

Societal Influences on Obesity: Seeing the System

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Making it easier to live a healthier, more active life

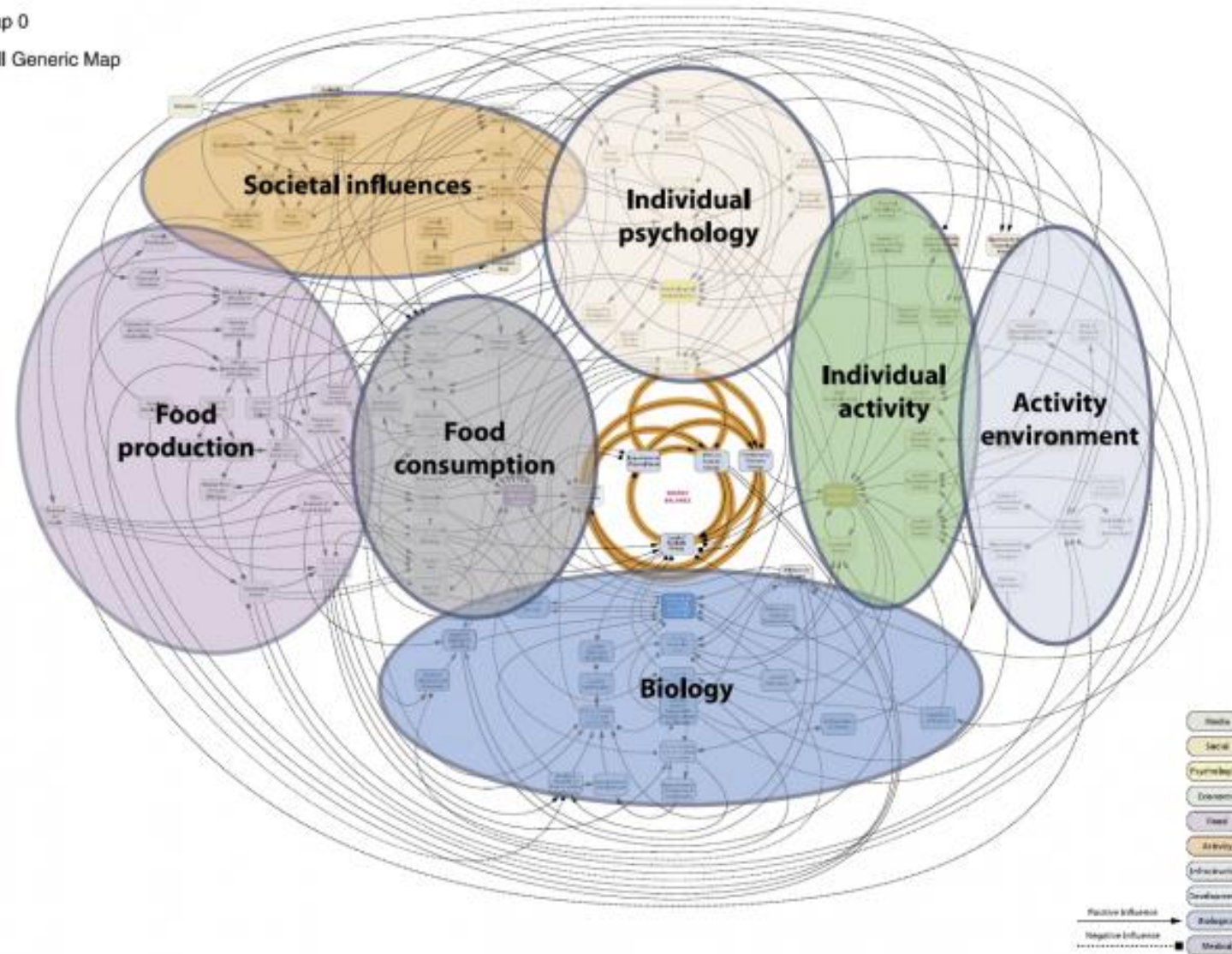


City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

Societal Influences

Map 0

Full Generic Map



If the system were aligned for health, what would be different?

Plan for the workshop

- Welcome & opening notes
- Laura Bentley, Clinical Services Lead, New Vision Bradford
- Natalie Wright, Living Well Service Team Manager, Public Health / Martin Lee, Living Well Service Business & Partnerships Manager
- Joe Minton, Specialty trainee in public health

- Workshop Activity 15min
- Feedback 10mins
- Close

LAURA BENTLEY

Clinical Services Lead - New Vision Bradford

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THE WIDER DETERMINANTS OF OBESITY: FOCUSING ON ALCOHOL

EXPLORING HOW ALCOHOL
CONSUMPTION CONTRIBUTES TO
OBESITY BEYOND CALORIES.

ALCOHOL AND CALORIES

- Alcohol provides 7 calories per gram, almost as high as fat (9 calories per gram).
- Examples of calorie content in popular drinks:
 - Beer (pint): ~180–250 calories
 - Wine (large glass): ~230 calories
 - Cocktails: often 300+ calories

ALCOHOL'S EFFECT ON BEHAVIOUR

- Increases appetite: People tend to eat more while drinking.
- Lowers self-control: Leads to choosing higher-calorie foods.
- Social settings encourage both alcohol and high-calorie food consumption.

SOCIAL AND ENVIRONMENTAL FACTORS

- Cultural influences: Alcohol is often tied to socialising and celebrations.
- Marketing: Alcohol is heavily marketed, normalising excessive consumption.
- Availability: More alcohol outlets = higher consumption.
- Socioeconomic status: Stress and financial insecurity can increase alcohol use.

PUBLIC HEALTH APPROACHES

- Taxation or pricing: Making alcohol less affordable.
- Advertising restrictions: Reducing alcohol ads.
- Calories on labels: Helping people make informed choices.
- Campaigns: Educating on the hidden calories in alcohol.

CONCLUSION

- To conclude, alcohol is an important but often overlooked factor in obesity.
- It contributes through:
 - High calorie content
 - Changes in eating behaviour
 - Social and environmental influences on drinking

Living Well Services Bradford Public Health



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Making it easier to live a healthier, more active life



Bradford's Living Well Services.

A universal front door for behaviour change support.

Our work directly influences *three major drivers* of obesity:

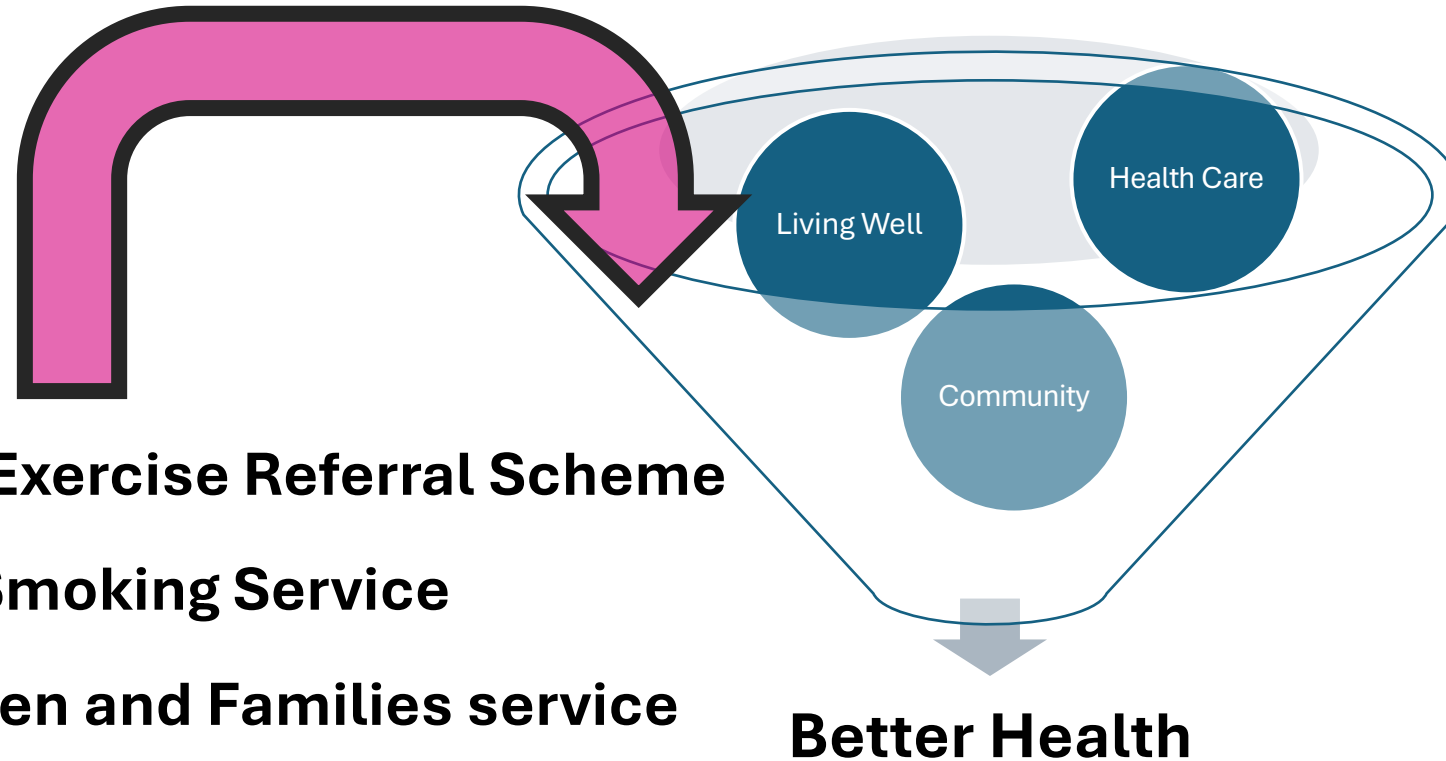
- **Physical inactivity.**
- **Poor diet quality.**
- **Low health literacy and confidence to change.**

What we do?

Support people to make positive lifestyle changes by reducing barriers and enabling people to take the first step to a healthier life.



Living Well - Whole System Approach



- **LW BEEP Exercise Referral Scheme**
- **LW Stop Smoking Service**
- **LW Children and Families service**



Living Well – BEEP Exercise Referral

- **BEEP (Bradford Encouraging Exercise in People)**
- **How BEEP supports obesity prevention and wellbeing**
- **The journeys reflect real people in Bradford, making real changes, with real impact.**

'BEEP has helped my health both physically and mentally.'



Ian dropped 20kg –
'I now feel the fittest I have felt in years!'

'The friends I met really encourage and motivated me to continue going!'



Living Well Stop Smoking Service.

Smoking and obesity are two of Bradford's biggest contributors to ill health

The Service supports overall wellbeing:

- Reduces health inequalities
- Reducing the risk of various health conditions
- Improving mental wellbeing
- Building self-confidence.
- Reducing barriers to change

'I am financially much better off.'



I have noticed a big improvement in my breathing and now manage everyday tasks a lot better.

'I feel fitter, very proud and much more confident.'



Living Well Children and Families

Our early intervention programme for 2-19 years.

- Early years nutrition
- Active play and reducing sedentary time
- Whole family- routines that support healthier living.

Supporting obesity prevention and wellbeing:

- Builds resilience in young people
- Improves mental and physical health.
- Builds skills and confidence
- Reducing barriers

'He now walks to school, joined after-school sports, feels much more confident in himself.'



He prepares a salad with every evening meal, eats fewer sugary snacks, and uses hand portions to guide how much he eats.

I've noticed he looks fitter and he is much happier overall.



Next Steps!

Our future plans focus on strengthening local partnerships with health professionals, community organisations, and residents themselves.

To develop our services to the next level – we cannot do this without YOU!

“Every conversation we have, every barrier we remove, and every person we empower is a step toward a healthier, more equal Bradford”





**LW REFRESH:
EVIDENCE
REVIEW
2025/26**



key questions

What can new evidence tell us about health weight and wellbeing and how should LW respond to it?

How have levels of overweight and obesity changed over time locally compared to other areas, what might explain the differences?

What is the impact of obesity of the local economy in Bradford?

Obesity costs Bradford around **£300 million** each year, touching every part of the system. This includes -



Costs of treating obesity (NHS, adult social care and children's services)



Costs to employers of sickness absence



Lost earnings due to unemployment



Loss of productivity at work due to presenteeism

Breakdown

31%

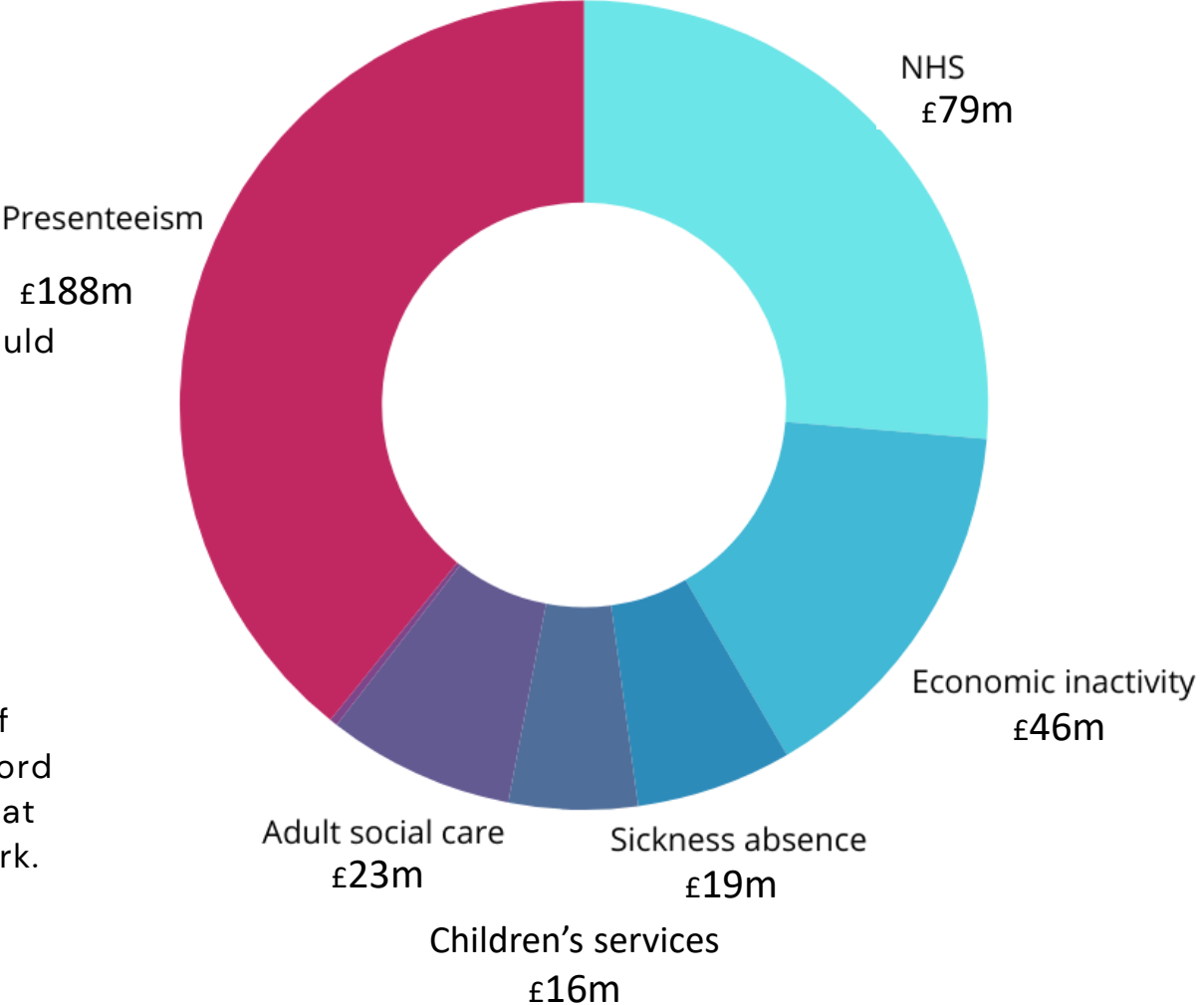
Adult obesity

Ageing population and persistent child obesity could escalate costs in future.

2,100

Economically inactive

Obesity accounts for 2.3% of economic inactivity in Bradford due to chronic conditions that limit a person's ability to work.



144k

Sickness days

Approximately 1 in 7 of all sick days or 555 full time equivalent employees are due to obesity

1 in £14

NHS Spend

NHS costs attributable to obesity, such as excess costs of type 2 diabetes, heart disease, musculoskeletal conditions.

The flipside: how does the economy impact on healthy weight and wellbeing?

INCOME

Low pay and financial insecurity make healthier food choices harder and increase reliance on cheaper, energy-dense foods.

WORK ENVIRONMENTS

Access to healthy food, active travel options and supportive workplace cultures influences weight and wellbeing.

WORKING PATTERNS

Shift work, long hours and insecure employment reduce time for cooking, sleep and physical activity.

ECONOMIC PARTICIPATION

Good health supports employment, but good employment also supports good health and healthy weight – the relationship is two-way.

Making it easier to LIVE WELL

Making it easier for everyone in Bradford District to live healthier more active lives.



Prevention is not just a health goal — it's an economic investment that will deliver measurable financial and social returns over the next decade. Reducing obesity prevalence by just 1 percentage point (~4,100 adults) saves than £4 to 6.5million per year.

***2050: Obesity is no longer a major issue in Bradford.
What has changed in the system?***

Think – cultural and societal norms, economic and commercial conditions, built environment and planning, institutions, governance & policy

What Changed, who changed it? And what made the change possible?

Feedback: What system change could we begin within the next 12 months

2050: Obesity is no longer a major issue in Bradford. What has changed in the system?

(Policy, economics, culture, regulation, services, environment -not individual behaviour.)