Preventing childhood obesity

Pauline Harper, EPODE European Network
Rising trend of childhood overweight over the last 20 years

Rising levels of overweight, based on available data, for children aged 5-11 from seven countries in Europe. US and Canada have been included for comparison.

(Source: IOTF, 2005)
Obesity is one of the major preventable causes of death worldwide.
« The development of effective partnerships must be the cornerstone of Europe’s response to tackling nutrition, overweight and obesity and their related health problems »
(European Commission, 2007)

« The most promising approaches for obesity prevention are population-based and multilevel, focus on environmental and policy change, and require participation from actors in multiple sectors. »
(Institute of Medicine, 2010)
Objective: measure the effectiveness of an integrated community prevention programme on the prevalence of children overweight including obesity, over 12 years

Overall period: 1992 to 2004

Location: Fleurbaix and Laventie Towns (6600 inhabitants)

Methods: interventions performed in two steps:

1st intervention (1992-2000) focused on nutrition education in schools

2nd intervention (2000-2004) involved the whole population (children, families and local stakeholders) in integrated community actions targeting physical activity and nutrition
Children obesity prevalence data in FLVS and in CT

Key Learnings from the FLVS study

✓ The target: the family
✓ Local authorities / Local leaders
✓ A local project manager
✓ Actions in schools as a first step to create awareness but to be completed with a multistakeholder approach for better and sustainable efficiency
✓ A public / private partnership
✓ A regular communication
✓ An evaluation of the results through children BMI measurement
✓ Long-term actions: IT TAKES TIME!
EPODE Methodology

EPODE is a coordinated, capacity-building approach for communities

✓ **EPODE’s four pillars are:**
  1. A strong Political commitment at multiple levels,
  2. Resources including PPP schemes,
  3. Support services including social marketing expertise,
  4. An sound Evidence base and continuous evaluation

✓ **EPODE’s goal** is to enable community stakeholders to implement effective and sustainable strategies to prevent childhood obesity at the local level
EPODE philosophy

✓ Based on positive messages, prompting a smooth awareness of the obesity issue, both collectively and individually

✓ No stigmatization of any culture, any food habits, and no stigmatization of any diets, food groups, behaviours and body image

✓ A “Step wise” and Experience-based learning process of healthy diet & physical activity.
Bottom-up and top-down multi-stakeholder approach
A Coordination at all levels
To support services for community practitioners and leaders

EPODE International Coordination
- **Transfer** of the EPODE methodology to National/State Coordination teams, through initial and continuous **training, coaching and follow up** activities,
- Optimization of an **International evaluation framework**, together with the EPODE International Advisory Board,
- Development of an EPODE International resource center,
- Development of an EPODE International Network for experience sharing,
- International **scientific communication and advocacy activities**.

EPODE National Coordination
- Set up of a National coordination team for the **overall management** of the programme, advised by a **scientific experts committee**.
- **Resources** mobilization, **advocacy** and mobilization of KOL
- Agreement with candidate **towns**,
- Initial and continuous **training** sessions for the local project managers,
- Continuous **coaching** of the local project managers (hotline, visits on the field),
- Development of methodological, mobilization and communication **tools**,
- Permanent **communication** about the programme and **press relations**, organization of **national congresses**
- Coordination of the **evaluation and monitoring framework**.

EPODE Local Coordination
- Appointment of a **local project manager** by the **local authority**:
  - Mobilization of **resources**, Coordination of a **local steering committee**, Mobilization of local **stakeholders**,
  - Federation of **existing initiatives** and Initiation of **new initiatives**, Dissemination of **tools**, Initiation of local **partnerships**, Organization of local **training sessions**, Coordination of the local **monitoring**, Coordination of **local communication** and press relations.
- Assistance of the local project manager by a **local resource team**,
- Meetings of a municipal **multidisciplinary steering committee** on a regular basis for planning and decision making,
- Implementation of **actions** by local stakeholders
At town level, target children and families in their local living conditions

1. **Children** 0 to 12 years old and their **families**

2. **Stakeholders** who can influence childhood settings, food environments and physical activity environments, socio economic policies and socio cultural norms
Some EPODE Social Marketing Principles

 ✓ Develop **insights** from health and behavioural literature, official recommendations, multidisciplinary expertise and field experience

 ✓ Make the messages audible, **attractive**, popular and **easy** to put into practice

 ✓ Develop activities that attract attention, arouse appropriate **emotions**, desire and pleasure rather than boring health benefits

 ✓ Count with the local **living environment** of the child, to favour food, taste and physical activity preferences
**INSIGHT**

- **Public health objectives**
  - Inter(national), national levels

- **Evidence**
  - Continuous scientific reviewing, collaboration with relevant research teams

- **Multidisciplinary expertise**
  - Sociologist, food economist, food psychologist etc.

- **Field experience**
  - Best practices sharing sessions, visits in the cities, formative research etc.

**STRATEGY**

- **Integrated approach**
  - National Coordination Team
    - Methods, Communication and Social Marketing expertise
  - Define Objectives
  - Define priority themes
  - Define key messages and tailored environmental stimuli to reach families
  - Develop methodological, mobilization and communication tools

**INTERVENTION**

- **Scheme**
  1. Communication and Advocacy at national level
  2. Training and Coaching of local project managers
  3. Empowerment of local stakeholders to implement actions in the town
  4. Awareness raising and mobilization of the population at local level

**Monitoring and Evaluation**
<table>
<thead>
<tr>
<th>THEMES</th>
<th>PERIODS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetable - &quot;La saison a le goût des légumes&quot;</td>
<td>Oct.-Dec. 2004</td>
</tr>
<tr>
<td>Starchy food - &quot;La saison a le goût des féculents&quot;</td>
<td>Jan.-March 2005</td>
</tr>
<tr>
<td>Dairy Products - &quot;La saison a le goût des produits laitiers&quot;</td>
<td>Apr.-June 2005</td>
</tr>
<tr>
<td>Fruits - &quot;La saison a le goût des fruits&quot;</td>
<td>Oct.-Dec. 2005</td>
</tr>
<tr>
<td>Treats - &quot;Vive la gourmandise&quot;</td>
<td>Febr.-Jun 2006</td>
</tr>
<tr>
<td>We move and we like it! - &quot;On bouge et on aime ça!&quot;</td>
<td>Febr.-Jun 2006</td>
</tr>
<tr>
<td>&quot;Manger simple, sain et pas cher? ça se cuisine!&quot;</td>
<td></td>
</tr>
<tr>
<td>Water - &quot;Vive l’eau&quot;</td>
<td>Febr.-Jun 2007</td>
</tr>
<tr>
<td>Health starts at the table - &quot;La santé, ça commence à table&quot;</td>
<td>Oct. 2007- Jan.2008</td>
</tr>
<tr>
<td>Playing is already moving - &quot;Jouer, c’est déjà bouger&quot;</td>
<td>Apr.-Sept 2008</td>
</tr>
<tr>
<td>Fish has everything good - &quot;Le poisson, il a tout bon&quot;</td>
<td>Sept-Dec. 2008</td>
</tr>
<tr>
<td>Physical activity, everyone gets into it</td>
<td>Febr.-Sept. 2009</td>
</tr>
<tr>
<td>&quot;L’activité physique, tout le monde s’y met&quot;</td>
<td></td>
</tr>
<tr>
<td>Let’s meet with the fruits - &quot;Prenons rendez-vous avec le fruit&quot;</td>
<td>Sept.-Jun. 2010</td>
</tr>
<tr>
<td>Small, Medium, Large? At mealtime adapted portions sizes to each one</td>
<td>Sept. 2010-Jun 2011</td>
</tr>
<tr>
<td>&quot;Petit, Moyen, Grand? À table c’est chacun sa portion&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Each semester, a themed campaign is deployed.
18

EPODE in 2004

- 10 pilot cities involved since 2004
- Committed for 5 years
- Around 500,000 inhabitants
From 2005 to 2009 prevalence of overweight and obesity in children decreased by 9.12%
EPODE European Network

- **GOAL:** European project to be run from 2008 to 2011 to enrich the EPODE methodology and facilitate the implementation of EPODE-similar programmes in other European countries

- Supported by the *Directorate General for Health and Consumers* of the European Commission
Methods: literature review, qualitative research, multidisciplinary working group discussions
Deliverables

Production of **concrete guidelines** to be used for the sustainable implementation of EPODE-similar programmes

- Scientific communication in **European congresses** or platforms

- New **teams** and **actors commit** in fostering the set up of EPODE-similar programmes in their country, e.g. in the Netherlands (JOGG programme), Scotland (Healthy Cities Network), Romania (ACTSCOP study)
EPODE International Network
Objectives

✓ Accelerate dissemination and facilitate the sustainable implementation of large-scale community-based interventions aimed at preventing childhood obesity at international level

✓ Build greater evidence on what works to prevent childhood obesity through CBIs

✓ Upscale the scope of expertise, best practice sharing and coaching for member programmes
1. Existing large scale and sustainable Community-based Interventions (CBI) aimed at preventing childhood obesity and non-communicable diseases;

2. Teams in states or regions interested in implementing future large scale CBI with the EPODE methodology;

3. Leading scientific experts involved in obesity & NCDs prevention;

4. Political representatives and policy makers;

5. The corporate sector;

6. Other key stakeholders;

7. Media and the general public

- A coordination structure and resources platform for CBI members
- An International Advisory Board (Scientific Platform)
- A Ministers’ and Parliamentary Club (Political Platform)
- A public-private partnership platform
Contacts - Websites

EPODE International Coordination
Jean-Michel BORYS, MD, International Director, jmborys@proteines.fr
Yann LE BODO, International Coordinator, ylebodo@proteines.fr
Pauline HARPER, Director Advisory, pharper@proteines.fr
Léa WALTER, Assistant Coordinator, lwalter@proteines.fr

Websites
www.epode.fr
www.viasano.be
www.thaoweb.com
www.paideiatrofi.org
www.epode-european-network.com
www.health.sa.gov.au