

ROSEMOND. Y. ASANTE

MODULE: COMMUNITY CARE AND DEVELOPMENT

MODULE CODE: BMHP6022

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ASSIGNMENT TITLE: Assessment Component 1 Viva Voice



Topic: obesity in school age children in Borough of Basildon



INTRODUCTION

- obesity is excessive fat accumulation that present a risk to health
- A body mass index (BMI) over 30 is considered obese
- Obesity is associated with risk of type two diabetes, cardiovascular and stroke.

(WHO, 2021).

- Obesity has been recognised as one of the leading cause of death and disabilities worldwide Naidoo and Wills, 2016).



PROBLEM

- Nonetheless obesity is one of the major health problems in the Borough of Basildon
- In Basildon about 20.2% children in their reception age are obese and;
- About 33.7% of pupils in year 6 are classed as obese
- This statistics is higher than that of the entire Essex which is peg at 19.6% and 32% respectively.

(JSNA, 2019)

Summary of obesity in Basildon

Reception Year (age 4-5 years)

In 2017/18:

- 0.7% of children were classified as underweight.
- 20.2% were classified as overweight (including obese)
- 8.8% were classed as Obese (including severely obese)

(Essex Average = 0.8%, 21.1%, 8.59%)

Year 6 (age 10-11 years)

In 2017/18:

- 33.7% were classified as overweight (including obese)
- 19.7% were classed as Obese
(Essex Average = 32.2%, 20.1%)
- Out of those who are obese 4.3% are severely obese ranking the 3rd highest in Essex County

The proportion of adults aged over 16 years in the county meeting the recommended fruit and vegetable intake of 5 portions on a 'usual day' was 55.96% in 2016/17, lower than the Essex average of 57.44%.



In Basildon in 2016/17 70.47% of adults were classed as overweight or obese, slightly higher than the Essex average of 63.6%



And was ranked as the highest prevalence across Essex District as compared to Uttlesford average of 55.32% which is the lowest prevalence in Essex District

DEMOGRAPHIC

Basildon is the second largest local authority in Essex in terms of population size. It borders Chelmsford to the North, Rochford District to the East, Borough of Castle point to the South East and Borough of Brentwood to the West (Basildon Council, 2023).

Population: 185,862 based on 2018 census (11.9% are children below 18).

Ethnicity :

- White English 89.5%
- Asian 3.7%
- Blacks 2.5%
- Mixed 2.4%

(JSNA, 2019)



DEMOGRAPHIC CONT'D

Language: English is the main language (95.6%)

Religion

- Christianity 47.9%
- Muslim 1.63%
- Religions make up 4.3%



PREVALENT HEALTH ISSUES IN BASILDON

- Mental health
- Cancer; which kills 131 people out of 100,000 populations
- **Obesity which affects about 43.3 of the entire population of Basildon**
- Cardiovascular diseases which kills 62.6 persons per every 100,000 population and;
- Diabetes affects 23.49 per 100,000 population

Source: (JSNA, 2019)

Physical Activity & Inactivity in Basildon

26.28% Basildon residents are inactive

(less than 30 minutes per week)

23.9% - Essex average

5 districts have inactivity levels higher than the Essex and national averages



- Active
- Fairly Active
- Inactive

There has been a 2% point increase in physical activity since 2015-16...

37,300 more people active

11,400 less people inactive

There have been significant increases in activity in Braintree, Maldon and Brentwood as compared to Basildon.



Inactivity in Basildon increases with deprivation

Inactive is most prevalent in most deprived quintile in Basildon representing 31%



CAUSES OF OBESITY

- Unhealthy diet which may be due to inequality and Unemployment
- Lack of physical activities
- Genetics
- Health Conditions and certain medications

(Essex County Council, 2016)



INEQUALITIES / DEPRIVATION IN BASILDON

- Basildon is ranked as the 3rd most deprived district out of the 12 in the county of Essex
- 7270 children and young people are from low income households which is the 2nd highest rate in Essex
- Children from deprived background are twice likely to be obese

(Essex County Council, 2016; JSNA, 2019)



POLICIES/STRATEGIES AIMED AT TACKLING OBESITY IN BASILDON

- Best start for young people which provides health visits, nutritional advice, free healthy food and school nurses services to children age 0-19
- Provision of play areas and maintenance of public realm and green spaces to encourage physical exercise enshrined in Basildon leisure and culture policy
- Supporting vulnerable people enshrined in the Basildon Housing strategy and Basildon strengthen community policy
- 'TUCK IN' health choice campaign which aims at partnering with independent caterers offering healthy takeaways made with healthy ingredients to residents of Basildon

(Basildon Council 2021)

COMMUNICATING HEALTH INFORMATION IN BASILDON COMMUNITIES

- In sharing health information the Basildon Council has launched the community model campaign which focused on digital first, that is bringing traditional method into digital space (Mid and South Essex NHS, 2022)
- These digital first idea has been incorporated in all strategies aimed at reducing obesity in Basildon with some of such strategies are listed on the next slide



USE OF DIGITAL MEDIA IN ADDRESSING OBESITY IN BASILDON

- My Weight Matters program on healthy eating, portion management and keeping active, delivered either face to face, through telephone calls, and virtual groups
- Sound Doctor which uses high quality films, animations and tips from healthcare professionals , to generate online educational course to help manage weight.
- Child life service which children and their families can sign on the internet. The course is delivered through telephone calls, video downloads or through face to face

RECOMMENDATIONS

- providing counseling to parents and caregivers on nutrition
- Awareness on regular physical activity
- exclusive breast feeding in the first 6 months

(WHO, 2017)

- Schools should be encourage to constantly market the universal free school meals
- Initiative programs such as local walking, exercise, healthy cooking, commercial and environmental weight loss groups

(ECC, 2016)

- Works towards the behaviours change strategies (NICE, 2021).



CONCLUSION

In Basildon, the obesity crisis could become a "ticking time bomb" if practical solutions are not implemented. In light of this, transformational change that involves the use digital technology and local partnerships need to be implemented.

Moreover, implementation of Evidence base practices (recommendations) that aim at reducing obesity need to be strongly led and supported.



Thank you



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