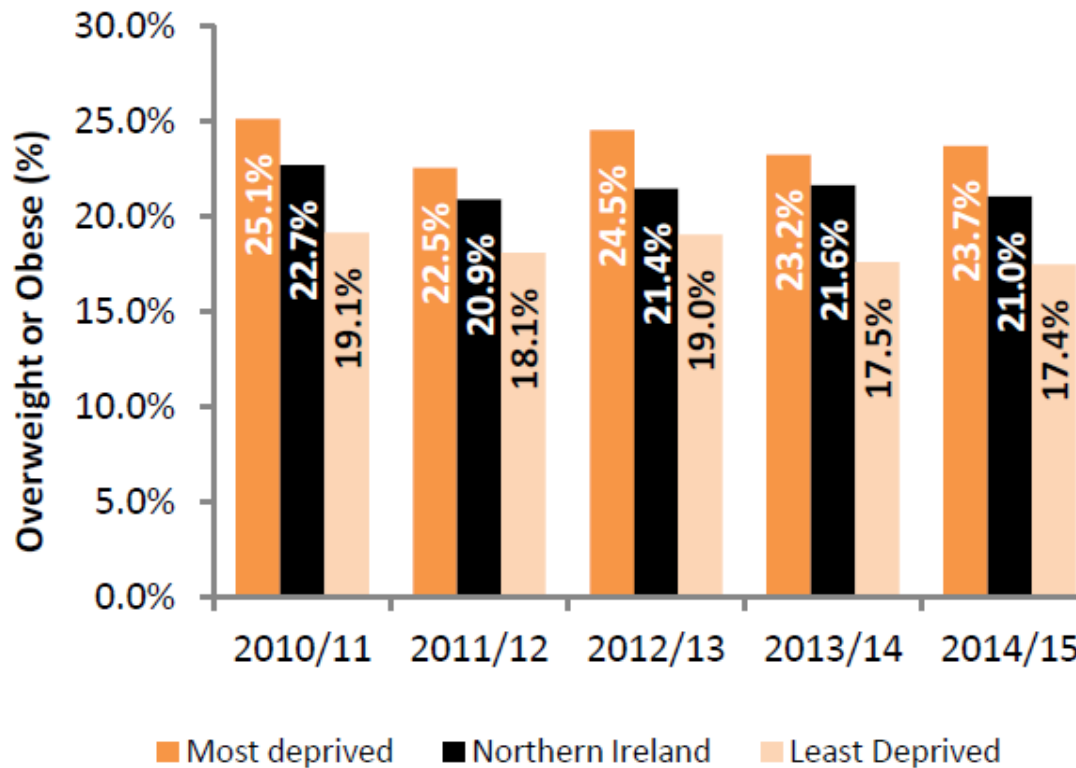


Source: Child Health System 2010/11 – 2014/15. Available at <https://www.health-ni.gov.uk/publications/health-inequalities-regional-report-2016>.



# Inequality gap

## Primary 1 BMI: Overweight or Obese



DoH: Health Inequalities Regional Report 2016



# Importance of early years



● Healthy Weight ● Overweight ● Obese ● Severely Obese

Figure 1. --Proportion of obese children aged 5 who are severely obese, obese, overweight and a healthy weight aged 11



● Healthy Weight ● Overweight ● Obese ● Severely Obese

Figure 2. --Proportion of children aged 5 of healthy weight who are severely obese, obese, overweight and a healthy weight aged 11



# Obesity Prevention Approach

## Key Themes

- Weight Management
- Healthy eating
- Physical Activity
- Public Information
- Industry

## Settings

- Schools
- Workplaces
- Community
- HSC

## Life-course approach

Early years – children – adults – older people



# Early Years

## Developing new programme:

- Evidence-based
- Regionally consistent
- Family focused
- 0-5

HENRY as potential model

## FRAMEWORK FOR ACTION

Development of healthy lifestyle	
<b>PARENTING</b>	<ol style="list-style-type: none"> <li>1. Encourage parents and carers to model a healthy lifestyle</li> <li>2. Help parents enhance their parenting skills and develop an authoritative approach to shaping their children's lifestyles</li> <li>3. Encourage parents and carers to take a whole family approach</li> </ol>
<b>EATING &amp; FEEDING BEHAVIOUR</b>	<ol style="list-style-type: none"> <li>4. Encourage responsive feeding</li> <li>5. Encourage positive family mealtimes</li> <li>6. Find alternatives to food for comfort and to encourage good behaviour</li> </ol>
<b>NUTRITION</b>	<ol style="list-style-type: none"> <li>7. Encourage exclusive breast feeding for 6 months</li> <li>8. Introduce solid foods at 6 months</li> <li>9. Ensure portion sizes are appropriate for age</li> <li>10. Increase acceptance of healthy foods – including fruit and vegetables</li> <li>11. Reduce availability and accessibility of energy dense foods in the home</li> <li>12. Reduce consumption of sweet drinks and increase consumption of water</li> </ol>
<b>PLAY, INACTIVITY AND SLEEP</b>	<ol style="list-style-type: none"> <li>13. Encourage active play</li> <li>14. Create safer play-space at home</li> <li>15. Reduce sedentary behaviour and screentime</li> <li>17. Ensure children get a good night's sleep</li> </ol>
Enhancing practitioners' effectiveness	
	<ol style="list-style-type: none"> <li>18. Recognise babies and toddlers who are at particular risk for obesity</li> <li>19. Provide support and advice to parents and carers</li> <li>20. Encourage parents and carers to seek support and advice</li> </ol>

### Nutrition matters for the early years



Guidance for feeding under fives in the childcare setting

## Nutrition Matters for the early years

### Breastfeeding - A Great Start

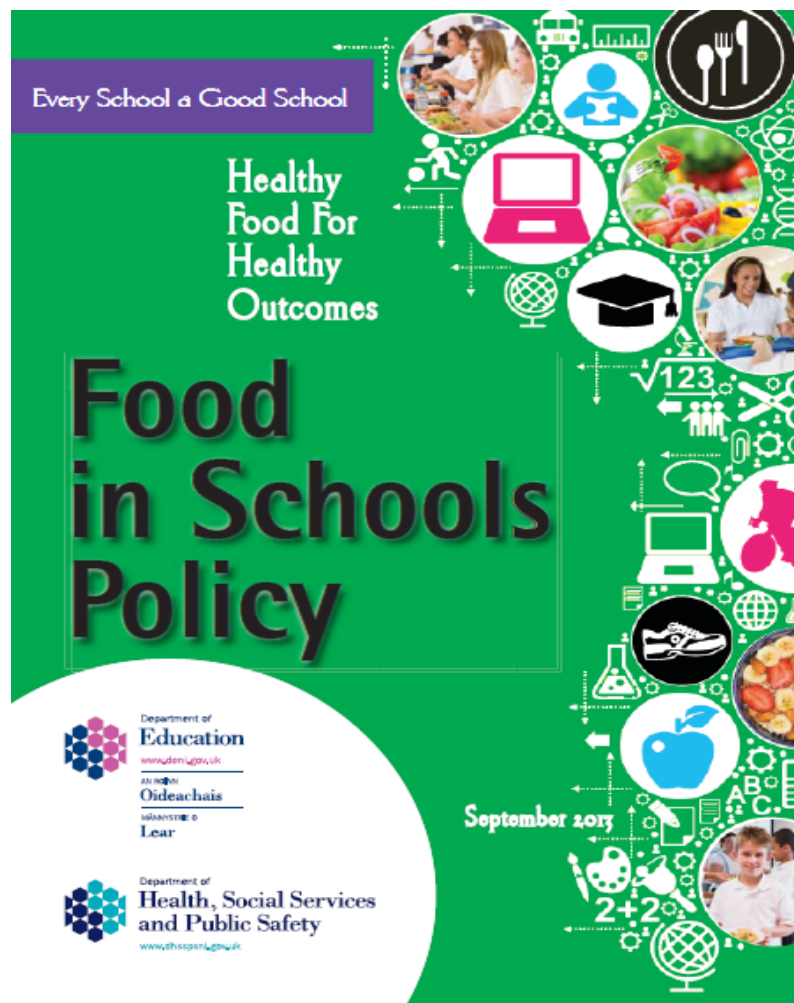
A Strategy for Northern Ireland 2013-2023



June 2013



# Food in Schools



# Food in Schools



## Key results from the 2015 Food in Schools monitoring survey

Schools reporting that they are either fully compliant with Nutritional Standards or making good progress towards compliance with them.



School lunches



Other food and drink in school

4 in 5 schools specifically encourage pupils to bring only healthy options for lunch



Almost 7 in 10 schools reported not using sweets as a reward for pupils

95% of pupils have easy access to free, fresh drinking water at all times



83% of schools have a written school food /healthy eating policy

The Food in Schools policy, which applies to all grant-aided schools, came into effect from 24 September 2013. The monitoring survey was carried out in September 2015. The results are based on 482 schools that responded to the survey.





# Cooking Skills

**Cook it!**

fun, fast food for less



## Community nutrition education programme



goodfood TOOLKIT

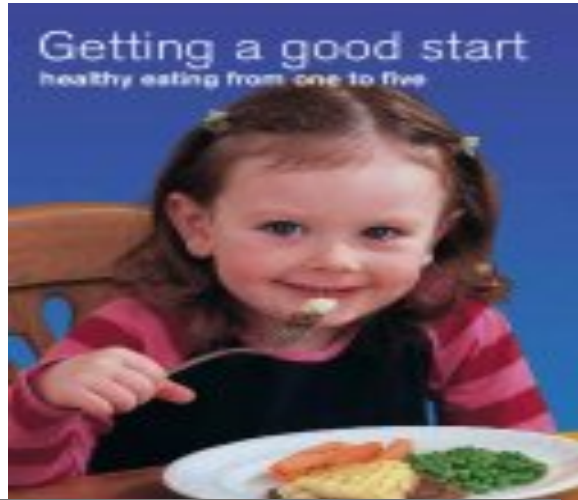


A resource pack for community workers promoting nutrition with adults





# Nutrition Resources



## Healthy breaks for schools

A guide for pupils and parents



## Are you packing a healthy lunch?



school food top marks

Little Slick

## Eat well, keep well

and reduce your risk of cancer







Figure includes scooting and multi-modal journeys

**Children walking and cycling to school**



**UP** from **40%** to **55%**

**Children being driven to school**



**DOWN** from **54%** to **42%**

# Active School Travel Programme



# Public Information Campaigns



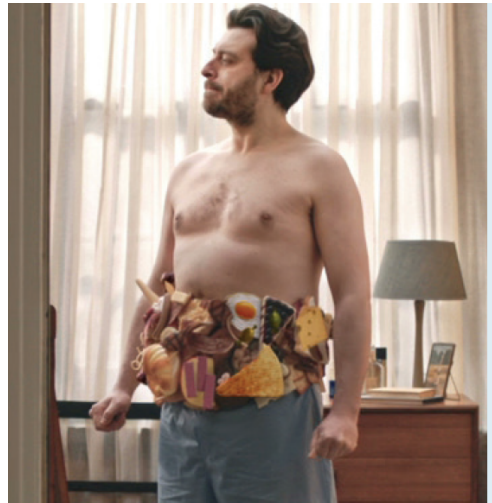
I've signed up to the Public Health Agency's **#StepChallenge**



For info on the Step Challenge visit [www.choosetolivebetter.com](http://www.choosetolivebetter.com)

**HSC** Public Health Agency

**CHOOSE TO LIVE BETTER**



New *safefood* campaign on childhood obesity due



# Access to healthy, affordable food

- Education and Skills based programmes
- Fare Share
- Community Gardens and Allotments
- Dietetic support to food banks



# Thank you

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