

"successful approaches towards obesity prevention"

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² Capacity is leadership, skills/knowledge, structures, resources

³ Relevant environments are schools, homes, neighbourhoods, churches

⁴ Weight, BMI, BMI-z, waist, waist:height, %fat, prevalence of o/w+obesity



Pearson TA, Wall S, Lewis C, Jerkins P, Nafziger A, Weinehall L. Describing the "Black Box" of community intervention: Lessons from community-wide cardiovascular disease prevention program in the United States and Sweden. Scand. J. Public Health.

The pillars of the EPODE methodology

A **professional structure** to lead the programme (National Coordination Team) and **manage 4 key components**:







The world's largest obesity and NCDs prevention network

EIN: An NGO to leverage EPODE's 20 years of successful experience in sustainable obesity and NCDs prevention

Member CBPs from around the world



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AMERICA:

Brazil - Agita Sao Paulo Chile - Elige Vivir Sano Mexico – Districto Federal Mexico – Aguascalientes 5-Pasos Mexico – Aguascalientes DIF Mexico - Durango 5-Pasos **Mexico - Edomex 5-Pasos** Mexico - Montemorelos **5** Pasos Mexico - Puebla 5-Pasos Aruba – Arub A « Riba »

EUROPE:

Belgium – VIASANO France – EPODE **Greece – PAIDEIATROFI Poland - Keep Fit!** Portugal – MUNSI **Romania – Sets Romania** – Traditions Slovakia – Sporttube **Spain – THAO** The Netherlands – JOGG Iceland – Everything affets us, especially ourselves

ASIA-PACIFIC:

Taiwan – Health Promotion Board Singapore – Health Promotion Board Australia – OPAL Victorian Australi - Prevention Community Mode New Zealand – Energize



In Valthermond wordt Drenthe weer gezond

ACHTERGROND PROJECT JOGG

• Prinses Máxima geeft aftrap aanpak dikke Drentse jeugd Voorlopig nog alleen praten en draagvlak cre-

Door Arend van Wijngaarden Valthermond Kinderen in Valthermond, dun, dik en normaal, gaan er voorlopig nog weinig van merken. Maar in hun woonplaats begint vanaf vandaag het project Valthermond gezond, als voorbeeld voor een Drentse aanpak van overgewicht. Prinses Máxima komt speciaal voor de gelegenheid naar de gemeente Borger-Odoorn en driehonderd kinderen dansen de speciale IOGG-move.

JOGG staat voor Jongeren Op Ge- laten bewegen. zond Gewicht en dat is een landelij- Foto: ANP/Valerie Kuypers ke organisatie die het groeiende

maakt JOGG afspraken met ge- extra sporten of een sinaasappel zonde leefstijl.

A Prinses Máxima komt naar Drenthe om de jeugd meer te

terschap van Paul Rosenmöller initiatieven. Maar van een keertje ken: combi-coaches. leven geroepen.

vlak' gecreëerd worden en moeter vooral de bewoners en kinderen zelf met ideeën komen. Alleen een eerste aanzet is er: er is een aantal speciale ambtenaren aan het werk overgewicht onder de jeugd een tegenover tal van goedbedoelde gegaan om sportverenigingen en halt toe wil roepen. Onder voorzit- sportieve en gezonde projecten en scholen beter te laten samenwei

Uiteindelijk moeten kinderen meenten en tal van bedrijven en or- extra worden kinderen niet echt toch wel degelijk iets gaan merken ganisaties in die gemeenten om sa- gezonder. Het moet elke dag, struc- van JOGG. Dagelijks vaker bewemen iets te doen tegen een onge- tureel, en daarvoor is JOGG in het gen, minder gemakkelijk ongezond voedsel krijgen, dergelijke zaken Dat valt lang niet mee, zo leert de Wat er onder de vlag van JOGG in In Frankrijk leidde een zelfde aar









'Veel seksuele intimidatie bii M verplegenden' h

"Moeders: mol

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JOGG is een van de deelconvenanten van het Convenant Gezond Gewicht. Begin deze maand werd het programma gelanceerd in Den Haag, Foto: ANP

Geef het gezonde voorbeeld

 Convenant Gezond Gewicht wil gezondste jeugd van Europa · Oproep aan kabinet om gezonde voorbeeld te









Overweight & Obesity in children Evolution in the pilot towns between 2008-2010 Baseline measurement in other Viasano towns in 2010

Prevalence of overweight and obesity 1st and 3rd kindergarten

Moeskroen Launched in 2007 53800 inhabitants 6390 children 3-12 Marche Launched in 2008 years 17427 inhabitants in 2012 2086 children 3-12 years

Reduction of 22% in the prevalence of overweight in the pilot towns



Reduction in the prevalence of overweight in Marche & Moeskroen

Children 1st & 3rd kindergarten







Stability of obesity in the pilot towns

Children in 1st & 3rd kindergarten



 A normal evolution since it is more difficult to intervene in obesity than in overweight through a prevention programme

Prevalence of overweight and obesity

1st and 3rd kindergarten/2nd and 6th primary school



18

In some towns the prevalence is already high at the age of 3! Prevalence of overweight and obesity in 1st kindergarten in 2009/2010



19

About 1 out of 4 children are overweight or obese at the age

Of 12 Prevalence of overweight and obesity in 6th primary school in 2009/2010



Management of overweight and obesity

Empowerment

Multi-component: Improved diet + more physical activity + behavior change

mend

Mind



Behavior change

Experiential learning and peer modelling



Exercise



Group-based physical activity

Land and water-based activities



Nutrition

Nutrition targets & education... ...high-impact demos... made real in a local supermarket



Do it!



Weight maintenance resources (MEND World)



Long-term central support



mendcentral.org



RCT: three-month outcomes improved at six months; maintained at 12 months











Sacher et al, Obesity, 2010



Program attendance, retention and BMI change: UK

	Feasibility	RCT	UK roll-out
Number	11	117	10,361
Mean attendance (%)	78	86	79
Retention (%)	91	97	89

90% of children reduce their BMI z-score after MEND 7-13

Physical activity





Nutrition education and modeling







Does one treatment package fit all?





>2.00



<1.04 BMI SDS

>1.04 BMI SDS

>2.00 BMI SDS

>3.00 BMI SDS

A tiered approach is necessary!

Gately P, Professor of Exercise and Obesity at Leeds Metropolitan University; Director of More Life (voorheen: CEO of Carnegie Weight Management Centre)



Weight loss journey



Gately P, Professor of Exercise and Obesity at Leeds Metropolitan University; Director of More Life (voorheen: CEO of Carnegie Weight Management Centre)

More Life

Gately P, Professor of Exercise and Obesity at Leeds Metropolitan University; Director of More Life (voorheen: CEO of Carnegie Weight Management Centre)





Where are the key problems that we may face in the next decade (greatest challenges)?

- sustainable political commitment
- sustainable public-private partnerships
- funding for quantitative and qualitative evaluation
- affordable local health care



Where are the roadblocks (greatest difficulties)?

- short-term political interests versus long-term health goals
- multisectoral approaches difficult of insufficient cocreation of values for various sectors
- infrastructure and funding for long-term qualitative and quantitative evaluations
- commercial pressures that undermine healthy choices
- political pressures to stress individual responsibility



What societal impact might the outcomes of this research have?

- Effective integrated sustainable approaches for healthier lifestyles have many other benefits (education, safety, social integration, productivity, environment).
- Lower demands on health care.
- Improved quality of Life and societal participation



Recommendations for the future of European obesity research.

• Frameworks and research-tools for the quantitative and qualitative evaluation of integrated approaches (can also be used for other societal problems). Multidiciplinary research teams are needed.

- Roadmaps for the development of multisectoral and multistakeholder approaches.
- Effective interventions, effective implementation and effective integration.



European Obesity Research Conference: Thematic Recommendations

Public health and prevention

- Develop frameworks for effective implementation and integration of interventions (including sustainable public-private partnership and sustainable political commitment) and research tools for quantitative and qualitative evaluation of integrated approaches. Develop capacity building through multisectoral action
- Determine characteristics of favourable environments for all ages (especially for physical activity promotion) and key interactions of environment with perceptions of environments and personal/social determinants
- Assess the impact on obesity of the changing economic climate and the impact on inequalities of interventions
- Develop a pan-European surveillance system of obesity, its causes and consequences