

HOW TO TACKLE A PROBLEM LIKE OBESITY

• Professor Paul Gately



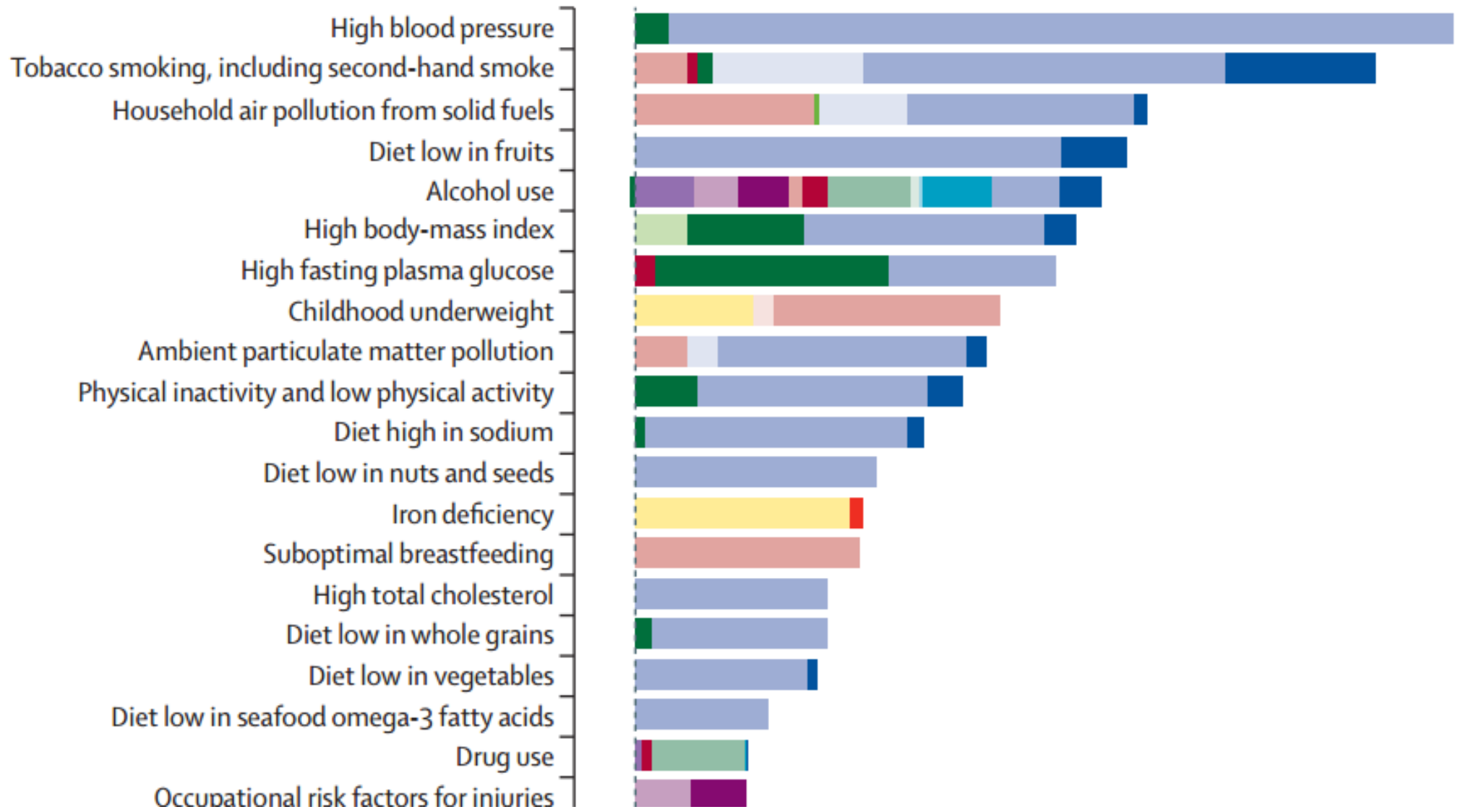
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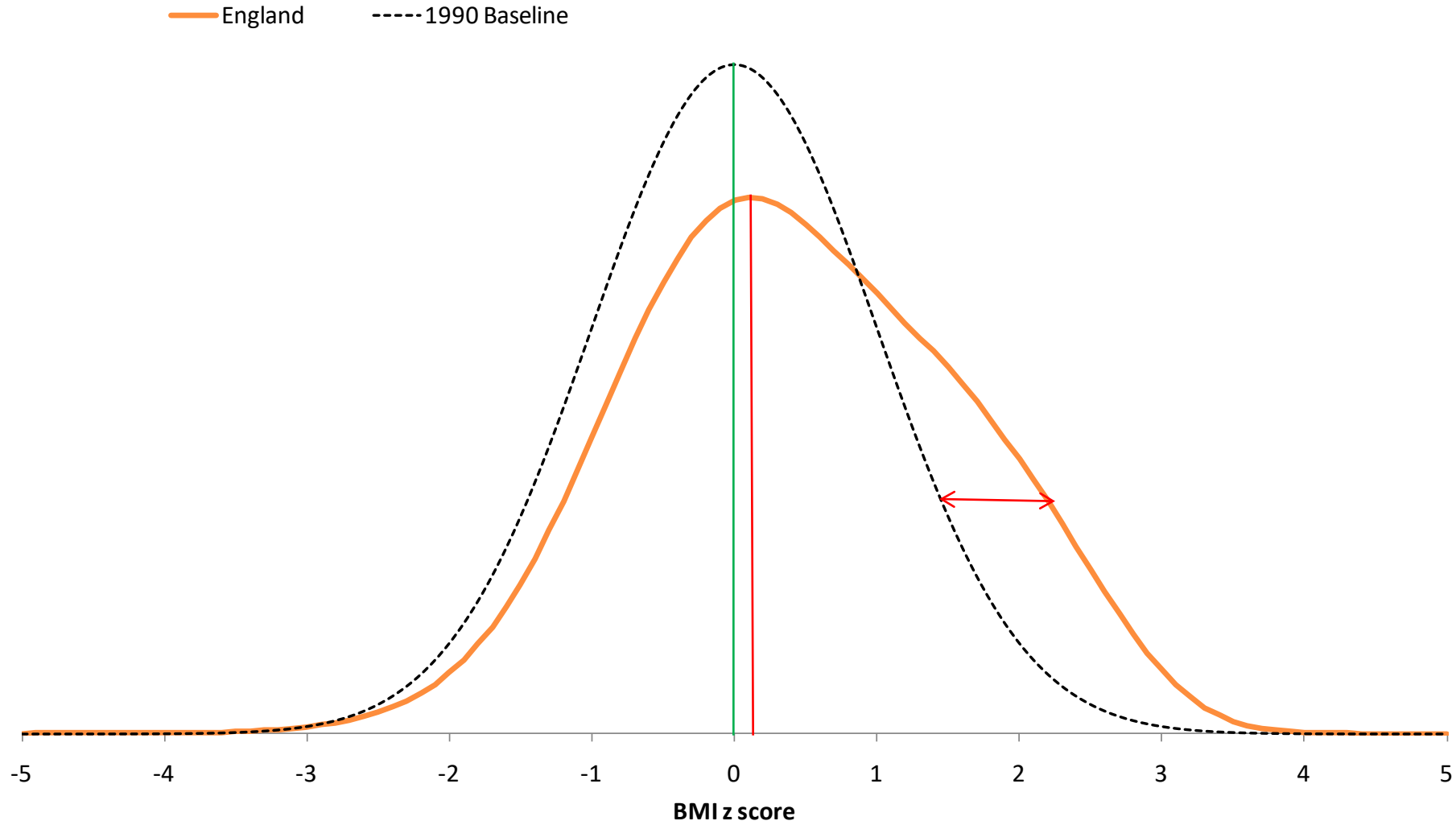
Local
Government
Association

Public Health
England

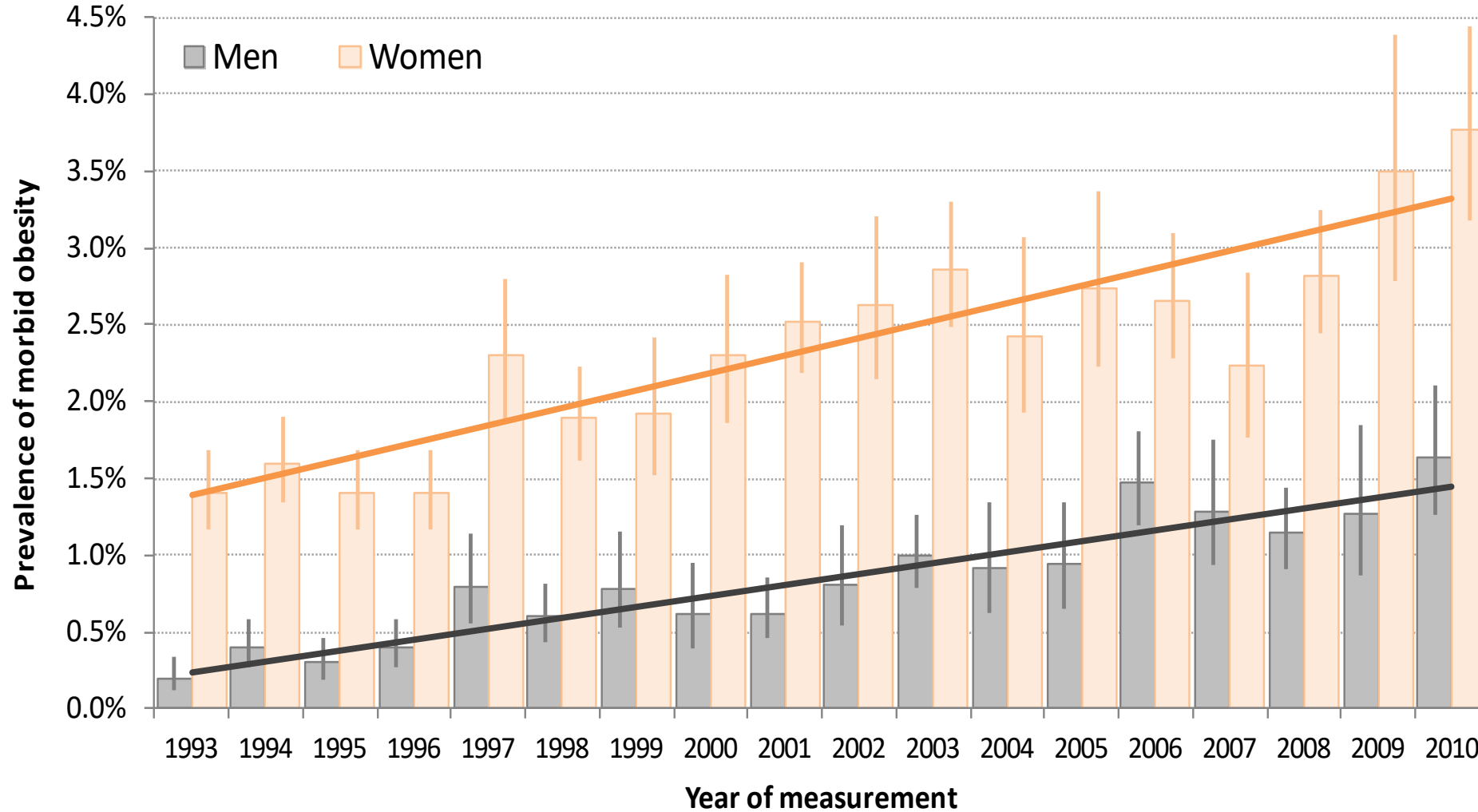
GLOBAL BURDEN OF DISEASE



BMI distribution: Year 6 children



PREVALENCE OF ADULTS WITH SEVERE OBESITY (BMI >40 KG.M²) AGED 16+ YEARS: HSE 1993-2010



The effects of obesity



Health effects

- Cardiovascular disease
- A range of cancers
- Type II Diabetes
- Strokes
- High Blood pressure

Psychological effects

- Depression
- Anxiety
- Low quality of life
- Low self-esteem
- Body dissatisfaction



Social effects

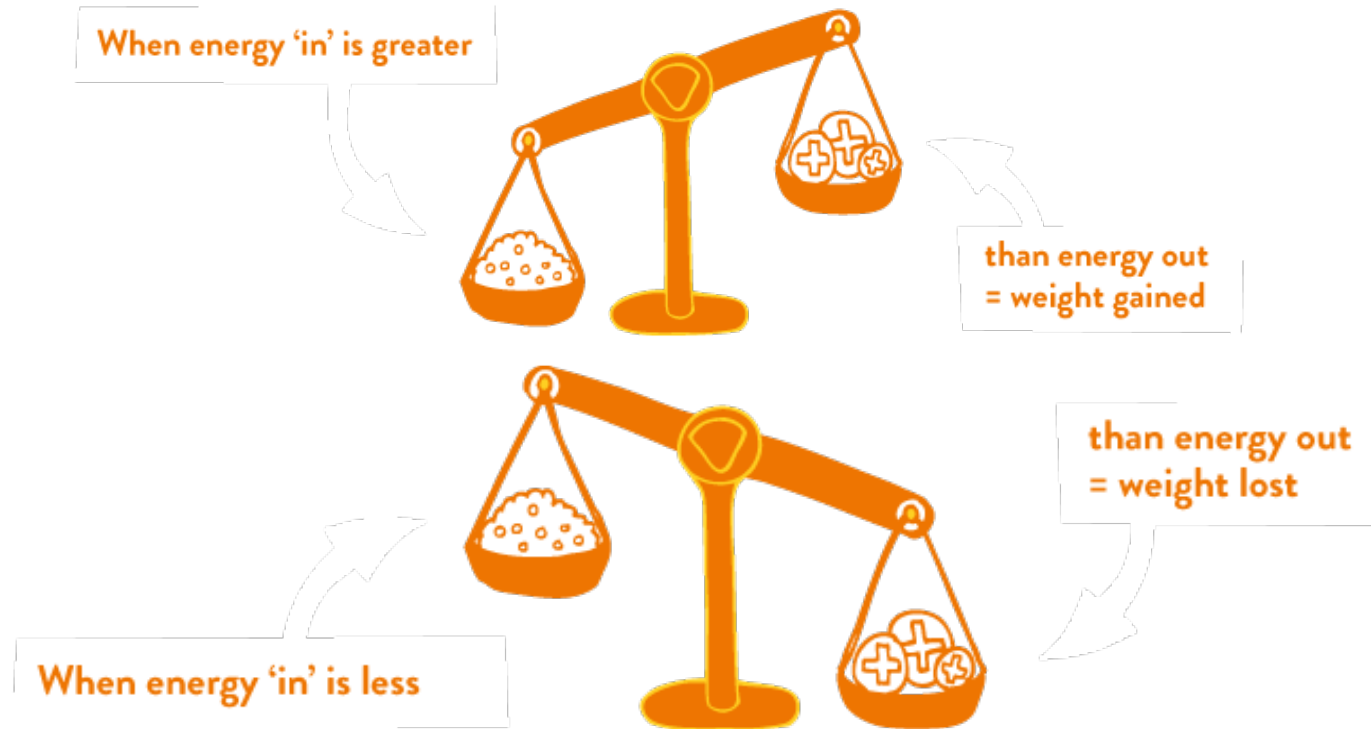
- Lower educational attainment
- Less likely to be employed
- More likely to be bullied
- Lower salary
- Less likely to marry
- More Likely to commit suicide

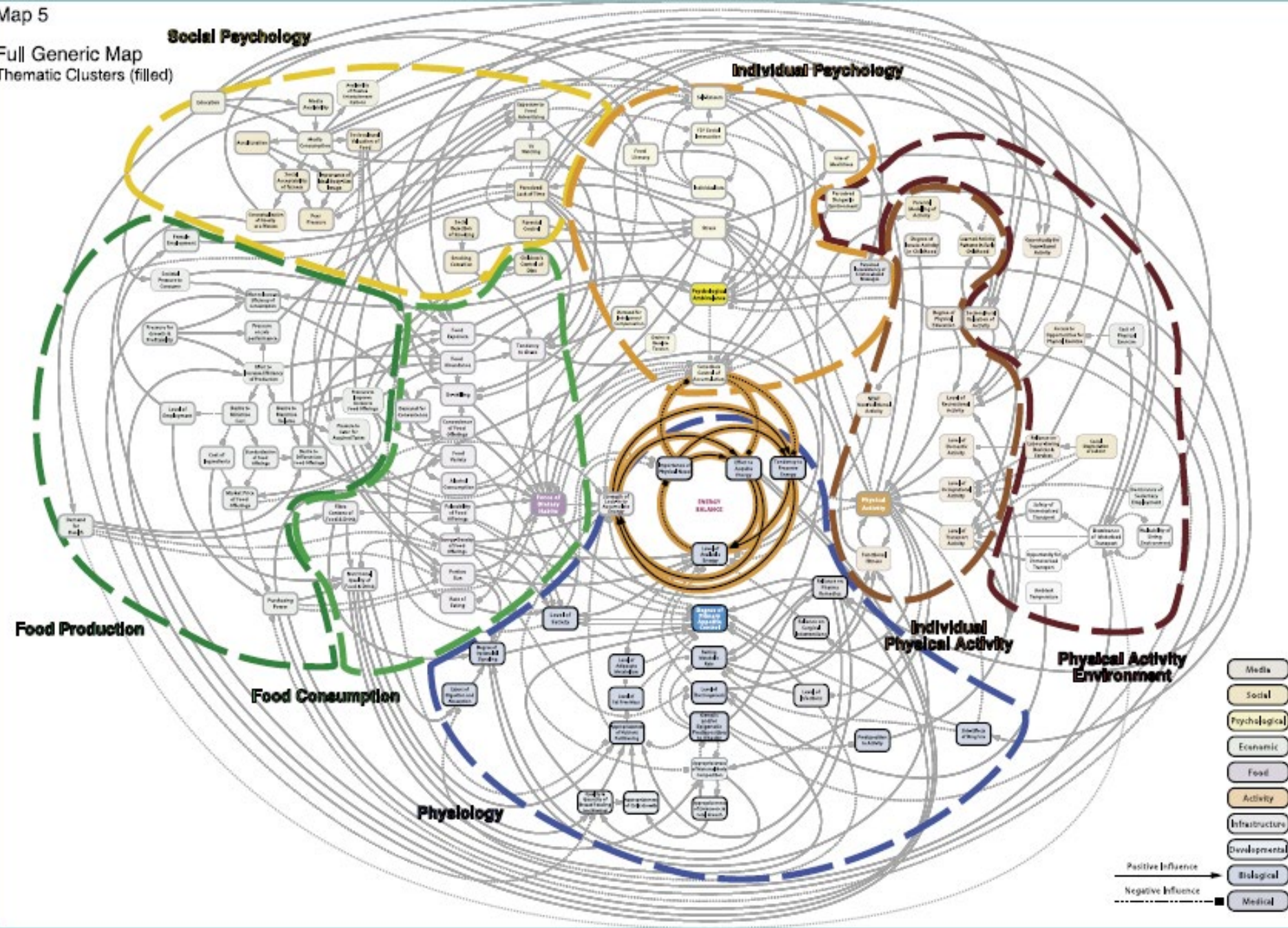


Research shows that obese children have a lower quality of life than children with terminal cancer



SIMPLE ISN'T IT?





- Media
- Social
- Psychological
- Economic
- Food
- Activity
- Infrastructure
- Development
- Biological
- Medical

Positive Influence →
Negative Influence - - -

COMMON RESPONSES TO COMPLEX PROBLEMS

- Retreat
- Despair
- Believe the problem is beyond hope
- Assign blame, figure out who is responsible
- Simple solutions
- Leave the problem to others

COMMON RESPONSES TO COMPLEX PROBLEMS

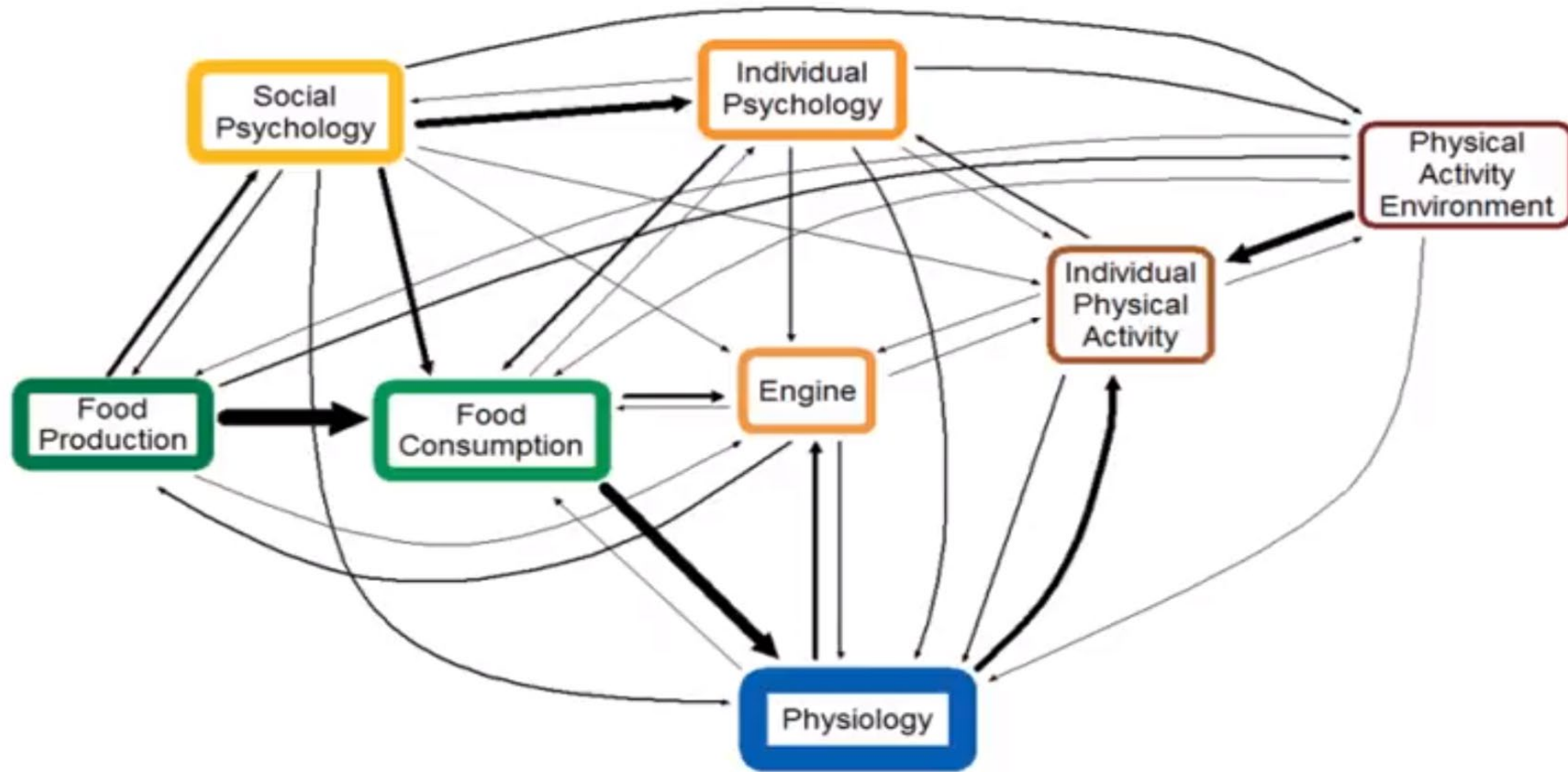
- Retre
- Desp
- Belie
- Assig
- Simp
- Leav

What's your response?

DIFFERENT PROBLEMS DIFFERENT SOLUTIONS

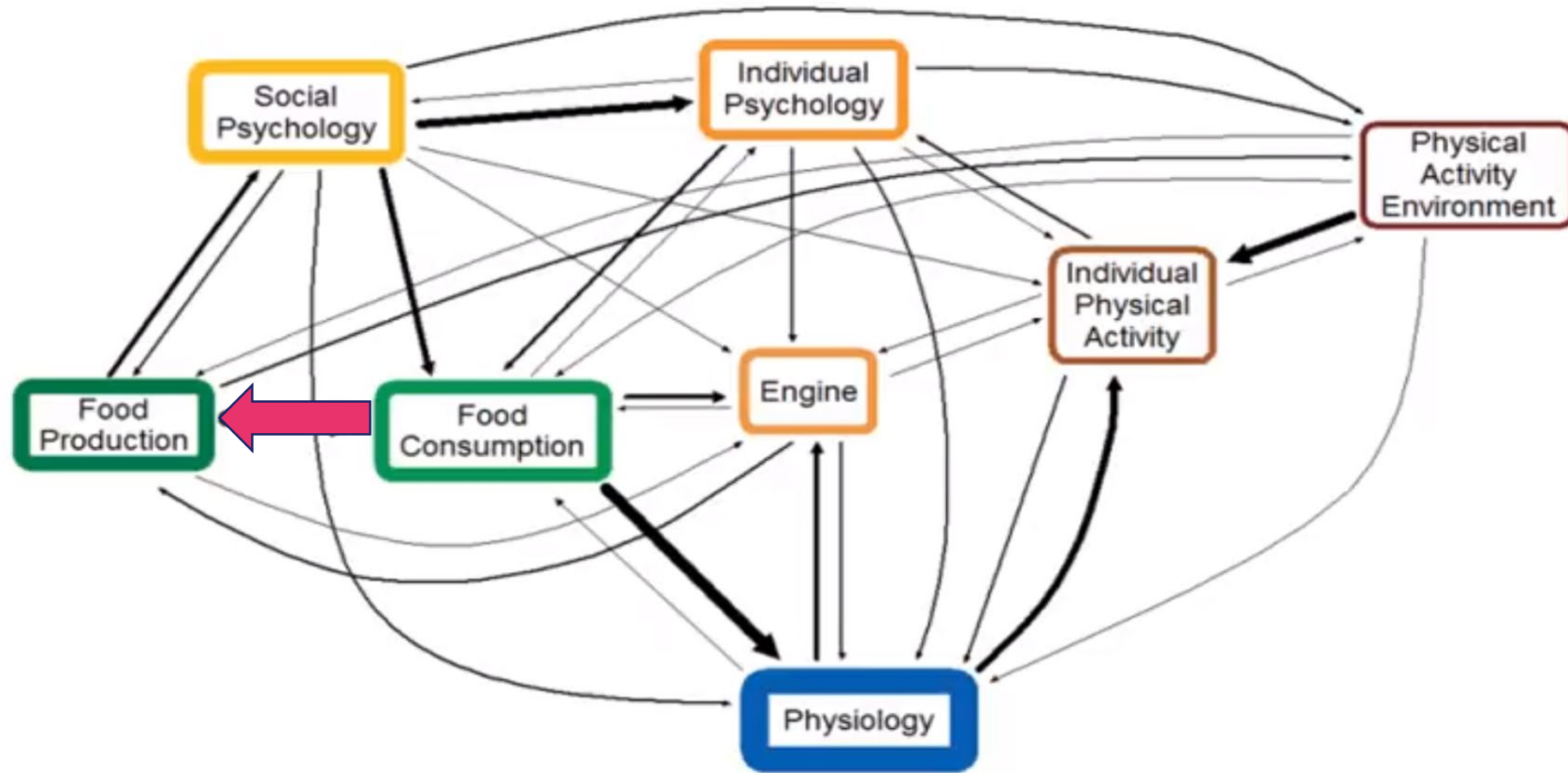
	Simple	Complicated	Complex
	Bake cake	Rocket to moon	Raise a child
Problem definition	Clear	Some uncertainty	Lots of uncertainty
Rules	Same apply every time	Continuously improved until repeatable	No direct transference from context to context
Expertise	Not really required	Requires high levels in specific areas	Not needed to develop a common understanding: may be helpful
Success	Follow protocol	Experiment to develop protocol	Adaption & continuous learning

Obesity system map (zoomed out)



Obesity system map (zoomed out)

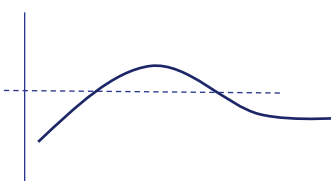
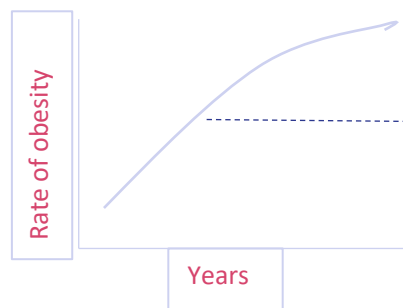
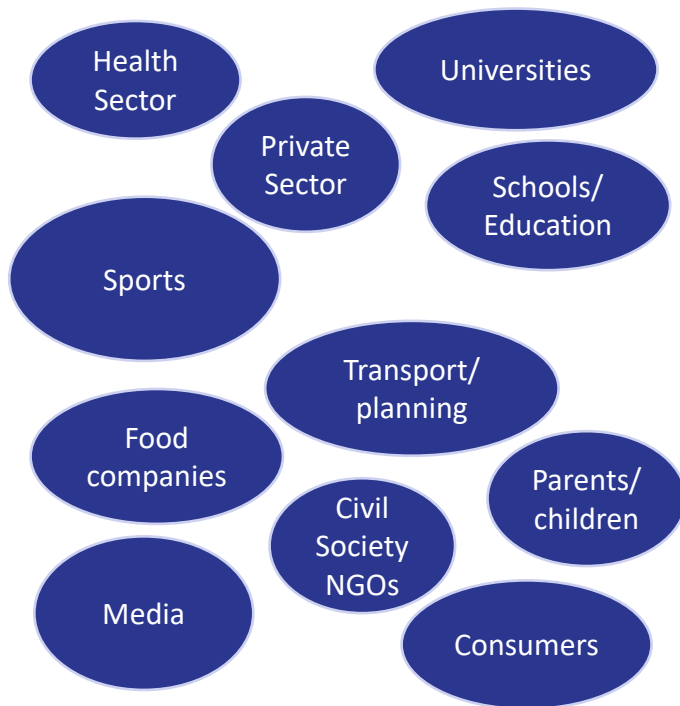
Industry narrative



CURRENT SITUATION

PARADIGM SHIFT

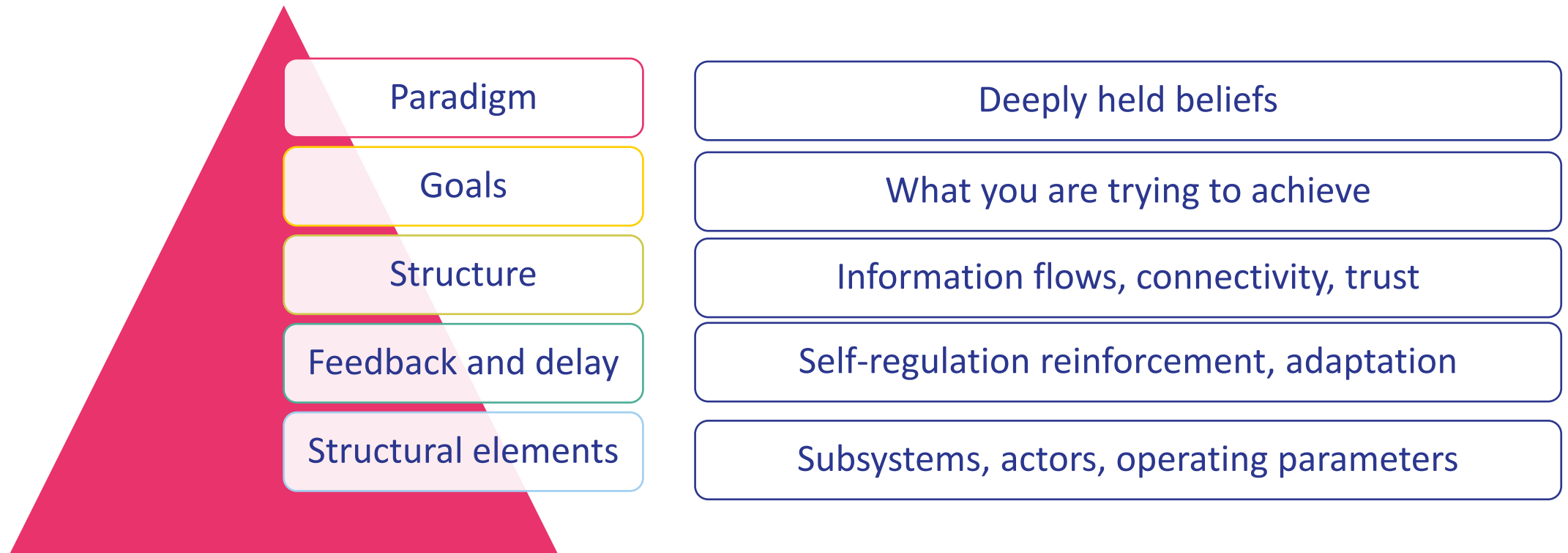
Spaces=Lost synergies



SYSTEMS SCIENCE CAN HELP

	Reductionist	Systems thinking	Systems Science
Problem exploration	Isolate parts	Focus on interconnections explore emergent nature of the whole	Network science
Goal	Solve a problem	Develop shared understanding of the problem, approach, progress	Systems dynamics
Nature of Problem	Understood objectively	Multiple causes, no single solution perspective and context matter	Microsimulation modelling

OPPORTUNITIES TO ACHIEVE CHANGE





FROM SYSTEMS THEORY
TO SYSTEMS PRACTICE

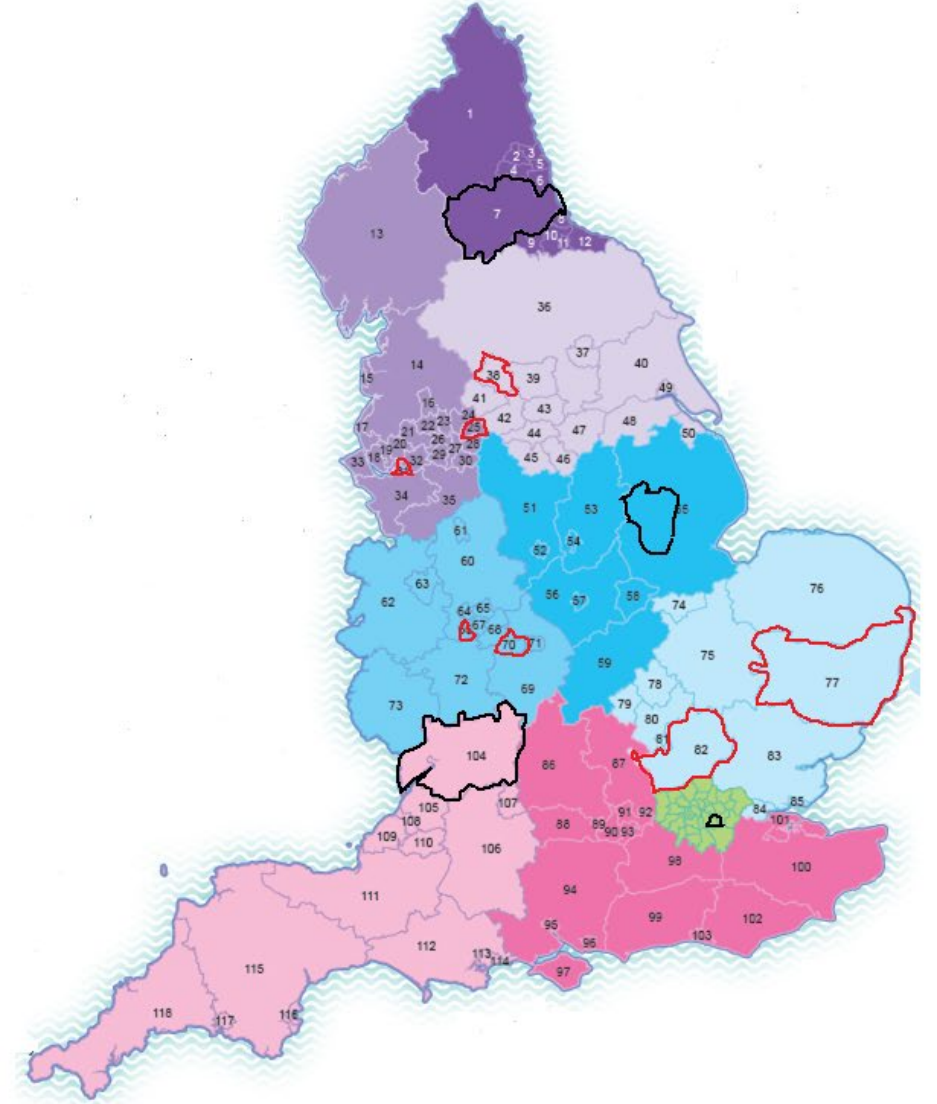
ViSiON



**‘to provide a tried and tested approach and tools,
so that within 5 years every local authority can
create a local whole systems approach to tackling
obesity’**

OVERVIEW

- 3 ½ year “action research”
- 11 LA Pilots
- Co-developing & testing
- Guide and tools
- Process & impact evaluation

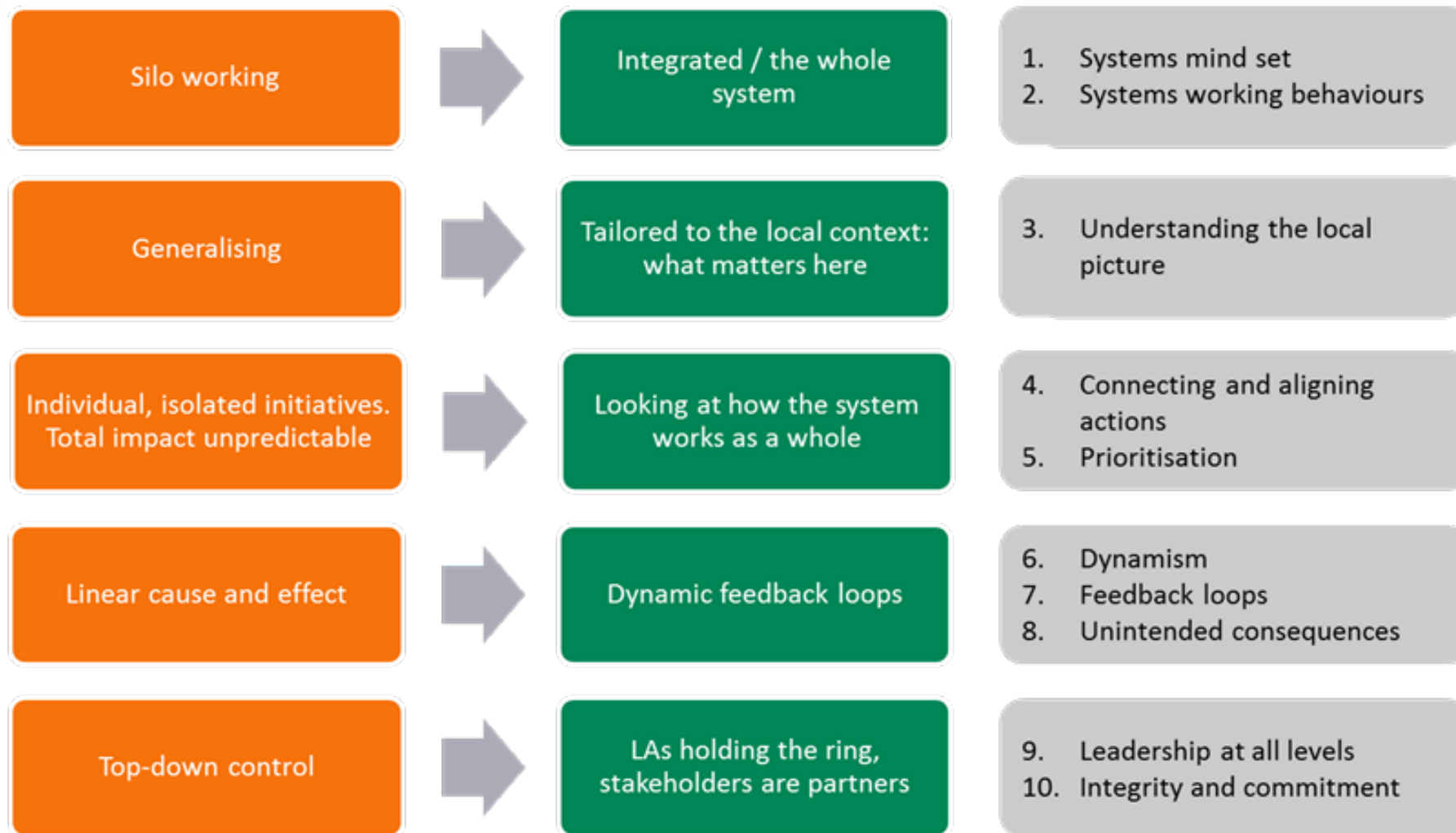


Introduction section: what is a WSA

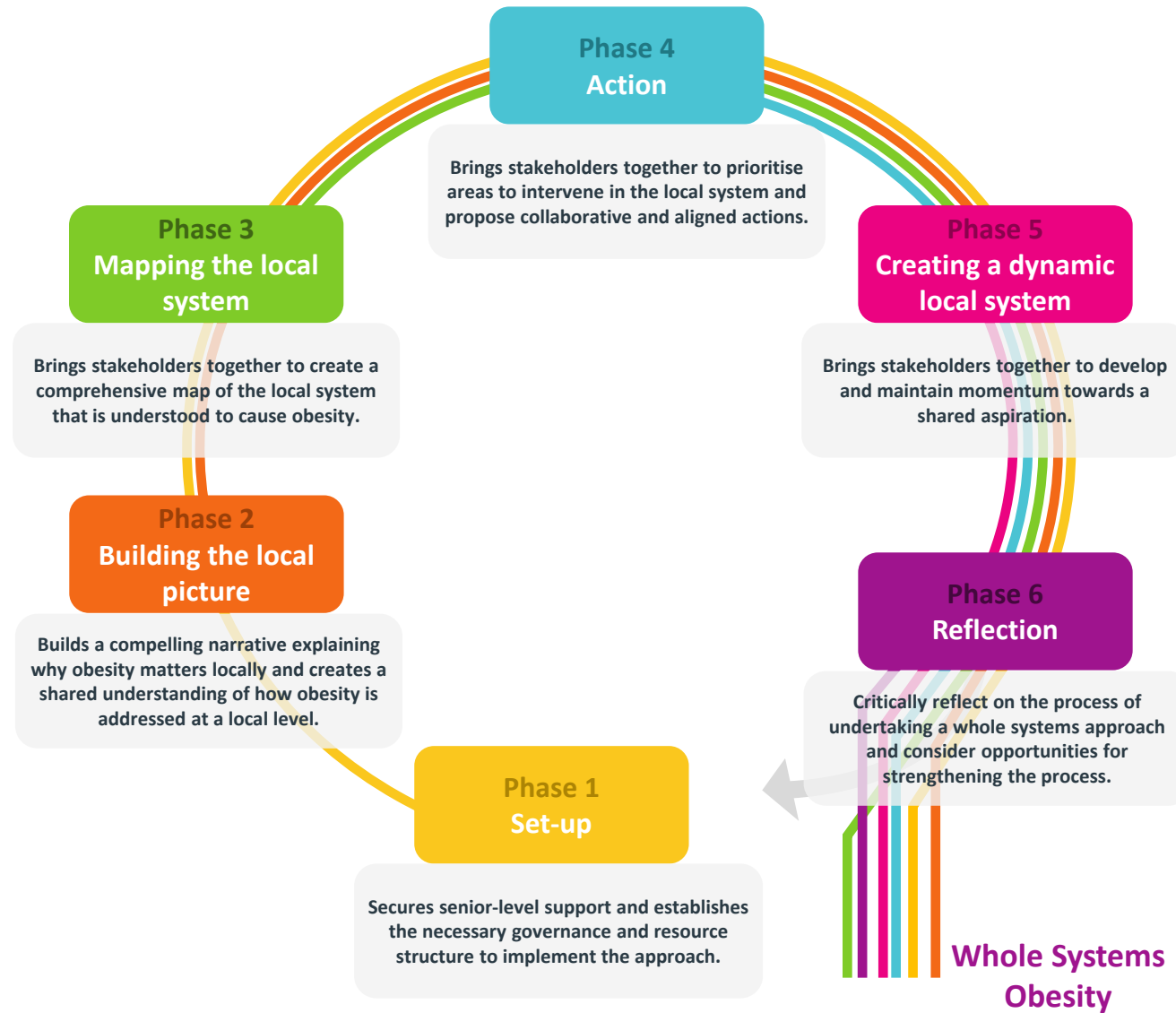


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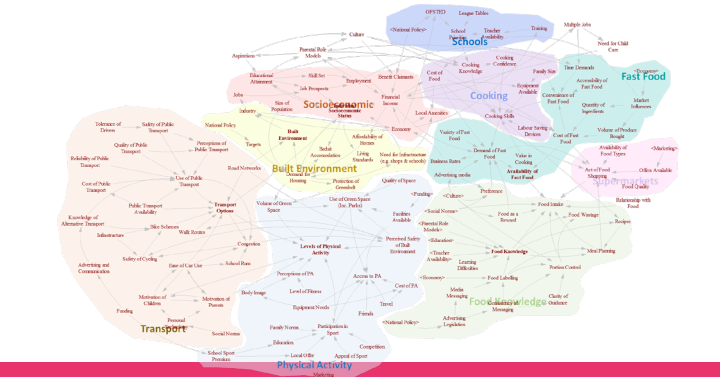
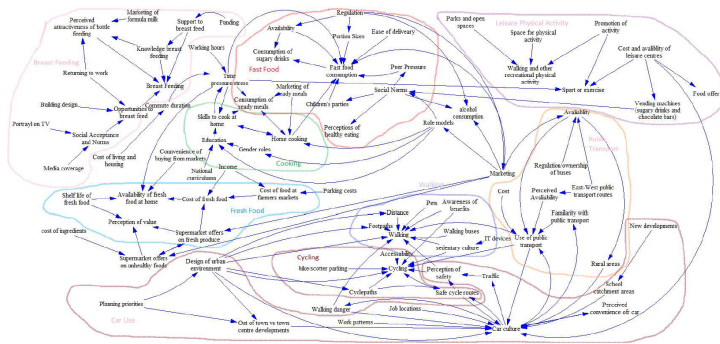
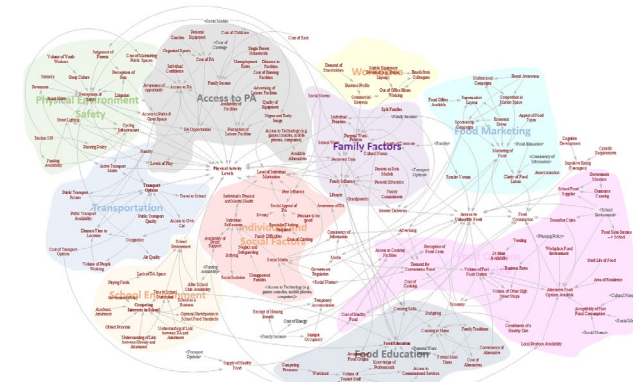
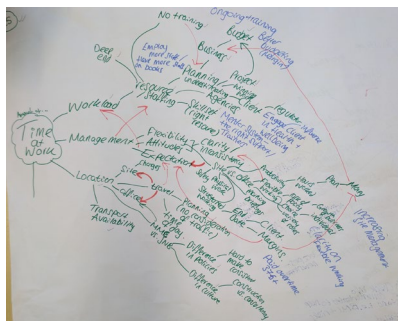
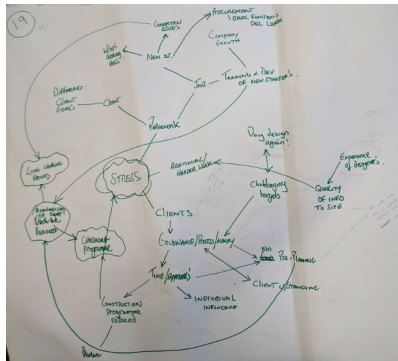
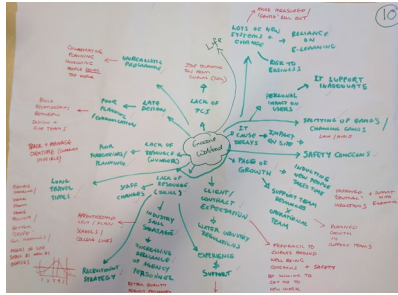
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A co-produced process



IN PRACTICE /CONTEXT IS KEY!



Seek political buy in & understanding

Maximise community kitchens use

Better designed Farmers Markets



IMPLEMENTATION



Health Campaigns



- Specialist Service
- From health to community centre!
- Training in store health champions
- “its more real here”
- “makes me think”
- “more friendly”



Over **1000** families
have completed
a OneLife Suffolk
Community
Programme



3/4
children had a
healthier weight
on completing
the programme



5,500 children have
attended a health and
wellbeing school assembly
or event



100 programmes
delivered in
schools as part
of the **Healthy
Schools
Package**

15,000 children
have received a
Tier 1 intervention
(*assemblies, workshops
and events*)



Two Thirds
of children we
work with live in
the most deprived
areas



SUMMARY

- Obesity is a major public health problem
- Obesity is a complex problem
- Change continues but is it effective?
- New approaches to obesity are required
- New mindsets are essential

THANK YOU
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