

# Promoting child healthy weight in Tower Hamlets (2019-Present)

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# About Tower Hamlets



## Population

**310,300**

Total population (2021)



Tower Hamlets is the most densely populated borough in England with **15,695** residents per square kilometre.



In 2021, just under a quarter of residents (**23.9%**) are children and young people (0 – 19).



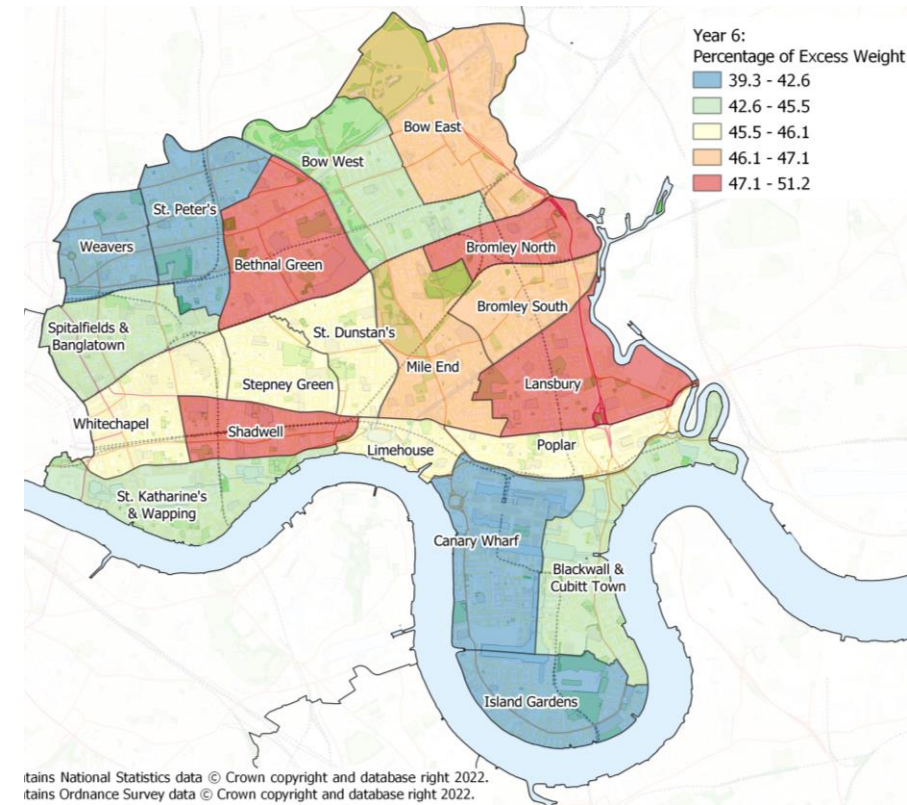
**41.8%** of children aged 10 – 11 are classified as overweight. This is higher than London (**38.2%**) and England (**35.2%**)



**46.7%** of pupils in Tower Hamlets met the eligibility criteria for free school meals in the last six years (2017, DfE)



There are **122,880** flats / maisonettes in Tower Hamlets. This represents **88%** of the dwelling stock. Across London, **56%** of homes are flats / maisonettes compared to just **24%** for England. (VOA, 2021)



# Child Healthy Weight Programme Origins



Community Insights (2019) + Evidence Review + Best Practice Guidance (PHE Whole Systems Approach to Obesity) = **Logic Models!**

## HEALTHY PLACES (environmental interventions at a borough level)

INTERVENTIONS (OUTPUTS)	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	LONG TERM OUTCOMES
1 Address <b>advertising and promotion</b> of unhealthy foods and drink through policy and contracts	1 No advertising or promotion of unhealthy food and drink through council channels	1 A downward trajectory in overweight and obesity levels in the borough for Reception and Year 6 children, meeting	1 Every child in Tower Hamlets is a healthy weight

## HEALTHY SETTINGS (interventions at “settings” level, such as public facilities)

INTERVENTIONS (OUTPUTS)	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	INTERVENTIONS (OUTPUTS)	SHORT TERM OUTCOMES	MEDIUM TERM OUTCOMES	LONG TERM OUTCOMES
1 Reduce sugar and fat in <b>school meals</b>	1 There is less sugar and fat in school meals, and high take-up	1 A downward trajectory in overweight and obesity levels in the borough for Reception and Year 6 children, meeting at least the London average	1 Provide healthy <b>eating and physical activity sessions</b> for families, linked to NCMF results	1 Families and those working in the community understand the importance of being a healthy weight, and know the physical activity and healthy eating recommendations	1 A downward trajectory in overweight and obesity levels in the borough for Reception and Year 6 children, meeting at least the London average	1 Every child in Tower Hamlets is a healthy weight
2 Increase <b>physical activity opportunities at schools</b>	2 There are more opportunities to be physically active at school, that meet different needs and enables children to meet recommended physical activity levels	2 Children and young people's physical activity levels increase	2 Provide <b>cycling training</b> for families	2 More families cycle	2 Children and young people's healthy eating levels increase	2 All children and young people do the Chief Medical Officer's recommended amount of physical activity
3 Continue to implement <b>Healthy Early Years London</b>	3 Healthy Early Years and Healthy Schools London is widely implemented	3 Children & young people's physical activity levels increase and obesity levels reduce	3 <b>Clarify and simplify messages about food, physical activity and 'healthy weight'</b> (including importance of healthy sleep); disseminate widely	3 Families and those working in the community recognise what a healthy weight looks like and the importance of healthy sleep	3 Children & young people's physical activity levels increase and inactivity levels reduce	3 All children and young people eat a healthy diet (in line with PHE's Eatwell Guide)
4 Improve <b>food offer</b> in borough's vending machines, including leisure centres	4 Vending machines in the borough are healthier		4 Implement communications strategy that addresses barriers to healthy weight, tackles stigma and reframes childhood obesity to emphasise importance of environmental factors/wider determinants	4 Families know how to cook nutritional food easily and cheaply		
5 Adopt Government Buying Standards for <b>Food and Catering Services</b> across all contracts and encourage public sector partners to do the same	5 All council services that provide food follow the Government Buying Standards		5 Ensure <b>services</b> are joined up and promoted, adopt a whole family approach and reach those most in need	5 Services are better connected, well known and well used by those in need		
6 Work with other London boroughs to improve <b>food supply chain</b> (work with wholesalers)	6 Early years settings only provide healthy food		6 Establish a <b>healthy weight pathway</b> for professionals who identify overweight patients, including ensuring that children with additional needs are being appropriately supported	6 Healthy weight pathway established, taking a whole family approach		
7 Work with partners (e.g. health, youth, sport and leisure settings) to improve <b>healthy eating offer</b>	7 Affordable healthy food is available in all community settings, including hospitals, youth clubs and leisure centres, and high fat-high sugar food is reduced.		7 Equip relevant <b>professionals</b> with skills and knowledge to inform parents about healthy weight	7 Services are effective at delivering healthy weight outcomes, including for those with additional needs.		
			8 Continue to provide <b>infant feeding and wellbeing</b> service	8 Those working in the community have the necessary skills and knowledge to discuss healthy weight with families		
			9 Promote <b>healthy start</b> scheme	9 High uptake of healthy start vouchers		
			10 Ensure the basic needs of families are met to help them feel empowered to be active and eat healthily	10 High breast feeding rates		
				11 Families feel empowered and their aspirations align with a healthy lifestyle.		
				12 Overweight children are supported to achieve a healthy weight including those with additional		

## HEALTHY SERVICES



The best of London in one borough

# Healthy Weight for Tower Hamlets



- **2021-2022**
- Senior leadership engagement across the system: 'Healthy Weight for Tower Hamlets'
- Chaired by Chief Exec; quarterly meeting of senior leaders (council and external); each meeting focused on a different theme to unlock opportunities to drive forward positive change.
  1. Maximising physical activity opportunities through the **built environment**.
  2. Driving change in **healthy eating** levels.
  3. **Supporting** children and families with excess weight.
  4. Tackling unhealthy **social and media environments**.









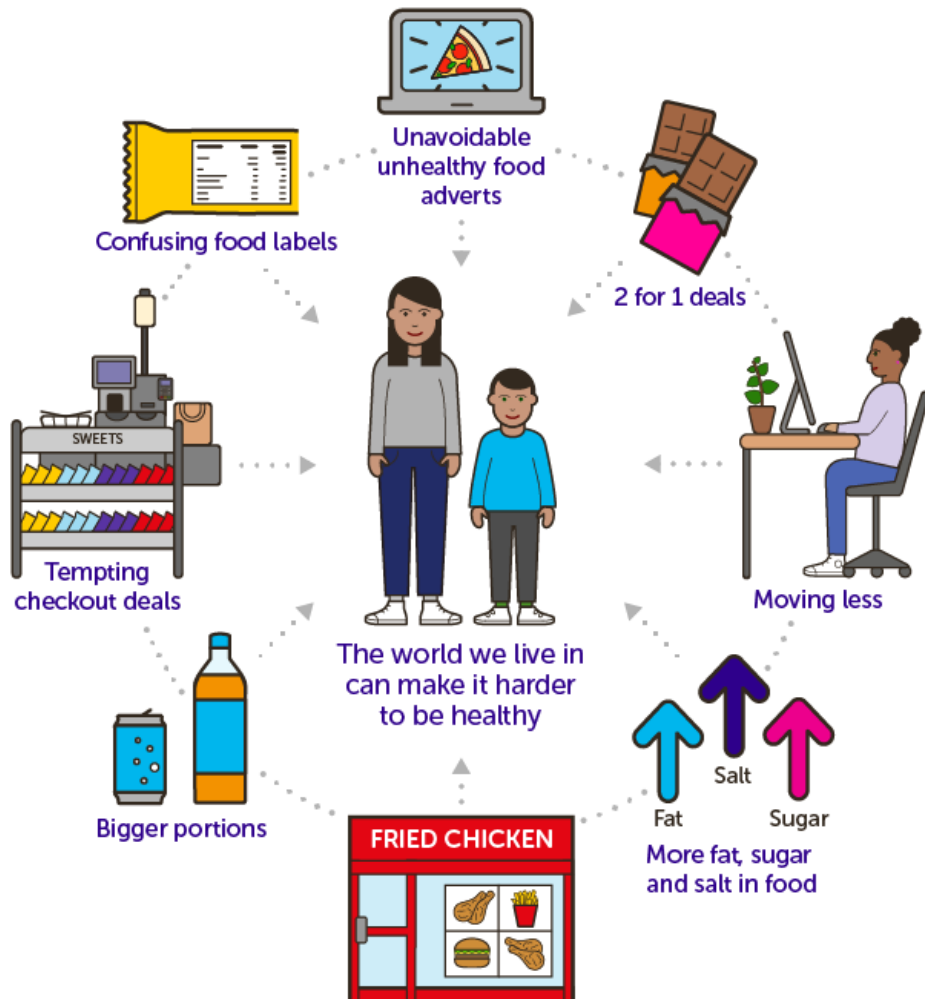
# Change is possible!



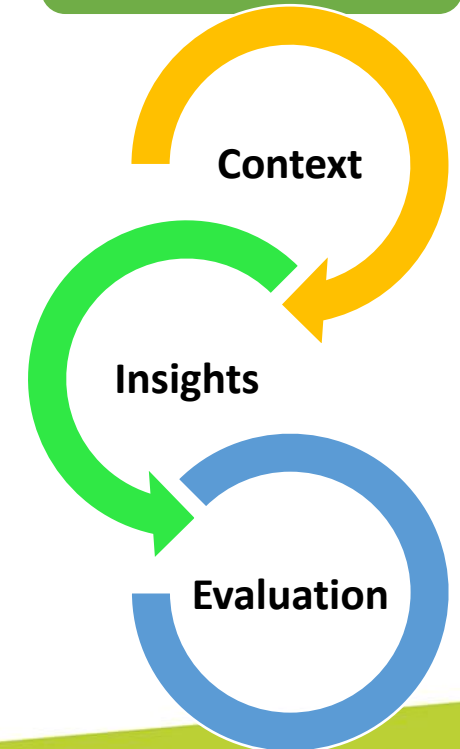
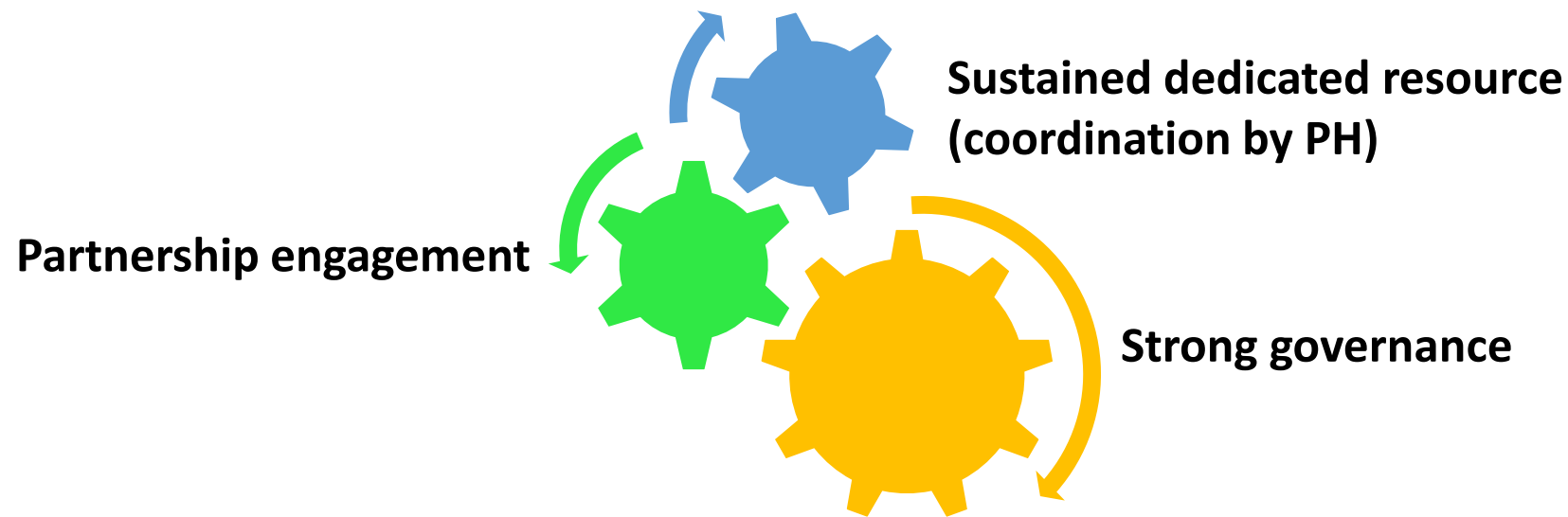
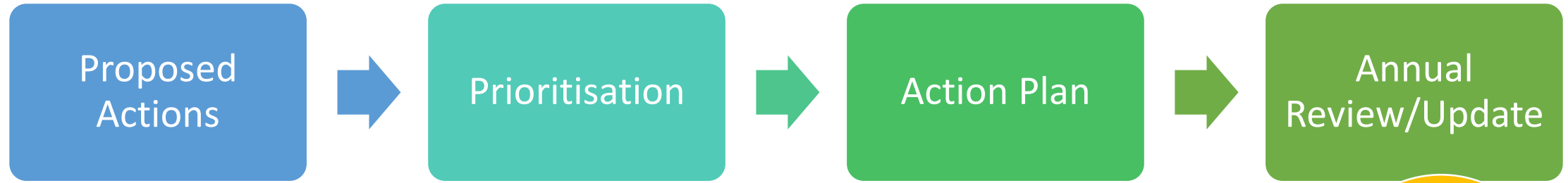


# Effective Intervention

# Changing our Local Environment



# Healthy Weight for Tower Hamlets





# Key Achievements include:



- ✓ Healthy Advertising Policy
- ✓ Extended Free School Meal programme
- ✓ Fantastic Food in Schools Programme
- ✓ National Child Measurement Programme Transformation
- ✓ New Child Healthy Weight Pathway



# Key Achievements include:



- ✓ Healthy Families Programme
- ✓ Food for Health Programme
- ✓ Healthy Schools London Programme
- ✓ Accessible Play Spaces
- ✓ Fruit and Vegetable Voucher Scheme

FamiliesMatter  
Tower Hamlets Parental Engagement Team



Healthy Families Parent Ambassador Programme





Thank you! Any questions?

