







### There are over 8,500 fast food outlets in London



That's one for every 1,000 Londoners, and the sector is growing 10% each year

# London has a worse record on childhood obesity than most other peer global cities such as New York, Paris and Madrid

### **The Great Weight Debate**

A London conversation on childhood obesity



### **STAGE ONE**

Conduct research to understand what policies Londoners support to tackle childhood obesity



Roundtables with professionals

Online community with 120 Londoners

Great Weight Debate
 110 Londoners and 27
 Health professionals

### Public starting point is personal responsibility

### **BLAME**

# Stop childhood obesity.

### **STIGMA**



"My daughter had to change schools she was getting bullied so much. A PE teacher told her it was her own fault for eating so many burgers."

**Great Weight Debate** 

### **DENIAL**



31% of parents underestimate where their child's body mass index lies on the obesity scales\*

The way the debate is framed acts as a barrier to behaviour change

## Reframing the debate has a dramatic impact on public engagement with the issue

### IT'S YOUR FAULT



**GUILT** 

**DENIAL** 

**DISASSOCIATION** 

"People know they are making bad choices. They already feel guilty. If you feel judged you won't want to engage."

**Great Weight Debate** 

### IT'S THE RESULT OF OUR ENVIRONMENT



**ANGER** 

OUTRAGE

**SOLIDARITY** 

"There really needs to be a change in the approach against childhood obesity. You can't just be neutral. You have to actually be against it, otherwise you are part of the problem."

**Great Weight Debate** 

### What we learned



"I think chicken shops need to be curbed. I'm worried for my children's future." Great Weight Debate Change the foods that are on offer to us

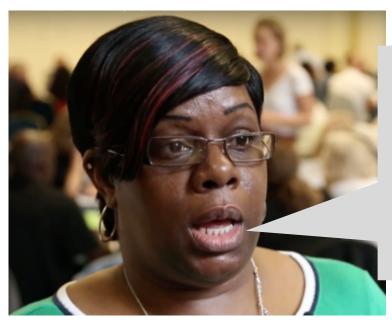
"What are kids supposed to do when there are 'No Ball' signs everywhere?' Great Weight Debate



Change the signals we are being given

We are all in it together

Lead by example



"At bus stops it could tell you when you are one stop away from a school 'if you walked the rest of the way you would burn X number of calories."

Great Weight Debate

Make it easier for us to exercise

"In hospitals and schools they should change what they put in the vending machines. You just buy what's there."

Great Weight Debate

## The research provided a spring board for the campaign

### Research design helped to amplify message



### **The Great Weight Debate**

### A London conversation on childhood obesity



### **STAGE TWO**

Use the research as a platform to reach as many Londoners as possible

Great Weight Debate replicated across London Boroughs

Survey of 4,000 people using questions and language developed through qualitative

Young people invited to be health champions for a day

Online platform where Londoners can make pledges to lead healthier lifestyles and exchange ideas

### Value of the research

- 1. Demonstrated public support for interventionist, 'nudge' policies to tackle obesity
- 2. Impact amplified through research design
- 3. Tools provided to enable easy replication