



Childhood obesity:  
*can we reduce inequalities?*

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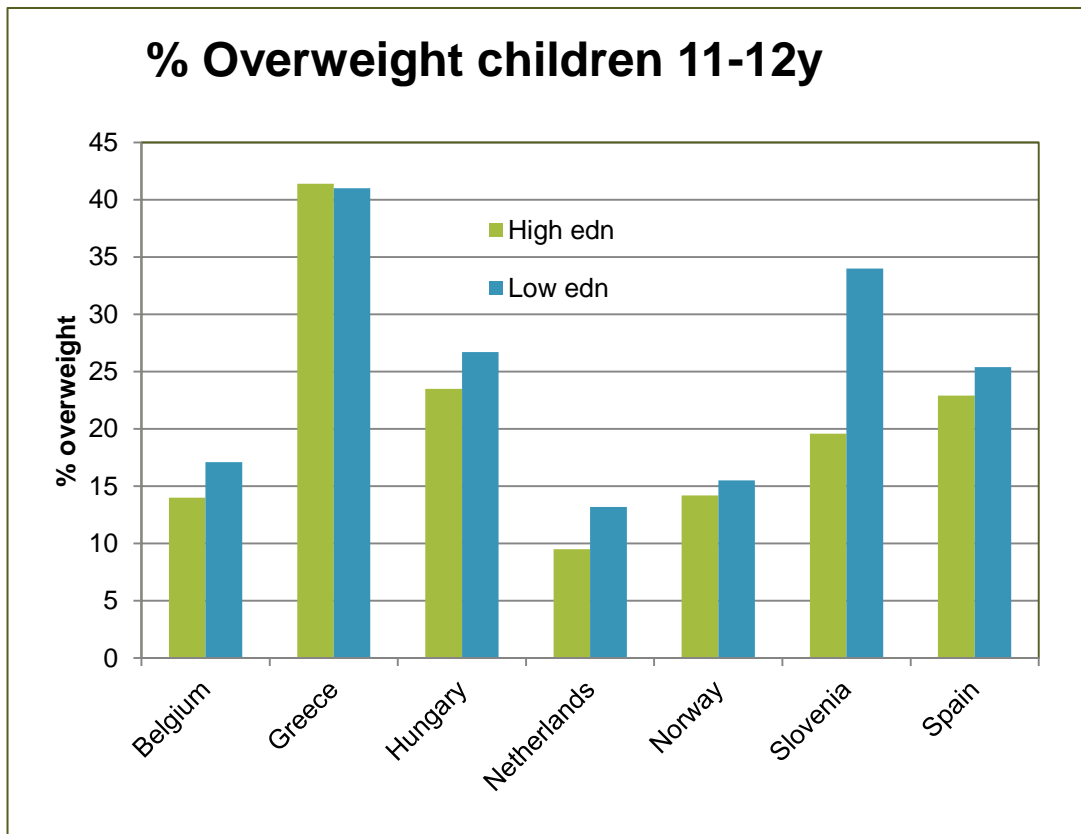


Childhood obesity:  
*can we reduce inequalities?*

Yes we can!  
¡Sí podemos!

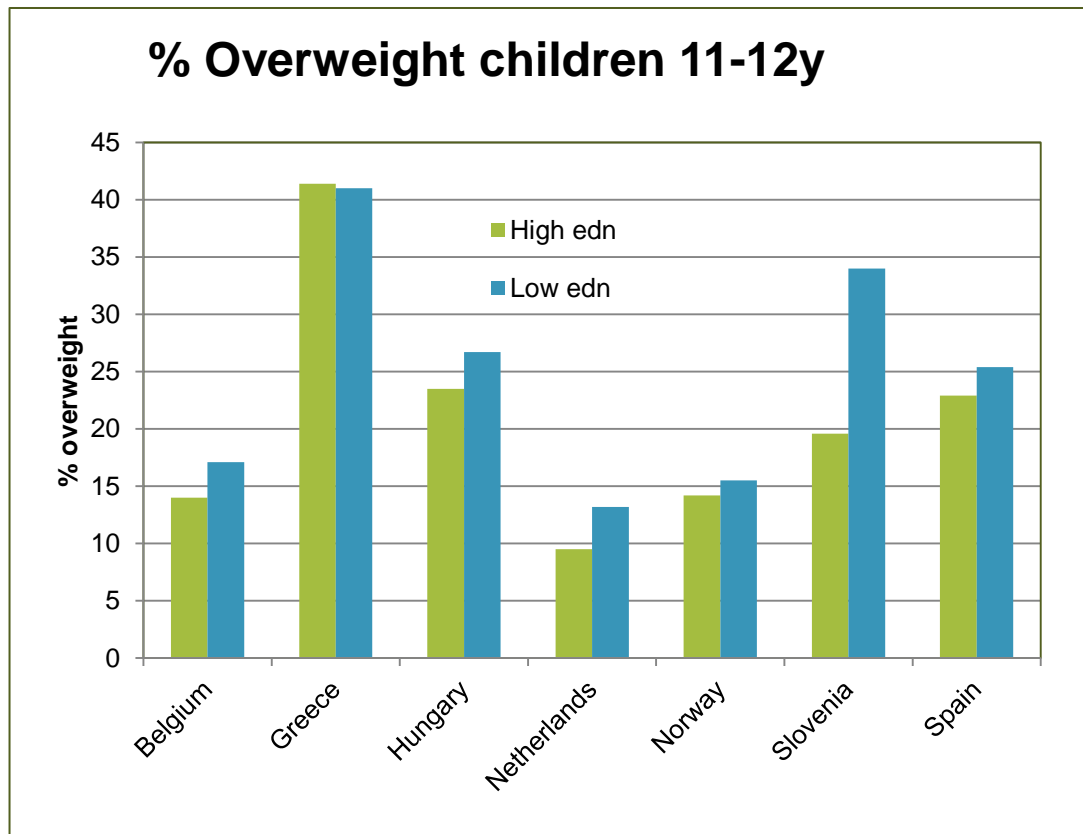
- Inequalities between countries
- Inequalities within countries
- What interventions?

# Variation between countries *and* between high/low educated families



- Overall prevalence varies between member states
- Social gradient for children in most EU member states
- Slope of gradient varies between member states

# Variation between countries *and* between high/low educated families

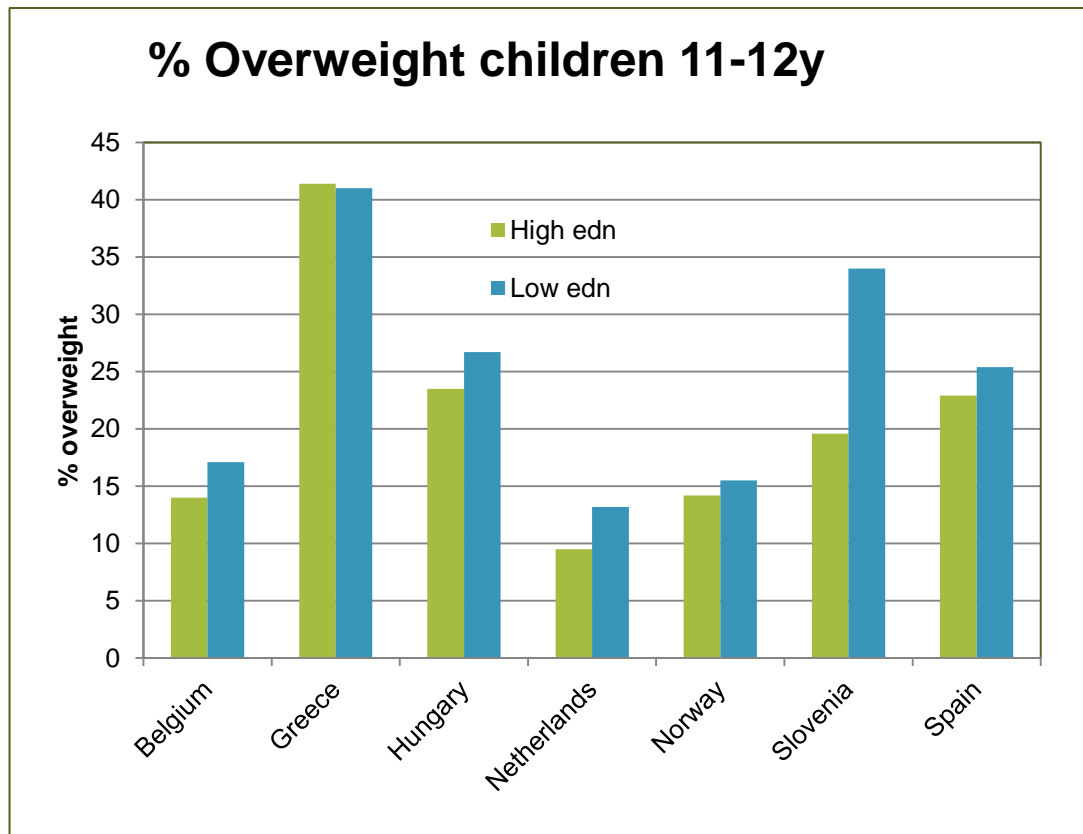


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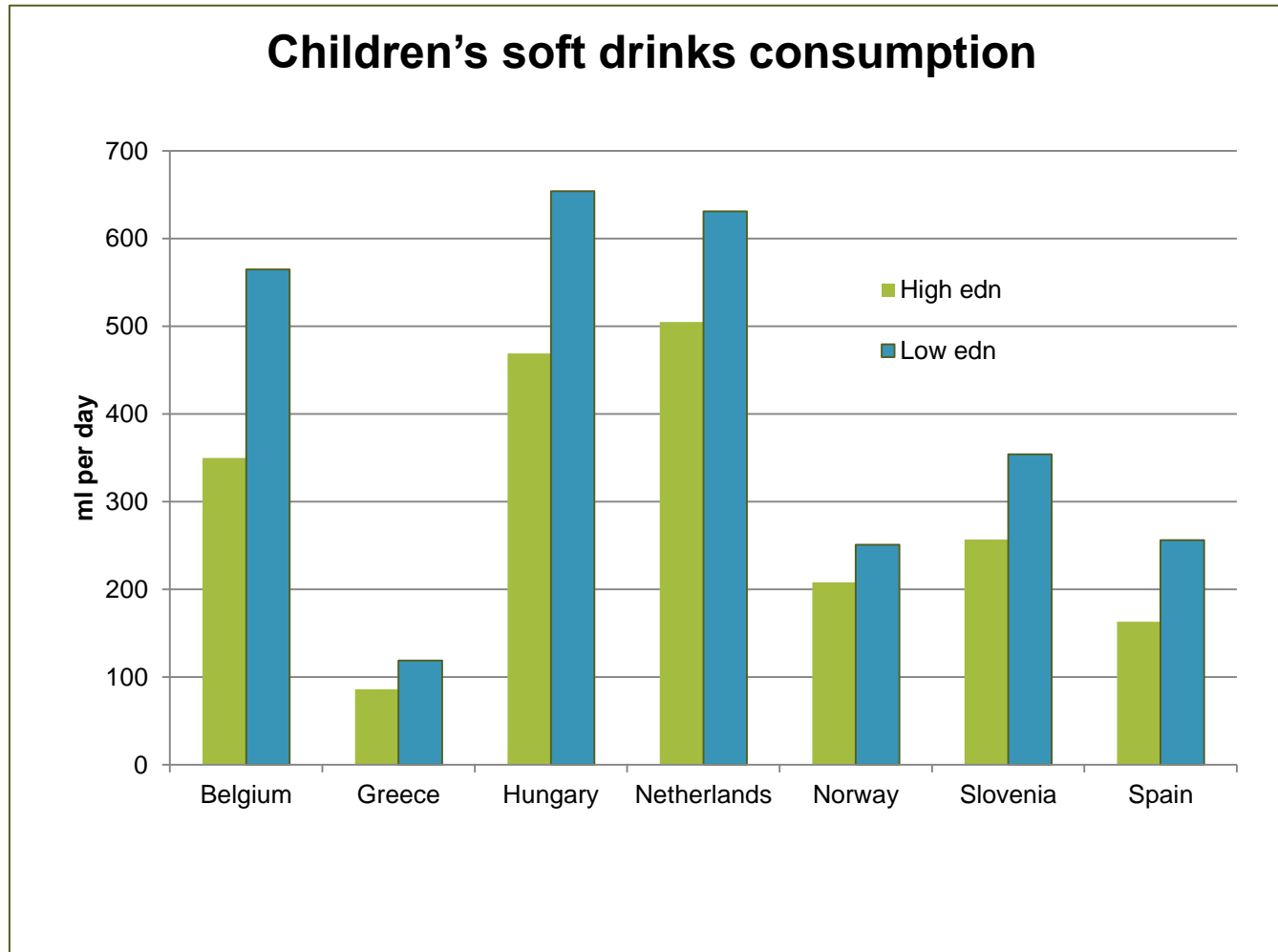
# Variation between countries *and* between high/low educated families



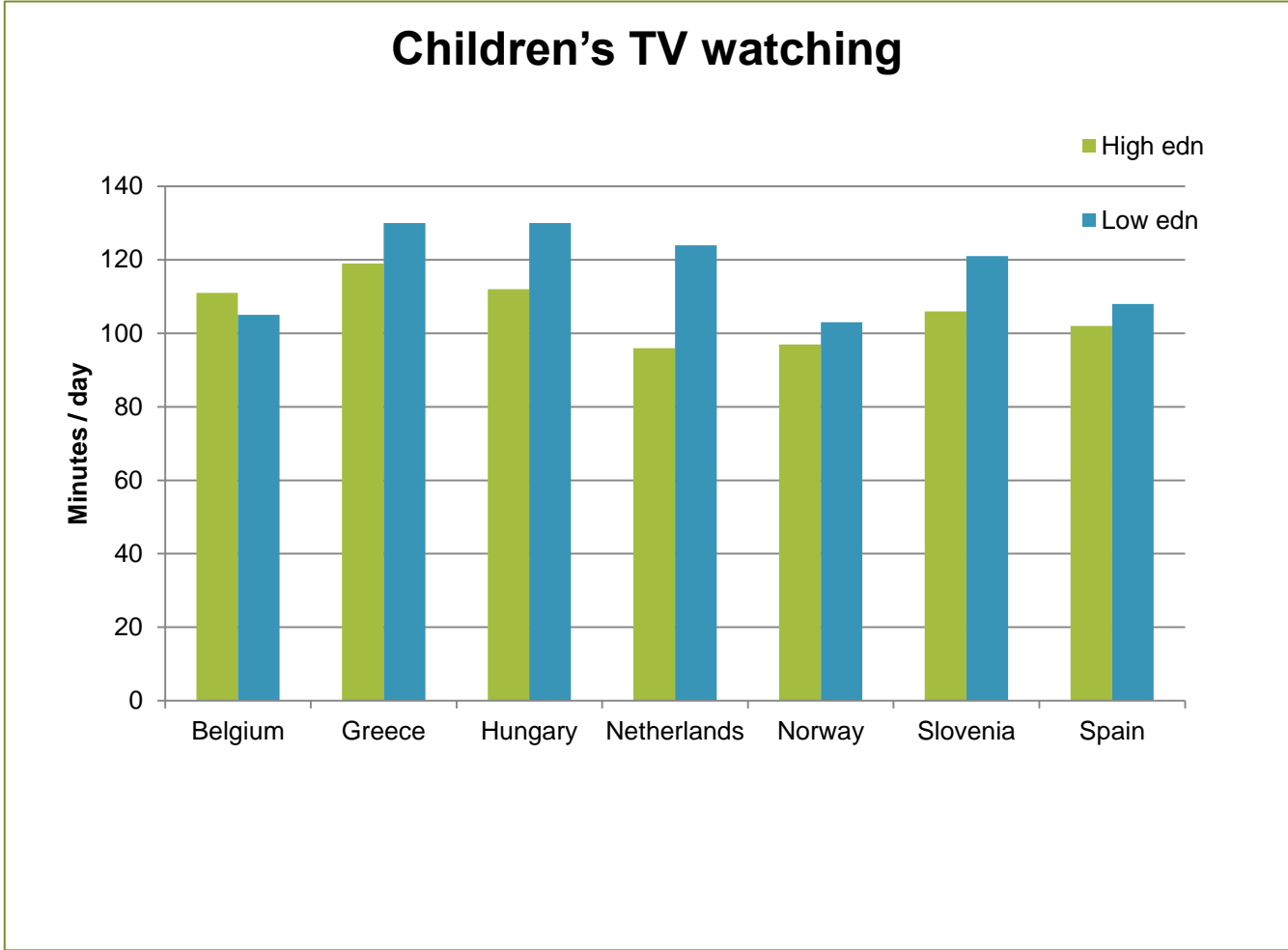
- Overall prevalence varies between member states
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# Variation in dietary patterns



# Variation in sedentary behaviour

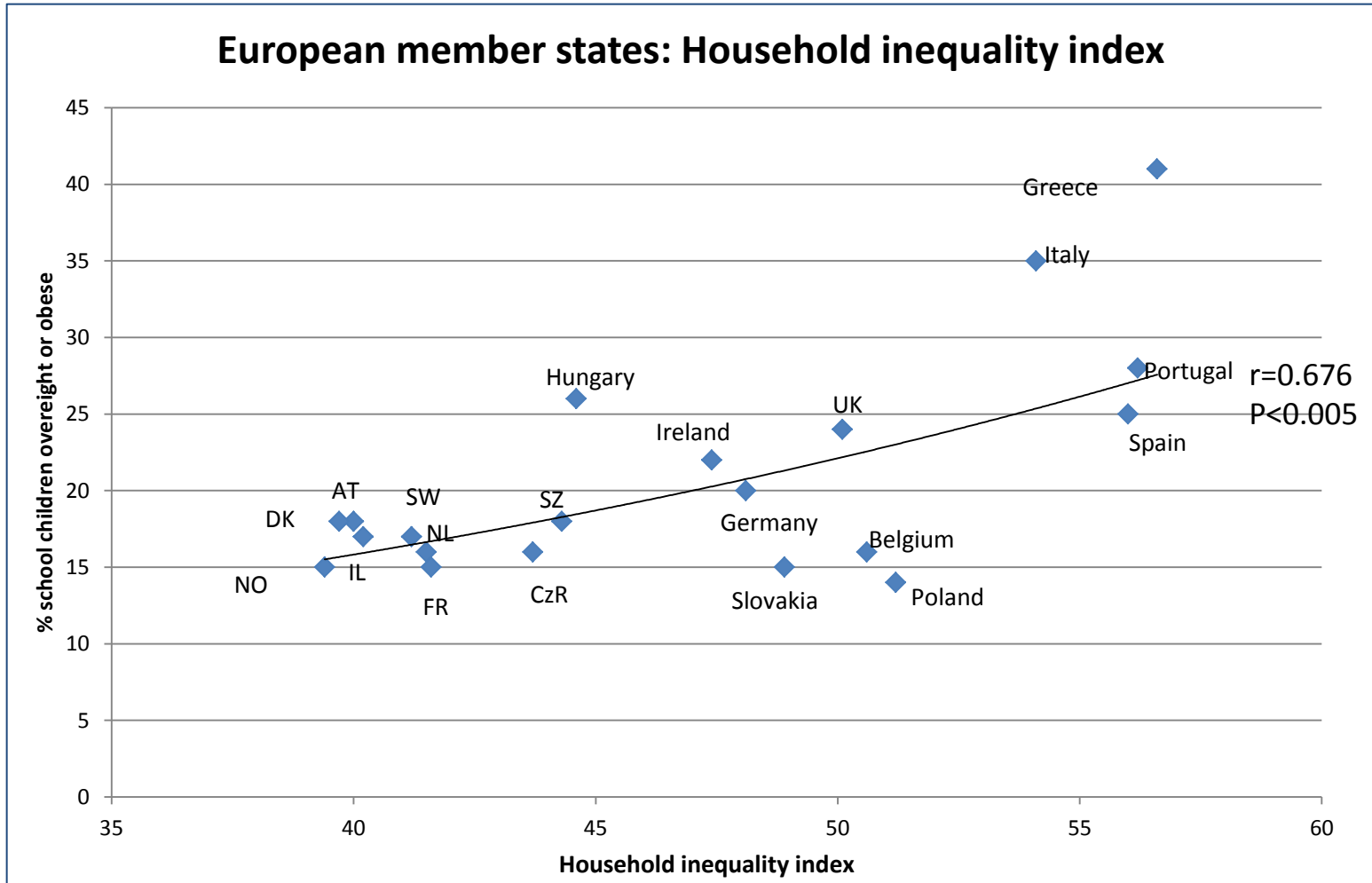




# Variation between countries?

- School food services?
- School physical activity? Walk/bike to school?
- Health services for infants?
- Breastfeeding rates / maternity rights?
- TV advertising?
- Price of 'cheap' calories?
- Subsidies for fruit and vegetables?
- ... ?

# Higher child obesity rates in countries with higher social inequity (ratio of wealth, richest to poorest)

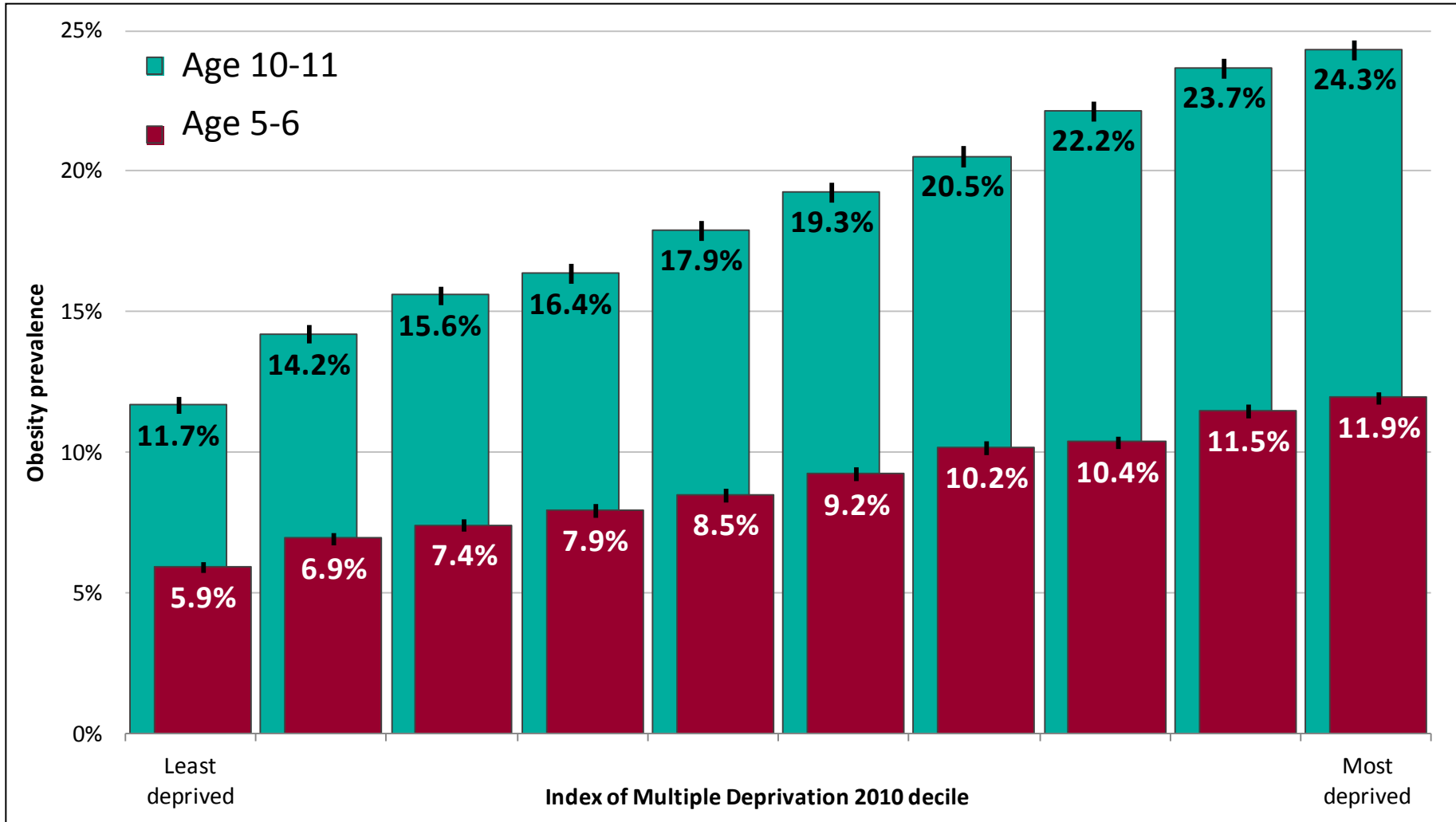


# Variation between high/low educated families

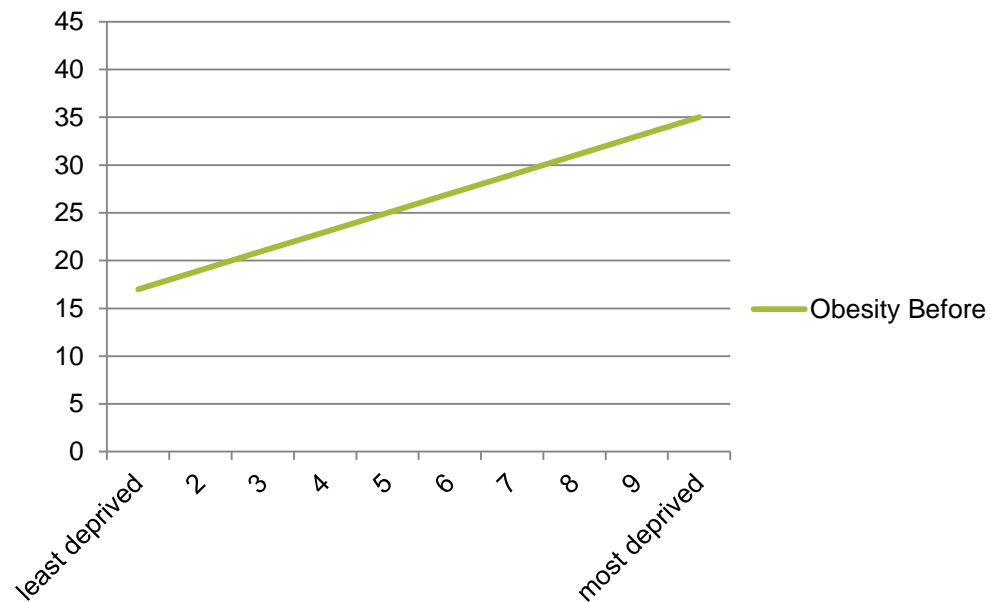
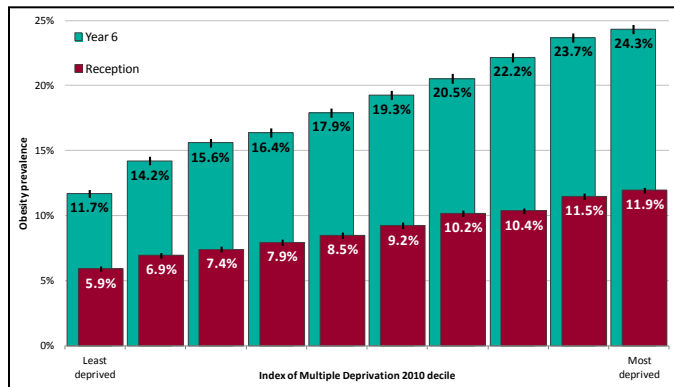
- Income levels and access to resources?
- Education levels / knowledge of health behaviours?
- Ethnicity and cultural practices?
- Exposure to environmental risks?
- Pockets of high obesity in highly deprived communities, or a gradient across all?

# Strong gradient in child overweight by family socio-economic status (deprivation index)

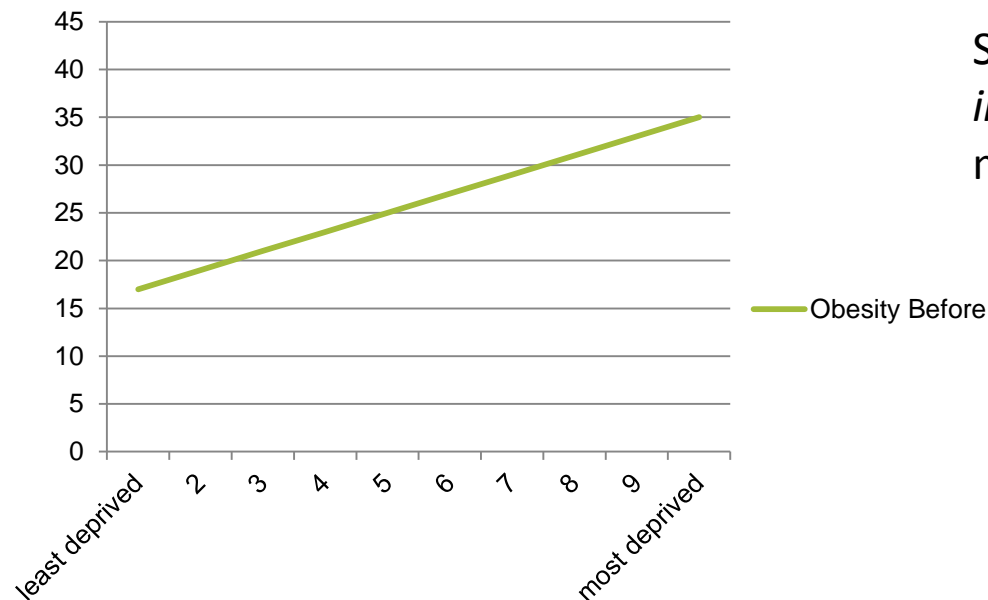
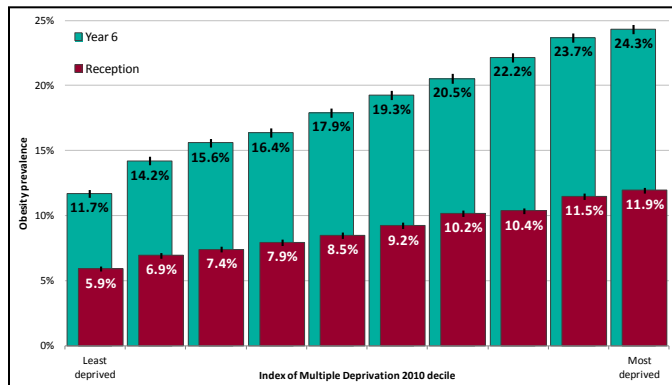
England 2012-2013 (not a sample survey!)



# Social gradients and interventions

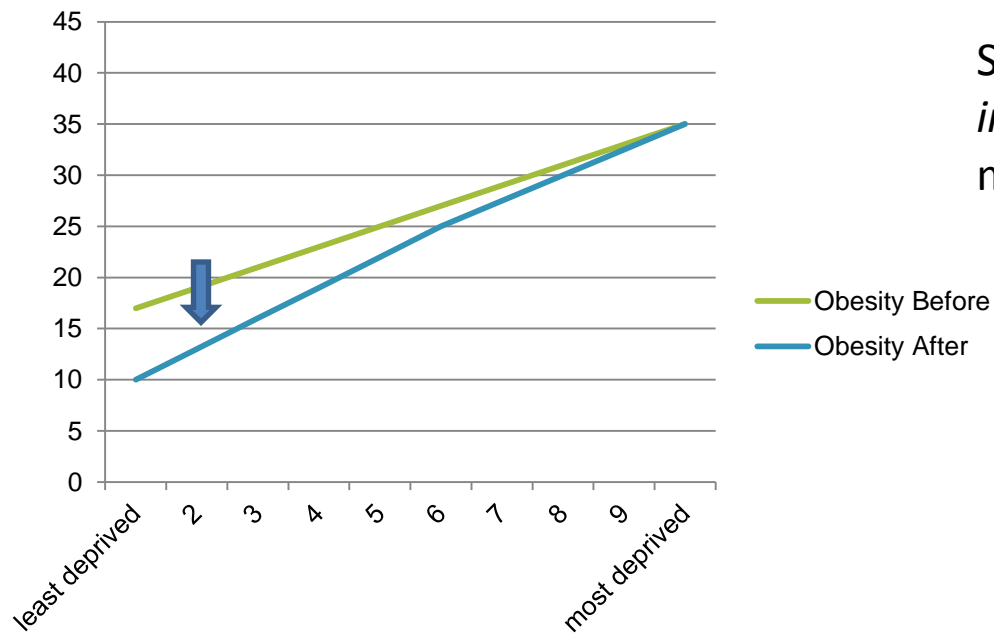
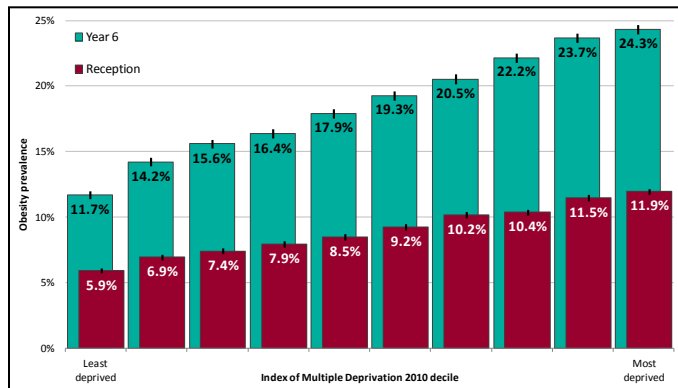


# Social gradients and interventions



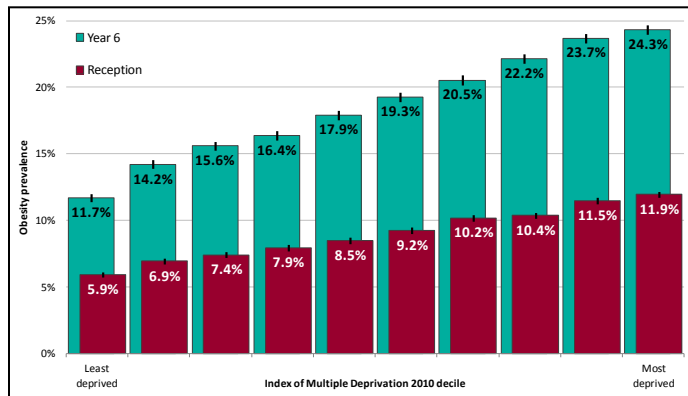
Some population approaches *increase* the gradient (e.g. social marketing, gym membership?)

# Social gradients and interventions

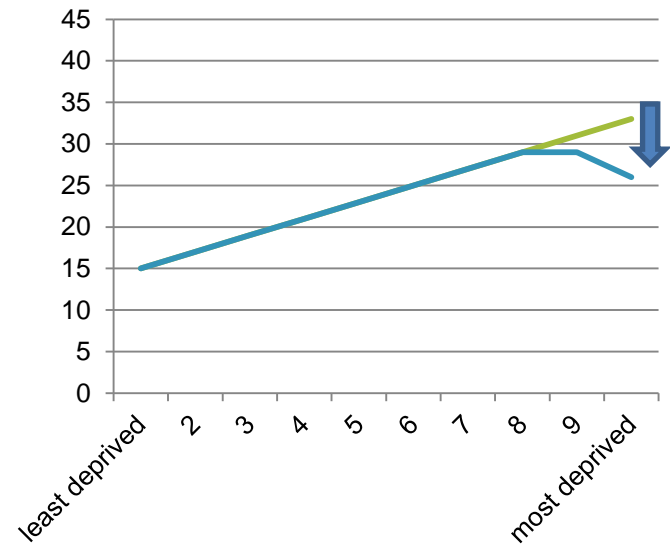
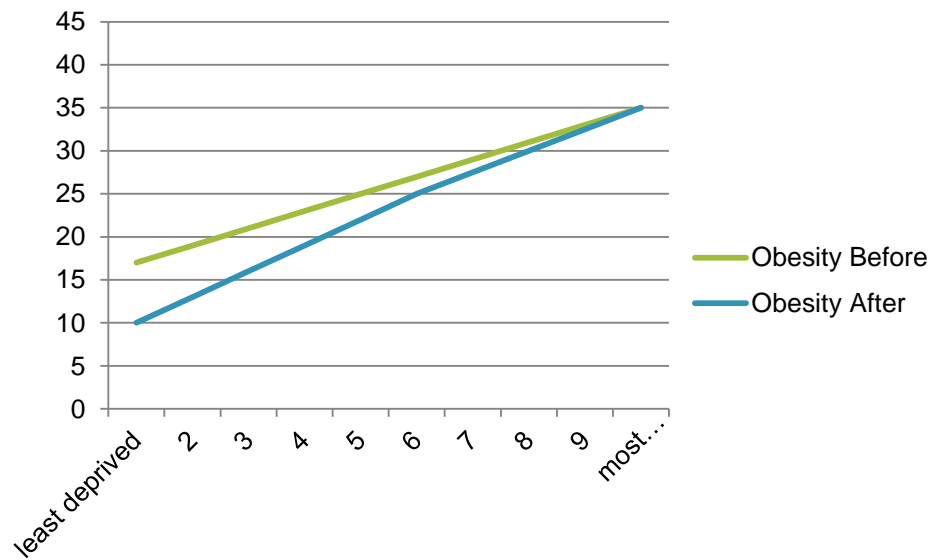


Some population approaches *increase* the gradient (e.g. social marketing, gym membership?)

# Social gradients and interventions

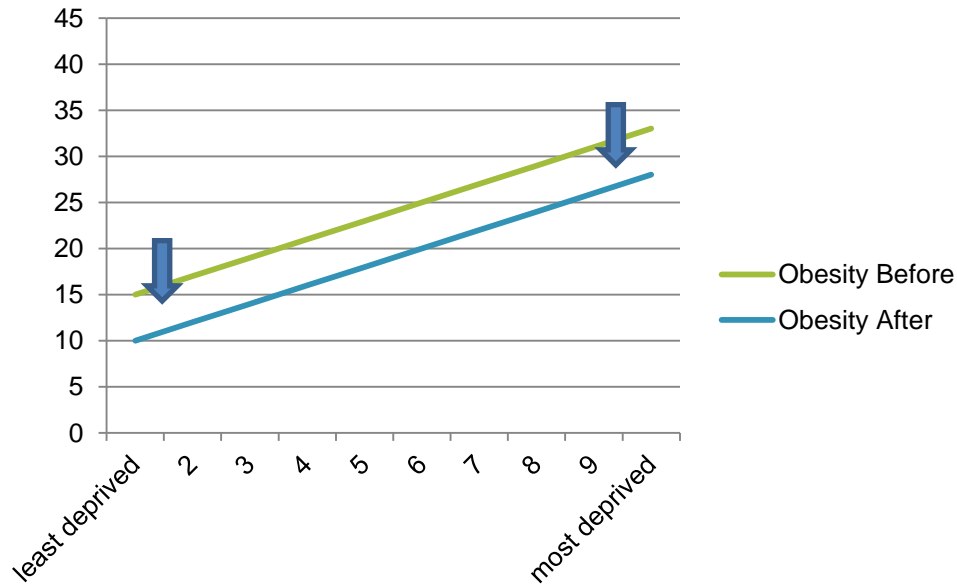


Some highly targeted interventions affect a small part of the gradient

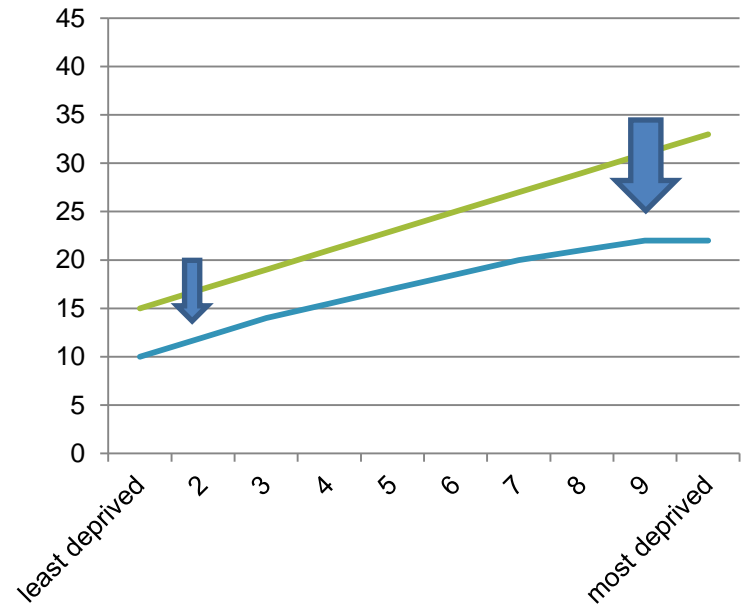




Absolute universal approach  
where all benefit equally, but the  
gradient remains the same



'Universal + Proportionate'  
benefits all, with additional  
benefits to those at greatest risk



# Which policies are universal + proportionate?

Developing a checklist to guide policy...

Underlying exposure	<input type="checkbox"/>
Reach of intervention	<input type="checkbox"/>
Form of intervention	<input type="checkbox"/>
Take-up of intervention	<input type="checkbox"/>
Response to intervention	<input type="checkbox"/>
Sustainable response	<input type="checkbox"/>
Threats to intervention	<input type="checkbox"/>
...	<input type="checkbox"/>

## Case study: Restricting TV advertising for junk food



Exposure to ads... greatest for lower SES



Reach of intervention... all children



Take-up of intervention... all TV stations



Reduction in exposure applies to all, and  
is greatest among higher risk groups

*= universal + proportionate*



## Case study: school intervention to encourage fruit eating

Low intake of f+v...      greatest for lower SES



Reach of intervention...      all if school willing



Take-home transfer...      more likely in higher SES



Sustainable take-home transfer...



    Enthusiasm of parents



    Resources of household



    Threats: rest of family, normal diet pattern

Effect likely to be greatest in higher SES

***= increases SES gradient?***

Which policies are universal + proportionate?

Underlying exposure	<input type="checkbox"/>
Reach of intervention	<input type="checkbox"/>
Form of intervention	<input type="checkbox"/>
Take-up of intervention	<input type="checkbox"/>
Response to intervention	<input type="checkbox"/>
Observable response	<input type="checkbox"/>
Response to intervention	<input type="checkbox"/>
	<input type="checkbox"/>

**Urgent policy priority!**

# Thank you!



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