



# The Association of Directors of Public Health

## ADPH welcomes “ambitious” next stage of Childhood Obesity Plan

ADPH welcomes step change in action and “urges Government to implement without delay”.

The Association of Directors of Public Health (ADPH) welcomes this ambitious second chapter of the Childhood Obesity Plan. The UK is facing a childhood obesity crisis with a third of children now overweight or obese at age 10 or 11.

We urgently need to improve the food our children eat and help them be more active. This can only be achieved by working together across a wide range of areas nationally and locally. As local public health leaders, we look forward to working with the Government and partners to continue to develop and implement this new range of measures.

ADPH President Dr Jeanelle de Gruchy said:

“The ambition to reduce childhood obesity by half by 2030 is very welcome. With the unacceptable situation of children from deprived areas being twice as likely to be overweight or very overweight, the emphasis on reducing this inequality and ensuring we help *all* children have a healthy weight is essential. Creating a culture where a healthy weight is the norm in society will require bold action by all.

We applaud the Government for its plans to address the cynical, pervasive marketing of junk food to children and to put an end to price promotions on unhealthy food. We are fully committed to leading local actions such as the Trailblazer programme and working with our partners, especially with schools, where the promised funding will boost efforts to increase cycling and walking to school.

We would like to see the Government go further and give local areas more power to create healthier places, working in partnership with planning and licensing teams. Health should be more firmly embedded into the planning system and we need to reduce the number of fast food takeaway shops selling high fat, salt and sugar food to children.

We call on all partners to ensure that these measures are implemented fully and without delay.”

**ENDS**

### Further information

The [Association of Directors of Public Health](http://www.adph.org.uk) (ADPH) is the representative body for Directors of Public Health (DPH) in the UK. It seeks to improve and protect the health of the population through collating and presenting the views of DsPH; advising on public health policy and legislation at a local, regional, national and international level; facilitating a support network for DsPH; and providing opportunities for DsPH to develop professional practice. The Association has a rich heritage, its origins dating back 160 years. It is a collaborative organisation working in partnership with others to maximize the voice for public health.

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