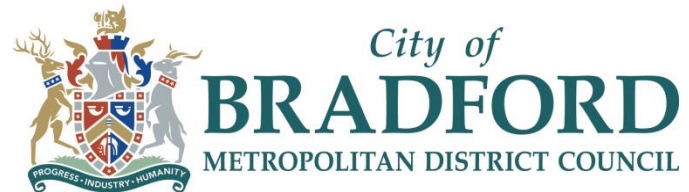


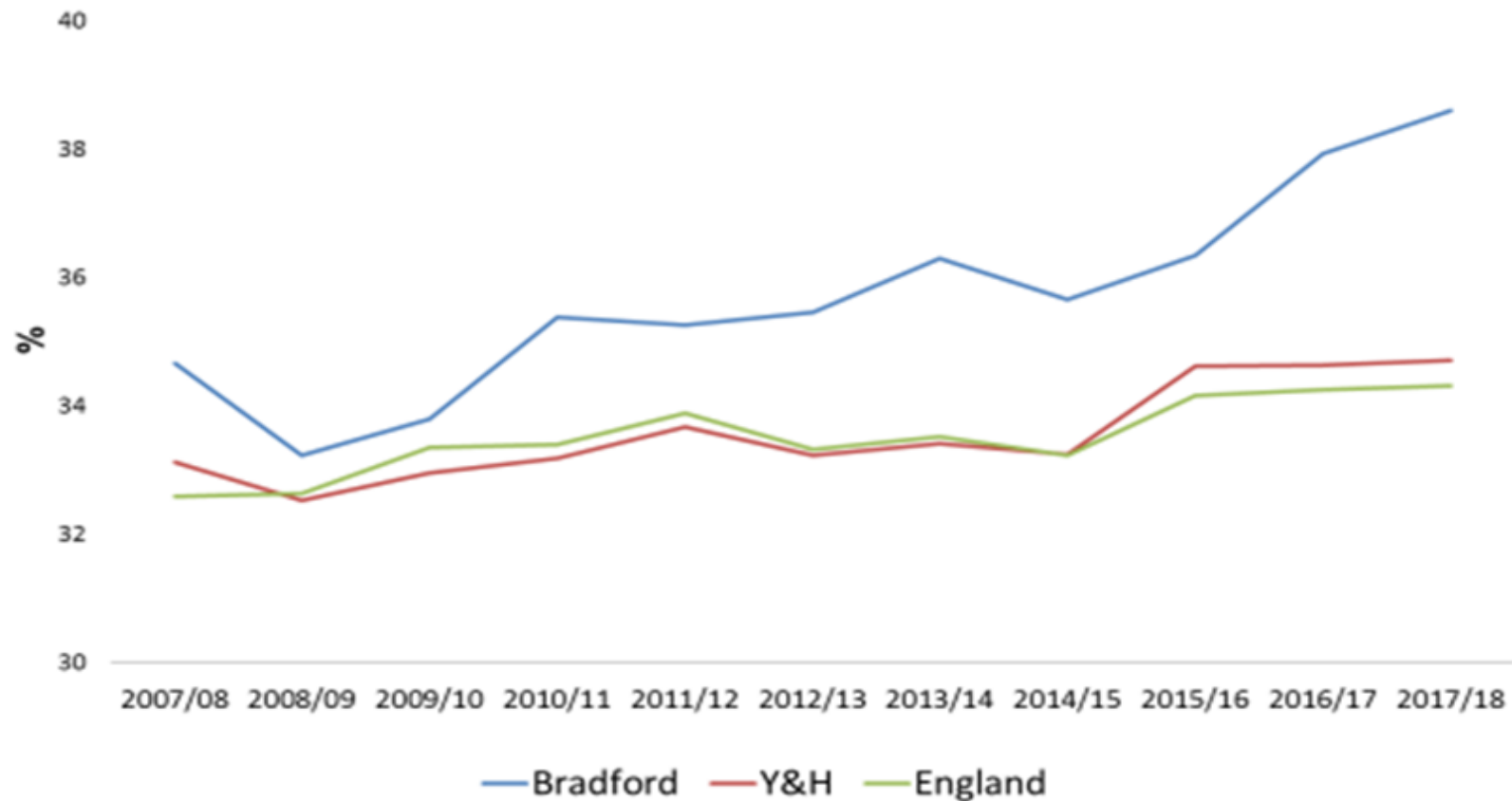
Transportation: Part of a Whole Systems Approach

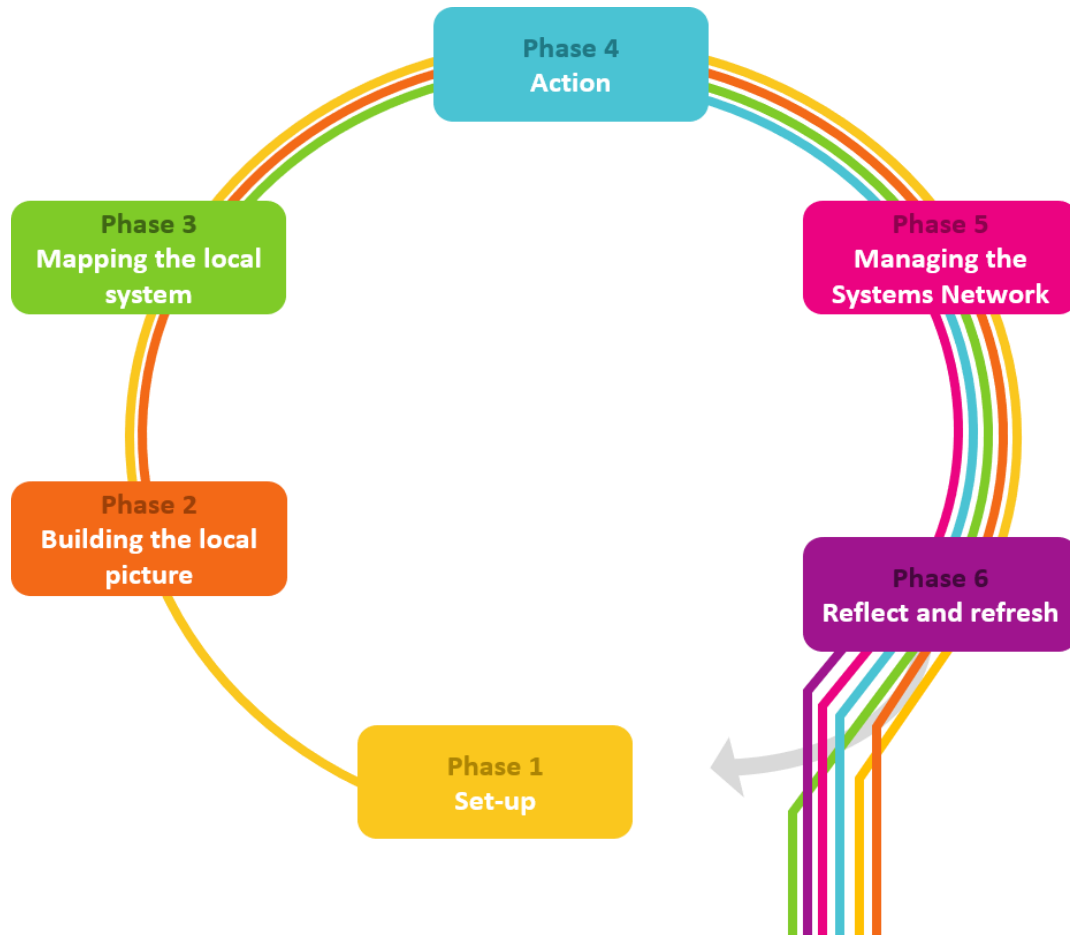
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Prevalence of overweight (including obese) children in year 6, 2007/08 - 2017/18

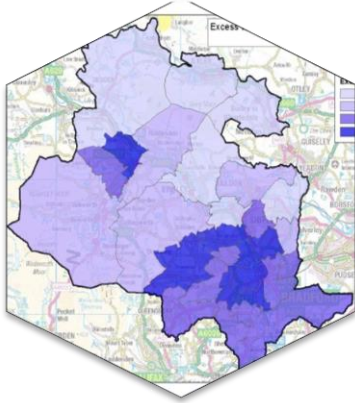




**Whole systems
approach to obesity**

Built Environment	Root Causes	Proposed Actions		
	Easy to access cheap unhealthy food – supermarkets	Work with shopping centres/supermarkets to provide environmental cues to encourage healthy eating inform shoppers on the available healthier food and beverage options via displays and/or advertising. Engage shops to offer promotions on healthier products and/or services, and feature these promotions in advertising and publicity materials.	CHARTER	
	Easy to access cheap unhealthy food – takeaways, shops, cafes	Ascertain additional influences to deter AS planning applications (Takeaways) and local levies which could help limit the number of successful applications More drinking fountains and taps for people to fill up water bottles in shopping centres, cafes	PLACE	
	Parenting- 'safer to keep kids indoors'		CHARTER	PLACE
	Safety of outdoor play parks/ roads	Closing streets at certain times to allow children to play outside safely Traffic parks and green spaces are well lit, clean and safe places to play		PLACE
	Perception of danger in outdoors play/ active travel			
	Access to places to be active	Access to school playgrounds out of school hours and preschools in playgrounds at beginning and end of school day	CHARTER	SERVICE HUBS
	Easier to be inactive (eg lifts, online shopping)	Introduce a congestion charge for a traffic free zone to encourage walking		PLACE
	Car centric city infrastructure-travel options	School to provide walking buses/ park and walk schemes to encourage parents to park further away Park and 'ride' for school drop off, no car allowed- school exclusion zone walk, cycle only at key times.	PLACE	CHARTER
	Lack of places to play	Positive healthy messages in green spaces instead of 'no ball games' could be suggestion of activities 'why don't you...'		MOVEMENT
	Byelaws			
	Cleanliness of parks/outdoors	Staffed/Community monitors to provide activities in parks/green spaces-not necessarily a fee and might be volunteer led		SERVICE HUBS
	Connectivity of spaces	Assess and improve connectivity of places for enabling active travel		PLACE
	Lack of investment in infrastructure to be active	Council to provide financial incentives to get businesses to be healthier for their staff and customers		CHARTER
	Planning decisions- housing/ infrastructure	Assess ability to influence advertising boards in the district to promote only healthy products		PLACE
	Old/historic built environment	Put medical centres in places that encourage healthy and active lifestyles or vice versa so not viewed as separate		PLACE
	Social media lifestyles			
Design of housing, gardens, driveways and more flats	Encourage healthy whole building design – eg easier to take stairs than lift, healthy food provision layout in supermarkets		PLACE	
Town planning, land value of green space	Understand local healthy food deserts and incentivise retailers to move into these spaces Council to offer up and support clearance of unused spaces for being active or growing food. Diversify use of existing places and buildings for healthier activities	CHARTER	PLACE	
Utilities outdoors eg toilets/lighting				
Education and Knowledge	Lack of knowledge on nutrition/health	Recruit Health Champions from different backgrounds to promote healthy lifestyles More awareness of the (pawp) guide have the information displayed in food outlets Work with pharmacies: Deliver MDC training Provide change4life resources Support with campaigns Pharmacy action group to help identify what is their area Pharmacies to have scales so people can manage their weight	SERVICE HUBS	CHARTER
	Perceptions on cost of healthy food	Assess ability to influence and add to existing food poverty work to enable more money for food and cooking.		CHARTER
	Takeaway/restaurant cooking methods	Create a health zone/hub for showcasing key health promotion messages such as physical activity, nutrition, and smoking and mental wellbeing, make it interactive Provide a list of suppliers of healthy ingredients for takeaways/restaurants Facilitate a workshop for local retailers to highlight the benefits of providing healthy food/messages and gaining a healthy Bradford award	MOVEMENT	SERVICE HUBS
				CHARTER

Workstreams	Projects
<p>People</p> <p>Assets and opportunities</p>	<ul style="list-style-type: none"> • Living Well Service- Motivational interviewing Community Connectors (social prescribing) • Exercise referral service • Digital enablers and signposting
<p>Societies</p> <p>Social norms / attitudes</p>	<ul style="list-style-type: none"> • Social Movement – communications and marketing • Community Capacity Building • Living Well Academy – workforce & public training offer
<p>Environment</p> <p>Spaces and places</p>	<ul style="list-style-type: none"> • Living Well Charter – pledges with businesses, food retailers and schools • Living Well Places – green spaces, active streets, accessibility, planning
<p>Systems</p> 	<ul style="list-style-type: none"> • Local partnerships and collaborations • Evidence, research, data and evaluation • Policy, guidelines, assurance and governance • Behavioural insight expertise • Strategic alignment with major boards including HWBB



Thank you

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