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Help  
stop  
childhood  
obesity

Our ambition  
 is to be the first major nation  
**to reverse the rising tide**  
 of obesity and overweight  
 in the population  
 by ensuring that everyone  
**is able to achieve**  
**and maintain**  
 a healthy weight.

Our initial focus  
 will be on children:  
**by 2020,**  
**we aim to reduce**  
**the proportion of overweight**  
 and obese children  
 to 2000 levels.

### It's a race against time

If we carry on as we are, 90% of today's children could be overweight or obese by 2050. Changes have to be made now if we are to stem the rising tide of obesity.

The Government Office for Science's Foresight Report concluded that issues of modern day life, such as new technological progress, labour-saving devices, sedentary jobs and lifestyles, and abundant food make it increasingly hard to maintain a healthy weight. It goes on to suggest we are likely to face a financial cost to the NHS and the wider economy of £50 billion by 2050.

The Government recognises it has a significant role to play to counter the trend towards obesity, but is aware it cannot do it alone. That is why the Department of Health has developed Change4Life – a coalition across society of health and education professionals, the third sector, community groups, supermarkets, food manufacturers and the media to address the issue together. Ultimately, people have to take responsibility for their own activity and diet, but the Government has an obligation to enable and support health promoting choices around food and exercise.

Following the evidence from the Foresight Report, the Government's drive to tackle obesity is targeting five key areas:

- Children: healthy growth and healthy weight
- Promoting healthier food choices
- Building physical activity into our lives
- Creating incentives for better health
- Personalised advice and support

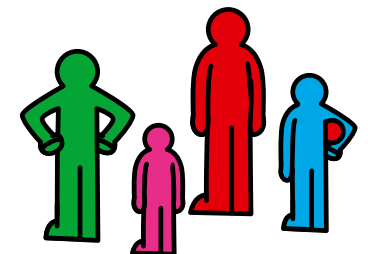


In the UK alone,  
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The problem of child obesity is a global trend. In the UK alone, there are 1 million obese children under the age of 16. Around the world there are over 22 million under-fives who are overweight. These soaring rates in obesity have led to an increase in childhood type II diabetes and will lead to more future cases of heart disease, osteoarthritis and some cancers (source: [www.bma.org.uk](http://www.bma.org.uk)).

The Government's goal is to be 'the first major nation to reverse the rising tide of obesity and overweight in the population'. Obesity is a complex issue and one that needs to be tackled by the whole of society. Cross-Government funding of £372m (over three years: 2008/09 – 2010/11) has been allocated for a range of initiatives, including creating healthy schools, workplaces and towns, and working with PCTs and Local Authorities on guidance for local action. With £65.9m invested in PCTs in England this year (2008/09), many excellent projects have already started which engage families, health care practitioners and the community.

The Change4Life movement will spearhead this ambitious work.



Change4Life  
is a society-wide movement  
**that aims to prevent people from  
becoming overweight  
by encouraging them  
to eat well  
and move more.**

Obesity is recognised as a problem which stretches across all ages and all socio-economic groups. We consulted with leading researchers and experts in developing the Change4Life campaign. It will target families with children aged 0-11, since with these families we have an opportunity to prevent the conveyor-belt effect of weight gain in childhood, translating into habits that lead to obesity in adulthood. We will focus on families whose current attitudes and behaviour place them most at risk and those with the potential for greatest change. By 2020 we aim to reduce the proportion of overweight and obese children to 2000 levels.

Research tells us that many parents are unaware of the link between obesity and preventable illnesses, such as diabetes, heart disease and some cancers. It also shows us that people will only change their behaviours if they believe that everyone around them is changing too.

For Change4Life to be successful it has to appeal to everyone, so we are calling on support and action from all quarters of society; that includes health and education professionals, charities, Government agencies, the media and stakeholders in the private sector. With this support we can influence huge areas of the population through a variety of different information channels, locations and events, making our message as relevant as possible to individuals.

### 3<sup>rd</sup> January 2009 – Change4Life launch day

On 3<sup>rd</sup> January a major advertising campaign will begin on TV, on billboards, in the newspapers and online. The first few weeks of messaging will help to put the sensitive subject of being overweight or obese in context. The approach will be sympathetic, not blaming the individual but highlighting the role of modern life (abundant food choices and sedentary lifestyles). It will also stress that we must start making changes now for the health of our children, and will point out where help and support can be found.

By March 2009, the focus of the advertising is set to become more personal and show real people making simple changes to their lives – for instance, changing to sugar-free snacks, cutting back on fat and generally being more active. All the advertising will be encouraging people to join in – like many others who have signed up in their community – to be part of this movement.

The public can get involved with Change4Life at [www.nhs.uk/change4life](http://www.nhs.uk/change4life) or by calling 0300 123 4567.\*



# Just 11.5% of parents with overweight or obese children recognise it.

Making parents more aware of the serious health implications of being overweight or obese is a vital objective of the Change4Life campaign. So building awareness about what families can do to live healthier lifestyles is essential, without condemning existing habits or beliefs. We took an evidence based approach, sought advice from the Healthy Weight, Healthy Lives Expert Advisory Group and drew on consumer insight that includes ethnographic research. We have worked steadily to identify realistic and achievable behaviours, in language that parents can relate to. Step by step, these behaviours can help to achieve long-lasting changes to lifestyles. These include:

## 1. Sugar Swaps

Swapping sugary snacks and drinks for ones that are lower in sugar can make a huge difference to kids' calorie intake.

## 2. Meal Time

It's important for kids to have regular, proper meals as growing bodies respond better to routine.

## 3. Snack Check

Many snacks are full of the things that are bad for us – sugar, salt, fat and calories. So try and keep a careful eye on how many the kids are having.

## 4. Me Size Meals

Even though they're growing, it's important to make sure kids get just the right amount for their age – not too little and not too much.

## 5. 5 A Day

It's easier than you think to give your kids five portions of fruit and vegetables a day.

## 6. Cut Back Fat

We all know too much fat is bad for us. But it's not always easy to tell where it's lurking.

## 7. 60 Active Minutes

Kids need to do at least 60 minutes of activity a day to help them stay happy and healthy.

## 8. Up and About

The way life is today means that most of us spend too long sitting down.



# Pointing people in the right direction.

There is existing guidance and resources available to help you support patients who are overweight or obese, including:

- Guidance issued by NICE ([www.nice.org.uk/cg43](http://www.nice.org.uk/cg43))
- Care Pathway resources produced by the Department of Health ([www.dh.gov.uk/obesity](http://www.dh.gov.uk/obesity))
- Healthy Weight, Healthy Lives: a toolkit for developing local strategies ([www.dh.gov.uk/obesity](http://www.dh.gov.uk/obesity))

What Change4Life can provide is preventative support and a pathway to empower healthy choices. Parents and children can be encouraged to make changes to their diet and activity levels, to join in with local events and maybe even become advocates for Change4Life themselves.

## Champions of Change4Life

The importance of health care professionals to the success of Change4Life cannot be over-emphasised. As trusted advisers, you are influential and many in the Health Service will be the first point of contact for families with at risk children. We need you to get behind the campaign. You can do this by putting up Change4Life posters and stickers, giving out leaflets and sign-posting the public to further information.

All the information the public needs to get involved will be at [www.nhs.uk/change4life](http://www.nhs.uk/change4life) or they can call the Change4Life helpline on 0300 123 4567.\*

## Co-branding

To create a unified message, there may also be the opportunity for you to use the Change4Life brand within your own communications. The Change4Life logo can be used on your materials (posters, leaflets or promotional items) as a co-brand, or as the main brand on any healthy living initiatives around improving diet and increasing physical activity levels.

If you are involved with developing healthy living initiatives in your area, you might consider using the sub brands from Change4Life, such as Walk4Life, Cook4Life or Bike4Life. You can also get more information about linking up with other groups in your area at the Change4Life website ([www.nhs.uk/change4life](http://www.nhs.uk/change4life)) or via your local PCT.

All the available branding material, logos and characters from Change4Life, along with guidelines on how to use them can be downloaded at [www.dh.gov.uk/change4life](http://www.dh.gov.uk/change4life). If you need any help please call our helpline for health care practitioners: 0300 123 1004\*.

## Further Information

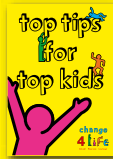
A range of information has been published and, as Change4Life grows, more will be made available at [www.dh.gov.uk/change4life](http://www.dh.gov.uk/change4life). Current materials include:

- The Government Office of Science's Foresight Report
- Consumer Insight Summary
- Healthy Weight, Healthy Lives: A Cross-Government Strategy for England
- MRC's The 'Healthy Living' Social Marketing Initiative: A review of the evidence
- Change4Life brand guidelines and brand assets
- Frequently Asked Questions about Change4Life
- 8 key behaviours
- Key statistics
- Healthy Weight, Healthy Lives: a toolkit for developing local strategies

Remember that additional materials to support the launch of Change4Life are also now available. Please refer to the order form at the back of this leaflet.

Together we can help today's children and their parents achieve a better and healthier future.

Please tick your quantity options.



### Top Tips For Top Kids' leaflet

A Change4Life leaflet which offers tips on how to reduce sugar and fat in kids' diets and increase physical activity. (Product Code C4L008)

Quantity Options  50  75  100



### Change4Life stickers for existing healthy living materials (48 per sheet)

Stickers that can go onto existing materials to show support and alignment with Change4Life. (Product Code C4L004)

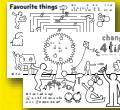
Quantity Options  1  2  3



### Change4Life posters

Double sided posters to raise awareness of the movement with details of where to find out more information. (Product Code C4L002)

Quantity Options  5  10



### Kids' activity and colouring sheet

Activity sheet aimed at young kids to keep them occupied in health care settings, (comes with crayons). (Product Code C4L006)

Quantity Options  30  50



### Change4Life event poster

A poster with Change4Life branding but with a space for you to advertise your own healthy living event or club. (Product Code C4L001)

Quantity Options  5  10



### 5 A Day leaflet

A leaflet with info about what constitutes 5 A Day and what a portion is. (Product Code 289517)

Quantity Options  50  100



### Window stickers (8 per sheet)

A Change4Life sticker to show you support the movement. (Product Code C4L003)

Quantity Options  1  2  3



### 5 A Day pocket guide

A small Z-card with info about 5 A Day that supports the leaflet. (Product Code 289557)

Quantity Options  50  100

Please deliver everything to:

Title
Name
Practice
Address
Postcode
Tel No.
Email

# If we carry on as we are 90% of today's children could be overweight or obese by 2050.



To order your support materials for Change4Life please complete this form and return it to DH Publication Orderline, PO Box 777, London SE1 6XH or call 0300 123 1002\* or visit [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk)



Obesity is recognised as  
**the number one  
public health challenge  
facing this country.**  
We need to take  
**action now.**

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C4L007 12p 102k Dec 08 (HOW).  
Produced by COI for the Department of Health.  
Gateway Reference 10968

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