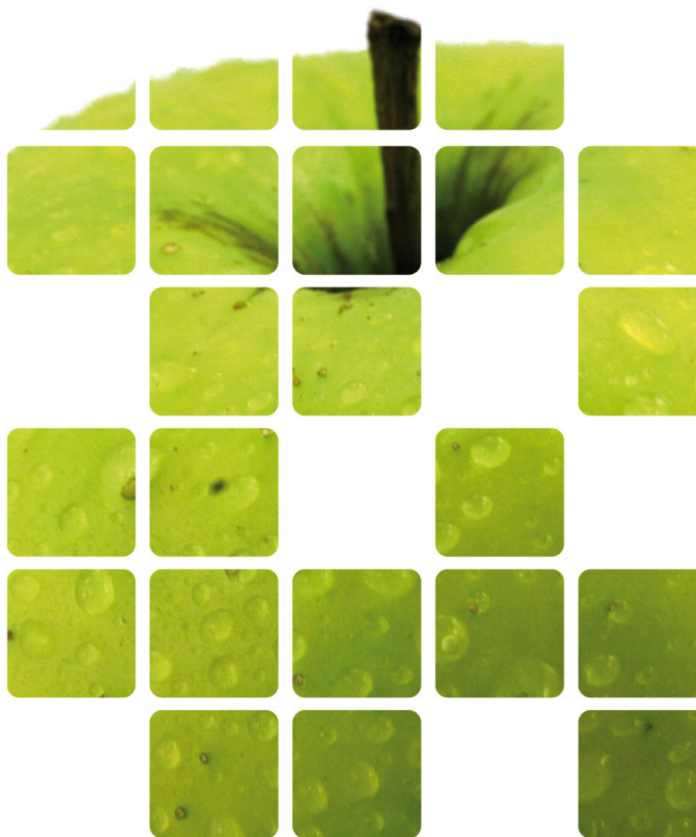


# V Convención NAOs

¡come sano y muévete!



MINISTERIO  
DE SANIDAD, POLÍTICA SOCIAL  
E IGUALDAD



agencia  
española de  
seguridad  
alimentaria y  
nutrición



¡come sano y muévete!



# V Convención NAOs

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¿Cómo debe ser  
un observatorio  
de la obesidad?  
Lecciones  
aprendidas en el  
Reino Unido

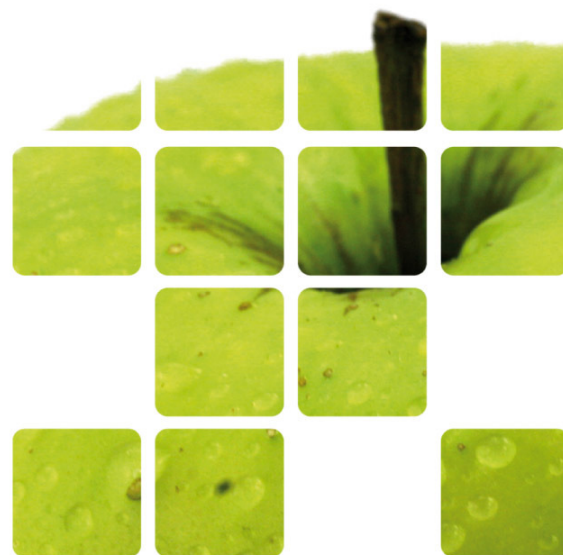


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 *estrategia*  
**naos**  
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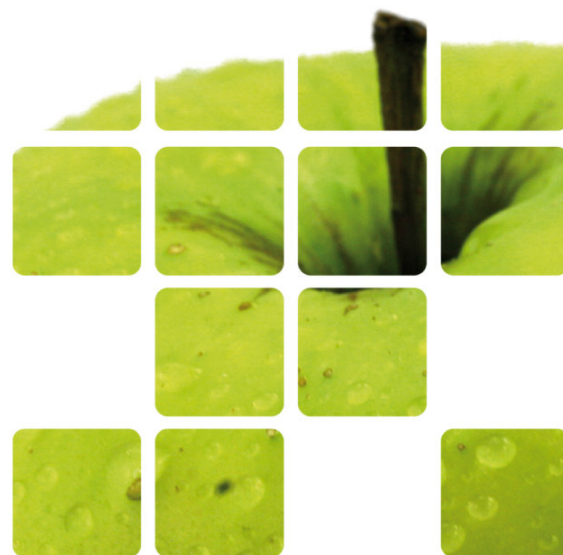


# V Convención NAOS

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**MODERADOR:**  
**D. JUAN MANUEL BALLESTEROS**

Vocal Asesor  
Coordinador de la Estrategia  
NAOS. AESAN.





# V Convención NAOS

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**MR. HARRY  
RUTTER**

Director del Observatorio  
Nacional de la Obesidad  
Reino Unido

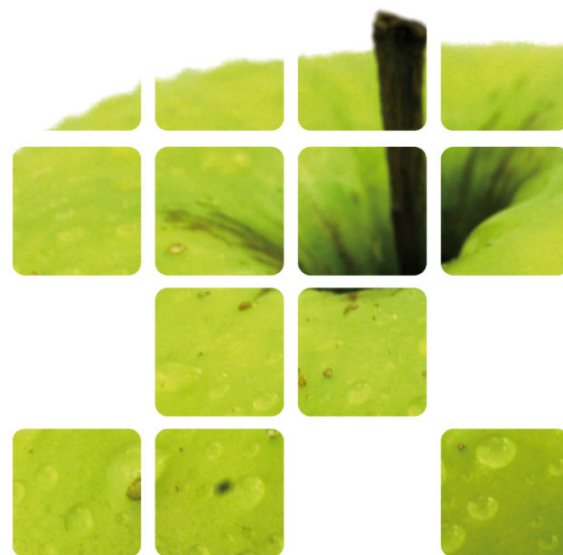


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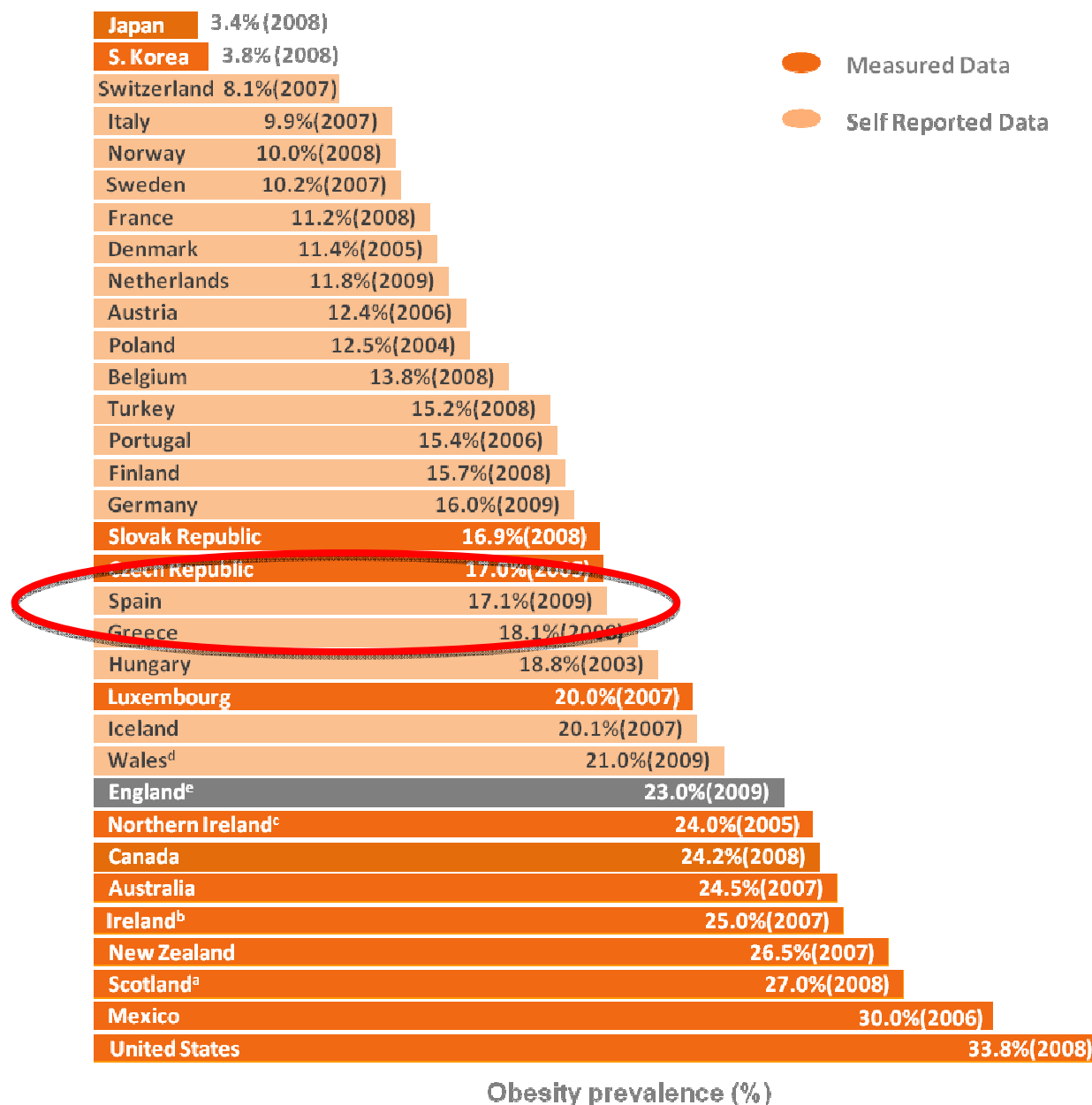


# The National Obesity Observatory

Prof Harry Rutter, Director, NOO



# Adult obesity prevalence, latest available data\*



Source: [http://www.noo.org.uk/NOO\\_about\\_obesity/international/](http://www.noo.org.uk/NOO_about_obesity/international/)



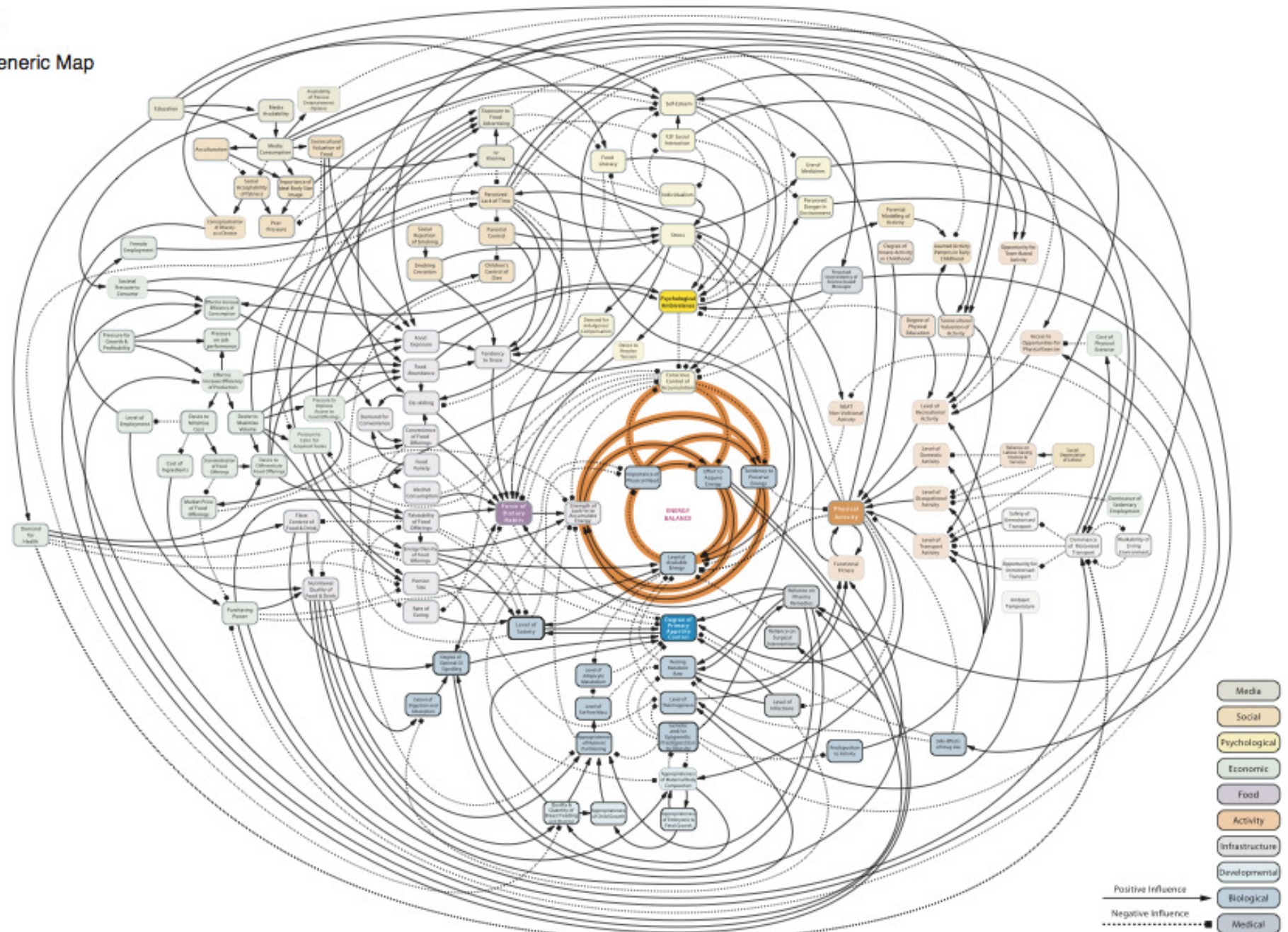




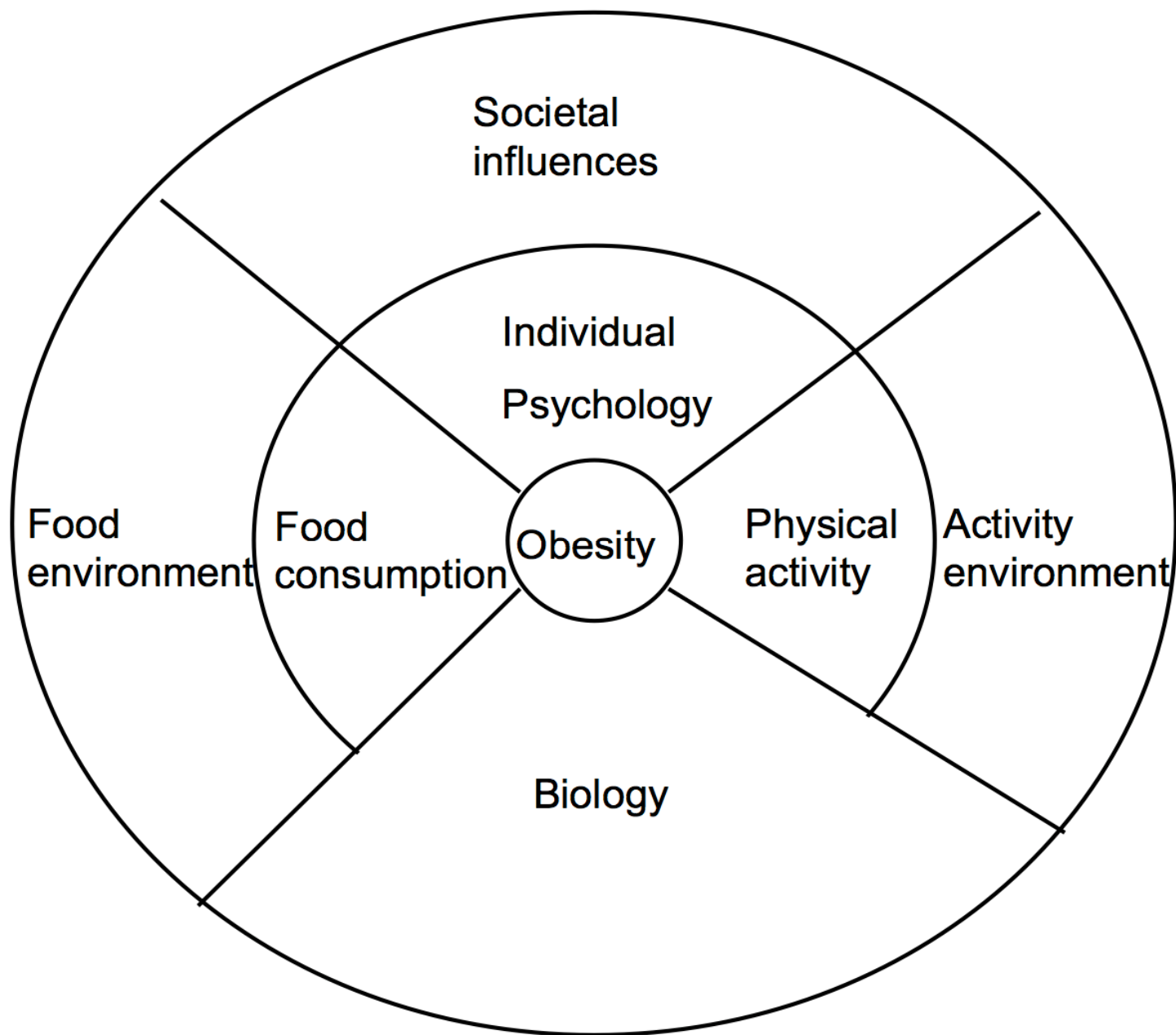




### Full Generic Map







Source: 2007. Foresight Tackling Obesities : Future Choices — Obesity System Atlas



Map 0

Full Generic M

- Individuals/populations/environments
- Small effect sizes
- Important interactions
- Compensatory behaviours
- Emergence
- Flows, feedbacks...
- Etc etc

- Analytical / modelling techniques
- Novel research approaches
- Steal ideas from other sectors

- What is (are) the most appropriate research paradigm(s)?

Did the social  
marketing  
intervention  
work?

Me riding  
my bike

So did the cycling  
infrastructure  
intervention  
work?

Woops!

biscuits –  
yum yum

How do we  
answer these  
questions?

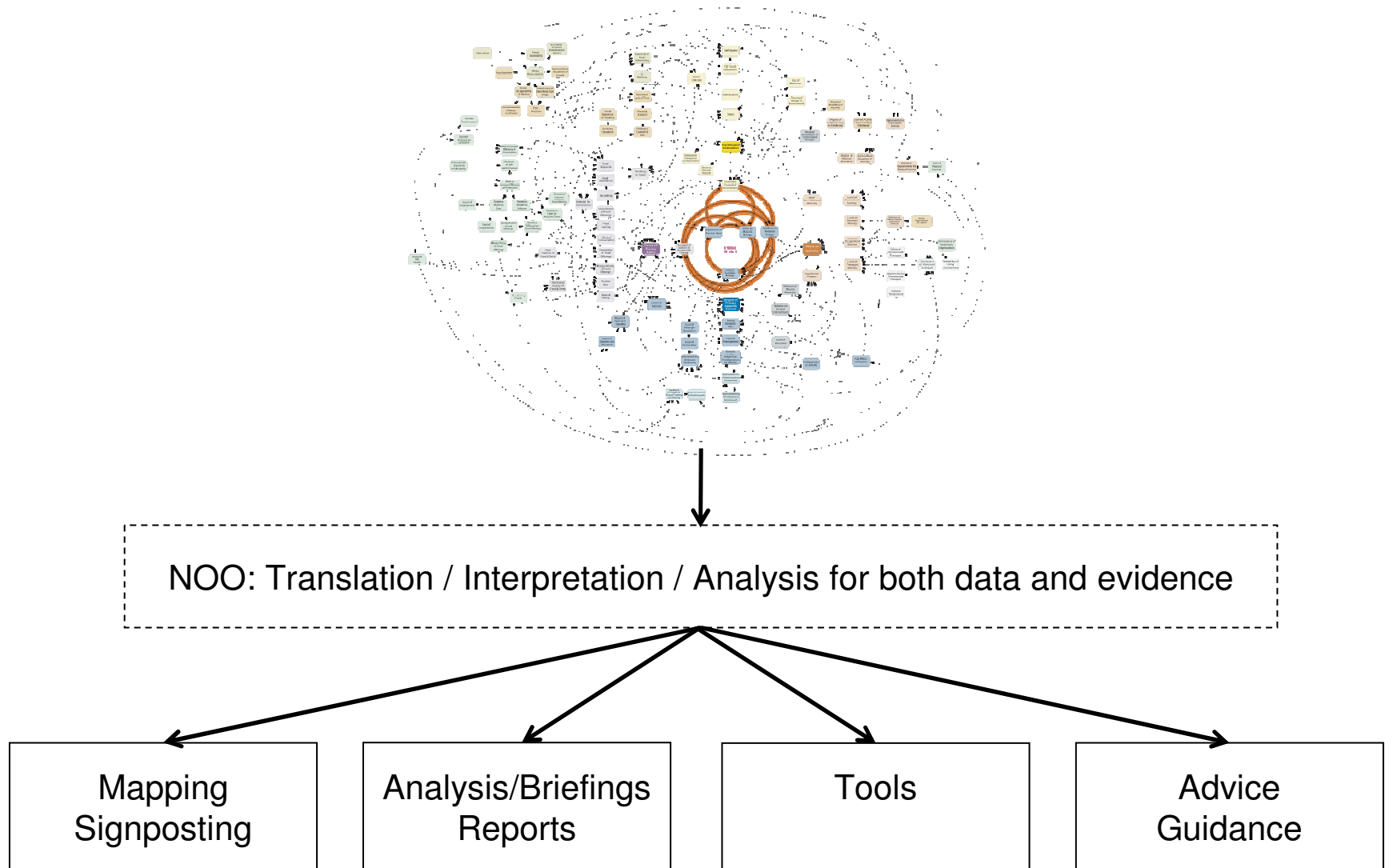




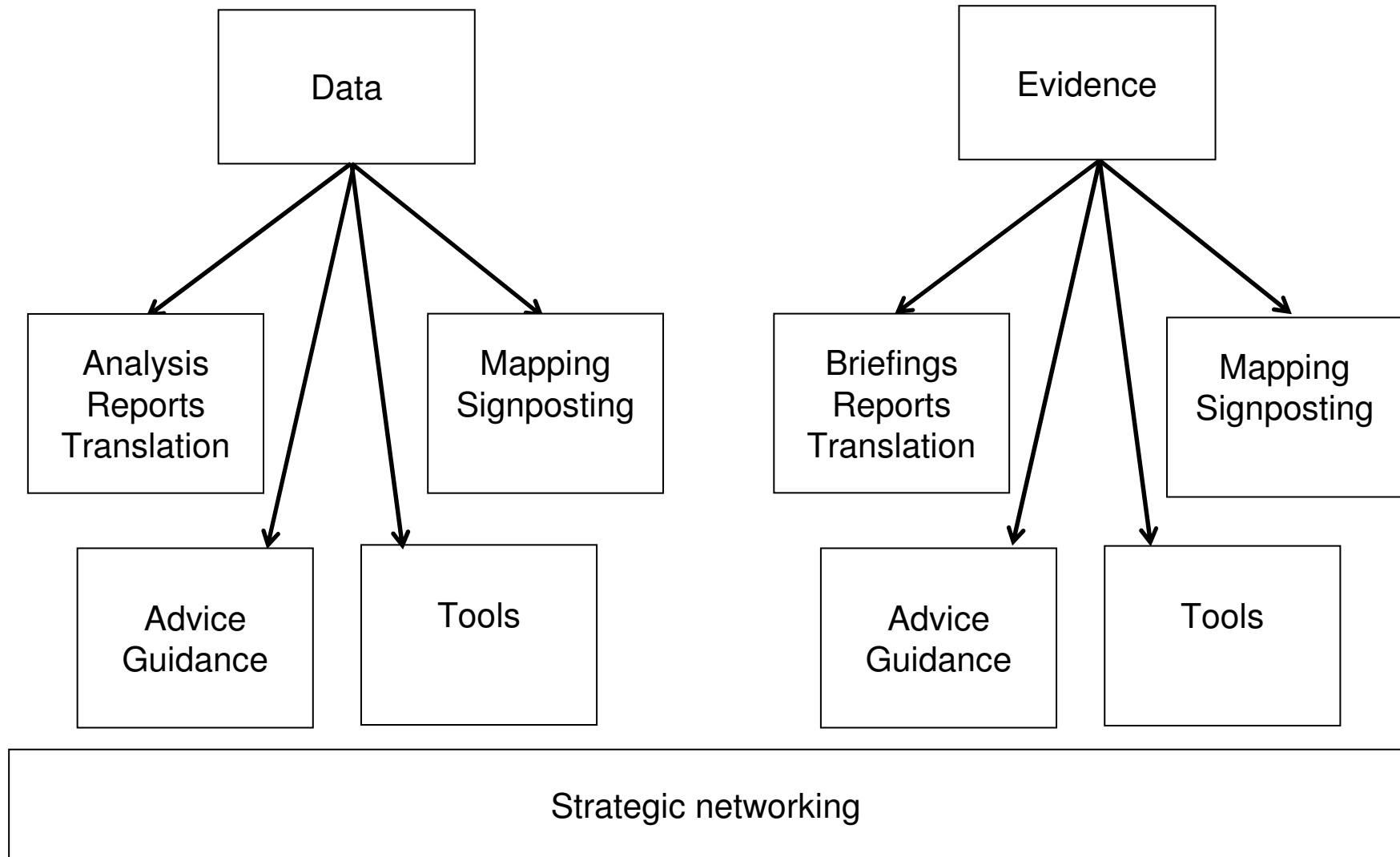




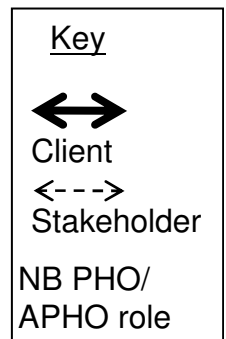
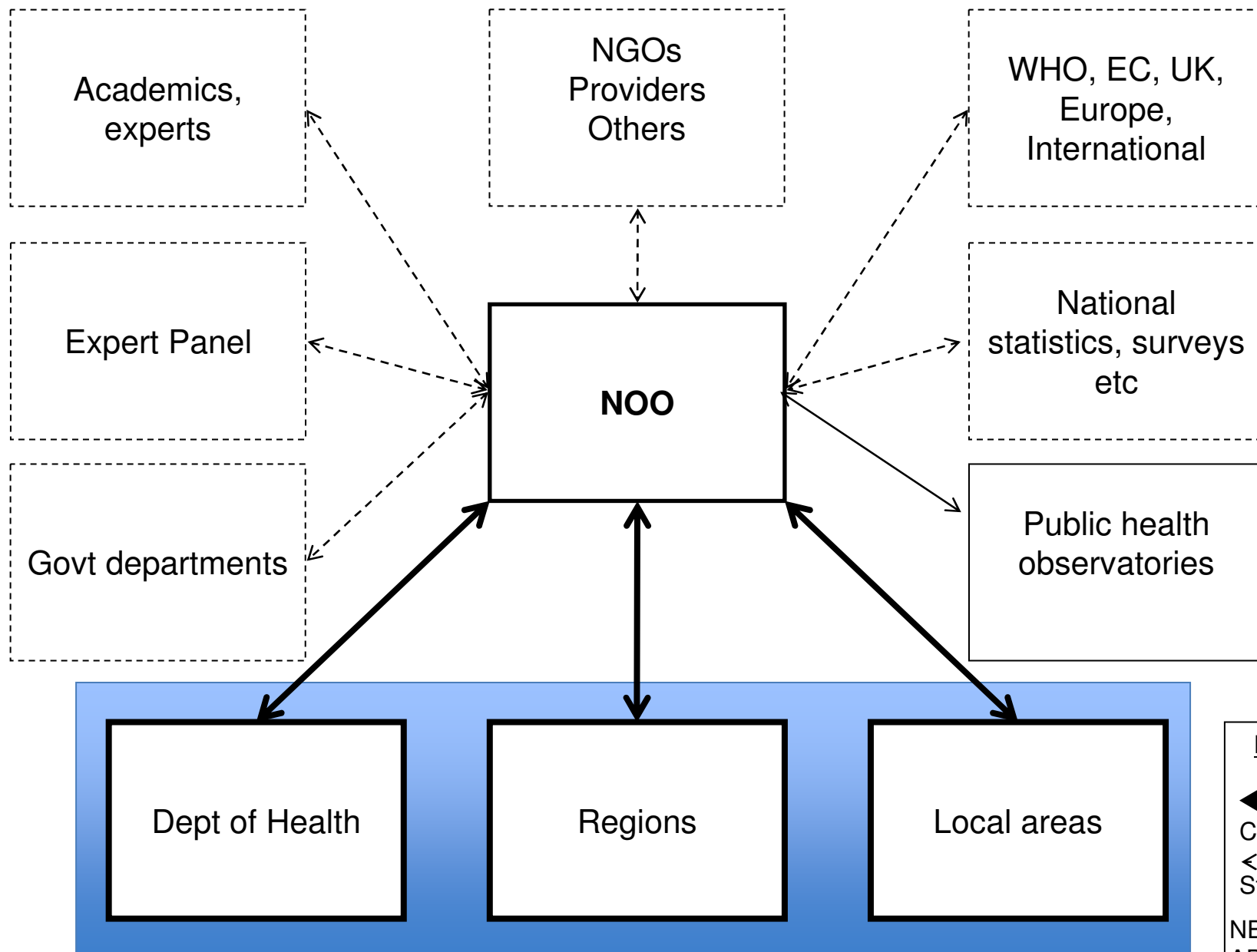
# NOO's role: translating complexity



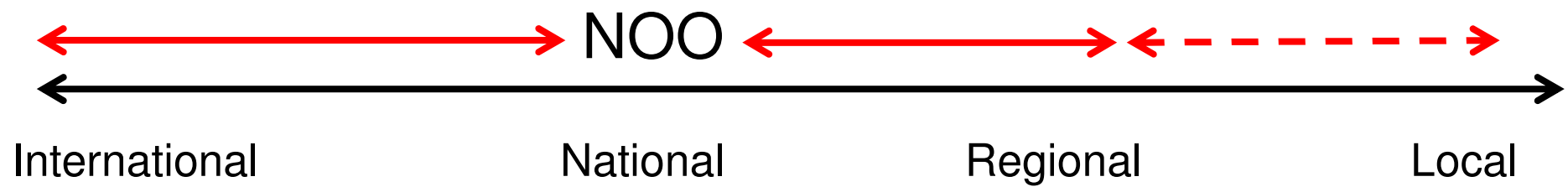




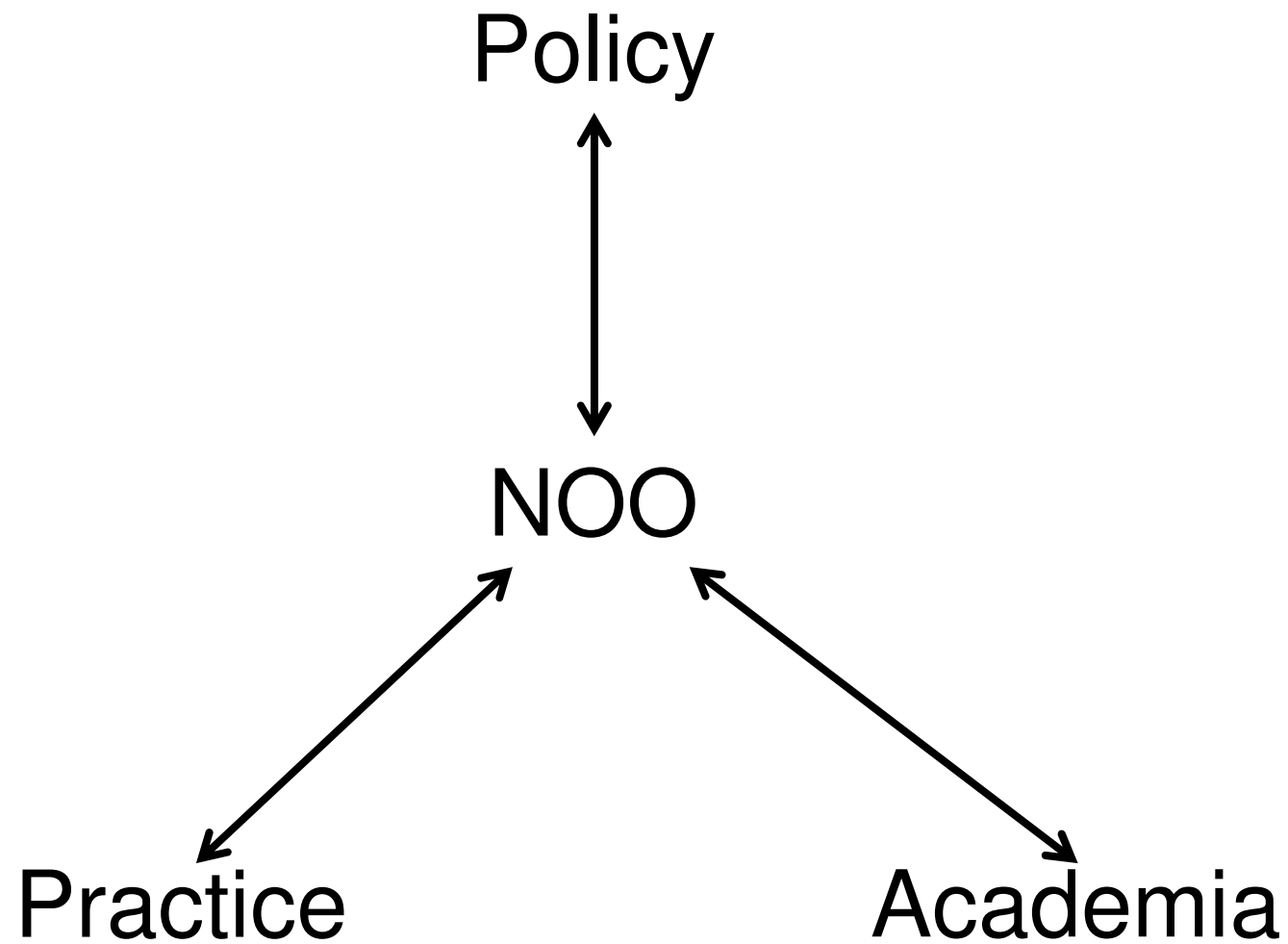






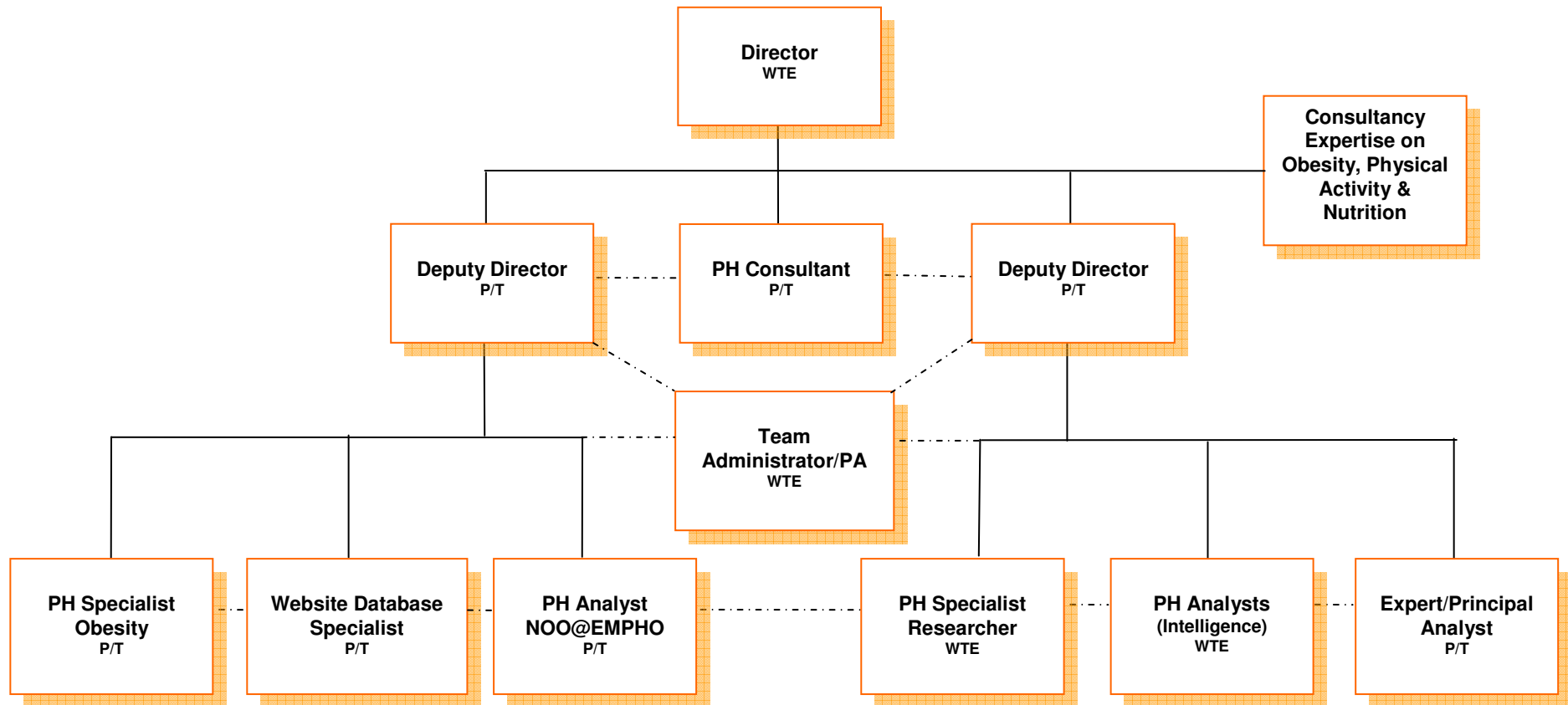








# NOO structure



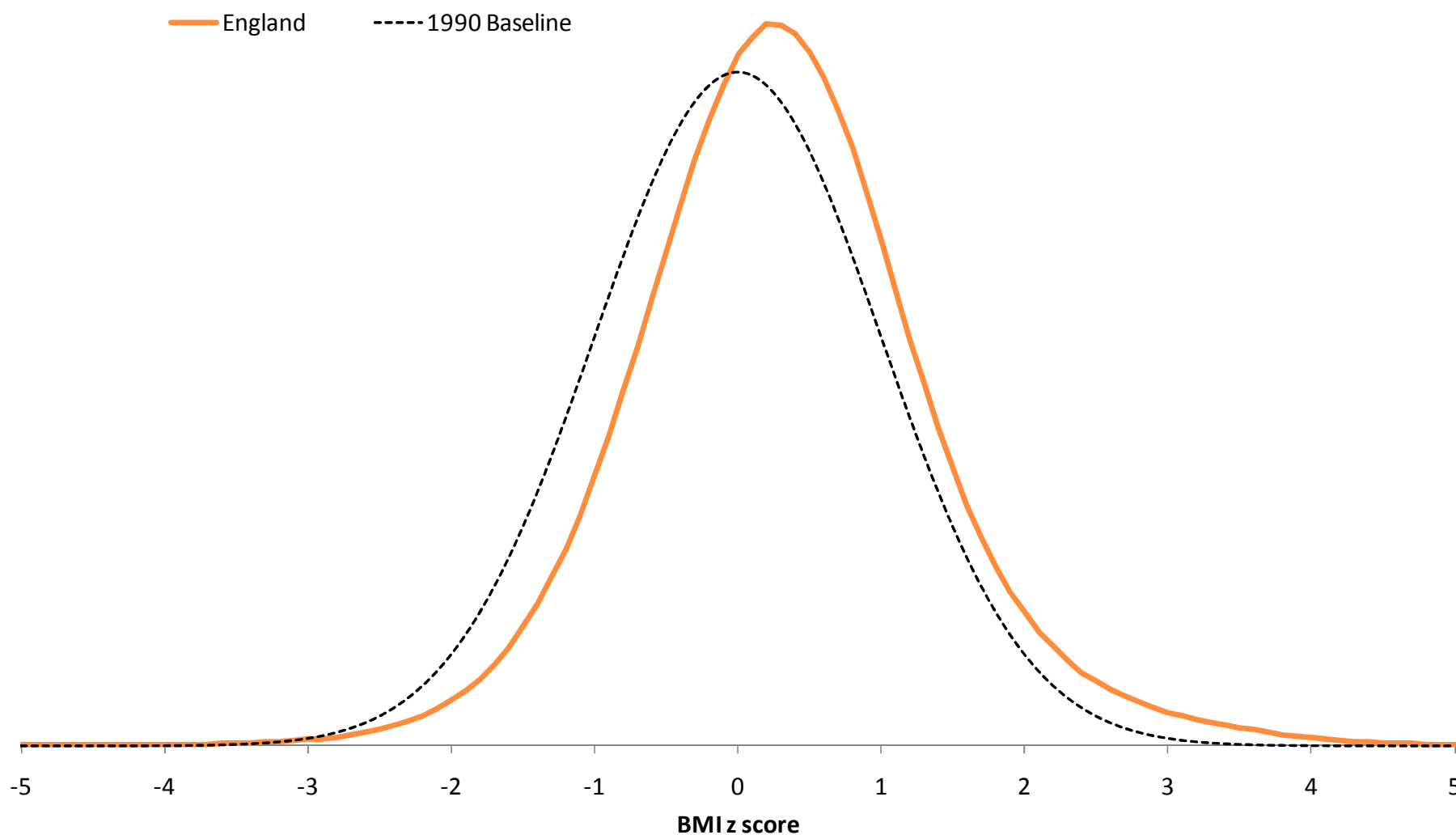






# BMI distribution: Reception children

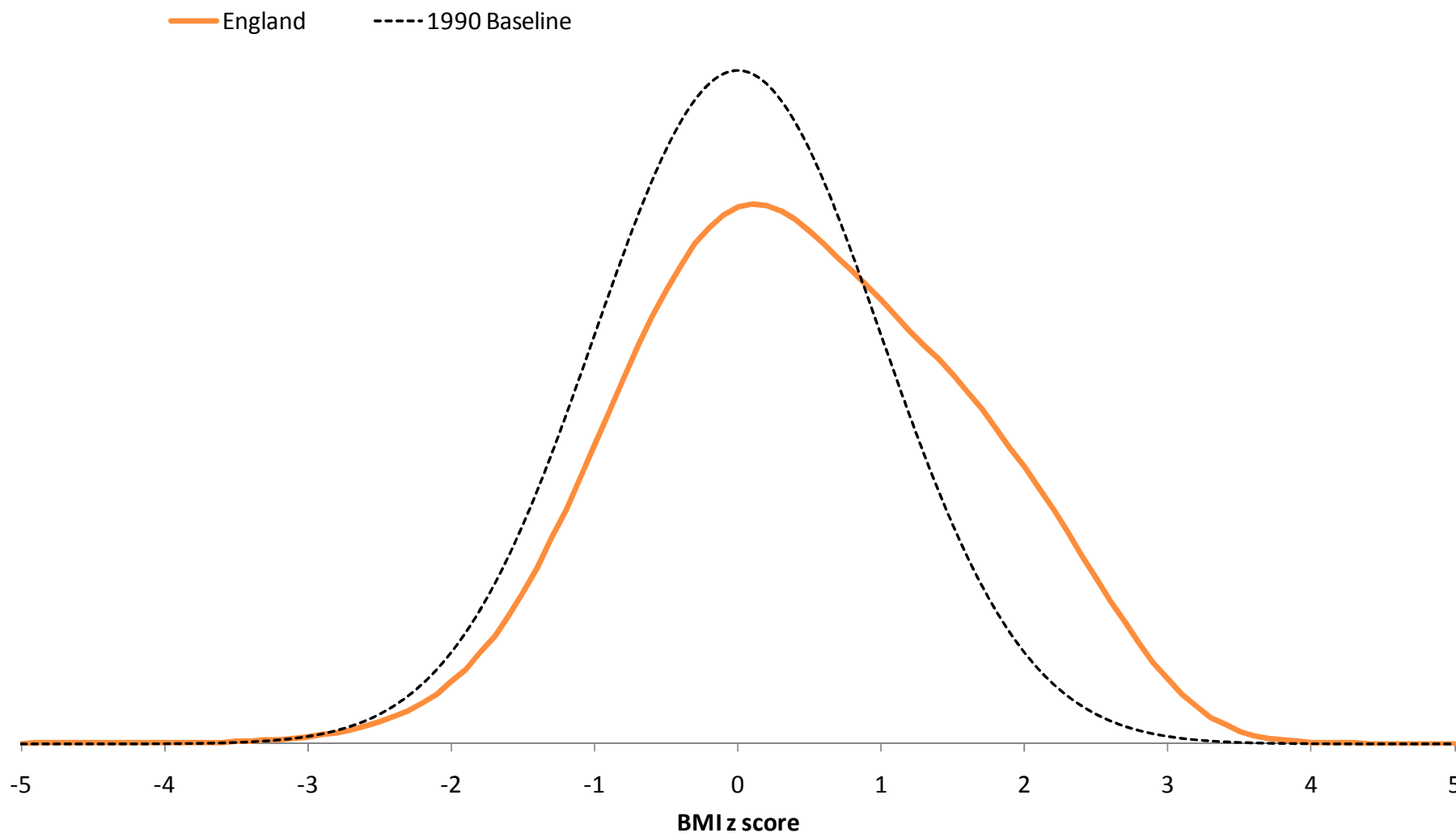
National Child Measurement Programme 2007/08 to 2009/10 (pooled)





# BMI distribution: Year 6 children

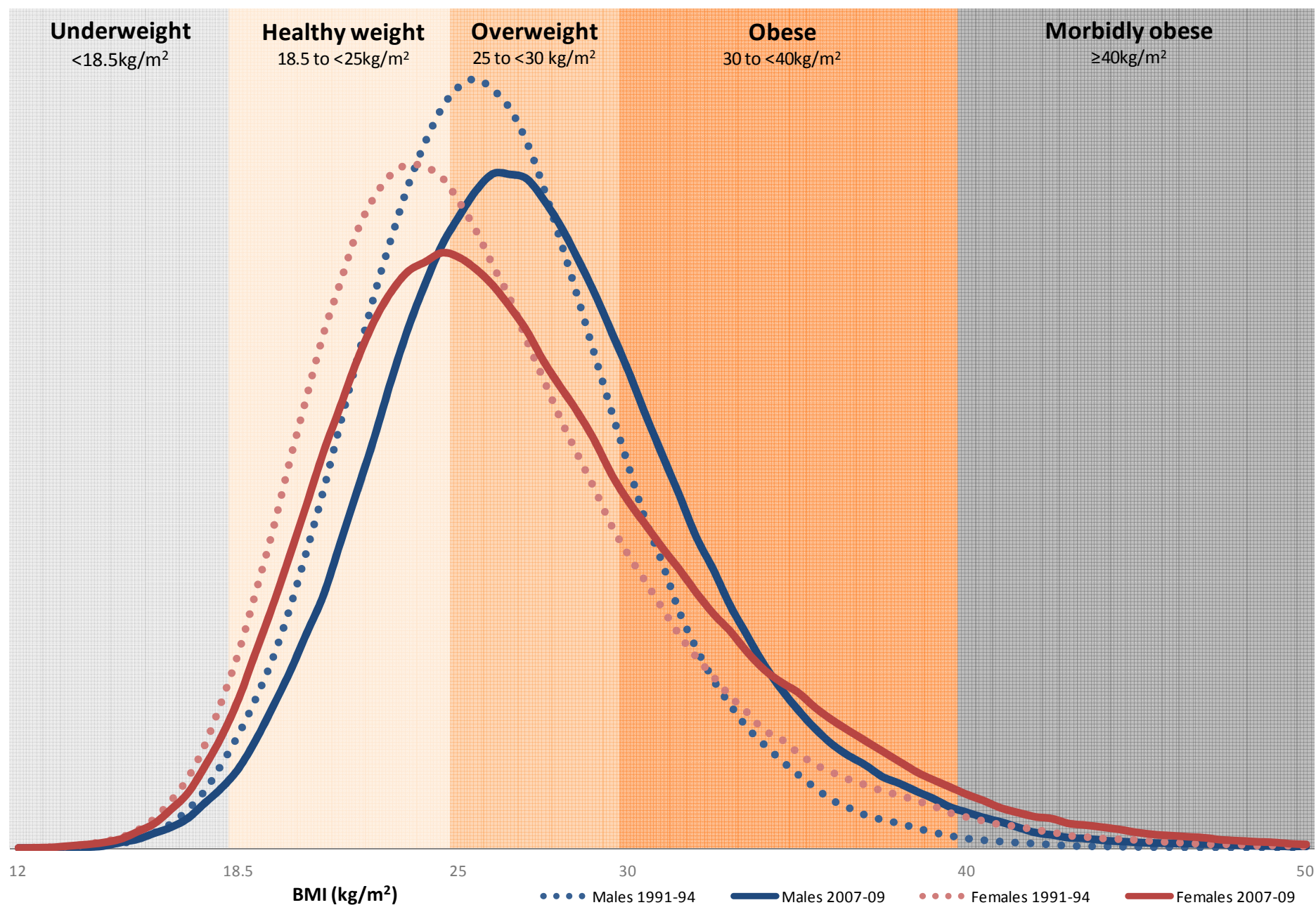
National Child Measurement Programme 2007/08 to 2009/10 (pooled)





# Adult (aged 18+) BMI distribution

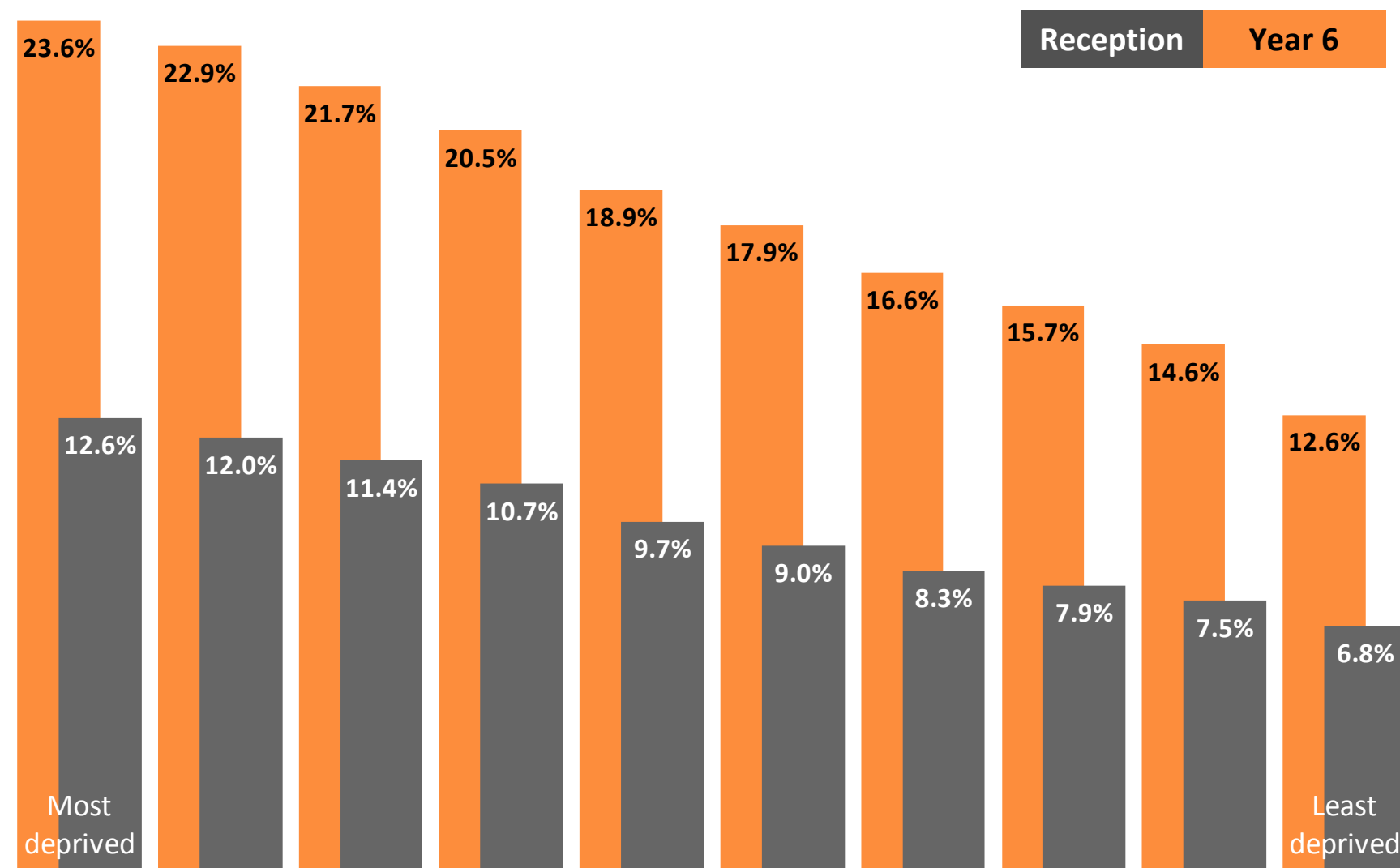
Health Survey for England 1991-94 and 2007-09





# Prevalence of obesity by deprivation decile

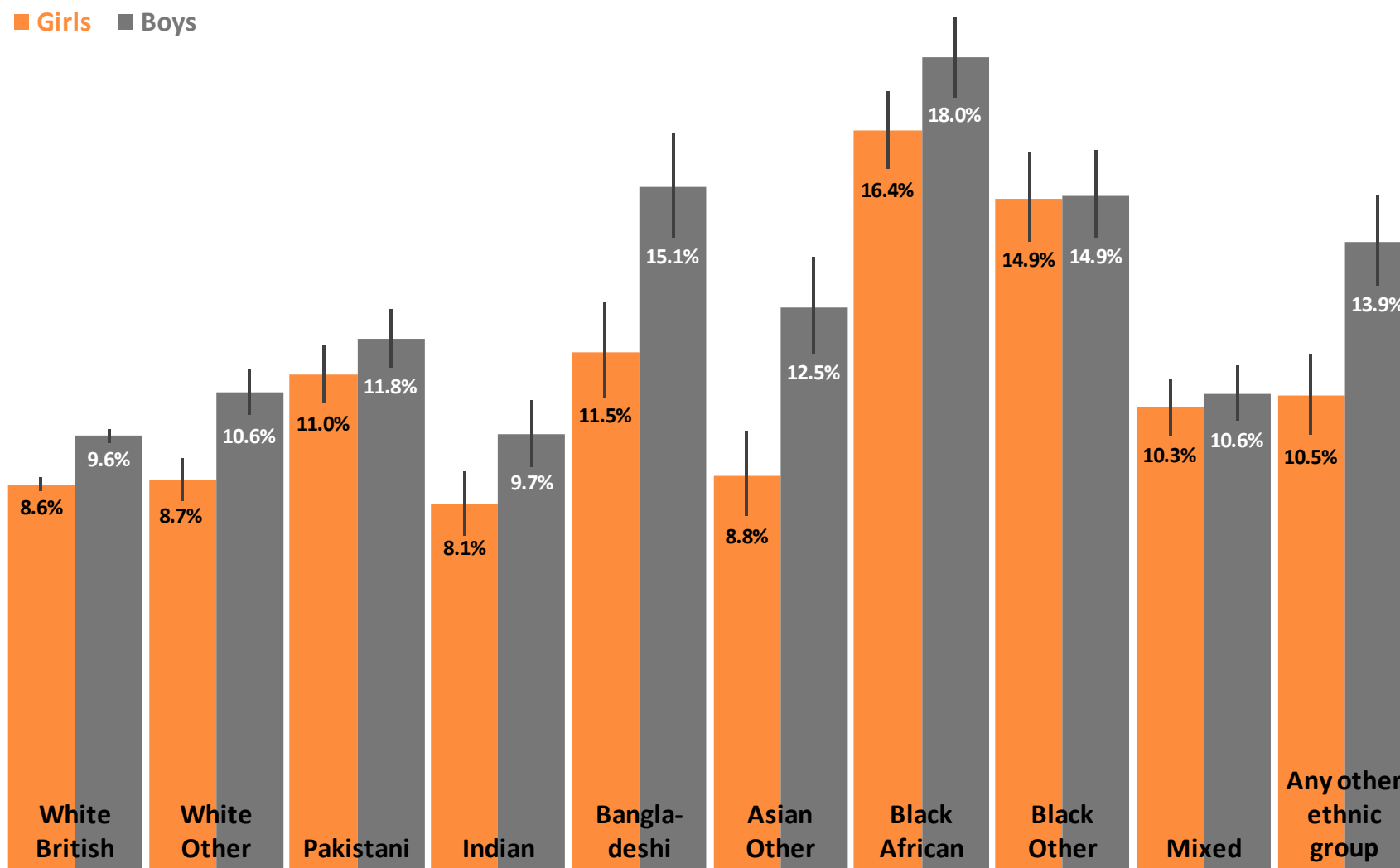
Children in Reception and Year 6 (National Child Measurement Programme 2009/10)





# Prevalence of obesity by ethnic group

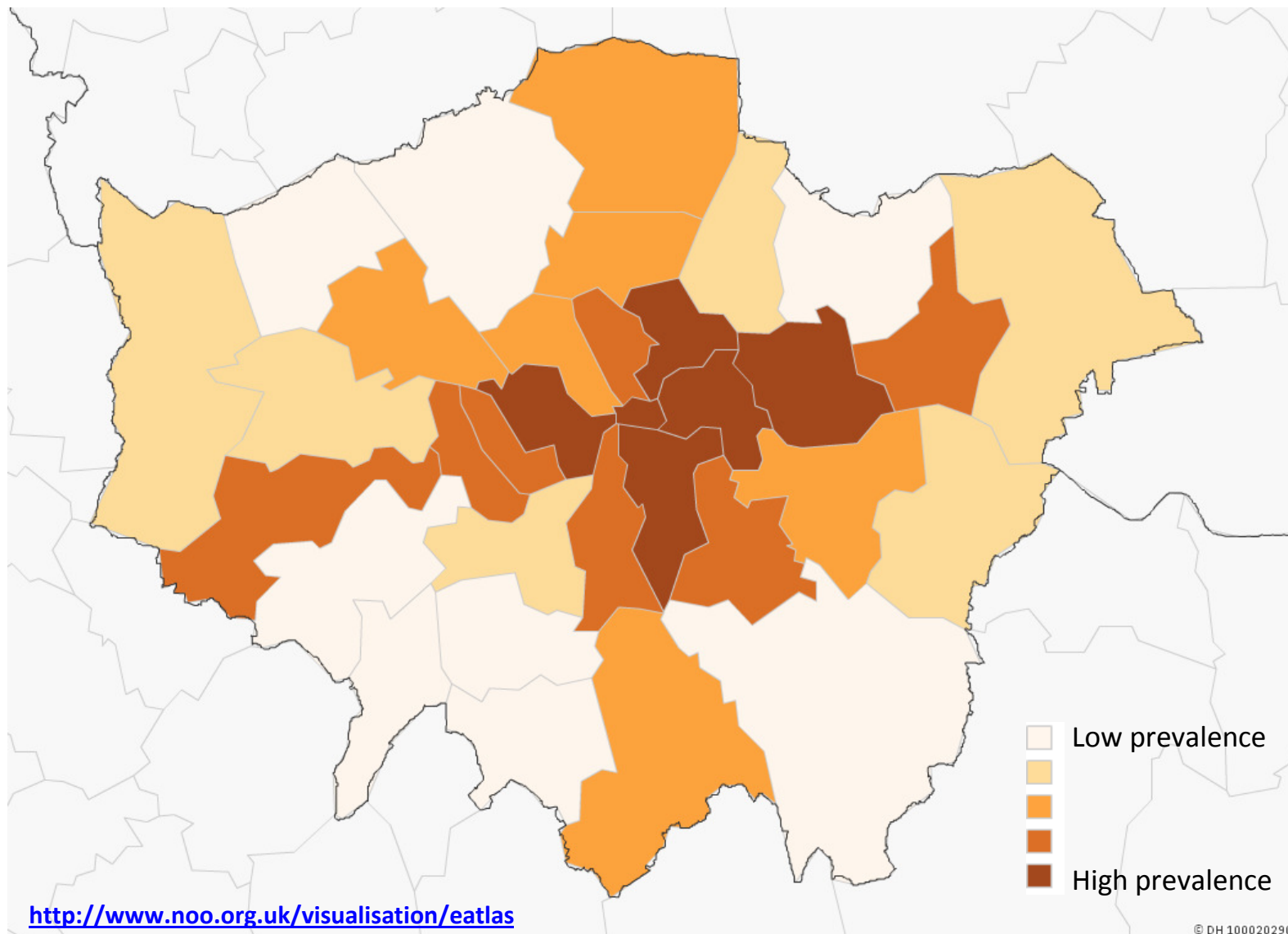
Reception (National Child Measurement Programme 2009/10)





# Prevalence of obesity by Local Authority

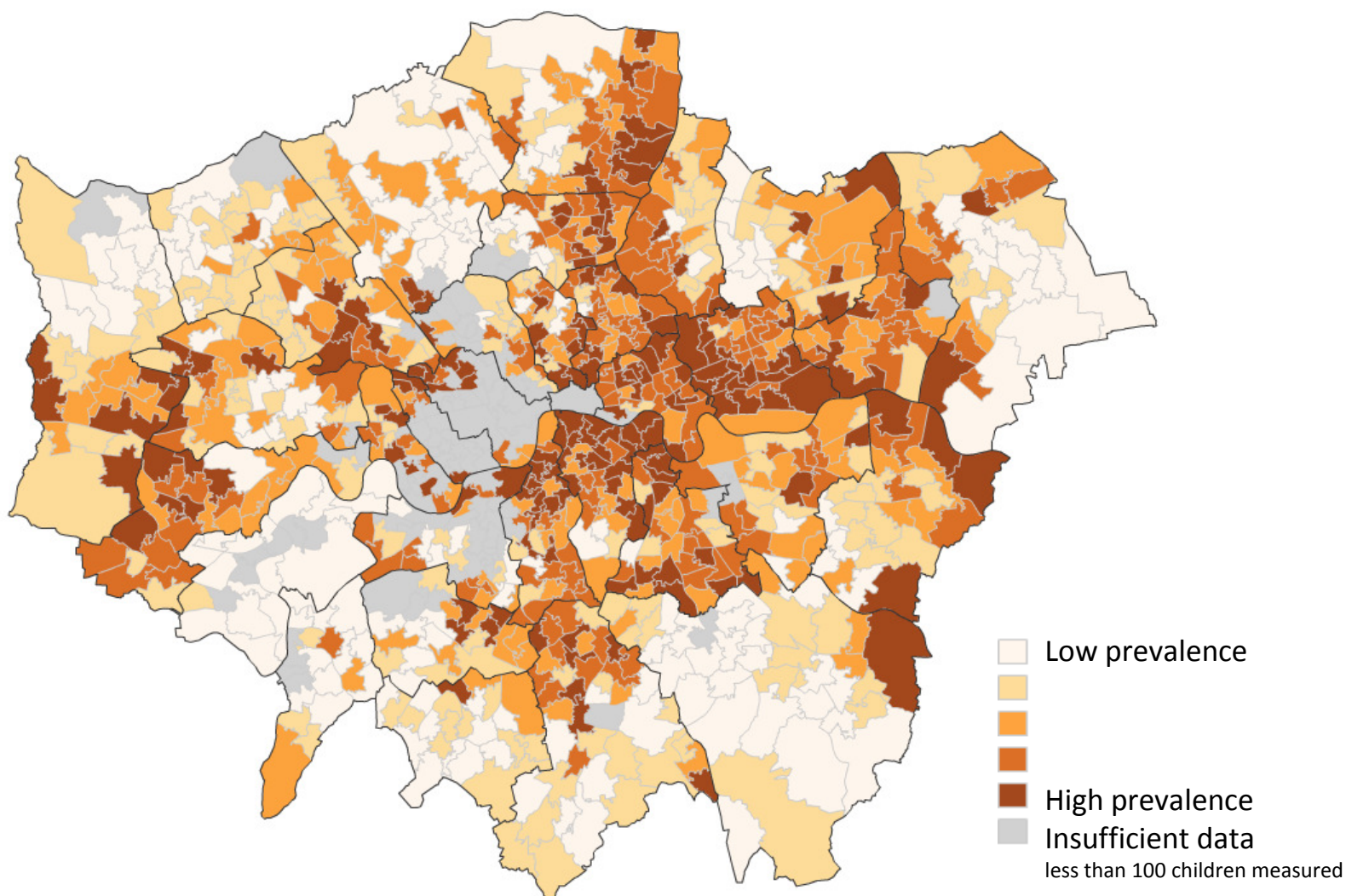
Year 6 children, resident in London, NCMP 2009/10





# Prevalence of obesity by Middle Super Output Area

Year 6 children, resident in London, NCMP 2007/08 -2009/10



© DH 100020290



# Child obesity and its determinants

noo

National Obesity Observatory

Select indicator for map one

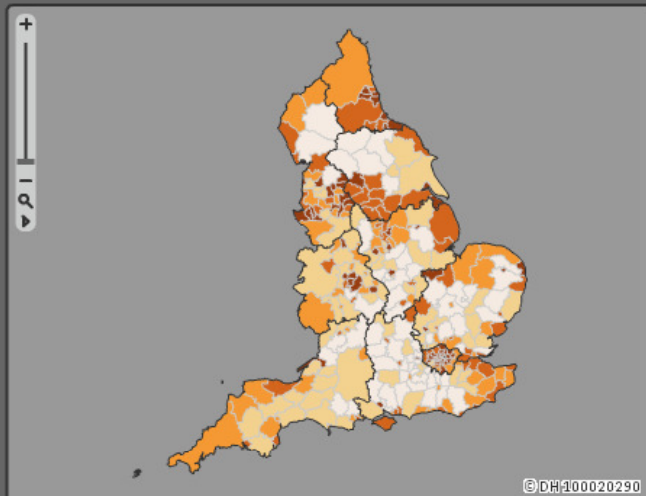
Measures of Deprivation | IDACI score (high = more deprived) | 2007

Apply Filter

Geography

Download Data

Help Guide



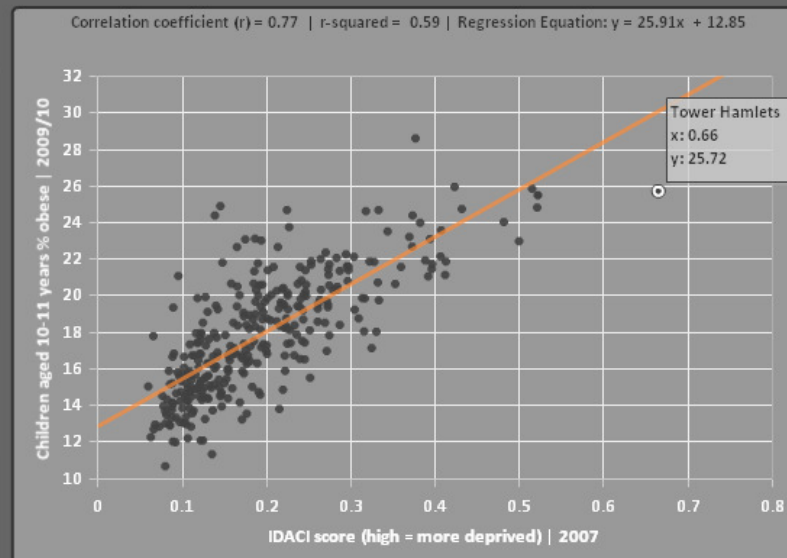
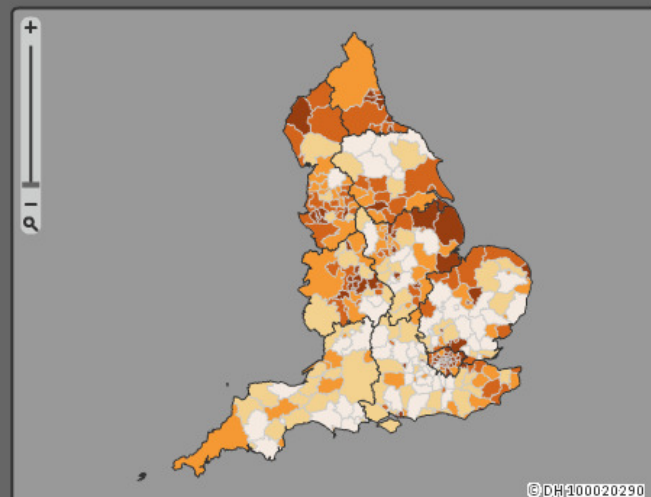
- ☒ Show Local Authority data
- ☐ 0.06 - 0.11
- ☐ 0.12 - 0.15
- ☐ 0.16 - 0.20
- ☐ 0.21 - 0.26
- ☐ 0.27 - 0.66
- ☐ No Data
- ☒ Show regional boundaries
- ☒ Show background map

	Area name	Map 1	Map 2
	Adur	0.18	17.02
	Allerdale	0.18	20.66
	Amber Valley	0.17	18.36
	Arun	0.17	15.86
	Ashfield	0.22	18.20
	Ashford	0.17	20.50
	Aylesbury Vale	0.11	14.96
	Babergh	0.11	13.57
	Barking and Dagenham	0.41	23.58
	Barnet	0.24	17.52
	Barnsley	0.25	21.40
	Barrow-in-Furness	0.24	19.20
	Basildon	0.25	16.51
	Basingstoke and Deane	0.12	17.62

Select indicator for map two

BMI classification UK90 population monitoring cut-offs (2/85/95) | Children aged 10-11 years % obese | 2009/10

- ☒ Show Local Authority data
- ☐ 10.67 - 14.91
- ☐ 14.92 - 16.73
- ☐ 16.74 - 18.65
- ☐ 18.66 - 20.66
- ☐ 20.67 - 28.60
- ☐ No Data
- ☒ Show regional boundaries
- ☒ Show background map

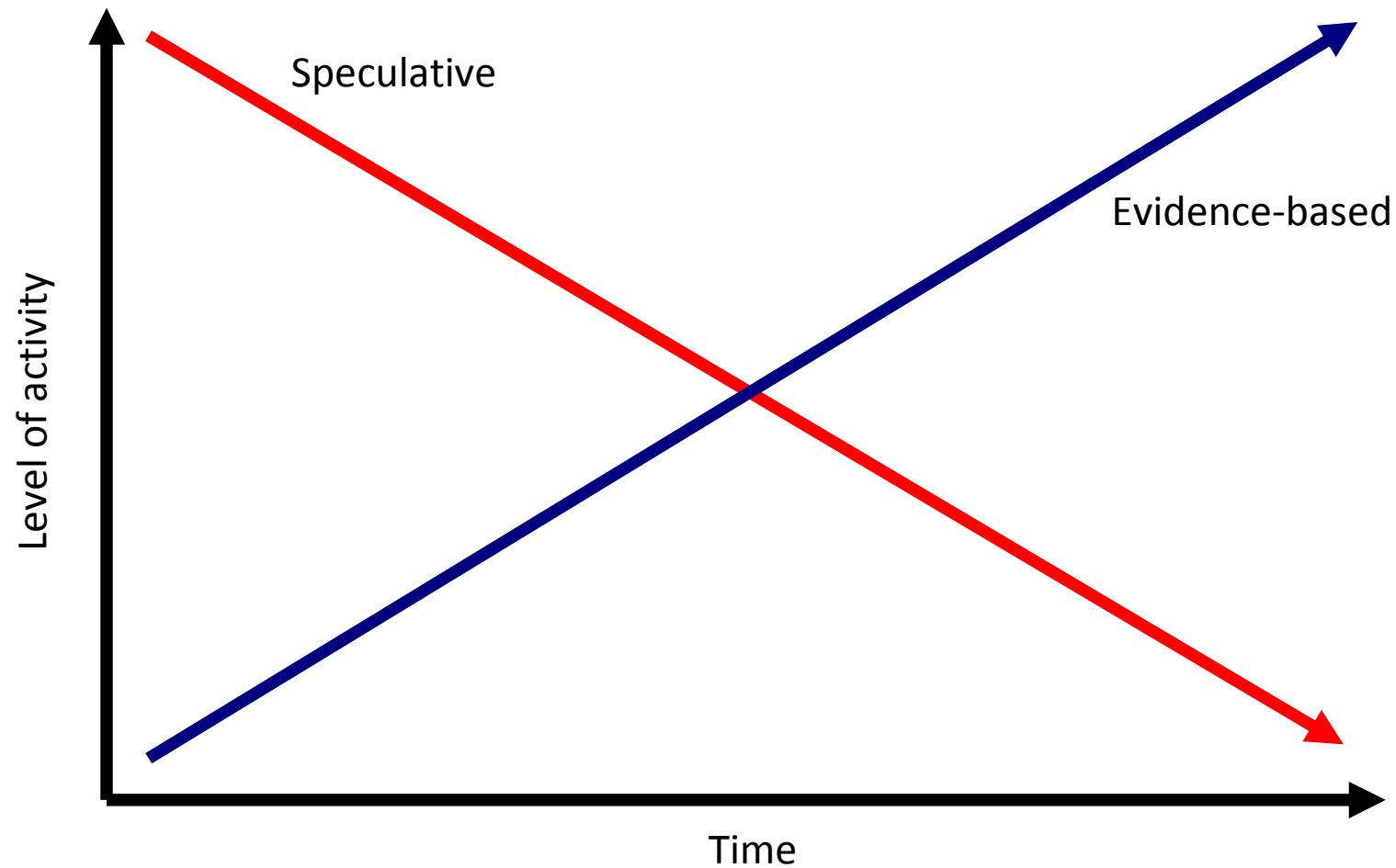








# Evidence trajectories







National  
Obesity  
Observatory

NHS



# Standard Evaluation Framework

for weight management interventions







## Standard Evaluation Framework for weight management interventions



### CORE CRITERIA

The National Obesity Observatory was established to provide a single point of contact for wide-ranging authoritative information on data and evidence related to obesity, overweight, underweight and their determinants.

The Standard Evaluation Framework is a list of data collection criteria and supporting guidance for collecting high quality information to support the evaluation of weight management interventions.

This is a quick reference guide to the core criteria of the Standard Evaluation Framework. *Essential* criteria are presented as the minimum recommended data for evaluating a weight management intervention. *Desirable* criteria are additional data that would enhance the evaluation.

Supporting guidance for each criterion is available from [www.noo.org.uk/sef](http://www.noo.org.uk/sef). This describes why particular criteria have been categorised as essential or desirable, and gives further information on collecting data.

	ESSENTIAL	DESIRABLE
<b>Part one: intervention details</b>		
1. Title/name of intervention		
2. Aims and objectives (including primary and secondary outcomes)		
3. Intervention timescale (exposure, quantity and duration)		
4. Intervention delivery dates		
5. Duration of funding (including dates)		
6. Location and setting		
7. Description of intervention: <ul style="list-style-type: none"> <li>• target population</li> <li>• content</li> <li>• delivery method</li> <li>• deliverer</li> <li>• unit of delivery</li> <li>• details of quality assurance mechanisms</li> </ul>		
8. Rationale for intervention (including theoretical basis)		
9. Core staff competencies required		
10. Equipment and resources required		
11. Incentives for attendance		
12. Details of training needs (including quality assurance of training)		
13. Method of recruitment and referral		
14. Participant consent mechanism		
15. Participant admission/exclusion criteria		
16. Cost of intervention per participant		
17. Cost to participant		
18. Detailed breakdown of cost		
19. Type of evaluation and evaluation design		
20. Details of equality impact assessment		
21. Relevant policy and performance context		
22. Details of health needs assessments that have been conducted		
23. Contact details		
24. Commissioner(s) of the intervention and sources of funding		
25. Declaration of interest		
26. Details of type and extent of any clinical involvement		





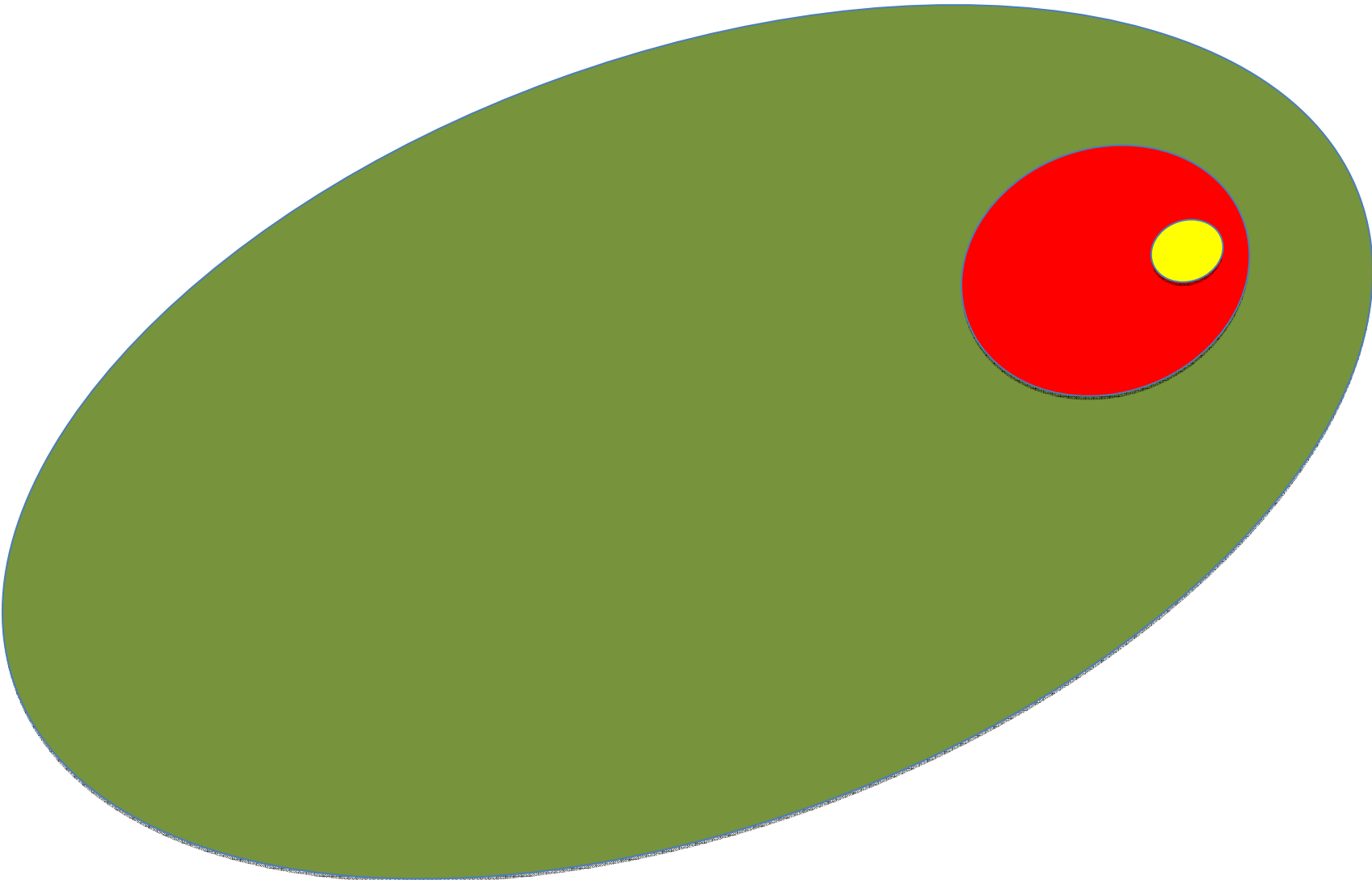














# Summary of the challenges

- Obesity and NCDs pose major problems
- Complex system
- Data are confusing and evidence is lacking
- Money is tight
- Many perspectives: personal, professional, political, commercial
- Fear of failure - we act conservatively
- Lack of dialogue between academia, policy, and practice



# Solutions

- Acknowledge the scale of the problem
- Embrace complexity
- Analyse, interpret, translate the data and evidence
- Promote evidence-driven practice to provide objectivity
- Learn from doing – pragmatic approach to evaluation
- Maximise value through economies of scale
- Respond to user needs, but also push boundaries



[www.noo.org.uk](http://www.noo.org.uk)

[harry.rutter@dph.ox.ac.uk](mailto:harry.rutter@dph.ox.ac.uk)