

Introduction to Research (BMHP5005)

Viva Voce Childhood Obesity

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Introduction

- Childhood obesity is serious problem in United Kingdom.
- Around 1 in 3 children are obese by the time they leave primary school.
- Obesity harms children
- The costs of obesity are significant to economy, NHS and Social care.

(UK Parliament, 2021)



Aim and objective

- Investigate the effectiveness of diet, physical activity and measuring BMI programmes to reduce obesity risk in childhood.
- Analyses childhood obesity in published randomized controlled trails and evaluate findings.

Methods

- Systematic Literature review of randomised controlled trials in the United Kingdom in the past 5 years. Intervention for preventing overweight or obesity in school age children.
- The keywords used for research: pediatric obesity, Childhood obesity, weight management, behavior changes, interventions, prevention, UK, England.
- The database was research in PubMed on University Library website. As well as Google Scholar.
- The inclusion was only UK based trails and involved 9-11 years old children with a concern of overweight condition.



Literature Review

Author(s), title, and year of publication	Aim of study	Methods and Sample size and characteristics	Summary of main findings
Coates, A.E. et al. (2019) <i>Social Media Influencer Marketing and Children's Food Intake: A Randomized Trial</i>	Examine the impact of social media marketing snack food on children's intake of snack food.	A randomised trail of 176 children of which was 105 girls (ages 9-11 years) in UK. Social media influencer towards snack food intake intervention.	The marketing of unhealthy snack had significant effect on intake. However, there were no much impact or effect on intake of healthy snack.
Lloyd, J. et al. (2018) <i>Effectiveness of the Healthy Lifestyles Programme (HeLP) to prevent obesity in UK primary-school children: a cluster randomised controlled trial</i>	Recognise if schools involvement could have impact towards controlling weight gain in school age children.	Randomised controlled trail was done in 32 schools in Southwest England. 1244 children (ages 9-10 years) was involved and BMI data collected.	The intervention achieved high levels of engagement. However the research found no evidence of intervention to preventing childhood obesity.
Sallis, A. et al. (2019) <i>Improving child weight management uptake through enhanced National Child Measurement Programme parental feedback letters: A randomised controlled trial</i>	Explore the use of weight management services in order to prevent or control children overweight.	Randomised controlled trial was conducted in 283 schools in England. Participants 2642 children (ages 10-11 years) of which 1270 was overweight and received intervention letter and 1372 was very overweight and received control letter.	There was a low response of 268 parents returned the feedback questionnaire that could indicate that the components of the letter did not effectively change parents beliefs in recognising excess weight in their children.

Results

- Results suggest that social media have a significant effect towards intake of unhealth snack with no effect on health snack food.
- Results found that in complex interventions with a high level of engagement could face challenge in some case fail to change diet, physical activity behaviors and have effect on weight status.
- In the case of low response of the feedback from participants could the be very difficult to determine the outcome of the trail.



Discussion

- The impact of social media towards food advertisement may have effect towards weight again in the time to come.
- Schools are the ideal environment for intervention but don't have enough sources and effectives to intervene in the family- based environment.
- Evidence was found in psychological intervention such as challenge to recognise of own children weight status.



Conclusion

This research signifies that childhood obesity remains a major health issue across the United Kingdom. It requires further interventions involving School- base, family environment as well as social aspects to explore the effectiveness in preventing childhood obesity.



References

Coates, A.E. et al. (2019) *Social Media Influencer Marketing and Children's Food Intake: A Randomized Trial*, 143(4). DOI: [10.1542/peds.2018-2554](https://doi.org/10.1542/peds.2018-2554)

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