

Tackling Obesity in Ireland

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Implementation HSE Framework for Action on Obesity

Incidence

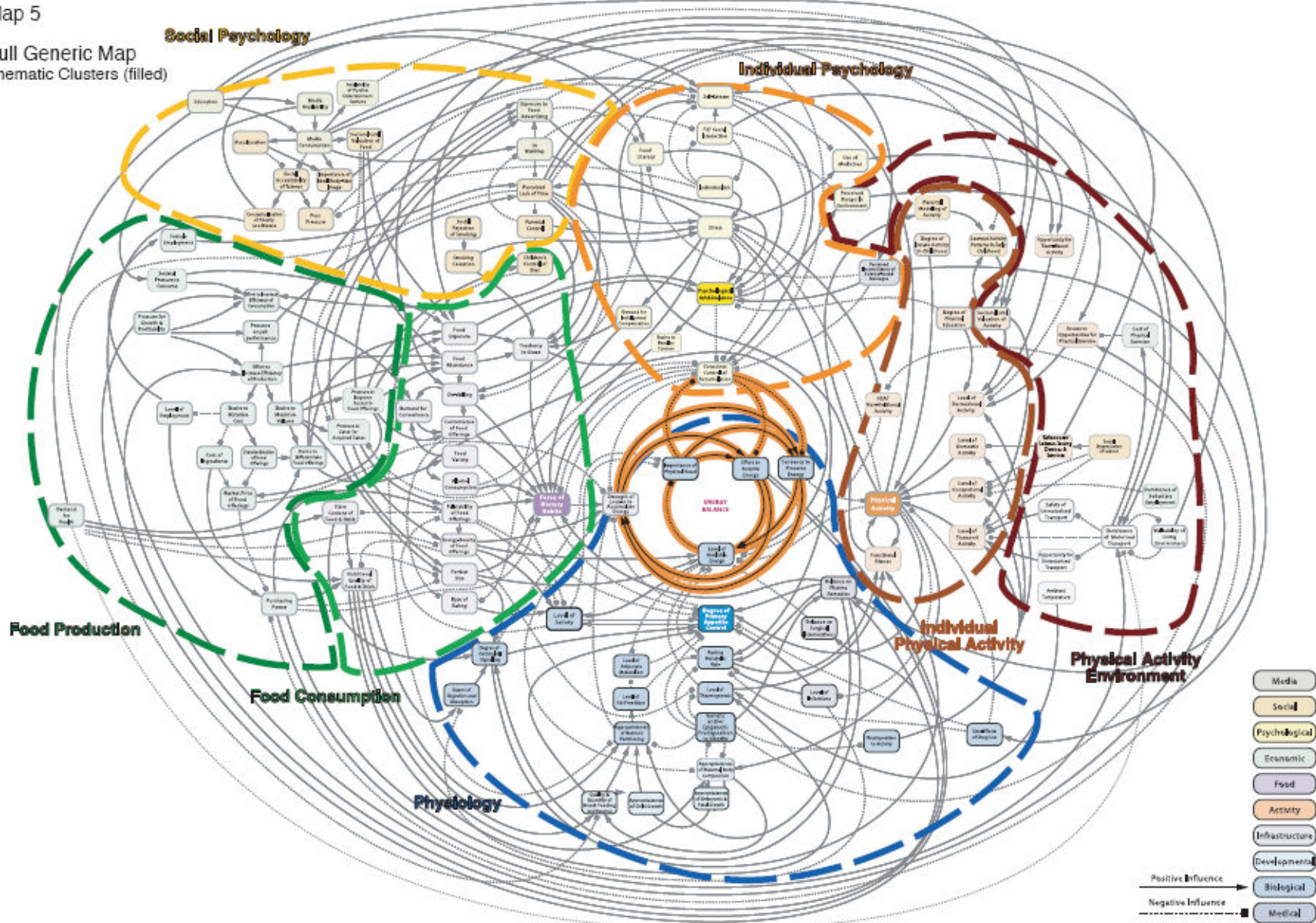
- **Among Adults**
 - 37.5% 18-64yr olds overweight & 23.5% obese (NANS 2011)
 - 38% of Irish adults are overweight and 23% are obese (SLAN 2007)
 - **Male obesity risen by 2.8%** and female obesity has reduced by 1.7
- **Among 7 year olds**
 - 16% overweight and 6.5% obese
(WHO-European Obesity Surveillance Initiative:Ireland 2008)
 - 2nd round 2010 18% overweight and 5.5% obese
- **Among 5-12year olds**
 - 22.5% were overweight or obese
(IUNA National Children's Food Survey, 2005)
- **Among 13 – 17 yrs**
 - 18% were overweight or obese - 19% of boys (13% 1990) & 17% of girls (15% 1990)
(IUNA 2007)

The Full Obesity System Map with Thematic Clusters

Source: Foresight Tackling Obesity: Future Choice – Obesity System Atlas U.K. Government Office for Science.

Map 5

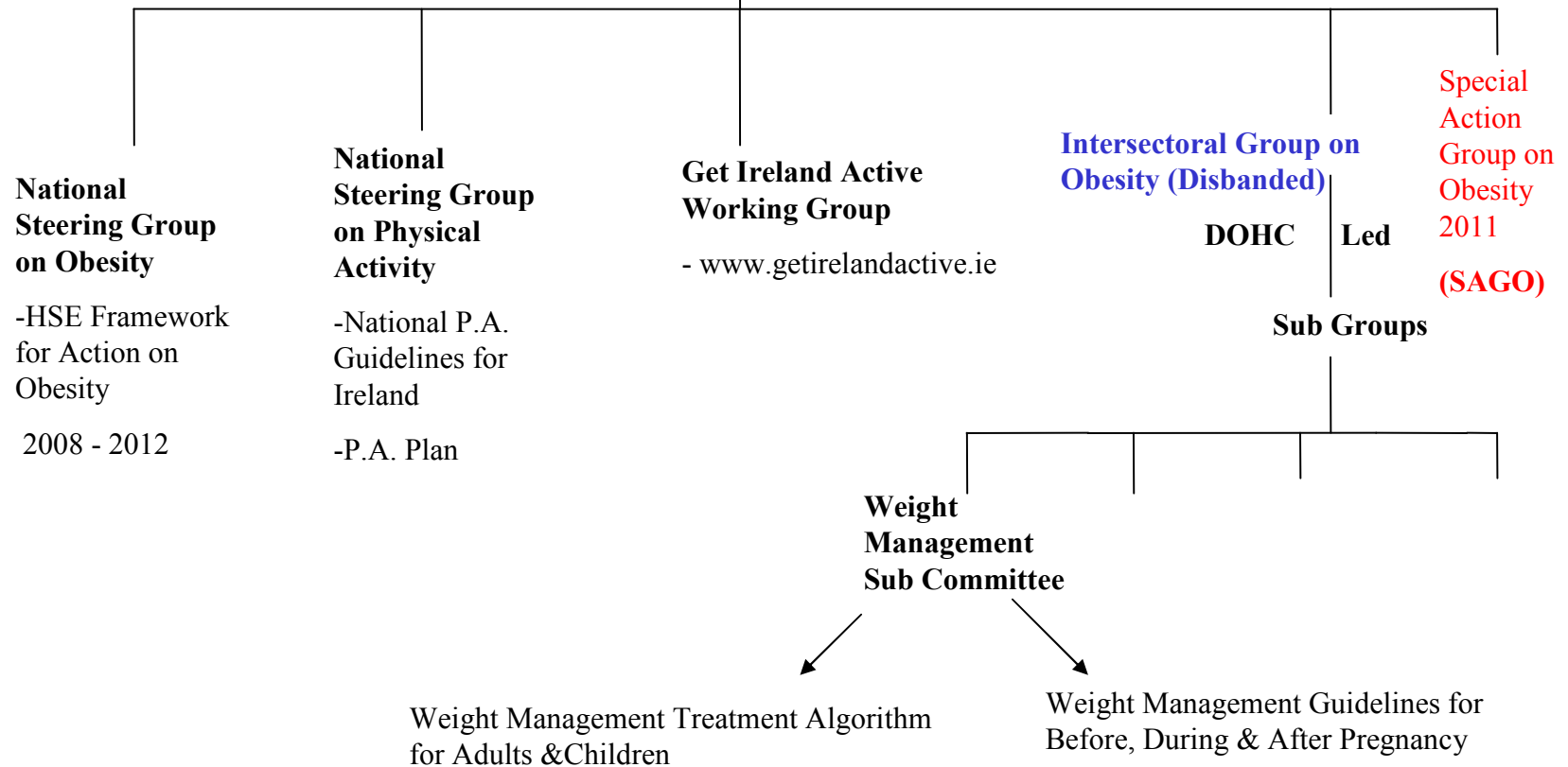
Full Generic Map
Thematic Clusters (filled)



The Report of the National Taskforce on Obesity. 2005

In Aug 2011 - Of the 24 Taskforce (Health Sector Recommendations)

12 Implemented in full , 3 Sig. Progress, 8 Progressing and 1 Partial Implementation.



HSE Framework for Action on Obesity 2008 – 2012

HSE National Steering Group on Obesity translated the recommendations of the Taskforce Report into a 5 yr action plan with the following strategic priorities :-

1. To enhance the effectiveness in **surveillance**, research, monitoring and evaluation of obesity.
2. To develop a quality uniform approach to the **detection and management** of obesity.
3. To develop our capacity in **preventing** overweight and obesity and to promote health.
4. To **communicate** our messages on obesity effectively.
5. To proactively engage and support the **work of other sectors** in addressing the determinants of obesity and the obesogenic environment.

Changing Cardiovascular Health: National Cardiovascular Health Policy
(DOHC) 2010 – 2019

Adults: keep overweight @ 38% & reduce Obesity from 23% to 18%

Children: decrease overweight from 11% to 7% and Obesity from 11% to 9%

Physical Activity Targets

- Increase by 20% the proportion of the population undertaking regular P.A. I.e. increase proportion of physically active adults from 55% to 66% and children from 41% to 49% by 2019

Examples of Programmes

Children & Adolescents

- Smart Start
- Schools Activity, Confidence & Eating (ACE)
- Young Social Innovators
- Be Active After School
- HSE West & Titans

Adults

- Little Steps National media Campaign
- Healthy Food Made Easy & Cook It (peer led)
- HSE West - Overweight Realistic Lifestyle Actions (ORLA)
- Dietitian led Supermarket Tours
- GP Exercise Referral Programme & Green Prescription

Communities

- Local Sports Partnerships (HSE & ISC)
- Growing in Confidence Community Food Project
- HSE Community Games www.communitygames.ie
- WHO Healthy Cities www.galwayhealthycities.ie
- WHO Healthy Stadia www.galwayhealthycities.ie/html/healthystadia.asp

Workplace

- Farmers Have Hearts
- IHF Happy Heart Healthy Eating Award + Healthcare Food Award in HSE Facilities, Happy Heart At Work in Public & Private Sector Companies
- Salt Reduction Procurement Programme
- Health Promotion training (incl. Nutrition & P.A.) in workplace, hospitals, schools & prisons.

Priorities 2011-2012

- * Work with new QCC groups I.e. Diabetes, Stroke, Heart Failure + National Cancer Control Programme
- * Healthy weight management as part of the core work of PCTs & Networks
- * A suite of Healthy Weight Management Guidelines
- * A National data base of height, weight & BMI
- * Four Hospital Treatment Services Centres
- * A National paediatric weight management treatment service
- * Childhood surveillance as apart of PHN school checks & incorporated into the child health record
- * 3rd round of WHO – European Childhood Obesity Surveillance Initiative
- * Work with ICGP re undergraduate & post graduate education
- * Implement the Health Promoting Schools Model

What you can do to help

Please send a letter/email to the Broadcasting Authority of Ireland by Oct. 6th in response to their consultation on the advertising of foods to children.

See www.bai.ie

Responses to the consultation will be accepted by email or by post to the BAI as follows:

Children's Code Consultation, Broadcasting Authority of Ireland, 2 - 5
Warrington Place, Dublin 2

or email: sowens@bai.ie.

The deadline for submitting responses is **5pm on Thursday, 6th October.**

How can the Obesity Hub help?

1. GATHER THE INFORMATION TOGETHER

What policies exist in other countries?

What is best practice, what evidence supports targeting certain groups?

What interventions are being delivered in Ireland?

Which ones address priorities, reflect best practice?

Which are working, which aren't?

2. SHARE IT

How do we manage?

How do we disseminate it to a wider audience?

How can the Obesity Hub help?

3. MAKE SENSE OF IT

How do we summarise it?

How do we understand what is the best policy and practice response?

How confident can we be?

4. APPLY IT

How do we mobilise it to develop more effective and efficient policy and practice?

How do we make sure it's working?

How do we fill the information gaps?

Thank you

Questions?