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Module Name- Changemakers: Creativity and Value Creation

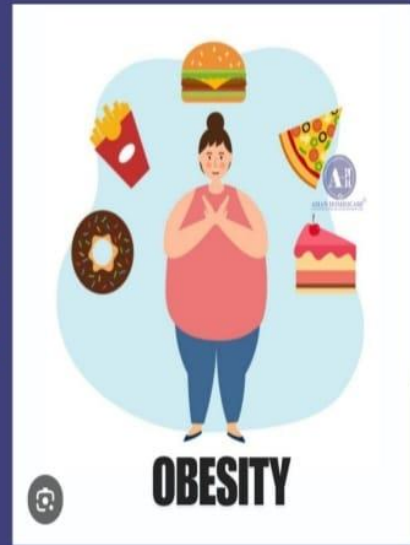
Module Code- BMHP5014

Assignment Title- Component 2: Assignment Report

Submitted on 19/12/2025

INTRODUCTION

A significant public health concern in the UK and around the world is obesity. 29% of adults are obese, and 64% are overweight or obese, according to the Health Survey for England (2022–2023). Type 2 diabetes, cardiovascular disease, musculoskeletal ailments, mental health issues, and some malignancies are among the major health conditions that obesity raises the risk of. Additionally, it exacerbates social and economic inequality by making it more difficult for people to find work and lower their income. Obesity is one of the main causes of death and disability in England, according to the Global Burden of Disease research (2021). Furthermore, according to Public Health England (2023), obesity was a direct cause of 8,716 hospital admissions, and it was a contributing factor in nearly 1.2 million admissions in 2022–2023.



Obesity assignment.pdf

OBESITY STATISTICS IN THE UK

24.9% of adults are obese
One in four British adults are obese

62% of adults are classified as overweight

Obesity levels in the UK have more than tripled in the last 30 years

24% of British men are obese, which is the second highest rate in the world

26% of British women are obese, which is the second highest rate in the world

Three in ten boys and girls aged 2 to 15 were classed as either overweight or obese

The United Kingdom spends 48 billion pounds a year dealing with health care and social causes related to obesity.

The Future of Obesity in the UK

At current rates, there will be 11 million more obese adults by 2030

7 million cases of diabetes

6.5 million cases of heart disease and stroke

500,000 additional cases of cancer

Healthy steps UK: A community based digital initiative to tackle Initiative

- A new obesity health innovation program has been introduced by the UK government and NHS, with financing from the government and pharmaceutical giant Lilly totalling up to £56 million. By increasing access to comprehensive weight management treatment via digital platforms, community based programs, and pharmacies, the effort hopes to lessen the burden on NHS services. As early as summer 2026, novel obesity support might be made available to eligible patients throughout the United Kingdom. By focusing on prevention rather than treatment, addressing health disparities, and lowering the estimated £11 billion yearly cost of obesity to the NHS, the program is in line with the NHS 10-Year Health Plan.
- In the UK, obesity affects both adults and children and is a serious public health concern. In 2022, 64% of people were overweight or obese, and childhood obesity rates were still high, especially for children aged 10 to 11. Children in underprivileged communities are twice as likely to be fat due to the significant correlation between obesity and socioeconomic hardship, underscoring the need for efficient preventative measures.
- In England, the prevalence of obesity in adults and children is high and continues to rise, making it a serious public health concern. 64% of adults were overweight in 2019, with 28% of them being obese. Type 2 diabetes, cardiovascular disease, and some malignancies are among the major long-term illnesses linked to obesity, which lowers quality of life and increases mortality.
- Socioeconomic disadvantage is closely associated with obesity. The disparity between the most and least deprived populations is growing, and obesity rates are much greater in the most impoverished communities. Both adults and children exhibit these disparities, with children living in impoverished areas having a significantly higher risk of obesity. This discrepancy is caused by a number of factors, including unfavourable local surroundings, fewer opportunities for physical activity, and restricted access to reasonably priced, healthful food.
- The NHS is under increasing pressure due to rising obesity rates. In 2019–20, obesity was connected to over a million hospital admissions and significant associated expenses. Fragmented approaches have hindered growth despite numerous national measures. To prevent obesity and lessen health disparities, the NHS, local governments, and community partners must work together in a coordinated, whole-system approach.
- In England, obesity is a significant public health issue that is directly related to health disparities and mounting strain on the National Health Service (NHS). High and enduring rates of obesity underscore the shortcomings of disjointed policy approaches, especially in underprivileged populations. To enhance population health and lower long-term demand on NHS services, a coordinated, preventative, whole-system strategy that incorporates social care, healthcare, and community assistance is crucial.

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B.) PITCH

INTRODUCTION TO THE PITCH

The NHS Digital Weight Management Programme, which was implemented nationwide in July 2021, provides customised care to adults with obesity and related conditions like diabetes and high blood pressure through referrals from general practitioners and community pharmacies. Preliminary research indicates that digital delivery improves accessibility, particularly for people from disadvantaged areas, working-age adults, and members of ethnic minorities. The program demonstrates equitable participation and comparable weight loss outcomes across socioeconomic and ethnic groups, highlighting the effectiveness of customised, digitally delivered weight management support.

B. UK RATIONALE FOR HEALTHY STEPS

Obesity is the term for excess body fat, which increases the risk of adverse health effects. In the UK, one in five children and one in four adults between the ages of ten and eleven are obese. Body mass index (BMI) is the most widely used way to assess one's weight status. Other ethnic groups have lower restrictions because lower BMI levels are linked to more serious health issues, whereas adults with a BMI of 30 or higher are deemed obese. Despite its limitations, BMI is nevertheless a valuable screening tool in public health and clinical settings. In order to more accurately assess central obesity, the waist-to-height ratio is frequently used in conjunction with BMI; a ratio of 0.5 or higher indicates increased health risk. Early detection and prevention of obesity-related disorders are supported by these actions.

C. COMPLIANCE WITH LAW AND POLICY

HealthySteps UK is strongly aligned with the existing legislative and policy frameworks for health and social care in the UK, which place a high priority on digital innovation, integrated care, and prevention. In order to enhance population health outcomes, the NHS Long Term Plan (2019) places a strong emphasis on the use of digital technology, individualised care, and early intervention. In community settings, HealthySteps UK provides individualised, digitally enabled lifestyle support to help achieve these goals.

Additionally, the project is in line with the UK Government's Tackling Obesity Strategy (2020), which aims to empower people to make healthier decisions and lessen health inequities. HealthySteps UK focusses on poor and high-risk groups in order to address the socioeconomic determinants of health and promote health equity.

HealthySteps UK is required by law to follow the Health and Care Act (2022), which promotes collaboration between health and social care through Integrated Care Systems. The program adheres to NICE guidelines on obesity prevention and management in order to guarantee evidence-based practice. Confidentiality and data protection are maintained in compliance with the Data Protection Act (2018) and the UK GDPR, ensuring the safe and ethical processing of personal health information.

D. The function of professionals in health and social care

It is widely accepted that obesity is a complex public health issue that requires a whole-systems approach that considers environmental factors, personal behaviour, and social determinants of health. Evidence from NIHR-funded research shows that single, short-term treatments are often insufficient, particularly in impoverished regions where access to healthy diet and chances for physical exercise are limited. Research indicates that environmental interventions, such as improving eating environments, restricting the promotion of foods high in fat, salt, and sugar, and promoting active transport, can be more effective and equitable than treatments that just concentrate on altering human behaviour. In order to implement these initiatives through public health, transportation, education, and planning services, local governments are crucial. In order to improve long-term population health outcomes, reduce the prevalence of obesity, and address health disparities, a coordinated strategy that combines community-level action with national policy and NHS support is essential.

E. ASSISTANCE WITH THE TARGET DEMOGRAPHIC

Approximately two-thirds of adults and a significant portion of children at the end of elementary school in the UK suffer from obesity, a major long-term public health concern. The highest frequency in disadvantaged regions exacerbates health inequities from a young age. In addition to increasing the risk of a number of chronic conditions, including type 2 diabetes, cardiovascular disease, and several forms of cancer, obesity is associated with lower mental health outcomes. By altering food environments and improving consumer awareness through programs like calorie labelling and bans on the promotion and advertising of foods rich in sugar, fat, and salt, the UK government's Tackling Obesity strategy (2020) heavily emphasises prevention. The proposal also pushes the NHS to offer additional programs for controlling weight. This policy orientation strengthens the case for comprehensive, preventative measures that improve access and reduce inequality.

F. PROMOTING COMMUNITY AND PUBLIC INVOLUTION

Health and social care professionals play a crucial role in avoiding obesity by detecting the condition early, offering consistent advice, and directing patients to the appropriate therapies. All Our Health and other national standards highlight how important it is to employ regular interactions to support a healthy weight throughout life. Healthcare, education, social services, and community groups must work together as a whole to reduce health inequities and encourage long-lasting behaviour change.

G. Utilising Technology to Boost Performance.

Evidence from Second Nature, a digital weight management program recommended by the NHS, demonstrates that long-term, clinically significant weight loss can be achieved remotely. Participants reduced an average of 11.8% of their body weight after two years; findings were consistent across ethnicity, deprivation, and diabetes status, suggesting equal efficacy. This supports the feasibility of obesity treatments that are inclusive, digitally administered, and consistent with NHS primary care pathways.

H. Risk management and challenges

Teenage obesity can be prevented by IT-supported therapies, particularly wearable technologies and smartphone apps, when combined with nutrition, exercise, and psychological support, according to data from a recent thorough analysis. The review highlights the importance of whole-systems and blended methods by demonstrating that digital technologies function best when integrated across settings such as families, schools, and healthcare institutions. Instead of using digital technology as a stand-alone treatment, these findings support its usage as an adjunct to professional and community-based care.

CONCLUSION

In conclusion, a variety of behavioural, social, economic, and environmental factors contribute to obesity, which is still a complex and persistent public health issue in the UK. Its increasing prevalence significantly affects people's physical and emotional well-being as well as their quality of life, which puts a lot of pressure on the NHS and social care organisations. Despite their importance, current treatments often lack the preventative, integrative, and community-focused elements needed to yield long-term and fair effects. By combining digital technology with professional and community-based support, HealthySteps UK offers an innovative and sustainable solution. The initiative closely aligns with national policy goals, including the NHS Long Term Plan, the Tackling Obesity Strategy, and the Health and Care Act, by promoting early intervention, tailored care, and integrated collaboration across health and social care systems. By concentrating on high-risk and underprivileged neighbourhoods, HealthySteps UK also contributes to better population health outcomes and reduced health inequities. In general, HealthySteps UK is a scalable, research-backed approach to managing and preventing obesity. Adoption could improve individual well-being, reduce long-term demand on NHS services, and advance a more preventative and egalitarian health and social care system in the United Kingdom.

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