

HEALTH & SOCIAL CARE

London Borough of Lewisham

Lewisham's Childhood Obesity Trailblazer Programme

Lewisham's ambition is to halve childhood obesity rates by 2030 through the borough's Whole Systems Approach to Obesity: changing the environment we live in by making healthier options the easiest choice for children and their families.

In 2019, Lewisham Council was chosen as one of five national Trailblazer Authorities to receive funding to support the borough's work to tackle childhood obesity. The three-year Childhood Obesity Trailblazer Programme (COTP) is funded by the Department of Health and Social Care and the Local Government Association. Lewisham Council is working with advertising industry partners JCDecaux, Outsmart and ISBA.

Lewisham's COTP aims to restrict advertising for products high in fat, sugar and salt whilst simultaneously developing and displaying health-promoting posters co-produced by communities across the borough.

The first co-produced poster was designed by young people, targeting local businesses, encouraging them to become 'Sugar Smart', a campaign to help reduce over-consumption of sugar in communities.



Engaging young people was achieved by collaborating with Lewisham's Young Mayor's Team. The team acts as advisors to the young mayor, helping to advise policy and decision making, while also looking to engage and upskill local young people in youth democracy. They worked with a group of twelve young people to co-design the health promotion poster over two months. During the process, advertising partners Outsmart worked with the group to provide an insight into the advertisement sector as well as encourage and empower the young people to see themselves as creatives.

A local graphic designer incorporated the key concepts created by the young people into a final poster that was displayed across the digital and printed advertising boards in the borough.

The process allowed young people to learn more about the wider work of the council and partners, and develop their understanding of the wider determinants of health. A particular benefit was that the young people learnt about the types of careers available to them, such as those in advertising, as well as gaining new skills.

Young people are key stakeholders who provide valuable insight and should be offered an active opportunity to contribute to ongoing discussions about childhood obesity.

For further information contact:

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