

# Healthy Weight Declaration Adult Social Care and Health Scrutiny

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## Living with Obesity

Year	Indicator	Middlesbrough	North East	England
23/24	Reception prevalence of obesity/severe obesity (4-5yrs)	13.8%	10.8%	9.6%
23/24	Year 6 prevalence of obesity/severe obesity (10-11 yrs)	25.6%	24.5%	22.1%
23/24	Overweight/obese adults	71.4%	70.4%	64.5%
23/24	Physically active adults (150mins+ per week)	61.1%	64.5%	67.4%

- Obesity **reduces** life expectancy and **increases morbidity** including cardiovascular disease, type 2 diabetes, at least 12 types of cancer and poor mental health
- Evidence overwhelmingly suggests that obese children are **significantly more likely** to become obese adults, increasing their risk for long-term health problems like heart disease, diabetes, and certain cancers
- NHS costs of obesity estimated **£6.5 billion per year**, nationally
- Wider societal costs (loss of productivity, social care, etc.) estimated at **£58 billion per year**
- Contributes to **16 million days** of sickness absence in UK
- Influencing factors of **wider determinants of health** – not just individual choices

# National Context Around Obesity Prevention

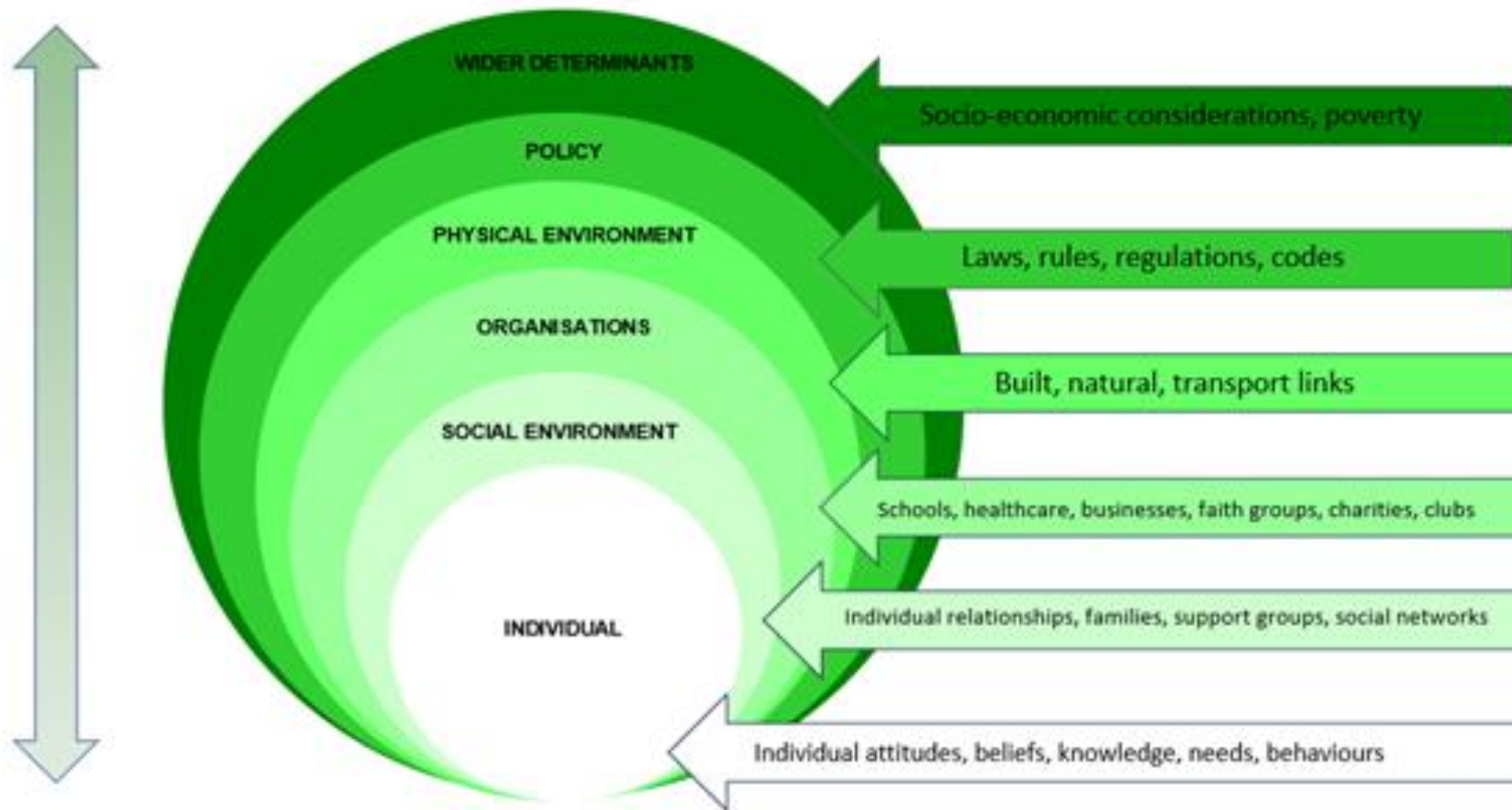
## Current policies

- Unhealthy food is restricted on tv programmes aimed at under 16s
- Soft drinks levy
- Calorie information on menus
- Restricted product placement in supermarkets
- School Food Standards
- International Code of Marketing of Breastmilk Substitutes
- National Planning Policy Framework
- Restrictions on multibuy deals

## Future Policies – January 2026

- Introduction of 9pm watershed for unhealthy food advertisements on tv
- Full ban of paid for unhealthy food advertisements online
- Absence of national commitment on healthy weight
  - **Local action is more important than ever!**

# Whole Systems Approach



# Whole System Approach





# Healthy Weight Declaration

- Council-wide commitment to improve health and well-being of people who live and work in Middlesbrough
- Adopted February 2024
- 16 commitments designed to take a whole systems approach to creating healthier environments and empower individuals to make healthier lifestyle choices
- ‘Health in all policies’ approach advocated at leadership level to address wider determinants of health that impact food availability, food access and physical activity
- Includes working with other local partners and organisations, such as the NHS Foundation Trust, Integrated Care Board (working towards regional Healthy Weight Declaration), Food partnerships, to ensure impact beyond council-controlled areas



# HWD Commitment Themes

## **Strategic/System Leadership**

Recognising the LA has an important role in addressing healthier weight due to the control it has over key parts of the system

- Advocating for healthier weight environments across the system

## **Commercial Determinants**

Addressing private sector activity that affects people's health directly or indirectly via business actions

- Promoting responsible retail
- Considering commercial partnerships

## **Organisational Change & Culture Shift**

Embedding public health priorities across all departments

- Lead by example in the community
- Influence wider change across partners

## **Health Promoting Infrastructures**

Creating an environment that enable the healthy choice to be the easy choice

- Enabling active travel
- Positive food environment
- Creating food security

# The Healthy Weight Declaration in Action

## Engaging with Comms & Marketing

- Joint workshop to explore the HWD commitments and consider how comms could support it

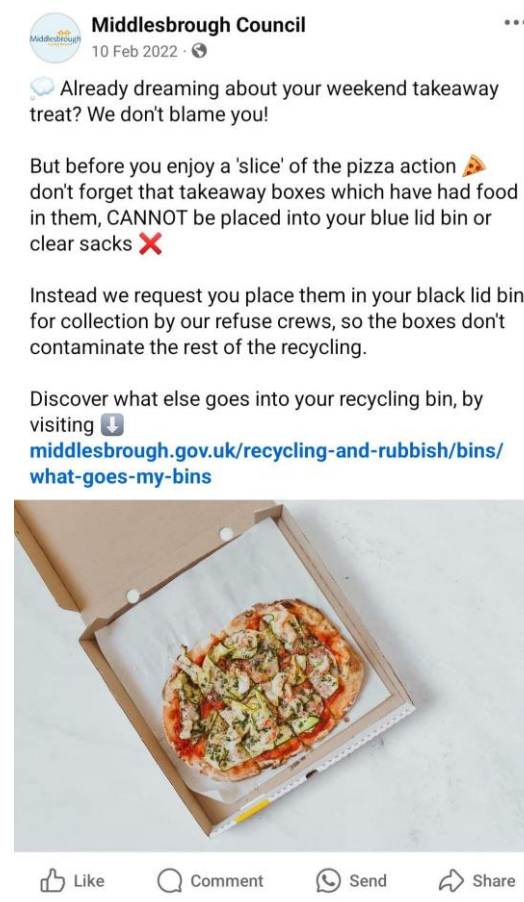
## Actions agreed

- Staff to complete weight stigma training
- Nutrient Profile Model to be used when including food in any social media posts
- Staff actively consider tone and imagery of any messages they share

## Result

- Improved use of imagery and shifting of narrative

2022



2025





# The Healthy Weight Declaration in Action

How does this contribute to the Healthy Weight Declaration?

4. Invest in the healthy literacy of local citizens to make informed choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines
7. Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities
8. Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools, 'giveaways' and promotions within schools, at events on local authority controlled sites

# The Healthy Weight Declaration in Action

## Eat Well Awards

### Schools

- Recognises schools for taking a whole school approach to food
- Relunched September 2025
- 3 schools achieved bronze, 3 more schools working towards award

### Early Years

- Recognises early years settings for taking a whole setting approach to food
- Relunched September
- 2 early years settings working through award

### Business

- Recognises food businesses that reformulate food, promote healthier options and take action to increase sustainability
- Launching January 2026
- To be embedded in new council café provider contracts



# The Healthy Weight Declaration in Action

How does this contribute to the Healthy Weight Declaration?

4. Invest in the healthy literacy of local citizens to make informed choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines
6. Engage with the local food and drink sector where appropriate to consider responsible retailing such as, offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt products
8. Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools, 'giveaways' and promotions within schools, at events on local authority controlled sites

# The Healthy Weight Declaration

## The Challenges

- Obesity is a complex issue
- Results of action can take a long time to be reflected in health data
- Working in a systemic way takes a long time and requires capacity from a broad range of departments and wider organisations
- Conflicting priorities of departments and organisations can slow progress

## Commercial Determinants of Health

The commercial determinants of health (CDoH) are the conditions, actions and omissions by corporate bodies that affect our health. (World Health Organisation Definition)

They are the activities of private sector industries that impact us both positively and negatively by shaping the environments in which we are born, grow, live and work



## Unhealthy Commodity Industry (UCI)

UCIs are for-profit and commercial enterprises/businesses delivering commercial products that lead to significant associated negative health consequences

Examples include:

- Tobacco
- Gambling
- Food and Beverage
- Alcohol
- Fossil Fuel

The products of these industries are linked to many chronic, non-contagious diseases (non-communicable diseases – NCDs), including cancer, heart disease, stroke, overweight and obesity, mental health

In 2019, NCDs accounted for 88.8% of all deaths in England and they make a significant contribution to disabilities and worsening health-related quality of life alongside driving inequality

## Common Approaches

- Lobbying and Political Party Donations
- Shifting Responsibility to the Consumer
- Targeted Advertising and Marketing
- Self Regulation and Corporate Social Responsibility

In a local authority this could look like:

- High level of advertisements for industry products
- Industry funded training opportunities
- Education programmes funded by industry
- Grants to charities funded by industry

## What's Happening in Middlesbrough?

- We need to increase our understanding on the current level of influence or existence of relationships between the council and UCIs
- Collaboration needed between council departments and wider partners to develop a standardised approach to engagement with UCIs to ensure there is good governance in decision making

## The Benefits of Taking Action

- Allows the council to have confidence that decision making has taken the potential impact of UCI practices into account and partnerships align to council values
- Increased transparency on how the council approaches engagement with wider organisations
- Improves local people's opportunity to make informed choices
- Protects children from potentially harmful influences

Thank you for your time today

Any questions?