

## **WHOLE SYSTEMS APPROACH TO OBESITY REPORT OF NATIONAL CONFERENCE, 18<sup>TH</sup> OCTOBER 2016**

### **Introduction**

This is the report of the conference held in Leeds on 18<sup>th</sup> October 2016. Its key aims were to share the findings of the work to date and to address some of the issues that local authorities (LAs) and other stakeholders have raised during the first year of the project. Its programme was determined by feedback from LAs over the last few months.

Details about the Programme are [here](#)

### **Summary and Key Learning Points from the Event**

- Held to mark end of Year 1 of three year Programme funded by Public Health England with support of Local Government Association and Association of Directors of Public Health
- Nearly 300 people attended, taking part in a range of workshops
- Recognised the importance of the context – obesity is a major challenge impacting on many major LA issues as well as on individuals, families, communities and workplaces
- Emphasised that only strong partnership and senior leadership engagement can deliver success. A whole systems approach needs to actively engage commitment and action from a wide range of stakeholders.
- Shared insight from LAs into the opportunities, barriers and challenges – many positive points and much enthusiasm to find better ways of working
- Shared key findings from the work to date including working definition of a “whole systems approach”, its benefits and how the route map might look. Research so far suggests:
  - Fundamental importance of senior level leadership given obesity’s interconnections with many other LA priorities
  - Importance of clarity about what is a whole systems approach and how it differs from the more traditional cyclical approach to planning, actions, review and revision
  - Whole systems working goes beyond collaboration with partners – although this is critical to success given the wide range of influences on obesity, and the wide range of impacts that obesity has on LAs’ vision for local people
  - Preparation – or pre-systems thinking is crucial: without the right mind set, partnerships, data and understanding of how obesity fits in with other major LA priorities, then LAs will not be able to maximise the benefits of a more whole systems approach

Workshops focused on key themes emerging from the work so far. Messages for LAs and other stakeholders include:

- Decision-making: a structured approach to assessing current and possible options is helpful and a key part of a whole systems approach

- Talking about obesity: many studies show the nature and impact of anti-fat attitudes and that these can undermine LAs' attempts to tackle obesity. Awareness of these issues can improve design and targeting of interventions, and many delegates were keen to review their practice to reflect this

- The Food Environment: many LAs are taking effective action to tackle the food environment, and this workshop illustrates just some of these approaches

- Health and Planning: there is a strong evidence base showing how the built and natural environments impact on health and wellbeing, including on obesity. There are actions that LAs can take to use the planning system to bring about effective change – and a key success route is for Planning and Public Health to work closely together

- Using community assets: making a list of assets is only a starting point; asset-based working has a strong relational element including strengthening social ties and empowering people, thus unlocking considerable local resources

- Data and Information: LAs hold or have access to a wide range of information, and there are a number of tools that LAs can use to support better decision-making, two of which were demonstrated

As part of the evaluation, Leeds Beckett asked delegates what they planned to do as a result of the conference. The overall feedback forms included 56 planned actions, and another 172 stemming from the Workshops, mostly focused on these themes:

- Looking anew at existing practice with a view to changing the way the individual looks at obesity, working with stakeholders and creating the local obesity strategy
- Testing out some of the approaches shared at the event
- Sharing information with colleagues both in own immediate team and more widely within the local authority
- Exploring how to use the information shared, including following up references or contacts made

Leeds Beckett will be using the feedback from the event to:

- Revise and improve the draft route map, including the “decision tree” approach. We will be sharing this more widely over the coming months to gather more feedback
- Inform a series of further workshops and events, and
- Identify and create the types of tools that LAs would find helpful

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- Data and Information

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Jim McManus, Chair

### **Chair's welcome, Jim McManus, Association of Directors of Public Health and Chair of the Programme Advisory Group**

#### **About the Programme**

Jim welcomed everyone to the event, with a brief introduction to the Programme (more details on our website at: <http://www.leedsbeckett.ac.uk/wholesystemsobesity/>)

- Programme is a partnership approach led by Public Health England (PHE), the Association of Directors of Public Health (ADsPH) and the Local Government Association (LGA)
- It aims to realise what the Foresight Tackling Obesities report set out, across the local system, by creating a transferable route map of approaches to support LAs across the country. The Programme aims to create drafts, test them and then finalise this by the end of the three-year Programme
- It aims to answer the key question:

“How can a LA use its levers, leadership, evidence and relationships with stakeholders and communities to create a more effective, sustainable, system-wide approach to tackling obesity?”

- To ensure that it meets the needs of LAs, co-production with LAs is at the heart of the Programme, through the creation of a Community of Learning (which has been set up to share experiences and seek views from as wide a group as possible), and through working closely with four Pilot LAs selected to cover different locations, different LA types and different areas of interest: Durham (unitary authority in North), Lewisham (London Borough), Gloucestershire (upper tier authority in South) and North Kesteven (District Council in middle of country)

Jim's slides can be found [here](#)

## **Aims of the Event**

2.1 The aims of the day were to:

- Share where the Programme had reached after the first year: as the results of Year One of a three-year Programme, it is very much still work in progress
- Seek feedback on some of the key emerging elements
- Discuss some of the major issues raised by LAs and other stakeholders over the past few months through a range of workshops

2.2 Speakers therefore set out:

- The wider policy context – why obesity is a priority and a challenge
- Feedback from LAs about their realities and opportunities, and how the Whole Systems Team is using this to inform the Programme
- What is “a whole systems approach” and why from Leeds Beckett’s analysis it seems likely to offer greater benefits than previous approaches
- An outline of the route map and how it has been created using learning from international and national material and feedback – but stressing its draft status: Leeds Beckett will now test the draft more thoroughly to see whether it is fit for purpose and what materials and support LAs would like to accompany it to enable them to implement it effectively and so it is sustainable
- One of the key elements of the programme – Positive Organisations

2.3 The rest of the event focused on a series of workshops, addressing key issues that LA colleagues have raised through the Programme.

## **ALISON TEDSTONE**

**National Lead, Diet and Obesity, Public Health England**

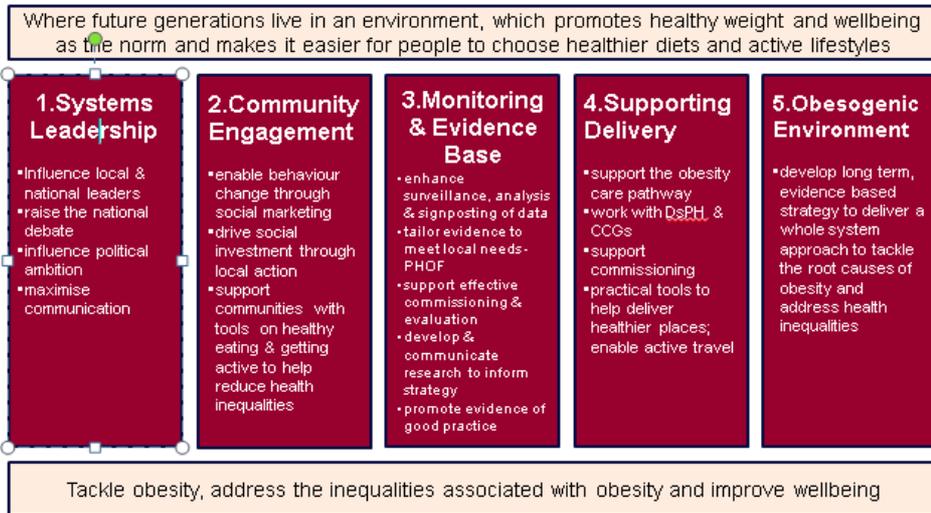
**Context: why PHE has launched this programme and what do we want to achieve?**

Alison set out:

- The scale of the challenge in terms of rates of childhood obesity, including the prevalence of excess weight among children in Reception (one in five is overweight or obese) and in Year 6 (one in three children), and the strong relationship between deprivation and childhood obesity
- How the UK diet compared with Government recommendations: the chart based on National Diet and Nutrition Survey data compared the consumption of saturated fats, trans fats, fibre, salt etc. against the recommended levels, for children aged 4 to 10, teenagers 11 to 18 and adults aged 19 to 64. These suggested that consumption of saturated fats, sugars and salt were all too high, and consumption of fibre and fruit and vegetables too low.
- In August the Government had launched *Childhood Obesity – A Plan for Action*. This document contained a number of commitments, but stressed that: “the launch of this plan represents the start of a conversation rather than the final word”
- Public Health England’s Obesity programme is summarised through five pillars for action on obesity developed in consultation with colleagues including the ADPH:



## PHE's obesity work plan: five pillars for action

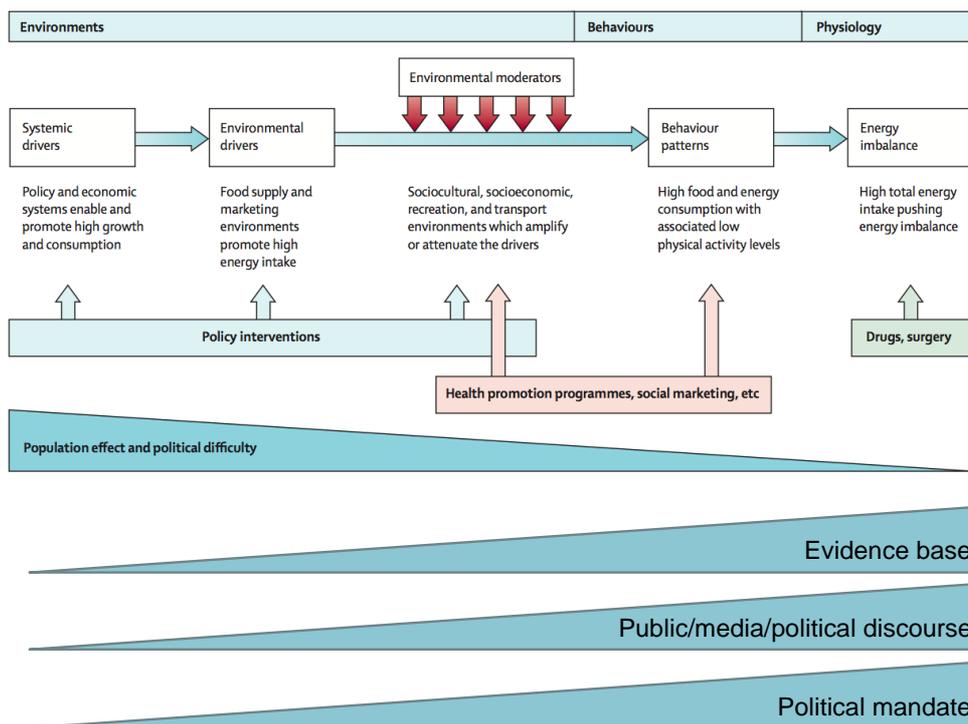


Key elements of this approach included recognition of the importance of:

- A life course approach
- The combination of a universal and targeted approach

However, PHE recognised that whilst this multi-faceted approach is key, it is complex to create. This diagram from a 2011 Lancet article by Boyd Swinburn et al<sup>1</sup> illustrates the complexity of the drivers of obesity: it sets out to categorise the determinants and solutions for obesity and illustrates the complex web of inter-relationships between the underlying or root causes (on the left) and those environmental influences on the right that can heighten or lessen the impact. The authors argue that environmental changes are policy based, whereas health promotion programmes address environments and behaviours, and conclude that the more upstream actions targeting those underlying causes might have larger effects but they may prove more difficult to implement than programmes aimed at health promotion.

<sup>1</sup> The global obesity pandemic: shaped by global drivers and local environments, The Lancet 2011 [http://www.thelancet.com/journals/lancet/issue/vol378no9793/PIIS0140-6736\(11\)X6035-X](http://www.thelancet.com/journals/lancet/issue/vol378no9793/PIIS0140-6736(11)X6035-X)



### What taking a whole systems approach to tackling obesity means to PHE

PHE’s discussions with DsPH had highlighted the importance of creating and delivering a new approach to tackling complex issues such as obesity and this was the driver for taking forward a Whole Systems Approach Programme.

PHE aims for the Programme are that:

- Within five years there would be a set of tools, tried and tested at a local level, to support LAs in implementing whole systems approaches
- This would use Foresight as its basis
- It would build on local level expertise and experience
- It would be a fusion of translational and collaborative action
- It would develop innovative and pragmatic outputs

A key element of this approach would be coordinating actions to tackle the many causes and potential solutions to obesity – as illustrated by Alison’s slides.

Only strong partnership and senior leadership engagement could deliver success – which was why a whole systems approach needed to actively engage the commitment and action from a wide range of stakeholders.

Alison’s slides can be found [here](#)

**Jim McManus, ADPH/Chair of Advisory Group  
Whole Systems Approach and Systems Thinking:  
Direction, Challenges and Progress so far**

Jim asked the question – why do we think change is necessary? If we always approach the issue of obesity as we have always done, then inevitably we will continue to have the same limited impact. In order to understand the current position and therefore the opportunities and concerns of LAs and their stakeholders, Leeds Beckett had run a number of surveys and compared findings to material that had been gathered from other sources including from other major studies. This provided consistent messages about how LAs consider the issue of obesity and what colleagues see as the challenges, barriers and opportunities.

The key issues that LAs had raised included the following:

**Why is change needed?**

- Concerned that actions may actually increase inequality if they are not successfully targeted to those most in need, who are often those least likely to respond to some initiatives
- LAs' competing priorities together with sometimes conflicting evidence – making it difficult to build a case for positive return on investment (ROI)
- Financial challenges on prevention services and for any non statutory services that nonetheless affect obesity
- Securing partner buy-in - particularly at times of significant financial challenge
- Tackling obesity is a long term issue and many of its results are seen over the longer term, and as such it can lose out to short term demands/pressures and the nature of the political cycle
- Pressures on workforce knowledge and capacity

**Challenges and Barriers**

We have carried out a number of surveys, and feedback from LAs suggests that the following are some of the challenges and barriers to tackling obesity:

- Lack of evidence generally as to what works in tackling obesity
- Perceived ineffectiveness of some programmes/interventions
- Some programmes had been ineffective in the long-term
- Interventions were not on a big enough scale and/or for long enough to make any substantial impact on levels of obesity
- The challenges posed by the obesogenic environment, and in particular:
  - Proliferation of fast food outlets
  - Poor active transport choices
- Many LAs had also reported challenges in combatting ingrained attitudes and social norms which they felt were undermining their efforts to engage key populations

**Partnership crucial but complex**

The importance of working effectively with a wide range of partners was one of the points LAs most emphasised – LA feedback on partnerships included:

- Can be difficult to work in partnership with other teams due to differing priorities and cultures
- To some extent, colleagues thought that Public Health was still relatively new in LAs, and that partnerships were very much still forming
- Perceived clashes with other priorities, such as economic development and regeneration
- Hard to keep different organisations engaged and sustain momentum/partners' motivation for an issue seen as complex and long term
- "Silo working" and "silo thinking" still evident

## Positive Signs

This feedback was consistent with feedback through other routes. However, there were also very many positive points and signs, including:

- Enthusiasm for new and better solutions
- Willingness to share experiences and ideas
- Systems thinking/whole systems look promising
- The emerging route map reflects LA priorities: it aims to create greater capacity, better solutions and ownership through stakeholders and communities, thus increasing the levers and resources available to LAs and making it more likely that solutions would be locally owned and sustainable
- Can build on strengths: work with the Pilots and feedback from other LAs shows that there is much that is working well, and that the approach aims to build on that so that LAs can apply these strengths to issues such as obesity

### **Ian Fytche, CEO North Kesteven District Council, one of the four Pilot LAs in the Programme Systems Leadership and Tackling Obesity**

Ian talked about the importance of taking a whole systems approach as part of the Council's overall strategy for creating and supporting 100 flourishing communities, which encompassed:

Our Economy  
Our Homes  
Our Communities  
Our Council

The Council has an extensive range of activities to achieve this vision for local people. Some of its challenges stemmed from its geography and demography – the area is very rural, which can create issues of social isolation particularly for an ageing population.

For North Kesteven, promoting healthy lifestyles had many angles including making good use of its built leisure facilities and the natural environment, working with local communities and with employers through a range of initiatives to promote healthier behaviours. The Council also invest in their staff's wellbeing by taking part in the Global Corporate Challenge, reduced membership costs at the leisure centres and also having a health trainer that can give personal advice if required along with conducting health checks for free.

The District was also an important centre for culture and the arts, and was keen to maximise these opportunities for wellbeing. The National Centre for Craft and Design is based in Sleaford and is a world-renowned Centre for gallery space and performances.

The Council have invested over £7m into the refurbishment of two of its leisure centres in recent years and this has seen a huge increase in the number of visitors using the facilities and classes. This 'invest to save' will also aid the Council when its leisure contract is due for tender in 2018.

He shared the initial feedback that the NK team has received from the Whole Systems Programme about the strengths of the organisation – this "positive organisational audit" was useful because it set the context in which a better approach to tackling obesity could be built.

He was clear that everyone needs to understand the levers in the District to then start to look at the obesity problem and have a Whole System Approach with partners and stakeholders for the future.

Ian's slides can be found [here](#)

**Paul Gately, Professor of Exercise and Obesity and CEO of More Life and Principal Investigator for the Programme**

**Update on route map: key findings, how we have used them to inform the work to date; key elements of route map**

### **Why do we suggest a Whole Systems Approach may work?**

- It recognises the complex web of causes and influences on obesity – not just for public health to sort out
- Creates a network of moving and interacting drivers
- Recognises that tackling a single driver in isolation cannot work
- Acknowledges the need for both individual and organisational action
- For significant improvements to be made, we need to look at not just the individual contributions of each organisation but also how the whole system works together
- Interface between organisations and individuals is what makes the solution “more than the sum of its parts” – where one plus one makes more than two

This suggests that it has advantages over previous ways of trying to tackle the issues, because it moves from:

- Silo working, to an integrated, **whole systems** approach
- Generalising - rather than thinking in general terms about what might work – to solutions tailored to the specific local context. It does not assume that what works in one area necessarily works somewhere else, and it asks what matters **here?**
- Individual, isolated initiatives, whose combined impact is unpredictable, to considering different potential scenarios and how the system works as a whole, and **how each action can contribute**
- Focusing on linear cause and effect – setting out a direction and moving forwards and then looking back to see whether it has worked or not which means it can be difficult to respond to changing circumstances and it takes a long time to see results, and even then it is not always clear which elements have worked, particularly with so many changes influencing the landscape and context – to using dynamic feedback loops, **keeping up with the changes and flexing the system** to keep actions relevant – recognising and using the living system
- Top down control – to reflecting the **new ways local authorities are working**, showing local leadership by “**holding the ring**” and working with and through an extensive range of stakeholders, including communities, facilitating the system and being part of it alongside other stakeholders

### **Moving interventions upstream**

The Leeds Beckett team’s research so far stresses the importance of moving interventions upstream, and of combining approaches that address the wider environment at the same time as meeting the needs of those most at risk, including those already overweight and obese. If these two elements are not combined, there is a risk that the environment that drives obesity will remain unchanged making it harder for those at risk to maintain any changes to their lifestyles; conversely, if only the environment is changed without investing in tackling existing excess weight, then only those with greater social capital and other advantages will respond to campaigns and improve their health and the inequalities gap is likely to grow. By moving the interventions upstream, it creates the environment for more effective societal change.

### **What could a whole systems approach look like?**

Paul said that it looked as if a whole systems approach would have these characteristics:

- Considers and addresses **broad range of drivers**
- Considers **wider determinants of health**
- Maximises opportunities throughout **life course**
- **Identifies and fills gaps** across breadth of system

- Joined up co-ordinated action across range of partners in both design and implementation
- **Dynamic element** – goes beyond collaboration and focuses on how the system works as a whole
- Promotes and nurtures **relationships**, creating a robust, owned and sustainable approach
- Includes methods to provide ongoing feedback into the system

### Emerging thinking – what could the Route Map look like?

Paul explained how the draft route map had been created. He stressed that the draft is work in progress – we have just finished year one of three. To create it, we have drawn on UK and international lessons. The intention is to test out the process, and to identify and then create/signpost to tools and materials that an LA can use to enable it to create and use the route map. We hope that these materials will speed up the process for LAs, and share good practice among LAs, as we know that some LAs are making strong progress on some elements.

The team's current thinking is that the Route Map comprises a number of elements, but it is important to recognise that it is not a straightforward linear process of working through each stage: this needs to be accompanied by a change in the way that we think about the system and how each part works together: it is the activity at these interfaces that enables the system to work more effectively.

Work to date suggests that it is the process that an organisation uses to create its approach that makes a difference to success: the co-creation of the approach at the same time as creating a living, on-going system that will deliver the approach, and which is robust and flexible enough to be able to cope with the inevitable changes in context. Therefore the process of creating a plan is iterative, but in essence we think it has the following key elements:

- Creation of a core group of senior leaders
- Pre-systems thinking: building partnerships and collating preparatory information and insight
- A Positive Conversation about what works
- Core group commences work on identifying consequences (to bring the right people round the table) and causes of obesity locally
- With a wider group of stakeholders, revisits the consequences and causes to gain strengthened and shared understanding and ownership
- Mapping out existing approaches, identifying gaps and opportunities for adaptation and partnerships – how can individual actions be strengthened, how can they come together for greater impact?
- Core and stakeholders work through the ideas to create an action plan, sense checking and considering whether the collective actions will be sufficient and whether there is a sufficient balance between tackling the wider environment and addressing the most at risk groups
- Maintaining and nurturing relationships and adapting the system, network and plans to reflect changing influences and emerging progress

The route map looks both short and longer term: LAs can see benefits from building capacity and links with stakeholders and communities in the shorter term, before seeing changes in behaviour and then in obesity measures as the programme progresses over the longer term.

One of the most significant findings is that creating the right environment for change is crucial – **“pre-systems thinking”**. The Leeds Beckett team has identified that there are effective methods for bringing stakeholders together and promoting collaboration, but that to do this effectively there is work that needs to be done to pull together a range of stakeholders and materials to create and strengthen systems and relationships, and build internal and external capacity such as:

- Senior level leadership
- Building partnerships with the full range of stakeholders (we are working to identify who these are, and why they would be engaged – the “business case” for their involvement) and engaging them in design and implementation
- Engaging local communities, to understand the local views and range of assets on which LAs can draw: LA feedback stresses that local groups and communities have a significant role to play in shaping and delivering the agenda, leading to more effective, locally owned and more sustainable approaches
- Collating a range of information to understand the current position and to inform decision-making
- Creating a shared vision of where people want to be, as the foundations for building relationships
- Understanding what works well locally – so that the approach can build on these strengths
- Analysing existing and planned interventions to see whether they work, how they can be combined to better effect to increase their impact and efficiency
- Plotting out how tackling obesity fits with major strategic priorities for the local area, so that obesity is seen in this wider context: how does obesity impact on achievement of these goals, and how a stronger approach can support achievement of the LA’s overarching aims

Some LAs clearly have some of these elements in place already. Using feedback, case studies and best practice from LAs, Leeds Beckett is working on a series of tools that will help all LAs to achieve these elements more effectively.

### **Where the Route Map Leads**

The team envisages that the process will have a number of outcomes:

- Stakeholders see the value of being involved, and that they see their own role in the system – why it matters to them and what they can contribute to tackling the issues
- Creation of a mind set of how actions interact – understanding what systems thinking is about, and using this to link initiatives together, work out more effective approaches and use of resources, and identify and address unplanned consequences
- Real impact of obesity is recognised and plans to tackle it are grounded in a LA’s major priorities
- There will be positive results for levels of excess weight in children and adults in the longer term, but we anticipate that there will also be shorter term benefits including:
  - A greater understanding of what works well here, in each LA
  - Using local intelligence – so the approach is locally relevant
  - Building stronger relationships with stakeholders including communities and businesses
  - Getting people talking about things that matter to them
- In time, as people become familiar with the issues and approach, and start to see the benefits, using these types of approaches becomes “It’s just how we do things around here”

### **Next Steps**

Over the next two years the Programme is planning to:

- Continue co-production with Pilots and other colleagues
- Hold events to share the draft route map in more detail and seek more feedback
- Develop training, development, tools and materials to accompany the route map so that LAs can learn from each other and from best practice nationally and internationally
- Address key issues raised by LAs and partners – such as those themes that the workshops are aiming to address

Paul's slides can be found [here](#)

### **Panel Q&A:**

#### **Key points included the importance of:**

- Doing “more with people” rather than “doing interventions to people”, thus creating a collaborative approach. It was also recognized that it is important to have both prevention and treatment
- A whole systems approach being dynamic, so as to reflect other major initiatives such as the creation of Sustainability and Transformation Plans (STPs)
- Recognising the importance of community engagement: fully recognise the important contributions that VCF sector can make - the route map includes a phase of pre-systems thinking - understanding the views and priorities of local communities is a key part of that phase
- Considering obesity in its widest contexts including its impact on a healthy economy, importance of engaging employers

### **Positive Organisations:**

**Jim McKenna**, Professor of Physical Activity and Health and Head of the Active Lifestyles Research Centre at Leeds Beckett University.

Jim presented an exercise that demonstrated one of the techniques Leeds Beckett is using for the Programme. Appreciative Inquiry is a positive, energising approach for sparking positive change in people, groups and organisations. It focuses on what is working well (“appreciative”) by engaging people through asking questions and telling stories (“inquiry”). Focusing on the positives generates energy and illustrates what types of approaches are more likely to be successful for any particular organisation – its ways of working and culture – and therefore can form the basis of moving towards an approach to tackling obesity that draws on those strengths and is more likely to be successful and sustainable.

Everyone was asked to consider briefly what works well in their own organisation, and then to move around telling this to other people, and then to consider how that made them feel.

### **Workshops:**

Delegates could then attend two out of six workshops. These themes and approaches had been selected to address some of the most important issues that colleagues had raised with Leeds Beckett through the Programme. The workshops aimed to discuss some of the issues and share potential approaches and tools, some of them still under development, on which the team were keen to have feedback about their value so that they could be improved.

#### **WORKSHOP ONE: Testing out aspects of the draft Route Map: the “decision tree” and how we use evidence**

Chair: Jim McManus

Speakers: Carol Weir and Joanna Saunders, Leeds Beckett University

Run by the Leeds Beckett Whole Systems team, this workshop introduced one of the key elements of the draft route map – a process for supporting LAs and their stakeholders in assessing current actions and those under consideration. Colleagues had told us that support in working through these often complex issues would be helpful – we summarised our current thinking, explained the source of the material and shared this element of the draft process and sought colleagues’ feedback on how well this met their needs.

Colleagues found the structured approach helpful – we will be sharing the route map in more detail and seek further comments. More details about the route map are on the Whole

Systems website <http://www.leedsbeckett.ac.uk/wholesystemsobesity/news-and-resources-drafting-the-route-map/>

Slides from the presentation can be found [here](#)

## **WORKSHOP TWO: How we talk about obesity and why does it matter?**

Chair: Carlton Cooke, Leeds Trinity University  
Sarah Le Brocq, Helping Overcome Obesity Problems (HOOP)  
Dr Stuart Flint and Professor Ralph Tench, Leeds Beckett University

How we think about obesity – its causes and its impact – can influence our decisions and partnership working, as well as affect how well we can engage with the general public and those most at risk. This workshop considered how different groups talk about and understand the term obesity, and how can we raise the issues and frame the debate more constructively. The session heard three different perspectives about how organisations, communities and the public talk about obesity and what it means in practice including:

- Evidence for weight stigma including anti-fat attitudes and beliefs
- Examples from different settings and their impacts including home, schools, healthcare and workplaces
- Discussion about why stigma exists and how we form our views
- How the media portray obesity and its implications
- Findings of an obesity campaign in Sheffield

The workshop discussed a range of issues about recognising and intervening with weight stigma, and delegates were invited to complete the Beliefs About Obese Persons Scale, which self-assesses the extent to which each of us considers obesity is controllable.

Delegates welcomed the opportunity to hear about different perspectives and the research, and to understand and discuss the nature and significance of stigma. Leeds Beckett will be using the feedback to inform the supporting materials for the Route Map.

Slides from the presentation can be found [here](#)

Link and reference to BAOP Scale can be found [here](#)

## **WORKSHOP THREE: Working across the food environment: How can LAs actively influence the types of food available in their locality?**

Chair: Alison Tedstone (morning) and Pinki Sahota (afternoon)  
Amanda Donnelly, Soil Association Food for Life  
Jenny Morris, Chartered Institute of Environmental Health  
Sue Bagwell, London Metropolitan University  
Patricia Mucavele, Children's Food Trust

Amanda Donnelly explained that Food for Life was a Soil Association initiative, which began life in 2003 and developed into an award-winning national programme to transform school food culture thanks to funding from the Big Lottery Fund. Independent evaluations show the impacts the programme is achieving. It works with public and private sector leaders to make good food the easy choice for everyone, wherever and whenever they are. It aims to change both the food environment and food culture within which people make choices. The team works with caterers to put good food on the menu in all the places where people live out their daily lives. Food for Life engages communities to get people of all ages cooking and growing food again and out onto local farms so they have a positive connection with real food. We work with nurseries, schools, universities, workplaces, hospitals, care homes and visitor attractions. It also works in the high street, with local authorities, NHS Trusts and with entire cities. The team also shines a spotlight on poor quality food – especially food that is targeted

at children or vulnerable groups. A report on the “Out to lunch” campaign that aims to work with providers to improve food on offer outside the home has just been published, including a league table.

Jenny Morris, Sue Bagwell and Patricia Mucavele shared findings from their work with PHE and local authorities looking at what works well, and how LAs can make an impact on the out of home food offer. Much of their work was currently focusing on interventions with small local food businesses frequented by children and families, and was designed to help local authorities and their partners:

- Understand the links between the food and drink environment and consumption patterns
- Identify where interventions are required
- Develop a strategy
- Select suitable interventions

They illustrated their talk with examples of how LAs were using:

- \* The planning system, leases and licences
- \* Healthier catering schemes
- \* Initiatives aimed to make behaviour change Easy, Attractive, Social and Timely (EAST)
- \* Working with schools, local communities and suppliers

Delegates contributed to the development of a checklist to assess the Community Nutrition Environment (at premises level). More information about this work can be obtained from [s.bagwell@londonmet.ac.uk](mailto:s.bagwell@londonmet.ac.uk) The Out of Home Food toolkit and checklist are nearing completion and are due to be published early in the new year.

Slides from the presentation can be found [here](#)

For more information please see:

Food for Life slides: <http://www.leedsbeckett.ac.uk/-/media/files/wholesystemsobesity/conference/food-for-life-slides.pdf?la=en>

About **Food for Life** <http://www.foodforlife.org.uk/>  
<http://www.foodforlife.org.uk/~media/files/marketing%20documents/ffl-brochure-080915-web.pdf>

**Food for Life evaluation:** <http://www.foodforlife.org.uk/about-us/our-impact/evaluation-reports>

**Sustainable Food Cities** <http://sustainablefoodcities.org>

**‘Out to lunch’ campaign** – transforming children’s food in high street restaurant chains – see the league table here: <https://www.soilassociation.org/our-campaigns/out-to-lunch-2016/out-to-lunch-2016-league-table/>

**PHE guidance on healthier and more sustainable catering:**

<https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

#### **WORKSHOP FOUR: Planning and Health: Creating Healthier Environments**

Chair: Andrew Marran, Leeds Beckett University

Speakers: Tim Townshend (Newcastle University) and Carl Petrokofsky (Public Health England)

Tim Townshend explained some of the connections between health and planning and discussed some of the issues raised, He gave a brief overview of the impact of the built environment in supporting or inhibiting healthy lifestyle choices and discussed some of the ways in which planning might intervene. He highlighted some of the evidence about the impacts of green and blue environments – although the evidence base was far from perfect, he stressed that we do know much about some of the key pieces of the jigsaw (such as density) – and have good pointers about others (such as green space). He acknowledged that there is inertia in the built environment and currently there is little incentive for developers

to do things differently, and it might be argued that post-2008 some developers seem to have retreated from more progressive design. However, planning policy can be developed to intervene (and has been around fast food proliferation). Whilst it is a huge challenge – there are many strong reasons why public health and planning should work together.

Tim and Carl then ran an interactive session on “planning dilemmas”. Each table opened a pack with a scenario and discussed it from different perspectives, with a view to trying to reach a consensus on whether a proposed development should or should not go ahead.

Workshop attendees were interested in the evidence base and examples. The team are considering how to reflect the importance of engaging with Planning, and case studies and opportunities to promote that engagement.

Slides from the presentation can be found [here](#)

### **WORKSHOP FIVE: Engaging communities – building from your (health) assets**

Chair – Jamie Blackshaw, Public Health England

Speakers: Jane South, Leeds Beckett University & Public Health England and Judy White, School of Health and Community Studies, Leeds Beckett University

#### **Workshop summary**

This workshop looked at applying asset-based approaches to support a whole system approach to health improvement and tackling obesity. This reflects an increasing interest in health assets and the factors that create and support positive health, in contrast to traditional approaches that focus solely on population needs. Using an Appreciative Inquiry structure, the workshop explored what the principles of asset-based and community-centred approaches are, how to map local assets and how to think differently about using those assets effectively. The workshop covered some practical methods to build capacity and support people to address health issues, including learning from health trainer programmes and similar approaches involving peer support.

Workshop participants were encouraged to discuss whether and how they can adapt asset-based approaches as part of obesity prevention in their areas. In any community, there are many different types of assets including local knowledge, skills, volunteers, social networks and community organisations. A key message was that making a list of assets is only a starting point; asset-based working has a strong relational element – strengthening social ties and empowering people.

Participants explored the potential for asset-based approaches in local practice and were keen to hear about practical examples where these had been applied to obesity prevention. The slides and accompanying handout contain a list of resources and frameworks for further information. The team will be exploring how the Whole Systems Programme can benefit further from learning and models of assessing and engaging community assets.

Slides from the presentation can be found [here](#)

The handout from the presentation can also be found [here](#)

### **WORKSHOP SIX: Data and Information: what information can LAs gather and how can they use it to best effect? What sorts of tools are available?**

LAs hold or have access to a wide range of information, but it can be overwhelming to understand what information there is and how it can then be applied in practice to help Councils make better decisions.

Claire Griffiths from Leeds Beckett led a discussion about the types of information available

and the value of Big Data, with colleagues giving illustrations of how it can be used through demonstrations of two new very practical tools:

Shireen Mathrani, PHE Obesity Risk Factors Intelligence, presented the new **Fast food outlets by local authority: map and data**. This is available on [www.noo.org.uk](http://www.noo.org.uk). The map shows the density of fast food outlets by local authority along with a chart displaying the relationship between fast food outlet density and area deprivation. It is accompanied by fast food outlet data by local authority and ward across the country.

Pablo Monsivais and Tom Burgoine (Centre for Diet and Activity Research (CEDAR) & MRC Epidemiology Unit, University of Cambridge) introduced the Food Environment Assessment Tool (FEAT), which is in development. FEAT is a comprehensive online resource for mapping and measuring English regional and neighbourhood food outlet access, including changes over time, facilitating the translation of research data into LA policy action. For questions about FEAT, which will be available summer 2017 (<http://www.feat-tool.org.uk>), please email the FEAT development team ([feat-tool@mrc-epid.cam.ac.uk](mailto:feat-tool@mrc-epid.cam.ac.uk)).

As part of the Whole Systems Programme, the team are working with LAs to identify what information LAs hold that could be relevant to strengthening their approaches to tackling obesity, particularly in the “pre-systems” phase, and tools will be included in the toolkit.

Slides from the presentation by Claire Griffiths can be found [here](#)

Slides from the presentation from Shireen Mithrani can be found [here](#)

### **Closing Session: Feedback and Next Steps**

Jim thanked all the speakers and delegates for making such a major contribution to the event and the development of the solutions. The programme runs for three years, and has just completed the first. As well as continuing to work with the four LAs, the key next steps are to share the emerging findings and tools in greater detail with smaller groups, focused around one or more LAs. It was hoped to create a series of workshops across the country to achieve this and LAs were invited to offer to host such a workshop. [Contact [wholesystemsobesity@leedsbeckett.ac.uk](mailto:wholesystemsobesity@leedsbeckett.ac.uk)] The team were also continuing work to develop the range of tools and materials to support the route map, so that when it was launched it would be easier for LAs to use it.

Everyone was encouraged to join the Community of Learning as this is the main mechanism the team are using to share emerging findings, test out ideas and promote workshops and other activities.

### **ANNEX – PROGRAMME FOR THE DAY**

10.00 - 10.10	<b>Jim McManus</b> <b>Association of Directors of Public Health and Chair of Programme of Advisory Group</b> Welcome from the Chair
10.10 to 10.25:	<b>Alison Tedstone</b> <b>National Lead Diet and Obesity</b> <b>Public Health England</b> Context: why PHE has launched this programme What do we want to achieve from the Programme
10.25 - 10.40	<b>Jim McManus</b> <b>ADPH and Chair of Advisory Group</b>

Whole Systems Approach and Systems Thinking:  
Direction, Challenges and Progress so far

- 10.40 – 10.55      **Ian Fytche, CEO North Kesteven District Council**  
Systems Leadership and Tackling Obesity
- 10.55 – 11.15      **Paul Gately, Leeds Beckett University**  
Update on route map: key findings, how we have used them to  
inform the work to date; key elements of route map
- 11.15 to 11.30      Panel Q&A [Alison, Jim, Ian, Paul]
- 11.30 - 11.45      **Jim McKenna, Leeds Beckett University**  
Positive Organisations – interactive demonstration
- 11.45 – 13.00      FIRST SET OF WORKSHOPS
- 13.00 – 14.00      Lunch and Networking
- 14.00 – 15.15      SECOND SET OF WORKSHOPS
- 15.15 – 15.30      Closing session – feedback and next steps

## **BIOGRAPHIES**

### **PLENARY SPEAKERS**

#### **Jim McManus**

Jim McManus has been Director of Public Health for Hertfordshire since July 2012. He is also Hon Professor, Schools of Life and Medical Science and Health and Social Work, University of Hertfordshire and Visiting Research Fellow, Heythrop College, University of London. Before that he was Joint Director of Public Health for Birmingham City Council and the three Birmingham NHS Primary Care Trusts and previously Assistant Director/Consultant in Public Health in East London and Public Health Lead for the North East London Cardiac and Stroke Network.

He has previously worked in the NHS, Local Government, the voluntary sector (national and local) and the private sector. His interests include health improvement and the application of social sciences in public health.

Jim's first degree was in theology and he is both a Chartered Psychologist and a Chartered Scientist and an Associate Fellow of the British Psychological Society. Jim has worked in equalities for some time. He co-authored Home Office Toolkits on hate crime reduction and was appointed by the Lord Chancellor as part of the committee, which advised the judiciary of England and Wales on equality and diversity.

He is Deputy Chair of the National Institute of Health Research Programme Advisory Board for Public Health, and a Board Member for the Association of Directors of Public Health (ADPH) in the UK. On behalf of ADPH, Public Health England and the Local Government Association he Chairs the National Whole Systems Steering Group on Obesity. He is co-chair of the British Psychological Society's Cross-Divisional Group on Psychology in Public Health. Outside work Jim likes weight lifting and cycling. He is a Trustee of the Notre Dame Refugee Centre.

#### **Alison Tedstone**

Alison is Deputy Director with responsibility for diet, nutrition and obesity in the Health and Wellbeing Directorate of Public Health England. Her teams work areas include the National

Diet and Nutrition Survey, nutrient composition of foods, scientific advice on nutrition (including the Scientific Advisory Committee on Nutrition), messaging on nutrition, dietary improvement and a programme of work to tackle the nation's obesity problem. Alison transferred with other nutrition colleagues from the Department of Health in 2013 and before that from the Food Standards Agency (FSA) in 2010. Before joining the FSA, in 2001, Alison was an academic at the London School of Hygiene and Tropical Medicine. Alison completed post doctorate research in Oxford and is a registered public health nutritionist.

### **Ian Fytche**

Ian is Chief Executive of North Kesteven District Council. North Kesteven in Lincolnshire is a large rural area, characterised by significant population growth. The Council has made impressive progress in relation to community leadership, economic development and regeneration. The Council is a leading investor in social housing, and has won awards for the design and sustainability of its housing projects. North Kesteven is also a leader in leisure development, modernising its sports centres to deliver a more commercial product delivering higher levels of physical activity and better health outcomes.

Ian has a strong track record in partnership development, having co-ordinated the Lincolnshire Improvement and Efficiency Partnership, delivering efficiency savings of £20million. He currently leads the Central Lincolnshire Partnership, focused on Local Plan preparation, economic development, housing strategy and infrastructure provision.

Prior to joining North Kesteven, Ian was Director of Operations and Performance at Sport England, where he led for the organisation on the Commonwealth Games in Manchester, the redevelopment of Wembley Stadium, the development of strategy for sport in England, and a range of other high profile, complex projects. Ian has a background in project and programme management in central and local government settings, and in the construction industry.

Ian is married to Jennie, and they have two children. He is Chairman of a local secondary school Academy Trust and a regular contributor to leadership development programmes in the leisure and charity sectors. He is a keen sports fan and a long-suffering supporter of Peterborough United.

### **Paul Gately**

Paul is Professor of Exercise and Obesity and CEO of More Life and is the Principal Investigator for the Programme. He has led a broad range of innovative obesity research from understanding the influence of obesogenic environments to the impact of high protein diets on obese children, always conducted with the needs of service users at the heart of his research activities. With a strong focus on the link between research and practice, he believes this approach has never been more important. In 1999, Paul established MoreLife as part of the University and has been at the helm ever since – it is now one of the largest specialist training and service providers for tackling childhood and adult obesity. MoreLife's research was commended as an impact case study for the 2014 Research Excellence Framework (REF).

In addition, Paul and colleagues contribute to policy and practice development in the public, private and not for profit sectors in the areas of obesity, nutrition and physical activity. He has secured contracts worth over £20 million from the NHS and Local Authorities and has acted as a principal investigator for £5million worth of grants from charities and research funding agencies. As well as working with children and young people, Paul also has considerable experience of working with adults, including through workplace health programmes.

### **Jim McKenna**

Jim is Professor of Physical Activity and Health and Head of the Active Lifestyles Research Centre at Leeds Beckett University. He has an extensive portfolio of peer-reviewed publications and grants covering interventions and community evaluations in variety of settings. Jim leads the evaluation team on the Battle Back Centre, which is a staged residential recovery intervention for wounded, injured and sick service personnel in partnership with the Royal British Legion and the Ministry of Defence. In addition, he has led the evaluation for the Premier League Health project. The programme was aimed at young men, run through the Football Premier League in England which emphasised the promotion

of healthy lifestyles, especially physical activity, capitalising on the unique draw of major football clubs.

## **WORKSHOP CHAIRS AND PRESENTERS**

### **Workshop One: Decision Tree**

Chair: Jim McManus (see above)

Joanna Saunders

Carol Weir

### **Joanna Saunders**

Along with Carol Weir, Joanna is one of the Lead Consultants on the programme, interfacing with local authorities to lead the Appreciative Inquiry process and analysing material from LAs to help us create the route map. Joanna has significant experience in working with senior colleagues in LAs and the NHS to learn what really matters and to co-produce workable solutions. She worked in senior Public Health roles in local government and the NHS for 20 years, and prior to that in varying roles in the NHS. Until recently she was Head of Health Improvement at Rotherham Metropolitan Borough Council, where she was responsible for the commissioning, management and delivery of a range of public health programmes and partnership targets and outcomes including children and young peoples' health, obesity, nutrition, tobacco control, mental health promotion, workplace health, road safety and Rotherham's Health Trainer service.

In previous roles she has led on tobacco control and area-based working and carried out a range of roles in primary care development, corporate planning, postgraduate medical education and health services research prior to her public health career. Joanna has a Masters in Public Health and Certificate in Health Services Management from Sheffield Hallam University, where she is a Visiting Fellow and she delivers occasional lectures or seminars on Public Health topics at both Sheffield's universities. Joanna is a member of the Institute for Healthcare Management and a Fellow of the Royal Society for Public Health, where she is on the Editorial Board of their publication "Perspectives in Public Health" and has provided advice on recent policy publications. Outside her day job, Joanna has been on the Boards of a number of voluntary sector organisations in Sheffield and Rotherham and a school governor.

### **Carol Weir**

Along with Joanna Saunders, Carol is one of the Lead Consultants on the programme, working closely with the four Pilot Local Authorities, alongside her role as Clinical and Operations Director for MoreLife, which provides her with significant in-depth understanding of the realities for local authorities and other stakeholders.

Previously, she was the Clinical Lead for Children's Services at Leeds Community Healthcare NHS Trust, responsible for 800 staff delivering 25 key services. Previous roles include Director of Sheffield's Let's Change4Life, a £10 million joint citywide obesity prevention programme, and as Public Health Specialist at NHS Rotherham winning a National Health & Social Care Award for Excellence in Commissioning in 2009.

A Registered Dietician and Registered Public Health Nutritionist, she recently developed the first Nutrition & Dietetic Therapy Outcome Measures and has undertaken a number of pieces of work with NICE, National Obesity Observatory and government departments on obesity and school meals including NICE quality standards.

## **Workshop Two: Community Assets**

Chair: Jamie Blackshaw

Jane South

Judy White

### **Jamie Blackshaw**

Jamie leads Public Health England's (PHE) Obesity and Healthy Weight team. He is responsible for working across PHE and with national and local partners to develop and deliver action to prevent and tackle excess weight. This includes action on preventative whole systems approaches; developing the evidence base and support to local public health teams on weight management services and contributing towards strategic planning. A Registered Public Health Nutritionist, he has worked within government nutrition since 1998, including providing expert advice across government on school food, cooking skills and early year's nutrition.

### **Jane South**

Jane is Professor of Healthy Communities at the Institute for Health & Wellbeing, at Leeds Beckett University where she leads research on volunteering and community health. She was Director of the Centre for Health Promotion Research at our University from 2006-13 and led two National Institute for Health Research studies on lay and peer interventions, as well as evaluations on health trainers and health champions. Jane has worked on various collaborative projects with both Leeds and Wakefield councils and set up an innovative Community-Campus Partnership for Health at our university. She is currently on secondment to Public Health England as a national advisor on communities, working in the Health Equity and Mental Health team.

### **Judy White**

Judy is Senior Lecturer and Director of Health Together. She worked in health and community work in the third sector for 10 years and in health promotion in the NHS in Bradford for 22 years before joining Leeds Beckett University in January 2008. When working in health promotion Judy focused on developing the wider public health workforce, including setting up one of the first health trainer programmes in the country. Since joining Leeds Beckett Judy has retained her focus on the wider workforce, leading on several evaluations of community health champion and health trainer programmes as well as contributing to reviews of volunteering and community engagement. In 2012 she set up Health Together with Jane South and Mark Gamsu through which she has further developed a knowledge exchange between research and practice in relation to the wider public health workforce and community engagement.

## **Workshop Three: Data and Information**

Chair: Michelle Morris

Claire Griffiths

Tom Burgoine

Pablo Monsivais

Shireen Mathrani

### **Michelle Morris**

Michelle is a University Academic Fellow in the School of Medicine at the University of Leeds, based in the Leeds Institute for Data Analytics. Her primary research interests are in spatial and social variations in diet, lifestyle and health and how new and emerging forms of data can be best utilised to understand these. Michelle is an interdisciplinary researcher with a background spanning, health informatics, spatial analysis and policy, nutritional epidemiology and health economics. Her work uses a range of quantitative methods to investigate geographies of lifestyle related consumption and how consumer behaviours are associated with health outcomes, in particular obesity and related co-morbidities.

**Claire Griffiths**

Prior to joining the Leeds Beckett School of Sport, Claire was the research coordinator for MoreLife, helping to develop and deliver weight management programmes to overweight and obese families. Her doctoral research investigated inequalities in childhood obesity prevalence and her current work extends from this, focusing on how people (e.g. occupation, ethnicity) and place (i.e. the environment in which you live) characteristics influence obesity and wider health inequalities. She is particularly interested in the implications of such research for policy and public health.

**Shireen Mathrani**

Shireen is the Obesity Risk Factors Intelligence Programme Lead at Public Health England, in the Chief Knowledge Officer's Directorate. The programme provides wide-ranging authoritative information on data, evaluation and evidence related to weight status and its determinants. Shireen has jointly led the programme since the inception of PHE and prior to that was joint Deputy Director of the National Obesity Observatory. Previously, she managed the national Health Profiles project at the South East Public Health Observatory and before that was Assistant Director of Public Health in Bristol. She has a background in health improvement and health promotion and has worked in national government, the NHS, local government and the voluntary and academic sectors. Shireen is particularly interested in all aspects of health inequality and risk factors.

**Tom Burgoine**

Tom is a health geographer at the University of Cambridge. His research seeks to understand the contributions of neighbourhood environments to health and social inequalities in health. Specifically, his current research focuses on neighbourhood access to food outlets (including supermarkets and takeaways), social inequalities in access, and how this access combines with individual level factors such as income and education to shape diet and body weight in adults.

**Pablo Monsivais**

At the University of Cambridge, Pablo leads a research group studying the social determinants of food consumption, obesity and health. The group's research is aiming to uncover why the highest rates of obesity and chronic disease occur in people of low socioeconomic status. Of particular interest are the social and economic pathways that couple low socioeconomic status with poor diet. Food costs and other economic factors, social context and neighbourhood patterns of food availability are some of the factors they are investigating

**Workshop Four: Planning and Health**

Chair: Andrew Marran

Tim Townshend

Carl Petrokofsky

**Andrew Marran**

Andrew is Business Development Manager at Leeds Beckett University. He has provided commercial and contractual support to a wide range of health, wellbeing, lifestyle and sport programmes at Leeds Beckett University including research, consultancy, technology transfer and commercial joint venture companies including MoreLife. He has been a Governor and Lead Governor of Leeds and York Partnerships Foundation Trust since 2007 and is a Director of a workplace wellbeing company that provides web and app based lifestyle support to employees. With a passion for mental health, learning disabilities and public health issues, he is the contract manager for the national 'Whole Systems Approach' to tackling obesity project with Public Health England.

**Tim Townshend**

Tim is a Senior Lecturer in urban design and a member of the Global Urban Research Unit (GURU). He was appointed Director of Planning and Urban Design, School of Architecture, Planning and Landscape in August 2008, his role is deputy head of school and he is responsible for the day-to-day management of the planning/urban design disciplines.

Tim has established a national/international profile in interdisciplinary health/built environment work through a steady output of publications that has crossed disciplinary divides (see CV). His work has been cited over 1600 times (as at Feb 2015). Of particular note was the 2010 co-edited volume 'Obesogenic Environments' attracted contributions from Australia, USA, New Zealand and the Netherlands establishing an international context for Tim's work. His contribution to this volume made the case for interdisciplinary approaches to tackle contemporary health issues such as obesity. This is now widely accepted in the fields of public health and urban planning as evidenced by the growing number of interdisciplinary events in recent years. In 2013 the joint congress of the American Collegiate Schools of Planning (ACSP) and Association of European Schools of Planning established a health track for the first time, for which Tim was the first track chair. In 2014 the major epidemiological conference the International Conference on Urban Health (ICUH) had its initial urban planning track, at which Tim was a keynote speaker.

In the recent past Tim's research has moved beyond obesity to embrace other health and wellbeing issues, for example alcohol consumption, resulting in a major co-authored report for the Joseph Rowntree Foundation with Prof Marion Roberts *et al* a subsequent series of journal articles and an invitation to join the international scientific committee for the biennial 'Changing Cities' conference. Tim is a regular reviewer for journals from both urban planning and health and funding bodies.

Tim's work always attempts to maximise its impact and as such is always policy relevant. He has been a consultant on a series of national reports and policy documents and sits on a number of external committees and panels. He is a co-founding member of the North East Obesogenic Environment Network (NEOeN).

#### **Carl Petrokofsky**

Carl is a Specialist in Public Health in PHE's Health Equity and Mental Health Division. He joined Public Health England on its establishment on 1<sup>st</sup> April 2013. He works in a team leading on the wider determinants of health and health inequalities. He manages the 'Healthy Places' programme, focussing on how spatial planning of the built and natural environment and the design of housing, transport, the public realm and access to green infrastructure can promote better health and wellbeing. For many years previously, he worked for the Department of Health across South East England and nationally on a wide range of policy areas, particularly those concerned with improving the health and wellbeing of older adults. From 2011, he led the development of the national Heatwave and Cold Weather Plans for England and the associated Warm Homes Healthy People fund initiatives.

#### **Workshop Five: How we talk about obesity**

Chair: Carlton Cooke

Stuart Flint

Sarah Le Brocq

Ralph Tench

#### **Carlton Cooke**

Carlton is the Head of School of Social and Health Sciences at Leeds Trinity University and is a visiting Professor of Sport and Exercise Science at Leeds Beckett University. Previously, he has held roles as the Associate Dean for Research in the Carnegie Faculty and the Head of the School of Sport, Exercise & Physical Education at Leeds Beckett University. Carlton has been evaluating physical activity and health programmes since he worked as a principal investigator on the first ever National Fitness Survey of England and as a consultant on the Welsh Heart Health Survey in 1985. He has collaborated with Professor Paul Gately since 1996, published widely and supervised eight PhDs in the area of physical activity, health and obesity.

#### **Stuart Flint**

Stuart is a psychologist with a specific interest in the psychosocial aspects of obesity, in particular weight stigma and discrimination using implicit and explicit measures. His research

has highlighted the prevalence of weight stigma and discrimination in UK adults, the influence of the media in the formation of stigmatising attitudes and discriminatory behaviour, the robustness of stigmatising attitudes and the settings where weight stigma and discrimination may occur including exercise environments and the workplace.

### **Sarah Le Brocq**

An Ambassador for the charity HOOP (Helping Overcome Obesity Problems) since 2013, Sarah was pleased to be asked to work on a more strategic level as a Director and Trustee from August 2016. Having worked with the NHS and the pharmaceutical industry for over 12 years, she brings this valuable experience and business acumen to the role. Struggling with weight issues for as long as she can remember, Sarah also knows what it's like to be morbidly obese so can relate to lots of HOOP members and the everyday challenges they face. Many will recognise her from Sky Living's TV programme 'Fat: The Fight of my Life' in 2013. She inspired so many people after appearing on the programme and through HOOP has continued to use her experiences to help others on similar journeys.

### **Ralph Tench**

Ralph is Professor in Communications Education at Leeds Beckett University. Specialising in corporate and strategic communication, corporate responsibility and public relations, Ralph's work includes managing large-scale transnational research projects such as the longitudinal European Communication Monitor (ECM). He also directs and leads pan European research teams for EU funded projects, which include communications competency frameworks and deliberative engagement strategies with SMEs and focusing on problems such as climate change. In addition, Ralph has led research projects evaluating the communicative interactions of intermediaries working on weight management programmes for the NHS as well as running a research cluster evaluating the communication experiences of young people on a weight management programme.

### **Workshop Six: The Food Environment**

**Chairs:** Alison Tedstone and Pinki Sahota

Jenny Morris  
Sue Bagwell  
Patricia Mucavele  
Amanda Donnelly

**Alison** – as above

### **Pinki Sahota**

Pinki is Professor of Nutrition and Childhood Obesity at Leeds Beckett University and Chair of the UK Association for Study of Obesity. Her extensive research portfolio includes involvement in a variety of programmes including the Born in Bradford study and Better Start Bradford. She has contributed to the creation of the Standard Evaluation Framework (SEF) for evaluation of obesity interventions and the development of commissioning guidelines for weight management programmes.

### **Amanda Donnelly**

Amanda is National Programme Innovation Manager, Soil Association Food for Life. She has a wealth of experience in school food improvement and public health nutrition. Amanda joined Food for Life in 2007, following a role in the NHS supporting school cooks with school food standards. Amanda has a Masters degree in Nutrition and Food Management and a Masters in Public Health. Her role includes responsibility for innovation of programmes and she leads on the evaluation portfolio for Food for Life. Amanda also works closely with LAs and CCGs to develop and set up Food for Life commissioned programmes in local areas, and has regional responsibility for Food for Life developments in the North. Amanda also provides guest lectures on nutrition and school food at Edgehill University. Food for Life works to make good food the easy choice for everyone, wherever they are, taking a whole system approach to good food, changing both the food environment and the food culture within which people make choices. Food for Life enables innovative approaches to changing food culture in settings and communities through effective partnership working, capacity

building, and inspiring the implementation of sustained positive change.

### **Sue Bagwell**

Sue is a Research Development Manager at London Metropolitan University. She specialises in research on entrepreneurship, particularly amongst ethnic minority groups and the fast food sector, and on public sector policy related to obesity. Her research has included the evaluation of a number of healthier catering initiatives and the barriers small businesses face in adopting healthier menus and catering practices. A recent ESRC funded UK wide study explored viable strategies for encouraging healthier catering amongst fast food outlets in deprived areas and led to the development of a toolkit designed to support those working in this area. Current projects include work with *Shift* for the London boroughs of Hackney and Tower Hamlets which is drawing on behaviour change and 'nudging'/'health by stealth' approaches to develop new business models for healthier convenience stores and fast food businesses. Sue is also working on the development of a new PHE toolkit for local councils which highlights a range of strategies for encouraging healthier food provision in the out of home food sector.

### **Jenny Morris**

Jenny is the food policy specialist at the Chartered Institute of Environmental Health (CIEH) and in May 2014 was appointed as Head of The Institute of Food Safety, Integrity & Protection, the CIEH's food specialist community. The community takes a collaborative approach to addressing the increasing challenges faced by all those working to ensure that food is safe, healthy and trustworthy. She is a member of the Advisory Committee on the Microbiological Safety of Food, an independent expert committee that provides Government with risk assessment advice on food matters. She is also a Member of the London Food Board, which advises the Mayor on food strategy. From May 2011 until September 2012 Jenny was seconded to the London Organising Committee of the Olympic and Paralympic games, where she was responsible for food safety for London 2012.

Jenny is a Chartered Fellow of the CIEH, has a Bachelor's degree in Environmental Health, a Masters degree in Food Safety, Hygiene and Management and a Masters degree in Business Administration. She was awarded an MBE for Services to Environmental Health in 2014. Prior to working in environmental health Jenny managed her own small food business and is a qualified chef and food safety trainer.

### **Patricia Mucavele OBE**

Patricia is the Head of Nutrition at the Children's Food Trust. Leading on the national standards for school food in England, ensuring all stakeholders involved in school food provision are able to interpret and implement the legislation in an accurate, appropriate and timely manner. Patricia has also lead on the development of the Voluntary Food and Drink Guidelines for Early Years Settings in England and the Children's Food Trust early years food and nutrition programme 'Eat Better, Start Better'. Patricia joined the Trust in July 2006 having spent 17 years working overseas for international development agencies and non-government organisations in the area of nutrition and food security. She has MSc Nutrition from King's College, London University, and PhD from Edinburgh University and is a registered nutritionist specialising in Public Health and a Fellow of Royal Society of Public Health. Patricia received an OBE in the 2016 Queen's New Year's Honours List for services to "children and families and to charity."