The Call to Action on Obesity: 
Taking Responsibility, Changing Behaviour

A Public Policy Exchange Symposium

Tuesday 3rd July 2012
10:15am – 4:30pm

Central London

Public Policy Exchange, in association with the Centre for Parliamentary Studies, holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.

In partnership with

Government Gazette
The Call to Action on Obesity: Taking Responsibility, Changing Behaviour

Overview

England has one of the highest rates of obesity in Europe. The latest Health Survey for England (HSE) data shows that nearly one in four adults, more than one in ten children aged 2-10 and one in three 10-11 year olds are obese. Excess weight is a leading cause of Type 2 diabetes, heart disease and cancers and given that the prevalence of these diseases is already rising due to people living longer, the extra burden from obesity could add a substantial cost of more than £5 billion each year to the healthcare system. It is predicted that there will be 26 million obese adults in the UK by 2030 – 48% of the adult male population and 43% of adult females, a rise of 73% from the current 15 million, adding almost another £2 billion per year in medical costs for obesity-related diseases.

According to official figures more than a fifth of children are now overweight or obese by the time they start school and one in five by the time they leave primary school. To ensure that all children have a positive start in life, new nutritional guidelines were introduced in January 2012 to support early years settings in providing healthy meals. Additionally, the role of the food and drinks industry can be developed through the Responsibility Deal to prevent unhealthy food marketing and encourage healthier choices.

In October 2011, the Department of Health published Healthy Lives, Healthy People: A Call to Action on Obesity in England (October 2011). The document sets out the challenge, presents a vision of how we can work together and calls on all of us all to tackle overweight and obesity more effectively by adopting a ‘life course’ approach. Action is needed at all ages and needs to encompass a balance of investment and effort in prevention, treatment and support. There is an emphasis on giving businesses, government and NGOs the opportunity to play a greater role in changing the environment allowing everyone to make healthier choices and contributing to a downward trend in obesity by 2020.

Through a new collective pledge on calorie reduction, individuals, communities, businesses and partners are joining forces to help cut five billion calories from the nation’s daily diet. This timely symposium offers an invaluable opportunity to examine the progress made in tackling obesity in children and adults and explore future actions in combating obesity from pre-conception through to adulthood.

“Eating and drinking too many calories is at the heart of the nation’s obesity problem. We all have a role to play – from individuals to public, private and non-governmental organisations – if we are going to cut five billion calories from our national diet. It is an ambitious challenge but the Responsibility Deal has made a great start. This pledge is just the start of what must be a bigger, broader commitment from the food industry. But it is a great step in the right direction and will help millions of us eat and drink fewer calories.”

- Health Secretary, March 2012

“We must get to grips with the problem now to save lives and money in the future. Most of us are eating or drinking more than we need to and are not active enough. Being overweight or obese is a direct consequence of eating more calories than we need. Increasing physical activity is a part of the equation, but reducing the amount of calories we consume is key. We all have a role to play, from businesses to local authorities, but as individuals we all need to take responsibility. This means thinking about what we eat and thinking about the number of calories in our diets to maintain a healthy weight calories.”

- Professor Dame Sally Davies, Chief Medical Officer for England, October 2011

Why Attend?

✓ Consider the effects of physical inactivity and unhealthy eating and explore ways of implementing a ‘whole family’ approach to being healthy
✓ Discuss the roles of businesses and foods and drinks industry in making healthier products and developing responsible marketing
✓ Explore how to drive health improvements and ensure action is taken at all ages to avert the consequences of excess weight
✓ Examine the roles of communities and schools in ensuring the wellbeing of children and building a support system for parents

Who Should Attend?

- Obesity Practitioners
- Child Obesity Practitioners
- Health Visitors
- Public Health Practitioners
- Mental Health Practitioners
- Family Health Teams and Outreach Workers
- Family Nurse Partnerships
- General Practitioners
- Heads of Children’s Services and Teams
- Pre-School, Infant School, Primary and Secondary School Head Teachers and Staff
- Youth Services and Leisure Services
- Food and Drinks Industry Professionals
- Health Service Professionals
- Midwives
- Maternity Care and Midwifery Organisations
- Maternity Support Workers
- PCTs
- Nutritionists and Dieticians
- NHS Training Departments
- Commissioning Directors
- Parent Participation Teams
- Parental Engagement Teams
- Paediatricians
- Occupational Health Managers
- Teenage Pregnancy Coordinators and Advisors
- Local Pregnancy Advisory Services
- Heads of Early Years
- Play Groups and Sure Start Centres
- Social Workers and Social Services Officers
- Social Exclusion and Neighbourhood Renewal Teams
- Family Planning Clinics
- Health and Safety Managers
- HR Professionals
- Occupational Health Professionals
- Catering Managers and Catering Suppliers
- Sports Colleges and Centres
- Citizen’s Advice
- Integrated Disabled Services
- Local Education Authorities
- Safeguarding Children Teams and Local Safeguarding Boards
- Voluntary and Community Organisations
- Third Sector Practitioners and Organisations
- Trade Unions
- Equality, Diversity and Human Rights Practitioners
- Academics
- Local Authority Officers and Councillors
- DfE, DoH and Other Central Government Departments and Agencies

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ

Enquiries: 0845 606 1535

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- Professor Dame Sally Davies, Chief Medical Officer for England, October 2011
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Programme

09:30 Registration and Morning Refreshments

10:15 Chair’s Welcome and Introduction

10:30 Panel Session One: 
Healthy Lives, Healthy People: Towards a Life Course Approach
• A Call to Action – Delivering Results through the National Campaign to Reduce Excess Weight
• The Calorie Reduction Target – Cutting Back on Five Billion Calories a Day and Creating a Universal System of Nutritional Labelling
• Responsibility Deal, Responsible Marketing – The Role of the Food and Drinks Industry, Their Influence on Purchasing Habits and Implications
• Raising Awareness of the Risks of Physically Inactive and Unhealthy Lifestyles and Providing Support to High-Risk Groups
• Assessing the Role of Employers in Promoting a Healthy Lifestyle to Prevent Work Absenteeism

11:15 Morning Refreshments

11:30 Open Floor Discussion and Debate with Panel One

12:30 Networking Lunch

13:30 Panel Session Two: 
Prevention and Early Intervention – Working Together to Combat Obesity from an Early Age
• Working in Partnership to Tackle Obesity - Engaging with Partners and Communities in Exploring Solutions to Living Healthily
• Change4Life - Encouraging Physical Activity and Promoting Sport and Assessing the Extent to Which the Olympics Have Been Utilised by Adults and Children
• Prevention and Early Intervention – Providing Advice and Support to New Parents and Families and Working to Reduce Preschool Obesity
• Ensuring the Health and Wellbeing of Children in Schools and the Importance of Food Education and Cooking Skills to Give Children a Healthy Start in Life
• Role of Schools in Meeting the Government’s New Nutrition Guidelines in Early Years to Encourage Positive Physical and Intellectual Development

14:15 Afternoon Refreshments

14:30 Open Floor Discussion and Debate with Panel Two

15:30 Chair’s Summary and Closing Comments

15:40 Networking Reception

16:30 Close

**Please note that the programme is subject to change without notice**

Event Details

Date: Tuesday 3rd July 2012
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events

International Student Recruitment: Understanding and Working with the Points Based Immigration System
12th June 2012

The New Adoption Action Plan: Towards a Fairer and Faster Process
13th June 2012

Putting Full Recovery First: Redrawing the Drug Strategy Roadmap
14th June 2012

The Government’s Alcohol Strategy 2012: Calling Time on Binge Drinking and Alcohol Fuelled Violence
19th June 2012

Countdown to the 2020 Sustainability Target: Unlocking the Power of Renewable Energy
26th June 2012

HR and Employment Law: Shaping the Flexible Workplace of the Future
26th June 2012

Implementing The New Early Years Foundation Stage Framework
27th June 2012

5th Annual Sexual Health and Young People Symposium: The Next Steps in Integrating Local Service Delivery
27th June 2012

Meeting the Challenge of Dementia: Raising Awareness and Improving Care Standards
28th June 2012

The Future of Family Policy: Working in Partnership to Support Strong and Stable Parenting
10th July 2012

Improving Attendance and Behaviour in Schools
11th July 2012

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We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk
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**Signed**

**Date**

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