

Innovation in combating children's inactivity and obesity

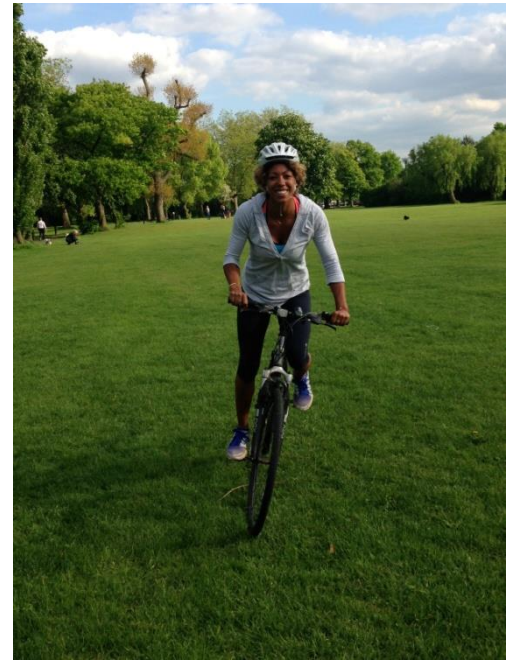


**Institute of Sports and Exercise
Medicine 2017**

Dr Zoe Williams GP

A little about me

- GP Southwark – S London
- Special Interest - Lifestyle Medicine
- Clinical Champion Physical Activity - Public Health England
- Clinical Associate - Obesity - Southwark CCG
- Clinical Champion – RCGP Physical Activity and Lifestyle Priority Group
- Media Doctor



1. Activity/Exercise and Me

- Overcoming Asthma
- Confidence
- Medicine
- Friendships
- Gladiators
- Time to give something back!



2. How Inactive are Teenage Girls?



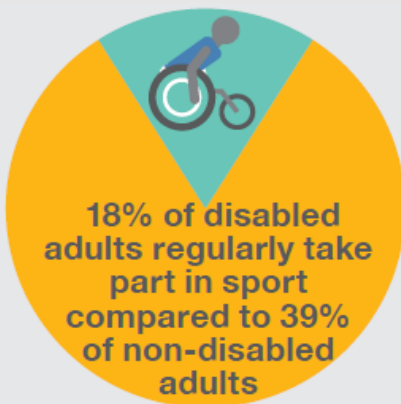
33% of men are not active enough for good health



45% of women are not active enough for good health



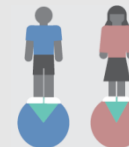
19% of men and 26% of women are 'physically inactive'



18% of disabled adults regularly take part in sport compared to 39% of non-disabled adults



23% of girls aged 5-7 meet the recommended levels of daily physical activity, by ages 13-15 only 8% do



21% of boys and 16% of girls aged 5-15 achieve recommended levels of physical activity



47% of boys and 49% of girls in the lowest economic group are 'inactive' compared to 26% and 35% in the highest

Physical activity for children and young people (5 – 18 Years)



BUILDS
CONFIDENCE &
SOCIAL SKILLS



DEVELOPS
CO-ORDINATION



IMPROVES
CONCENTRATION
& LEARNING



STRENGTHENS
MUSCLES
& BONES



IMPROVES
HEALTH
& FITNESS



MAINTAINS
HEALTHY
WEIGHT



IMPROVES
SLEEP



MAKES
YOU FEEL
GOOD

Be physically active

Spread activity
throughout
the day

All activities
should make you
breathe faster
& feel warmer



Include muscle
and bone
strengthening
activities
**3 TIMES
PER
WEEK**



Sit less



Move more

Find ways to help all children and young people accumulate
at least 60 minutes of physical activity everyday

3. Children and Obesity

There are over 1 million obese children in the UK, a number which has doubled since 1982. If this trend were to continue then by 2020 half of all the children in the UK could be obese!

**BHF - Get Kids On The Go
Publication (G80)**



Daniel Singh - Aged 14

Daniel now!



Gladiator 'Warrior'



Body Builder

Rewards of PA

- Physical: Far beyond weight management, reduces the risks of cancer, T2DM, osteoporosis and cardiovascular disease.
- Emotional: Reduces anxiety, stress, and rates of dementia and depression.
- Academic: Higher grades. 15% more likely go to university.
- Social: Enhance leadership skills, creativity, teamwork, higher income later in life

My Call to Action!



Benfield School - Colours evening



And SportsGirls was Born!



SCHOOL WORKSHOPS

- Half day workshop in school
- Female athletic role model to deliver
- Classroom session and a fitness session

PROBLEM “ONLY 8% GIRLS SUFFICIENTLY ACTIVE AGED 13-15”

HOW to reach girls in their teen?

INSPIRE.....EDUCATE.....MOTIVATE.....



"If girls are to get and stay involved in sport throughout their lives it is essential that they have a positive experience at school."



Liz McColgan MBE, Olympic and Commonwealth medalist

BARRIERS

- Embarrassing - People watching you/not good at sport
- Lack of privacy - Changing rooms/Communal showers
- PE Kit - Revealing/Unattractive
- PE with boys
- Don't like types of sport/exercise on offer
- Don't want to ruin hair/make-up



“I believe that sport should NOT be something to be endured, but to be enjoyed”

Cat Goodall, Northumbria County Rugby player – Who hated PE at school

Education

Importance of exercise - Physical/Mental/Social

“Research shows most women think breast cancer is a greater threat to their health than coronary heart disease. But women are four times more likely to die of heart disease than of breast cancer. Diseases of the heart and circulation together claim more women’s lives than all forms of cancer put together”

British Heart Foundation. 2007. Coronary Heart Disease Statistics

Education

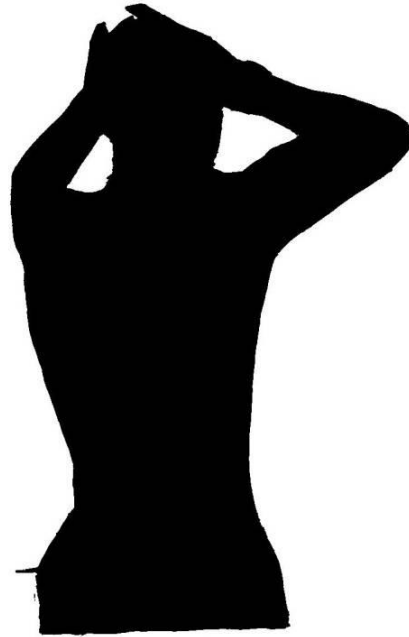
- Body image - What's desirable by women and by men

“A survey of 100 male students taken to rate attractiveness of variety of female size/body shape. The vast majority preferred a ‘real’ woman shape, with the best fit being a British size 14”

- Media influence



A



B



C



D

Sports Stars Game

- Body shape does not limit your sporting opportunities
- Guess the Sport, Guess the famous athlete? (Athletics, Tennis, Gymnastics, Football)



“Healthy girls = Healthy women = Healthy children”

How else can we focus on this group?

Questions?



drzoewilliams@hotmail.co.uk