

**Future Thinking: Obesity  
Feedback**

**Retailing**

Why do supermarkets still place chocolate at the front of the tills?

Challenge the big supermarkets

For the charity to keep links with the supermarkets to ensure they keep to their policies on healthy eating. Wrong supermarket chains invited to the conference. Need to also involve the social economic group with the biggest problem, that shop at Aldi or Spa.

People who are on low income do not shop at Sainsbury. They are more likely to use take-away and fast food outlets. A burger can cost 99p and it's already cooked?

Less packaging will decrease climate change. The supermarkets over-package. There are links between climate change and obesity

Local authorities should stop issuing licences for fast food outlets near schools e.g. chip shops and burger restaurants.

Limit the number of fast food outlets.

**Food and exercise**

Review eligibility for free school meals

Eligibility for free school meals should be reviewed and they should be made more accessible for poorer families.

Free school meals for every child.

Social marketing should be considered: 'Cook it Up, Step it Up' (It worked - but only in 2 schools)

Children should be provided with healthy lunch boxes

It's just about eating healthy, but also about physical activity.

Implementation of obesity programmes in pregnancy is needed.

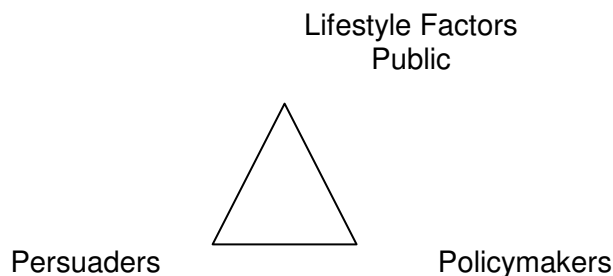
Better education and public awareness is required.

Health education should be delivered at maternity appointments.

A healthy lifestyles programme in pregnancy is needed

Essential to target parents and make them responsible.

Activity e.g. cycling to work. Social norms. What would it take to change self esteem? Who do we have to target? In what settings?



More interactive workshops with regards to Physical Activity in the future would be helpful, including promoting physical activity (ideas and practice) workshops and education. Street dancing for girls should be encouraged as part of community games

Bring back park keepers. Perception of crime stops people using parks. .  
'Step it up' could be linked to community games for more inclusive games.  
Investment in school buildings for community use is needed.  
Get the police involved.  
Continuous funding for projects is needed - Not one off activities.

### **Training and education**

More training and support for primary care worker involved with obesity is needed. Concentrate on prevention.

Training for GPs and Practice Nurses on "How to work with overweight patients"

Communication needs to be improved between organisations that contribute towards reducing obesity.

Don't forget the input dentists have in obesity management.

Health trainers should be used to work with communities

Role models and mentors should be used to reduce obesity in the community

Inequalities – we need to be much more targeted and this requires significant innovation in community based approaches. Pump priming funding and proper evaluation would really make a difference.

The most financially challenging area is to provide tailored support to individuals/groups who are not at high risk. This is big volume but potentially has big impact. It falls between health and social care. Financial support to programmes of such support with evaluation would enable us to pump priming and test the best approaches.

### **Future actions**

Thoughts to support web based forum to allow the discussions from today to develop into a plan for action.

Or a follow-up meeting to develop plans for action – multi-agency.

Modernisation Initiative – whole system approach based on EPODE healthy forms model.

Suggestions for future conferences and workshops:

- Chronic disease management and long term condition
- Health inequalities
- Information and health
- Vascular risk detection and management
- Older people (not end of life, but enabling independence and in best health )
- Wellness in old age
- More on obesity – keeping people networked and informed of what others are doing

### **General feedback**

Thank you very much for facilitating such a multi-discipline group together to think and listen about how to make a real health change.

Extremely good conference. Question and Answer would have been an added bonus.

It's valuable to have the national and local perspective as well as linking up with retailers. It would be good to have annual event to achieve goals.

Too much squeezed into too short a time.

- Whole day event may have been better
- Enjoyed though

Bit too many speakers not enough time for expertise in room to discuss and brainstorm.

The opportunity for a questions and answers session would have been helpful.