

OUR VISION, PURPOSE AND COMMITMENT



**LONDON'S
CHILD
OBESITY
TASKFORCE**



SUPPORTED BY
MAYOR OF LONDON



THE CHALLENGE

London's children face the risk of lifelong ill health because the circumstances in which they live their lives make it difficult for them to eat healthy food, drink water and be physically active. This reduces their life chances and prevents them from flourishing. Nearly 40% of all London's children are affected by overweight or obesity, and the highest rates occur in the areas of greatest deprivation. This is unfair.

THE RESPONSE

Action is needed across London and beyond to transform the circumstances in which children live their lives, to better support their health. In his London Health Inequalities Strategy 2018, the Mayor re-stated his commitment to addressing child obesity to affect a step change for all children across London, especially those who face the most challenging circumstances. As part of that commitment, he established the London Childhood Obesity Taskforce.

OUR VISION IS

... that every child in London grows up in a community and an environment that supports their health and weight.

OUR PURPOSE IS

... to unleash a transformation in London so that every child has every chance to grow up eating healthily, drinking plenty of water and being physically active.

OUR COMMITMENT IS

... to mobilise action to halve the percentage of London's children who are affected by excess weight at the start of primary school, and obesity at the end of primary school, to reduce the gap between the richest and poorest areas in London.

The London Child Obesity Taskforce was established in 2018 as part of the Mayor's commitment to address child obesity. Find out more at www.london.gov.uk/what-we-do/health/londons-child-obesity-taskforce or email childobesitytaskforce@london.gov.uk

OUR GUIDING PRINCIPLES

We will take a whole-system approach to building our programmes of action, targeting the root causes of obesity.

We will place the reality of life for children and their families at the heart of everything we do, ensuring that action is effective and equitable.

We will be:

- thoughtful in how we make our decisions
- brave in how we lead, act, and interact with each other and partners
- impactful in making a real difference for London's children
- innovative in applying insight and rigour to all we do.

We will mobilise leadership, commitment and accountability at all levels, so that people are motivated and take responsibility, delivering action and ensuring that our intentions become reality across London.

We will be evidence based, politically aware and financially feasible.

We want to see a radical difference in how people live, with a fundamental shift in norms, values and attitudes to diet, hydration and activity. There will be no going back to the days of perpetuating the conditions that undermine children's health in London.

HOW WE WILL WORK

The Taskforce is a voluntary body without a mandate to deliver specific actions. Our role in unleashing the transformation will thus be to:

Engage with children, their parents and caregivers. We will talk with children and families to understand how to design actions that will work in the context of their everyday realities. We will sustain a process of engagement with local communities so we can learn from them about what the solutions that will work for them. Children will be at the centre of everything we do.

Tell the story and communicate. We will use our voice to champion and communicate, sharing the stories of the daily lives of children, families and caregivers who are often unheard, marginalised or blamed for the problems they experience.

Mobilise others to take action. When we first met, we agreed that we needed to get out there to engage those who could make a difference to children's lives. This has been a crucial part of our work so far. Our role now is to engage with the system to drive the leadership needed to implement our calls to action.

Learn our way to the future. We want to learn from others and learn by doing. We will engage with other cities in the UK and around the world so we can share learning and use the power of cities to advocate for policy change together, where it will benefit our communities. To this end, we will look to set up a global cities network focused on children's healthy weight. In 2020, we will host the first global summit on actions to promote healthy weight in cities.

