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**Is obesity suffering from ‘inequality syndrome’ in Irish policy?**



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AN GUDARÁS um ARD-OIDEACHAS

Investing in your future

# Key Objectives

- ❑ To analyse the current status of Irish policy on obesity
- ❑ To analyse Irish policy in comparison to British policy on obesity

# Background

**Current Status:** Obesity ranking of Ireland in 2007/2012/2014 changed by single position (OECD, 2016/14/10)

**Projection:** Ireland will have second-highest level of obese women in Europe by 2025 (The Lancet, 2016)

Ireland to be the most obese country by 2030 (WHO's Modelling Obesity Project, 2015)

WHO projection	United Kingdom		Ireland	
2010	Men	Women	Men	Women
Overweight	70%	59%	76%	56%
Obese	26%	26%	24%	23%
2030				
Overweight	73% (+3%)	63% (+4%)	91% (+15%)	83% (+27%)
Obese	36% (+10%)	33% (+8%)	27% (+3%)	57% (+34%)

(WHO's Modelling Obesity Project, 2015)

# Methodology

Qualitative Document Analysis (Bowen, 2009)



Iterative Process  
(Srivastava and Hopwood, 2009)

Core Categories (Labuschagne, 2003)



Comparative Analysis of Core Categories

(Glaser and Strauss, 1967)

# Ireland's Policy Documents on Obesity

- ❑ Ready, Steady, Play : A National Play Policy '2004-2008'
- ❑ National Task Force on Obesity (NTFO) '2005-2015'
- ❑ Breastfeeding in Ireland: five year strategic action plan '2005'
- ❑ HSE Framework for Action on Obesity '2008-2012'
- ❑ Changing Cardiovascular Health '2010-2019'
- ❑ The Health Promotion Strategic framework '2011'
- ❑ Healthy Ireland: A framework for improved health and wellbeing '2013-2025'
- ❑ Better Outcomes Brighter Futures '2014-2020'
- ❑ Consultation on the development of an Obesity Policy and Action Plan for Ireland '2015'
- ❑ [www.health.gov.ie](http://www.health.gov.ie)

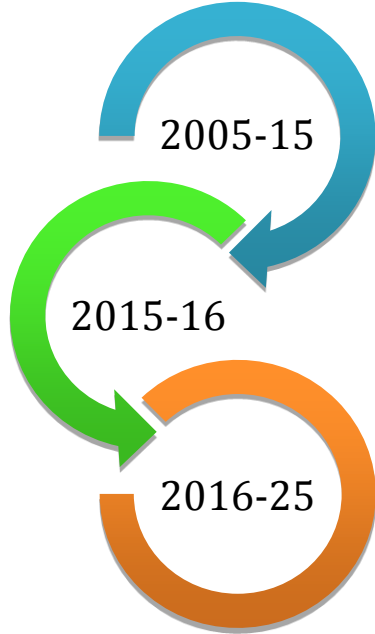
# United Kingdom's Policy Documents on Obesity

- Delivering choosing health: making healthier choices easier '2005'
- Foresight, Tackling Obesities: Future Choices, Project Report 2nd Edition '2007'
- National Child Measurement Programme: Annual Rolling '2007'
- Change4Life - EatWell, Move More, Live Longer '2009'
- Healthy Child Programme: Pregnancy and the First 5 Years of Life '2009'
- Nutrient Profiling Technical Guidance '2011'
- Guide to creating a front of pack (FoP) nutrition label for pre-packed products sold through retail outlets '2013'
- Public Health Outcomes Framework 2013 to 2016
- [www.gov.uk](http://www.gov.uk)

# Core Components



# Timeline



# Irish Policy

Diet

# British Policy

Salt Strategy (2003)

Salt Strategy (2013)

Recommendation (2015)

Sugar (2015)

Recommendation (2015)

Calories to be capped and cut (2011)

HSE National Calories Posting Policy (2015)

Healthier and More Sustainable Catering  
(2014)



# Irish Policy

Promotion

# British Policy

Physical activity guideline (2009)

Physical activity guideline (2011)

Weigh2live (2007)

Change4Life programme (2009)

Foodddudes.ie (2006)

5 A Day logo (2016)

Food Pyramid

The Eatwell Guide

Front of Pack Labelling (2014)

Hybrid traffic light labelling (2013)

BAI on HFSS Promotion (2013)

Ofcom on HFSS Promotion (2013)

# Irish Policy

Health  
Data

# British Policy

Childhood Obesity Surveillance Initiative (COSI) (2014), Healthy Ireland Survey (2015)

National Diet and Nutrition Survey (NDNS) (2014)

Recommendation (2013-2015)

National mapping of weight management services (2015)

Recommendations (2013-2025)

National Child Measurement Programme (NCMP)

# Irish Policy

Child  
Obesity

# British Policy

School Food Initiative (2009)

School Food Plan (2013)

School Meals Programme

School Fruit and Vegetable Scheme (SFVS)  
(2015)

School Food Initiative (2009)

School Food Standard (2015)

Action Plan for Ireland (2015)

Early Years High Impact Areas (2014)

# Irish Policy

Future  
Approach

# British Policy

Whole system approach (2015)

Local authority approach (2013)

Call to Action (2011)

Approach towards child obesity (2014-2020)

Healthy Weight Target (2013-2025)

NTFO 2015-2025

# Conclusion

- ❑ Irish policy on obesity differ largely on implementation
- ❑ Need to develop measureable indicators



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Thank  
you

