



r e p o r t

**Scottish Public Health Network (ScotPHN)**

**Obesity Route Map Review 2014  
Policy Landscape**

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## **Introduction**

### **What's included?**

This document includes those Scottish Government policies which might have some impact on the rising obesity trend in Scotland, with policies running from 2008 to the present day. Some of these policies have been subsumed into other policies, for example Healthy Eating, Active Living has been swallowed by the Obesity Route Map, and there is a good deal of overlap between those promoting healthy eating and physical activity and those who specifically state their outcome to be Obesity abatement.

### **What's not included?**

This document focuses on the Scottish policies which might have some effect on obesity reduction. As the obesity epidemic has become a global epidemic many countries, particularly those in the developed world, have developed their own strategies e.g., Oklahoma project in the USA. However it would not be feasible to look at all these policies (many of which are remarkably similar) in the time-frame allowed and as Swinburn<sup>1</sup> notes no policy has yet reversed the obesity epidemic. In Northern France, the EPODE project<sup>2</sup> has shown some success with children and published peer-reviewed work relating to both these point is commented on in the literature review.

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<sup>1</sup> Swinburn BA, Sacks G, Hall KD, McPherson K, Finegood DT, Moodie ML, et al. The global obesity pandemic: shaped by global drivers and local environments. *The Lancet* ;378(9793):804-814

<sup>2</sup>Borys J-, Le Bodo Y, Jebb SA, Seidell JC, Summerbell C, Richard D, et al. EPODE approach for childhood obesity prevention: methods, progress and international development. *Obesity Reviews* 2012;13(4):299-315.

## Policy Drivers

The world changes constantly and policy develops with it. In recent years drivers of change include:

### Drivers of Policy

- Cheaper, high energy dense food
- Easy availability of energy dense food
- Increasing prevalence of long term conditions e.g., diabetes Type 2, CVD and high blood pressure and increasing multiple morbidity;
- Technological change, e.g., a greater number of people work in sedentary jobs with computers.
- Greater car ownership.
- Reductions in public funding due to the recession and current on-going harsh economic climate;
- Widening inequalities in health;
- The need to demonstrate outcomes not just process; and
- The need to consider the sustainability not just of organisations and services, but also their impact on the environment.

## Glossary

|                |                                       |
|----------------|---------------------------------------|
| <b>FAHA</b>    | Food and Health Alliance              |
| <b>PAHA</b>    | Physical Activity and Health Alliance |
| <b>ScotPHO</b> | Scottish Public Health Observatory    |
| <b>SHeS</b>    | Scottish Health Survey                |

## Policy themes

These can be divided into 3 areas concerning Obesity. Those which would have happened upstream and therefore any impact would not be felt immediately but may have a longer term effect, midstream which may change behaviour to an extent and downstream which may have an immediate effect on behaviour and obesity.

| <b>Upstream Policy Themes</b>  |
|--|
| Reducing Health Inequalities<br>Reducing Child Poverty<br>Agencies working together effectively<br>Looking at outcomes rather than just process<br>Sustainable changes to infrastructure rather than focussing on behavioural change.<br>Focus on industry providers and economic levers of change<br>Changing cultures of food and travel |
| <b>Midstream Policy Themes</b>   |
| A shift towards Prevention<br>Focus on health and wellbeing<br>A focus on the infant and early years<br>Producing informed consumers   |
| <b>Downstream and Immediate Policy Themes</b>  |
| Healthy School food<br>Promoting behaviour change<br>Sports<br>Active travel   |

## Appendix 1

Policies and strategies affecting obesity in Scotland, listed by outcome.

These are listed primarily by outcome, as while many may not have obesity abatement as a primary outcome there is some evidence that they may have some effect.

### Formally Recognised Outcome: Obesity Abatement

Obesity Route Map Review

<http://www.scotland.gov.uk/Publications/2011/03/17104457/0>

Recipe for Success

<http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry/national-strategy>

Healthy eating Active living (2008-2011)  
(subsumed into Obesity Route Map)

Let's make Scotland More Active:

<http://www.scotland.gov.uk/Publications/2003/02/16324/17895>

Maternal and Infant Nutrition Framework:

<http://www.scotland.gov.uk/Publications/2011/01/13095228/0>

Child Healthy Weight (2011-2014)

<http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Healthy-Eating/Child-Healthy-Weight>

Better Eating, Better learning

<http://www.scotland.gov.uk/Publications/2014/03/1606>

Good Places, Better Health

<http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Good-Places-Better-Health>

Data from ScotPHO

<http://www.scotpho.org.uk/clinical-risk-factors/obesity/key-points>

### **Focus on Healthy and Active Living**

Becoming a Good Food Nation (under consultation):

<http://www.scotland.gov.uk/Resource/0045/00453219.pdf>

National Planning framework 3:

<http://www.scotland.gov.uk/Topics/Built-Environment/planning/National-Planning-Framework>

Implementation Plan: A More Active Scotland:

<http://www.scotland.gov.uk/Resource/0044/00444577.pdf>

Cycling Action Plan (updated):

<http://www.scotland.gov.uk/Publications/2010/06/25103912/0>

Walking strategy:

<http://www.scotland.gov.uk/Publications/2014/06/5743>

Youth Sports strategy:

<http://www.scotland.gov.uk/Publications/2014/06/7317>

Schools Act: <http://www.scotland.gov.uk/Publications/2008/05/08160456/4>

Curriculum for Excellence: Health and wellbeing

<http://www.scotland.gov.uk/Topics/Education/Schools/HLivi>

Active and Healthy Ageing Action Plan 2014-2016

[http://www.alliance-scotland.org.uk/download/library/lib\\_5359050f69fed/](http://www.alliance-scotland.org.uk/download/library/lib_5359050f69fed/)

### **Upstream Impact**

Transport strategy:

<http://www.scotland.gov.uk/Resource/Doc/157751/0042649.pdf> 2006

Getting It Right For Every Child (GIRFEC):

<http://www.scotland.gov.uk/Topics/People/Young-People/gettingitright>

Early Years framework:

<http://www.scotland.gov.uk/Publications/2009/01/13095148/1>

Early Years Collaborative:

<http://www.scotland.gov.uk/Topics/People/Young-People/early-years/early-years-collaborative>

Play Strategy:

<http://www.scotland.gov.uk/Resource/0043/00437132.pdf>

Child Poverty Strategy:

<http://www.scotland.gov.uk/Publications/2011/03/14094421/0>

Community Engagement Bill

<http://www.scotland.gov.uk/Topics/People/engage/cer>

Equally Well

<http://www.scotland.gov.uk/Publications/2010/06/22170625/0>

Christie Commission

<http://www.scotland.gov.uk/About/Review/publicservicescommission>

## Appendix 2.

### Policy Bibliography

This bibliography details name and date of policy, brief description, if any monitoring or surveillance is being undertaken and links to the original document and any evaluation reports published. It should be noted that some of policies are still at the consultation stage and other are approaches rather than a detailed scope.

A

#### **Active and Healthy Ageing Action Plan 2014-2016**

Has strand to improve older people's nutritional health amongst other healthcare pathways

<http://www.alliance-scotland.org.uk/news-and-events/news/2014/04/launch-of-scotlands-active-and-healthy-ageing-action-plan-2014-2016/#.VKvEY7dFDct>

**Monitoring and Evaluation:** No

B

#### **Becoming a Good Food Nation** (under consultation):

Share themes with Recipe for Success. Focus on industry growth and food providers put also a focus on food culture at all levels, especially at school via curriculum for excellence, also discussion on local food and children's diet.

<http://www.scotland.gov.uk/Resource/0045/00453219.pdf>

**Monitoring and Evaluation:** Not yet applicable

C

#### **Child Healthy Weight**

Targeted interventions to reduce the rate of increase of children's BMI

<http://www.healthscotland.com/scotlands-health/evaluation/programme/evaluation-H3.aspx>

**Monitoring and Evaluation:** Dedicated monitoring and evaluation strategy

<http://www.healthscotland.com/documents/22544.aspx>



**Child Poverty Strategy**

Aims to improve children's wellbeing by maximising household resources and improving outcomes.

<http://www.scotland.gov.uk/Publications/2014/03/5304>

**Monitoring and Evaluation:** Not yet

**Christie Commission**

Amongst other strands, using a preventative approach with the public sector to reduce inequalities and improve health.

<http://www.scotland.gov.uk/About/Review/publicservicescommission>

**Monitoring and Evaluation:** Not yet

**Community Engagement Bill**

Consultation to involved communities in their own decision making and to source input from the community

<http://www.scotland.gov.uk/Topics/People/engage/empowerment>

**Monitoring and Evaluation:** No

**Curriculum for Excellence: Health and wellbeing**

School guidance in order to apply informed decisions to mental, physical and emotional wellbeing including healthy lifestyle and sustainable health decision making.

<http://www.scotland.gov.uk/Topics/Education/Schools/HLivi>

**Monitoring and Evaluation:** On-going and set against school evaluation under curriculum for excellence and HMI inspections

**Cycling Action Plan [\(updated\)](#)**

A framework to increase cycling uptake as a transport, sport and fun by changing infrastructure and improving skills.

**Monitoring and Evaluation:** Agreement to set up a cycle forum to monitor increase in cycling and data on cycling habits. Not necessarily monitoring of this policy action plan as data will come from Scottish Health Survey.

<http://www.scotland.gov.uk/Topics/Statistics/Browse/Health/scottish-health-survey>

## E

### **Early Years Collaborative:**

To ensure positive pregnancies, to ensure children reach their expected developmental milestones at 27-30 months and at end of primary school  
<http://www.scotland.gov.uk/Topics/People/Young-People/early-years/early-years-collaborative>

**Monitoring and Evaluation:** Indicators to monitor progress.

### **Early Years framework:**

An early intervention framework aiming to ensure equality of outcome an opportunity; identify those at risk and enable prevention; take affective action against risk; work with families and communities to develop their own solutions using accessible high quality public services.  
<http://www.scotland.gov.uk/Resource/Doc/257007/0076309.pdf>

**Monitoring and Evaluation:** No

### **Equally Well**

To reduce inequalities in health within the framework of sustainable economic growth

**Monitoring and Evaluation:** Dedicated monitoring and evaluation strategy  
<http://www.scotland.gov.uk/Publications/2010/06/22170625/0>

## G

### **Getting it Right for Every Child**

GIRFEC is a wellbeing approach which aims to ensure that anyone providing support to a child puts the young person and their family at the centre. It demands a named person and has a good practice network.  
<http://www.scotland.gov.uk/Topics/People/Young-People/gettingitright>

**Monitoring and Evaluation:**  
Not applicable

### **Good Places, Better Health**

An approach and method regarding how the physical environment can be used to improve health  
<http://www.scotland.gov.uk/Resource/Doc/254447/0075343.pdf>

**Monitoring and Evaluation:** Methodology for this approach is available online.

## H

### **Health Works**

Interventions to improve health and work and also networks and awards to improve people's ability to work

<http://www.scotland.gov.uk/resource/doc/295517/0091521.pdf>

### **Monitoring and Evaluation:** Health Works Review

Health Works Review

<http://www.scotland.gov.uk/Resource/0042/00422629.pdf>

### **Healthy Eating Active living (2008-2011)**

Aimed to support people in their food choices to become healthier, to enable them to become more physically active and to maintain or achieve a healthy weight. Focussed on behaviour change and targeted at different population groups and was subsumed into the Obesity Route Map.

<http://www.scotland.gov.uk/Resource/Doc/228860/0061963.pdf>

**Monitoring and Evaluation:** Supporting already existing bodies to evaluate e.g. SPARCOLL, PAHA, FAHA, Guidance to boards and strategies.

## I

### **Implementation Plan: A More Active Scotland:**

Legacy from the Commonwealth Games of 2014 hoping to inspire greater sport and activity in all areas of Scottish Life

<http://www.scotland.gov.uk/Resource/0044/00444577.pdf>

**Monitoring and Evaluation:** Milestones set and evaluation underway

## L

### **Let's make Scotland more Active**

Promoting of physical activity, attempt to change infrastructure and behaviour in order to promote physical activity in Scotland.

<http://www.scotland.gov.uk/Publications/2003/02/16324/17895>

**Monitoring and Evaluation:** Set as a priority and set in place, 5 year review showed that while monitoring was in place key shorter term/mid-term outcomes and indicators had not necessarily been set so it was difficult to determine change at this point.

### **Let's Get Scotland Walking**

Aim to bring back a culture of walking to Scotland by improving walking environments and promoting walking ensuring independent mobility for the population.

<http://www.scotland.gov.uk/Resource/0045/00452622.pdf>

**Monitoring and Evaluation:** Measuring change through extant indicators (high level) and already existing national statistics e.g. SHeS. Will also be evaluated as part of the [National Physical Activity Implementation Plan](#) and part of the games legacy.

## M

### **Maternal and Infant Nutrition Framework:**

Pregnant women have a healthy weight, have full understanding of infant feeding, are supported in breastfeeding and infants have a wide and varied healthy diet throughout early childhood.

<http://www.scotland.gov.uk/Publications/2011/01/13095228/0>

**Monitoring and Evaluation:** Indicators, National Statistics, plus monitoring and evaluation by partners.

## N

### **National Planning Framework 3**

Primary aim was to focus on supporting sustainable economic growth and the transition to a low carbon economy. As walking and cycling are both low carbon forms of transport, they are included, with a acknowledgement of their benefit to health and wellbeing.

<http://www.scotland.gov.uk/Topics/Built-Environment/planning/National-Planning-Framework>

**Monitoring and Evaluation:** Series of targeted indicators in development

## P

### **Play Strategy:**

To ensure a nation which values play as a life enhancing daily experience for children and young people in all environments.

<http://www.scotland.gov.uk/Resource/0043/00437132.pdf>

**Monitoring and Evaluation:** No

R

**Recipe for Success**

Strategy which focuses on several streams involving the food and drink industry, public sector, health and food security in a ways to promote both sustainability and economic growth. Led in partnership with 81 organisations, with obesity as a workstream within this focusing on food and drink reformulation and individual behaviour change.

<http://www.scotland.gov.uk/Resource/Doc/277346/0083283.pdf>

**Monitoring and Evaluation:** called for in strategy but may be monitored in separate streams

S

**Schools Act:**

Health Promotion Guidance for schools and local authorities

**Monitoring and Evaluation:** Via HMI Inspectorate

**Smarter Choices, Smarter Places (2009-2011)**

Smarter Choices, Smarter Places (SCSP) is a £15 million Scotland-wide initiative to encourage Scots to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport. It was a joint partnership between Cosla and the Scottish Government.

<http://www.scotland.gov.uk/resource/doc/935/0097048.pdf>

**Monitoring and Evaluation:** [Dedicated monitoring and evaluation strategy](#)

T

**Transport Strategy (2006)**

Overarching strategy to improve Scotland economic growth by improving transport links to make them integrated, accessible, sustainable and efficient. Has strand for active travel.

<http://www.scotland.gov.uk/Resource/Doc/157751/0042649.pdf>

**Monitoring and Evaluation:** Indicators to monitor progress.

Y

### **Youth Sport Strategy**

Providing opportunities for children and young people to participate in sport, providing place to be active in sport and training to help. Aims to be inclusive, accessible and equitable and fun.

<http://www.scotland.gov.uk/Publications/2014/06/7317>

**Monitoring and Evaluation:** No mention of monitoring but may be evaluated as part of the Commonwealth Games Legacy.



ScotPHN r e p o r t

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