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Feedback: Why is change needed?

- Concerned actions may actually increase inequality
- Competing priorities together with conflicting evidence – difficult to build a case for positive ROI
- Financial challenges on prevention services and for any non statutory services that nonetheless affect obesity
- Securing partner buy-in and at time of financial challenge
- Tackling obesity long term – loses out to short term demands/pressures and political cycle
- Pressures on workforce knowledge and capacity



Feedback

- Lack of evidence generally as to what works
- Perceived ineffectiveness of programmes/interventions
- Programmes had been ineffective in the long-term
- Not on big enough scale and/or for long enough
- Obesogenic environment
 - Proliferation of fast food outlets
 - Poor active transport choices
- Combatting ingrained attitudes and social norms (struggling to engage key populations)



Partnership crucial but complex

- Difficult to work in partnership with other teams due to differing priorities and cultures
- Public Health still relatively new in LAs?
- Perceived clash with other priorities e.g. economic development and regeneration
- Hard to keep different organisations engaged and sustain momentum/partners' motivation
- “Silo working” and “silo thinking” still evident



Positive Signs

- Enthusiasm for new and better solutions
- Willingness to share experiences and ideas
- Systems thinking/whole systems look promising
- Reflects LA priorities: greater capacity, better solutions and ownership through stakeholders and communities
- Can build on strengths: Pilots demonstrate much works well – we can apply the learning to obesity

