

**Daniel
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**Health
Improvement**



**65% of adults overweight or obese –
abnormal to be a healthy weight**

**Socioeconomic costs associated with
overweight and obesity running into
the billions**

**Direct costs to NHS Scotland of type 2
diabetes ~£800m**

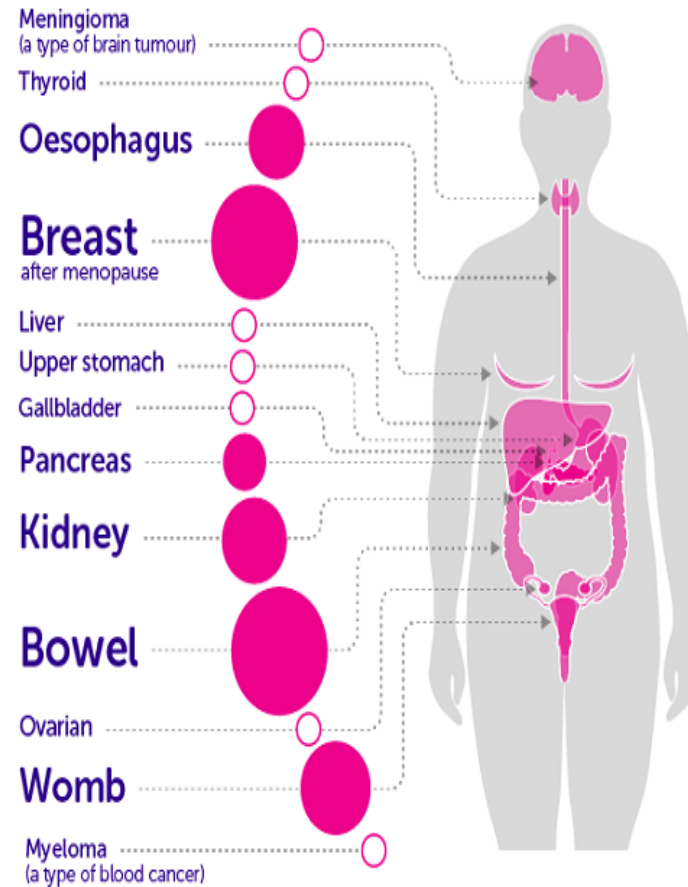
TYPE 2 DIABETES

250,891 people diagnosed with type 2 diabetes , a possible further 49,000 undeclared and a further 500,000 at risk of developing

BEING OVERWEIGHT CAN CAUSE 13 TYPES OF CANCER

●●● Larger circles indicate cancers with more UK cases linked to being overweight or obese

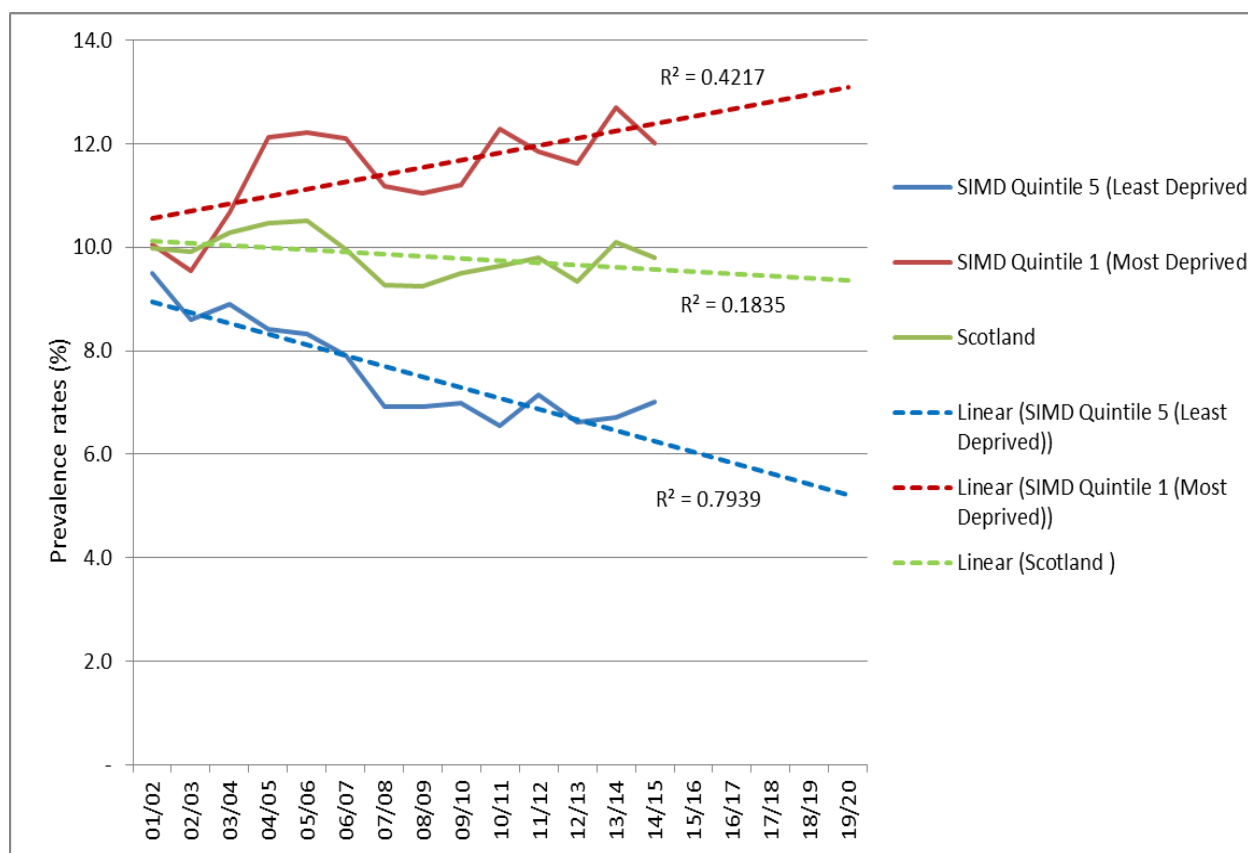
○ Number of linked cases are currently being calculated and will be available in 2017



LET'S BEAT CANCER SOONER
cruk.org



The Inequalities Challenge



Projected Prevalence of Obesity in Primary 1 Children in Scotland for SIMD quintiles 1 & 5 compared to Scotland as a whole: 01/12 to 19/20. ScotPHN Report on Child Healthy Weight Programme. August 2014

The Food Environment



Transforming the Food Environment

- Restrict price promotions on food and drink high in fat, salt and sugar
- Press UK Government to extend current restrictions for broadcast advertising of foods high in fat, salt and sugar to all programmes before the 9pm watershed
- Explore scope to extend the current CAP restrictions for non-broadcast advertising on products high in fat, salt and sugar to include locations used by high proportions of children e.g. visitor attractions and Safer Routes to Schools.
- Produce Scotland's first sector specific 'Out of Home' Strategy which include action in relation to nutritional labelling, portion size and calories caps.
- Invest an initial £200k over 3 years to support Scottish SMEs innovate and reformulate to produce healthier products.

Living healthier & more active lives

- Invest £42 million over 5 years to establish supported weight management interventions for people with or at risk of Type 2 diabetes.
- Engage with families through the health visitor pathway and wider early years workforce to promote healthy eating, portion control and mealtime behaviours.
- Use our increased investment in active travel to ensure more to walk and cycle and link this with our efforts to support weight management

Leadership and exemplary practice

- Invite and support a select number of local government and health leaders to enhance and share their improvement work on weight and diet.
- Develop plans to further support the health and wellbeing on Scottish Government staff, setting an exemplar and encourage others across all sectors to commit to action.
- Expand the Healthyliving Award to publically funded catering locations

Where are we going?

- Consultation analysis well advanced
- I'm not going to pre-empt that but there were nearly 400 responses.
- Some observations I'd pick out. From a public health perspective we're not going far enough or where there are gaps we should fill them.
- From an industry perspective we're being encouraged to be highly mindful of existing efforts around advertising, marketing and promotions.
- Contact 0131 244 4022 dietpolicy@gov.scot