

# Statistical Bulletin

Health and Care Series

An Official Statistics Publication for Scotland

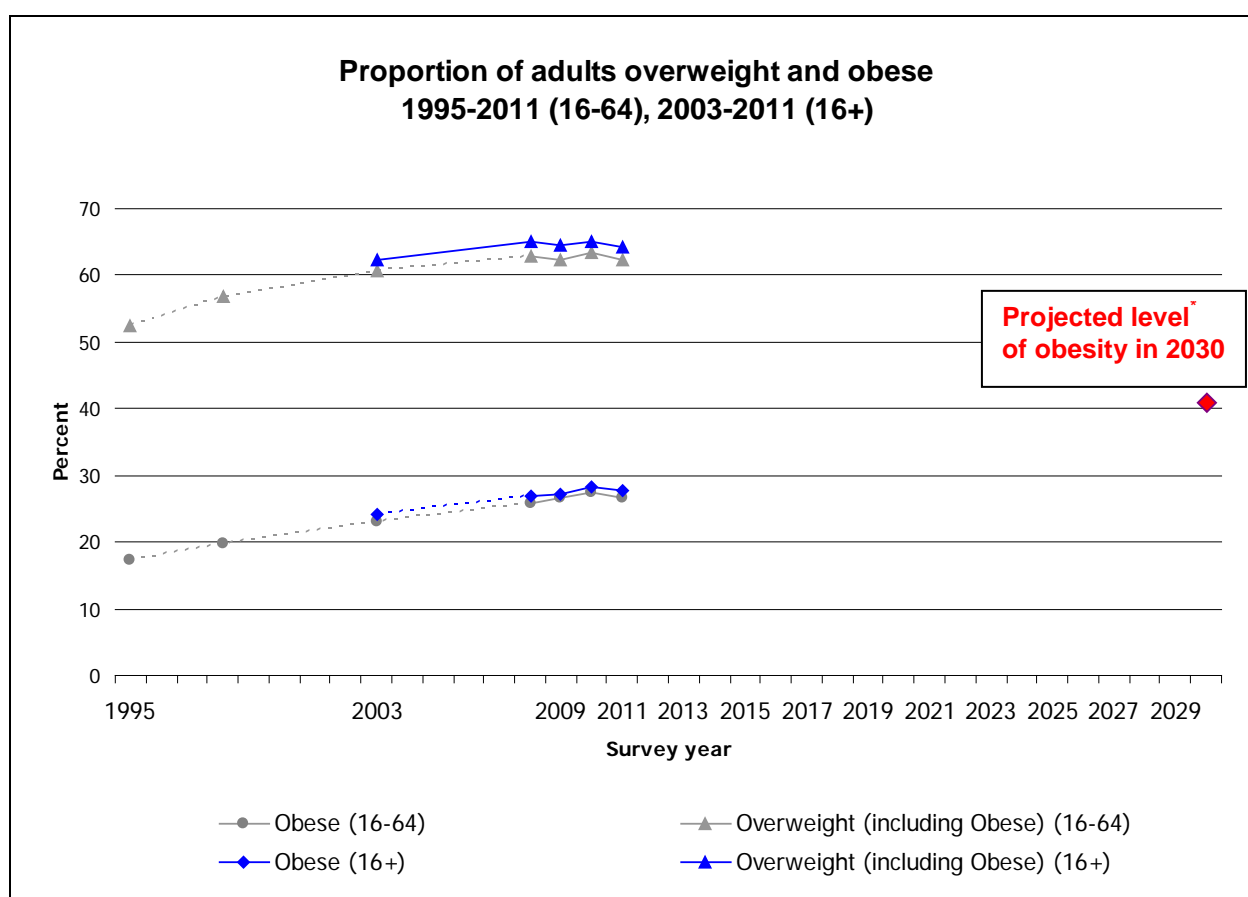
## OBESITY INDICATORS 2012

### Monitoring Progress for the Prevention of Obesity Route Map

Publication date: 27 November 2012

#### MAIN FINDINGS

- In 2011 27.7% of adults (aged 16+) in Scotland were obese.
- A total of 64.3% were overweight (including obese).
- Between 1995 and 2011, the proportion of adults (16-64) who were overweight or obese increased from 52.4% to 62.2%. Over the same period, the prevalence of obesity increased from 17.2% to 26.5%.
- The greatest increases were seen between 1995 and 2008 with figures remaining broadly stable since then.



Source: Scottish Health Survey

\* For details of how the projection was calculated see appendix 3 of the [Route Map](#)

## **ABOUT THIS PUBLICATION**

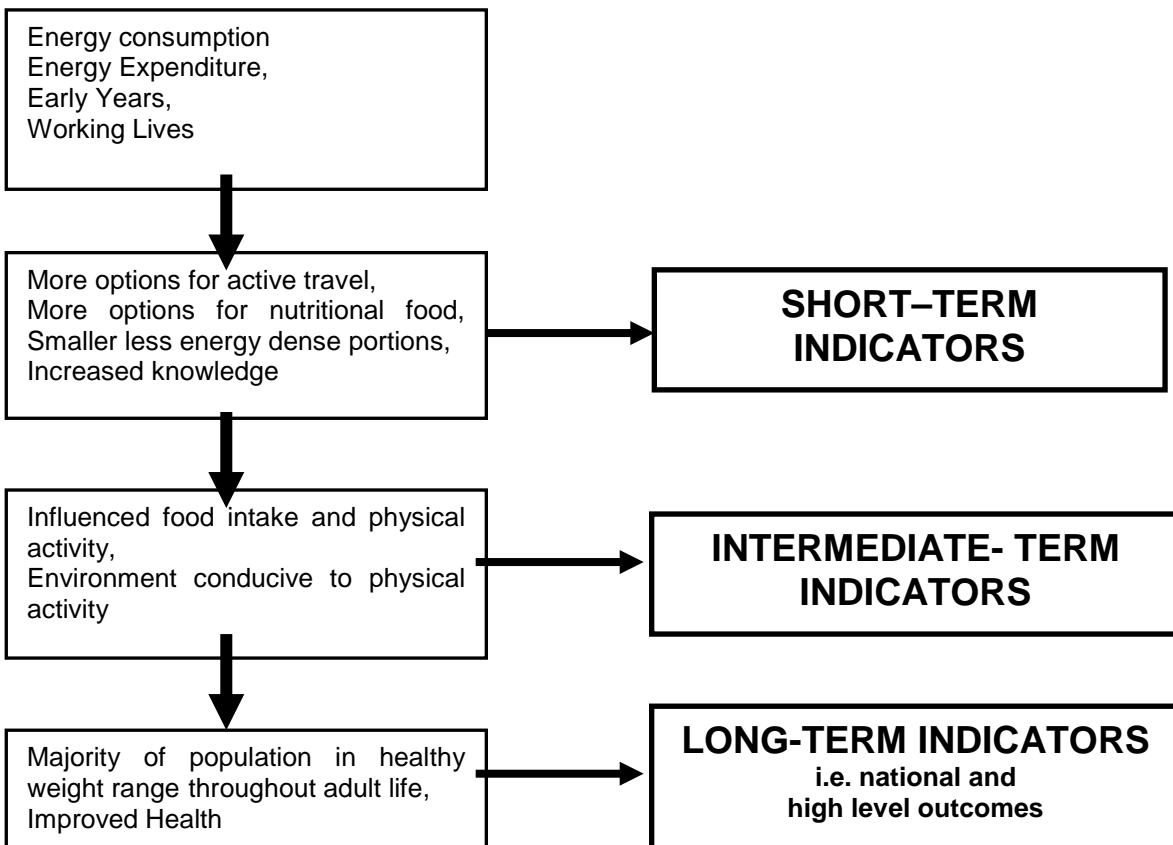
This publication reports the latest results for the indicators selected to monitor progress of the Scottish Government's [Prevention of Obesity Route Map](#). The data for most indicators have been updated to include 2011, although some are more or less recent than this. The indicator framework was informed by NHS Health Scotland's healthy weight outcomes logic model, and by the Scottish Public Health Network's Route Map engagement process.

## PREVENTION OF OBESITY ROUTE MAP INDICATOR FRAMEWORK

The indicator framework has been informed by NHS Health Scotland's healthy weight outcomes logic model and by the Scottish Public Health Network's Route Map engagement process<sup>1</sup>. A long list of indicators was sent to policy colleagues within the Scottish Government and a range of external experts for comment and to narrow down the list.

Indicators to monitor implementation and outcomes of the Route Map are wide-ranging (i.e. covering those areas of policy likely to have an impact on obesity as well as the specific health measures) and include top-line measures as well as interim indicators of progress. Short-term indicators are a mixture of process and output indicators used to measure the outputs and products of the Route Map e.g. increased understanding of physical activity and diet, more healthy food choices, more options for active travel. Intermediate and long-term indicators are outcome indicators used to measure the ultimate outcomes of the Route Map e.g. from behaviour changes in diet and physical activity to securing goals of healthy weight population and health improvements. The focus of the proposed indicator set is on national measures of progress, but the process of selecting indicators included consideration of measures which could indicate progress at local level and 6 of the final 16 included are measurable at Health Board or Local Authority level. We expect that there will need to be further local development of indicators suitable for local healthy weight strategies to use (although these will not be mandatory).

### Obesity Indicator Model



<sup>1</sup> \* Obesity- A Route Map towards a Healthy Weight Scotland Report of an Engagement Process, Hannah M, Connacher A, Tyrell L, Scottish Public Health Network, July 2010

## INDICATORS FOR SCOTLAND SUMMARY

### Long term Indicators

|   |                                                      |
|---|------------------------------------------------------|
| 1 | Proportion of men and women overweight and obese     |
| 2 | Proportion of children overweight and obese          |
| 3 | Prevalence of type 2 diabetes in Scottish population |

### Intermediate term Indicators

|   |                                                                        |
|---|------------------------------------------------------------------------|
| 4 | Total and saturated fat: average intake as a percentage of food energy |
| 5 | Added sugars (NMEs): average intake as a percentage of food energy     |
| 6 | Proportion of adults meeting physical activity guidelines              |
| 7 | Proportion of adults engaging in sedentary activities                  |
| 8 | Proportion of children engaging in sedentary activities                |
| 9 | Proportion of children meeting physical activity guidelines            |

### Short term Indicators

|    |                                                                                                                               |
|----|-------------------------------------------------------------------------------------------------------------------------------|
| 10 | Number of businesses securing healthy living award (and HLA Plus)                                                             |
| 11 | Volume of sales of soft drinks with added sugar                                                                               |
| 12 | Volume of sales of confectionery, biscuits, cakes and pastries                                                                |
| 13 | Proportion of population who have tried making positive behaviour change in relation to healthy eating and physical activity. |
| 14 | Proportion of adults engaging in active travel to work                                                                        |
| 15 | Proportion of children engaging in active travel to school                                                                    |
| 16 | Number of workplaces securing Healthy Working Lives Award                                                                     |

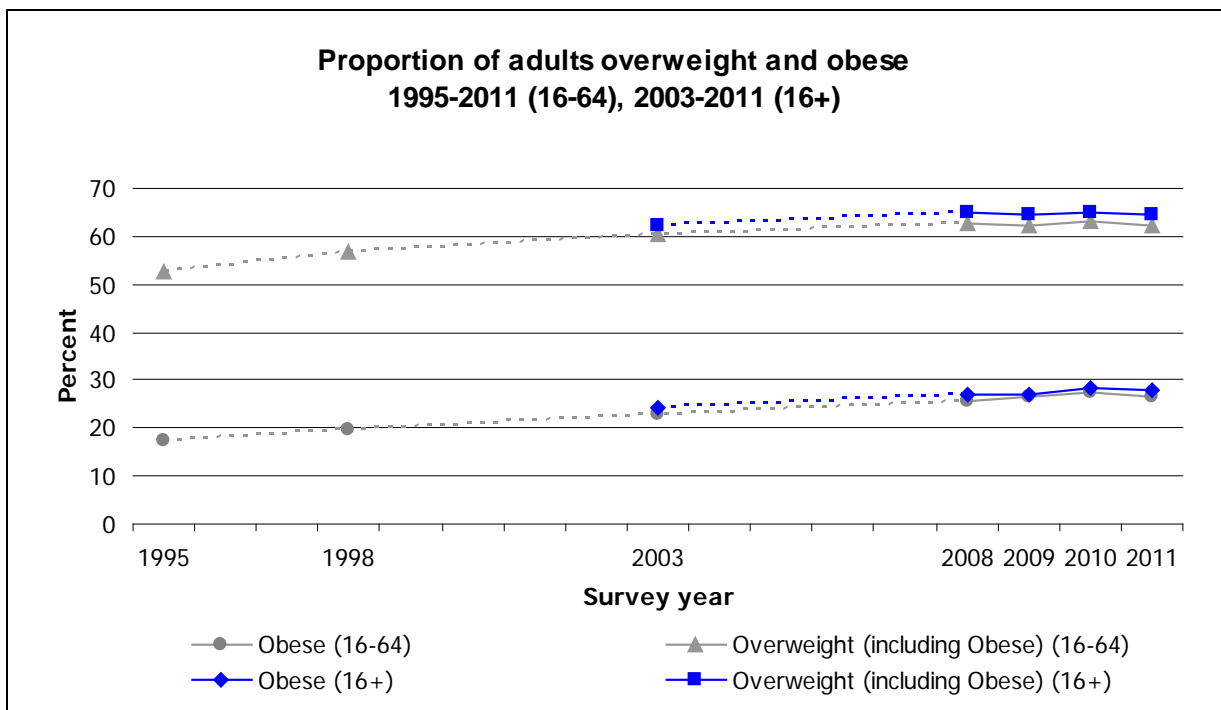
## Headline Indicator 1

### Proportion of men and women overweight and obese

Indicator Source: Scottish Health Survey

#### LATEST RESULTS

- In 2011, nearly two thirds of adults (64.3%) were overweight or obese (BMI 25+). Within this, more than a quarter (27.7%) were obese (BMI 30+).
- There has been a steady increase in the proportion who are overweight or obese among both sexes (aged 16-64) since 1995, from 52.4% to 62.2%. Most of this increase was seen between 1995 and 2008, with figures remaining broadly stable since then.
- Men are significantly more likely than women to be overweight or obese (69.2% compared to 59.6%), although there is no significant difference in the proportions who are obese.
- Prevalence of overweight and obesity increases with age for both men and women, with the sharpest increase seen between ages 16-24 and 25-34. In 2011, 36.0% of adults aged 16-24 were overweight or obese, rising to 77.5% of those aged 65-74.



## ABOUT THIS INDICATOR

### **Desired Outcome:**

Majority of Scotland's adult population in normal weight range throughout adult life.

### **Definitions:**

Overweight – BMI 25 to less than 30

Obese – BMI 30+

### **Geography available:**

National, Health Board.

### **Equalities data:**

Breakdowns by all six equalities groups are possible. Breakdowns for 2008-2011 are available in the Scottish Health Survey topic report on equality groups published in October 2012. <http://www.scotland.gov.uk/Publications/2012/10/8988>

### **Rationale for including this indicator:**

The aim of this indicator is to monitor changes in the proportion of Scotland's adult population who are overweight and obese. It is used to identify any different patterns (and hence need for specific policy focus) amongst men and women of different ages. It is a long term measure of success of the Route Map.

It is estimated that for the majority of the Scottish population to be a healthy weight then the percentage of obese adults would need to be 11%.

### **Factors influencing this indicator:**

- Physical activity and sedentary behaviour are strongly associated with obesity for men and women.
- For women, obesity is significantly associated with area-level deprivation (SIMD) but not for men<sup>2</sup>

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<sup>2</sup> The Scottish Health Survey: Topic Report: Obesity, October 2011  
<http://www.scotland.gov.uk/Publications/2012/10/8988>

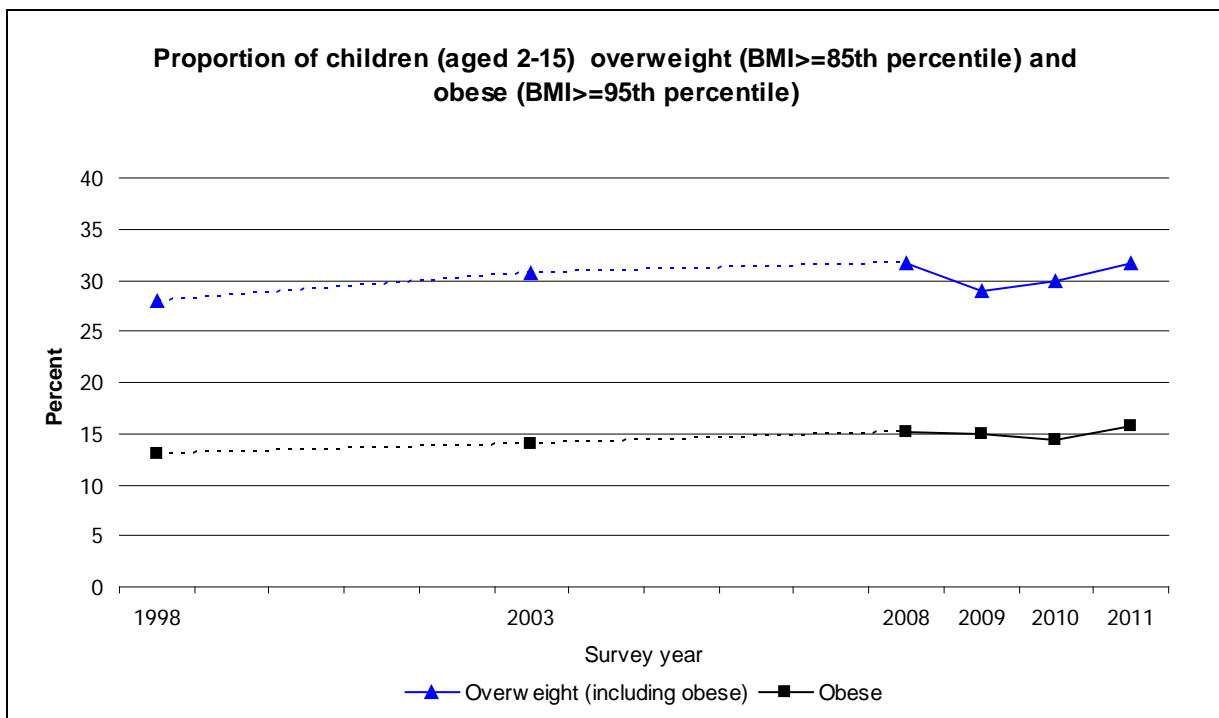
## Headline Indicator 2

### Proportion of children overweight and obese

Indicator Source: Scottish Health Survey

#### LATEST RESULTS

- In 2011, 31.6% of children aged 2-15 were overweight or obese (BMI  $\geq 85^{\text{th}}$  percentile of reference population). Within this, 15.7% were obese (BMI  $\geq 95^{\text{th}}$  percentile).
- There has been a slight increase in the prevalence of overweight and obese children since 1998, from 28.0% to 31.6%.
- This trend has been driven by boys, for whom prevalence has increased from 27.8% in 1998 to 34.5% in 2011. Over the same period, prevalence in girls has fluctuated around 28%.
- There is a significant association between overweight or obesity and age, although not a linear pattern. Overweight inc obesity is most common among boys aged 10-11 (41.9%) and girls aged 12-13 (33.4%).



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Fewer children in Scotland overweight and obese.

### **Definitions:**

Overweight – BMI at or above 85<sup>th</sup> percentile.

Obese – BMI at or above 95<sup>th</sup> percentile.

(Based on UK 1990 reference chart cut-offs).

### **Geography available:**

National.

### **Equalities data:**

Breakdowns by four equalities groups may be possible (sexual orientation and religion are not asked of children), but not all are available annually.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor changes in the proportion of Scotland's children who are overweight and obese. It is used to identify any different patterns (and hence need for specific policy focus) amongst children of different ages. It is a long term measure of success of the Route Map.

As the proportion of overweight and obesity in children is measured against a reference population, by definition we would expect 15% to be overweight and 5% to be obese.

### **Factors influencing this indicator:**

- Parental BMI; children of parents who are of a healthy weight or underweight are less likely to be overweight or obese than children of obese parents.
- Area deprivation; children in the 15% most deprived areas of Scotland are significantly more likely to be obese than those living elsewhere (18.7% compared to 14.5%).
- Household income; boys in the lowest income households are more likely than those in other households to be obese. There is no clear association for girls.



## Headline Indicator 3

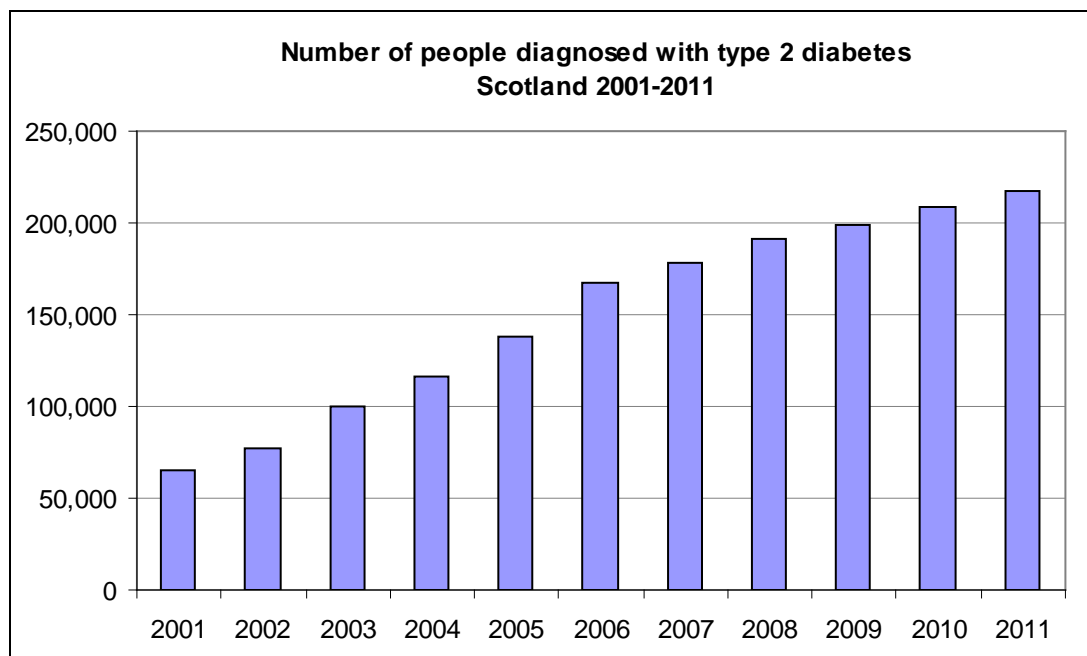
### Prevalence of type 2 diabetes in Scottish population

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**Indicator Source:** Scottish Diabetes Survey

#### LATEST RESULTS

- At the start of 2011, there were 247,278 people diagnosed with diabetes in Scotland recorded on local diabetes registers. This represented 4.7% of the population.
- 88% (217,514) of all cases were Type 2 diabetes
- 55% of patients with a recorded BMI and type 2 diabetes were obese (BMI 30+), and a further 32% were overweight (BMI 25-30).
- The prevalence of type 2 diabetes has been increasing rapidly in Scotland, as in many other countries<sup>3</sup>.



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<sup>3</sup> Between 2001 and 2006, the increase in numbers was partly due to improved recording. Since 2007, we are confident the data are a reflection of a real increase in numbers. (Scottish Diabetes Survey 2009)

## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced mortality in obesity related disease.

### **Equalities:**

Breakdowns by gender and age are included in the survey. Ethnic group is collected by the survey but subject to variable response rates and may require several years of data to be combined. Breakdowns by religion, disability and sexual orientation are not available.

### **Geography available:**

National, Health Board from 2009.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor changes in the proportion of Scotland's population who have type 2 diabetes. The Scottish Public Health Observatory estimates that almost half of type 2 diabetes can be attributed to obesity. Diabetes is an important cause of disability and increases the risk of coronary heart disease and other health problems.

Type 2 diabetes is more common in deprived areas, and becomes much more common with increasing age. Overweight and obesity are also important risk factors: the risk of type 2 diabetes is around ten times higher among those with a BMI over 30 compared to those with a BMI under 30.

### **Factors influencing this indicator:**

- Poor diet (specifically excess energy intake), low levels of physical activity, and the resulting increase in levels of obesity.

## Headline Indicator 4

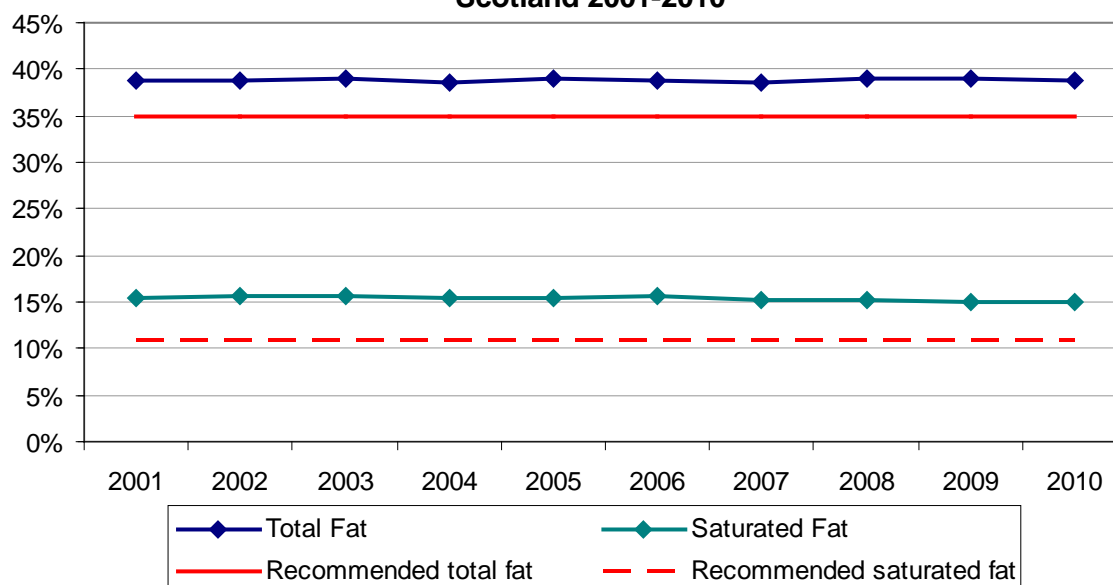
### Total and saturated fat: average intake as a percentage of food energy

**Indicator Source:** Food Standards Agency (FSA) Scotland

#### LATEST RESULTS

- In 2010, the percentage of household food energy from all fats remained 39%, above the recommendation of no more than 35%.
- The percentage of food energy from saturated fat was 15%, compared with the recommendation of no more than 11%.

**Proportion of household food energy intake from fat  
Scotland 2001-2010**



- In 2010, the mean intake of total fat as percentage food energy for children was lower than the recommended levels (<35%). However the intake of saturated fat was above the recommended level of less than 11% food energy for both boys and girls.

**Proportion of food energy intake from fat  
among children in Scotland (aged 3-16), 2006 & 2010**

|                      | 2006  |       | 2010  |       |
|----------------------|-------|-------|-------|-------|
|                      | Boys  | Girls | Boys  | Girls |
| <b>Total Fat</b>     | 32.9% | 33.0% | 32.7% | 32.8% |
| <b>Saturated Fat</b> | 13.9% | 13.7% | 13.3% | 13.0% |

Source: FSA Scotland, Survey of sugar intake among children in Scotland

## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced energy intake.

### **Relevant Route Map action:**

All energy consumption actions.

### **Indicator Sources:**

- Food Standards Agency (FSA) Scotland analysis of data from the ONS Living Cost and Food Survey. Estimated nutrient intakes are calculated from household food purchases following secondary analysis to convert purchase data to mean per capita consumption and nutrient intakes and to allow meaningful comparisons to be made between years.
- The FSA Scotland **Survey of sugar intake among children in Scotland** includes figures for children on total and saturated fatty acids as percentage of total energy intake.

### **Equalities:**

Information is collected on differences in food and nutrient intake by deprivation (using the Scottish Index of Multiple Deprivation (SIMD)).

**Geography available:** Population level information is collected on differences in food and nutrient intake by urban/rural classification.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor change in the proportion of the population consuming energy dense foods. Currently people are eating more saturated fat on average than is recommended (FSAS Barton et al, 2010). Rising levels of obesity indicate that energy intakes currently exceed energy requirements (SHeS). Both these issues raise serious health concerns, particularly in relation to coronary heart disease, high blood pressure, stroke, type 2 diabetes and certain types of cancers (SHeS).

Recommendations for food and nutrient intake are based on advice from the Committee on Medical Aspects of Food and Nutrition Policy (COMA) and the Scientific Advisory Committee on Nutrition (SACN). Published Dietary Reference Values cover a range of intakes for most nutrients and for fat and saturated fat are set as a percentage of daily energy intake for adults.

### **Factors influencing this indicator:**

- Availability, cost, and access to different food types.

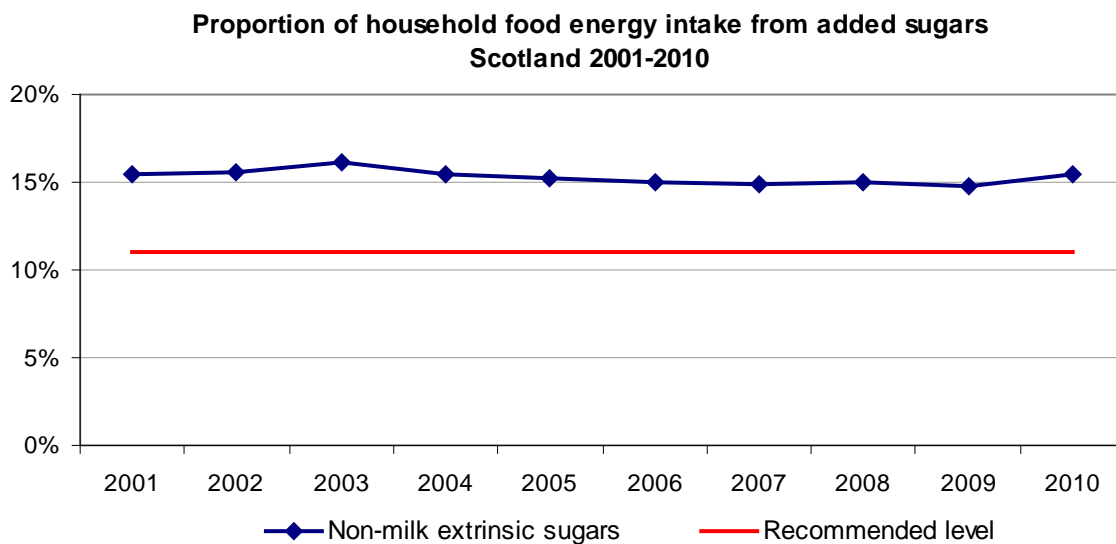
## Headline Indicator 5

### Added sugars: average intake as a percentage of food energy

**Indicator Source:** Food Standards Agency (FSA) Scotland

#### LATEST RESULTS

- The percentage of food energy contributed by added sugars rose slightly from 2001 to 2003 (from 15.5% to 16.1%) but has fallen to 15.4% in 2010.
- The long-term trend since 2001 has been relatively stable with some fluctuations.
- Intakes remain higher than the recommended levels of less than 10% of total energy for children, and less than 11% of food energy for adults.



- There proportion of children's energy intake from added sugars fell between 2006 and 2010, from 17.4% of total energy to 15.6% for boys and 15.8% for girls. This reduction was statistically significant.
- However, sugar intake in children remains higher than the recommended level of less than 10% of total energy.

#### Proportion of food energy intake from added sugars among children in Scotland (aged 3-16), 2006 & 2010

|              | 2006  | 2010  |
|--------------|-------|-------|
| <b>Boys</b>  | 17.4% | 15.6% |
| <b>Girls</b> | 17.4% | 15.8% |

Source: FSA Scotland, Survey of sugar intake among children in Scotland

## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced energy intake.

### **Relevant Route Map action:**

All energy consumption actions.

### **Indicator Source:**

- Food Standards Agency (FSA) Scotland, Scottish specific analysis of population level data from the ONS Living Cost and Food Survey.
- Food Standards Agency (FSA) Scotland, Survey of sugar Intake among children in Scotland.

### **Equalities:**

Information is collected on differences in food and nutrient intake by deprivation (using the Scottish Index of Multiple Deprivation (SIMD)).

**Geography available:** Population level information is collected on differences in food and nutrient intake by urban/rural classification.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor change in the proportion of adults and children consuming energy dense foods. As noted above, rising levels of obesity indicate that energy intakes currently exceed energy requirements with associated health problems.

### **Factors influencing this indicator:**

- Availability, cost, and access to different food types.

## Headline Indicator 6

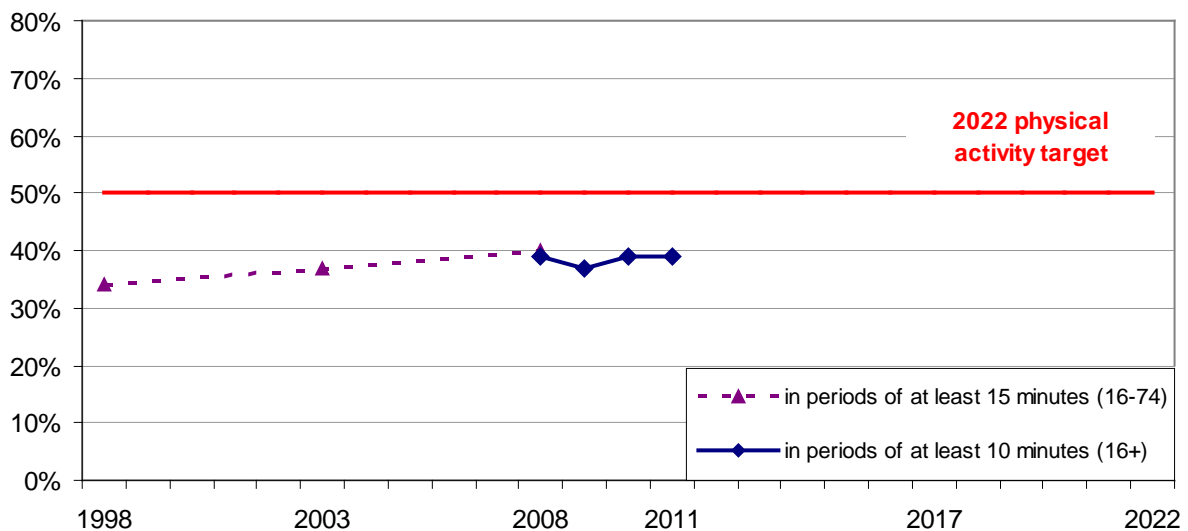
### Proportion of adults meeting physical activity guidelines

Indicator Source: Scottish Health Survey

#### LATEST RESULTS

- In 2011, 39% of adults aged 16 and over met the current physical activity recommendations.
- Men were significantly more likely to meet recommended levels than women (45% compared to 33%). This gap was particularly wide among those aged 16-24, where 63% of men met the recommendations, compared to 41% of women.
- The proportions of men and women meeting the recommendations falls significantly with age. In 2011 only 11% of men and 6% of women aged over 75 met the recommendations.
- There has been no significant change in the proportion of adults meeting the recommendations since 2008. However, between 1998 and 2008 the proportion of adults aged 16-74 meeting them increased from 34% to 40%<sup>4</sup>

Proportion of adults meeting physical activity guidelines  
Scotland 1998, 2003, 2008-2011



<sup>4</sup> Note that the recommendation guidelines changed in 2008. Previously the 30 minutes could be accumulated in periods of at least 15 minutes, but this was changed to periods of at least 10. This change did not lead to a significant revision to the proportion of adults meeting the recommendation.

## ABOUT THIS INDICATOR

**Desired Outcome:**

Increased energy expenditure.

**Definition:**

Accumulation of 30 minutes or more of moderate intensity physical activity on 5 days per week.

**Relevant Route Map action:**

All energy expenditure actions.

**Geography available:**

National, Health Board (from 2012).

**Equalities data:**

Breakdowns by all six equalities groups are possible. Breakdowns for 2008-2011 are available in the Scottish Health Survey topic report on equality groups published in October 2012. <http://www.scotland.gov.uk/Publications/2012/10/8988>

**Rationale for including this indicator:**

The aim of this indicator is to monitor change in the proportion of adults who meet physical activity guidelines. The recommendation to accumulate 30 minutes or more of moderate intensity physical activity on most days of the week is designed to promote general health outcomes and weight maintenance. The recommended level of activity for weight loss is higher.

**Factors influencing this indicator:**

- Age and gender: Although more likely than women across all age groups to meet physical activity guidelines, for men physical activity levels decline steadily with age whereas for women the proportion meeting guidelines is relatively stable between the ages of 16 to 54, then declines steeply.



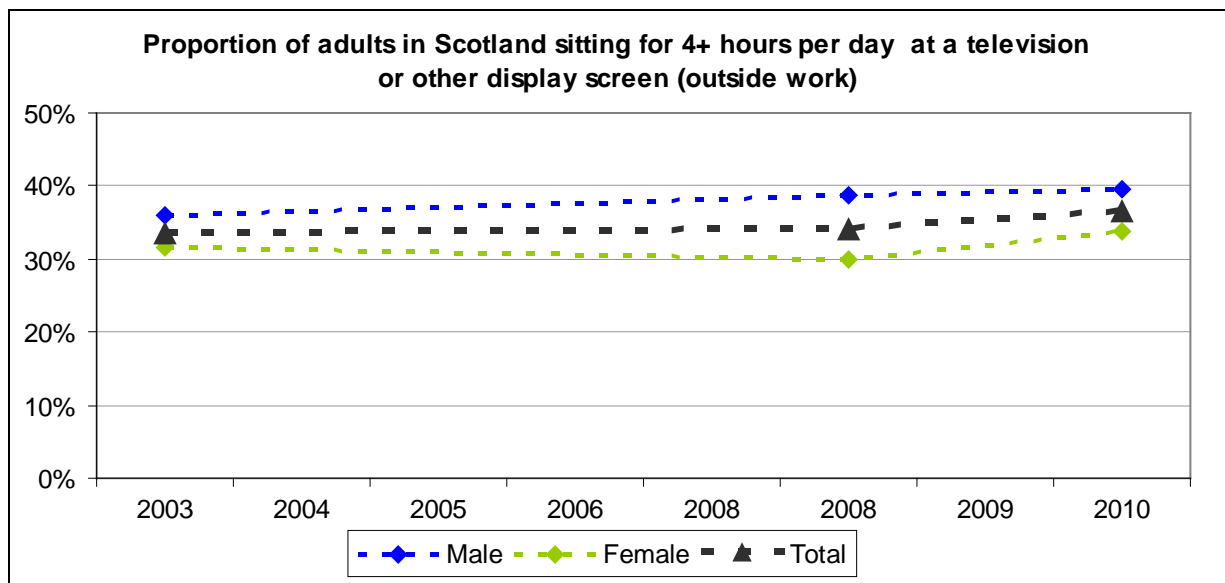
## Headline Indicator 7

### Proportion of adults engaging in sedentary activities

**Indicator Source:** Scottish Health Survey

#### LATEST RESULTS

- Note that these results are from the Scottish Health Survey 2010 and are replicated from the previous publication. Questions on sedentary activities will be included annually from 2012-2015.
- In 2010, 37% of adults in Scotland spent an average of four or more hours per day (excluding time at work) sitting at a television or similar display. This was an increase from 34% in 2003.
- Men are more likely than women to report four or more hours of screen time per day (40% compared to 34%).



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Increased energy expenditure.

### **Definition:**

Time spent at a screen on an average day (including weekdays and weekends) excluding time at work.

### **Relevant Route Map action:**

Does not map onto specific obesity action but indirectly relates to energy expenditure actions.

### **Geography available:**

National.

### **Equalities data:**

Breakdowns by all six equalities groups are possible as all are included in the survey, but some won't have large enough sample sizes and may require several years of data to be combined. Age, gender and (possibly) disability breakdowns should be available, but religion, ethnic group and sexual orientation are not likely to be possible as this question is only in the survey every second year and therefore has a smaller sample size.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor the proportion of adults engaging in sedentary behaviour such as hours spent sitting at screen on an average day. This does not include time spent at work at a screen.

### **Factors influencing this indicator:**

- Choice of leisure activities.
- Availability of alternatives to screen-based activity.

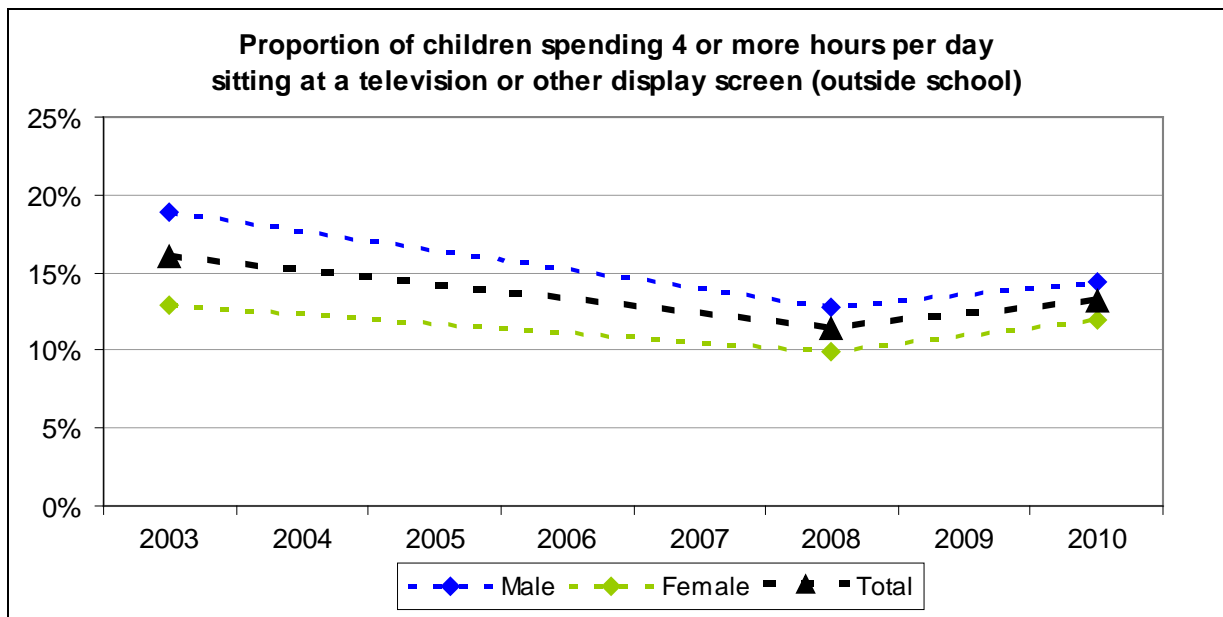
## Headline Indicator 8

### Proportion of children engaging in sedentary activities

**Indicator Source:** Scottish Health Survey

#### LATEST RESULTS

- Note that these results are from the Scottish Health Survey 2010 and are replicated from the previous publication. Questions on sedentary activities will be included annually from 2012-2015.
- In 2010, 13% of children in Scotland spent an average of four or more hours per day (excluding time at school) sitting at a television or similar display. This was a decrease from 16% in 2003.
- Boys are more likely than girls to spend four or more hours of screen time per day (14% compared to 12%).



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Increased energy expenditure.

### **Definition:**

Time spent at a screen on an average day (including weekdays and weekends) excluding time at school.

### **Relevant Route Map action:**

Early years actions, specifically less sedentary activities for young children.

### **Geography available:**

National.

### **Equalities data:**

Breakdowns by four equalities groups are possible (sexual orientation and religion are not asked of children), but not all are available annually.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor the proportion of children engaging in sedentary behaviour such as hours spent sitting at screen on an average day.

### **Factors influencing this indicator:**

- Choice of leisure activities.
- Availability of alternatives to screen-based activity.
- Safe outdoor spaces to play.

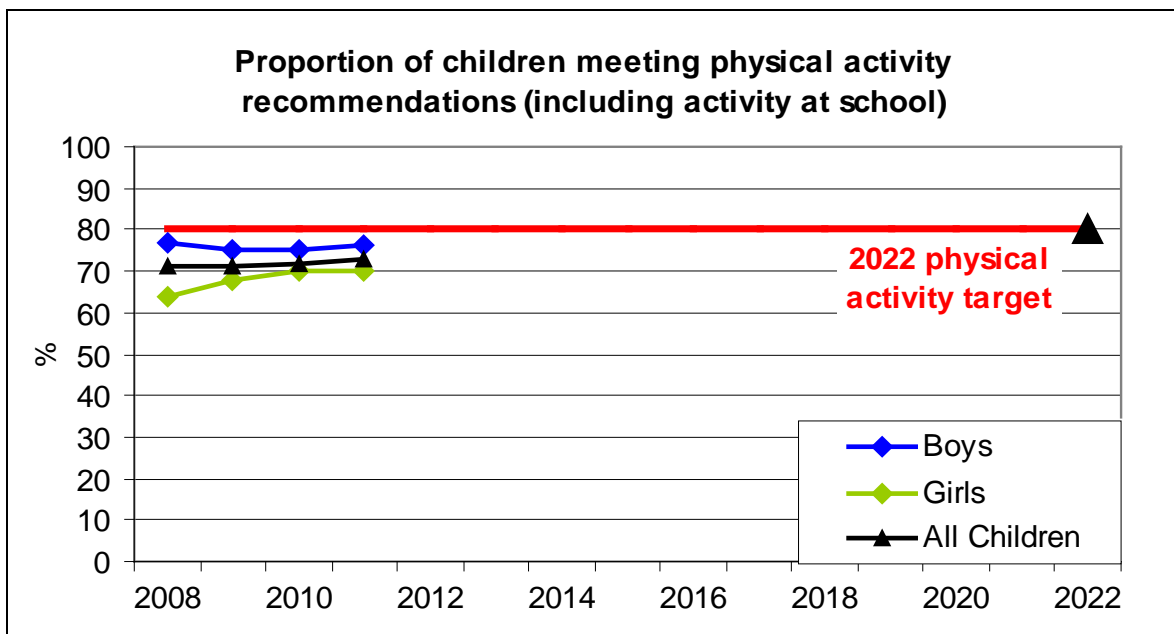
## Headline Indicator 9

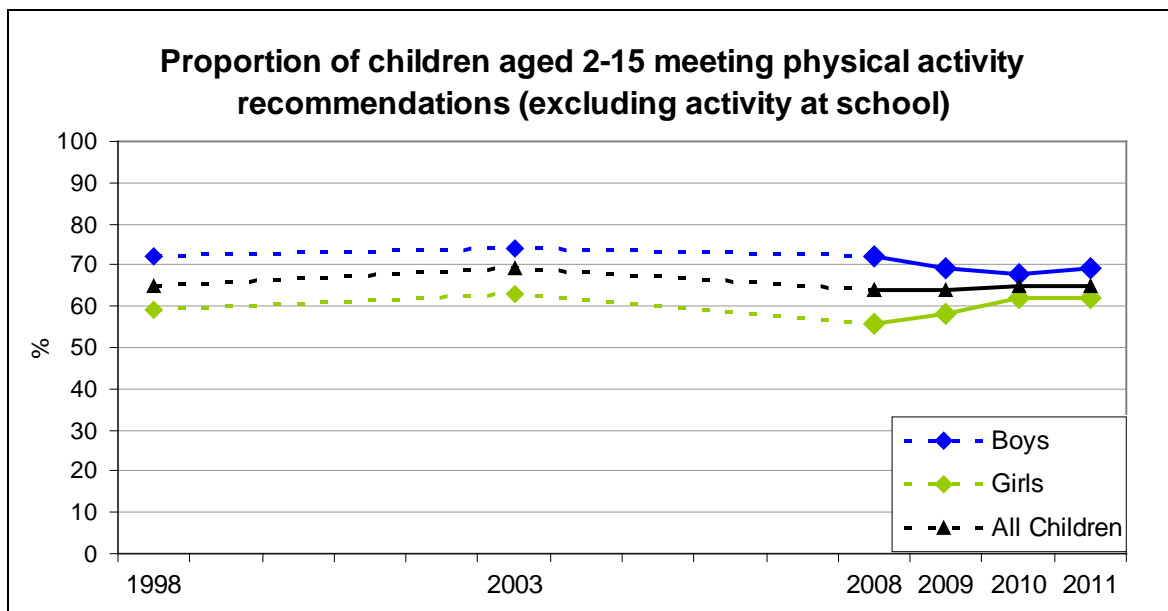
### Proportion of children meeting physical activity guidelines

**Indicator Source:** Scottish Health Survey

#### LATEST RESULTS

- In 2011, 73% of children (76% of boys and 73% of girls) met the physical activity recommendations (including school-based activity). Although there was little change for boys between 2008 and 2011, there was a significant increase among girls from 64% in 2008.
- Prior to 2008, data were only collected excluding school-based activity. Using this measure, the proportion of children meeting the recommendations has been broadly similar in the 2008-2011 period to the results for 1998 (65%).
- Boys are generally more physically active at all ages, but the difference is particularly pronounced in the early teenage years. Only 48% of girls aged 13-15 meet the recommendations (including school based activity), compared to 69% of boys. However there are signs that this gap is narrowing in recent years.





## ABOUT THIS INDICATOR

### Desired Outcome:

Increased energy expenditure.

### Definition:

Accumulating 1 hour or more of moderate intensity physical activity every day of the week. The questions in the Scottish Health Survey were changed in 2008 to include school-based physical activity. It is possible to look at trends since 1998 excluding school-based activity.

### Relevant Route Map action:

Early years actions, specifically less sedentary activities for young children.

### Geography available:

National.

### Equalities data:

Breakdowns by four equalities groups are possible (sexual orientation and religion are not asked of children), but not all are available annually.

### Rationale:

The aim of this indicator is to monitor the proportion of children (aged 2-15 years) meeting current physical activity recommendation which is to accumulate 60 minutes or more of moderate intensity physical activity on most days of the week. Although surveys indicate no significant association between children's activity and their BMI research suggests that focusing on physical activity is important as part of a wider weight management strategy for children. The current recommendations are designed to promote general health outcomes and weight maintenance. The recommended level of activity for weight loss is higher.

### Factors influencing this indicator:

- Availability of safe outdoor places.
- Access to leisure facilities.

## Headline Indicator 10

### Number of businesses securing HealthyLiving award (and HLA Plus)

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#### Indicator Source:

Consumer Focus Scotland

#### LATEST RESULTS

- In October 2012, a total of 680 catering establishments, serving nearly 220,000 customers, held the HealthyLiving Award (HLA) or HLA Plus award.
- Of these, 241 are first term HLA awards and 315 are renewed awards. A further 124 establishments hold the HealthyLiving Plus Award.

#### Number of sites with first term awards

|      |     |
|------|-----|
| 2007 | 198 |
| 2008 | 243 |
| 2009 | 245 |
| 2010 | 295 |
| 2011 | 241 |

## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced consumption of high energy food and drink in workplaces.

### **Relevant Route Map action:**

Two actions to encourage participation in healthy living award scheme.

### **Geography available:**

National

**Equalities data:** Not applicable

### **Rationale for including this indicator**

The aim of this indicator is to assess the take-up of healthy living awards by companies. The healthy living award, introduced in 2006, recognises catering establishments for serving healthier food and finding ways of helping their customers make better food choices. The award is open to all kinds of catering places from sandwich shops to staff restaurants, and increasing the number of establishments with this award will play a part in improving diet across Scotland. For all organisations already participating, the healthy living award plus offers an opportunity to achieve step increases in the required ratio of healthy options to other options on the menus from participating caterers.

Evidence from existing literature<sup>5</sup> suggests a low level of evidence for the effectiveness of consumer targeted incentives but with potentially high levels of population effectiveness. The ScotPHN engagement process for the Route Map<sup>6</sup> assessed the action as having high impact with medium to high effort.

### **Factors influencing this indicator:**

- Exposure to high energy foods.

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<sup>5</sup> Environmental Scan of Potential Policy Interventions to Tackle Obesogenic Aspects of the Built Environment, Mooney et al 2010

<sup>6</sup> Hannah, Connacher and Tyrell, Obesity – A Route Map towards a Healthy Weight Scotland Report of Engagement Process



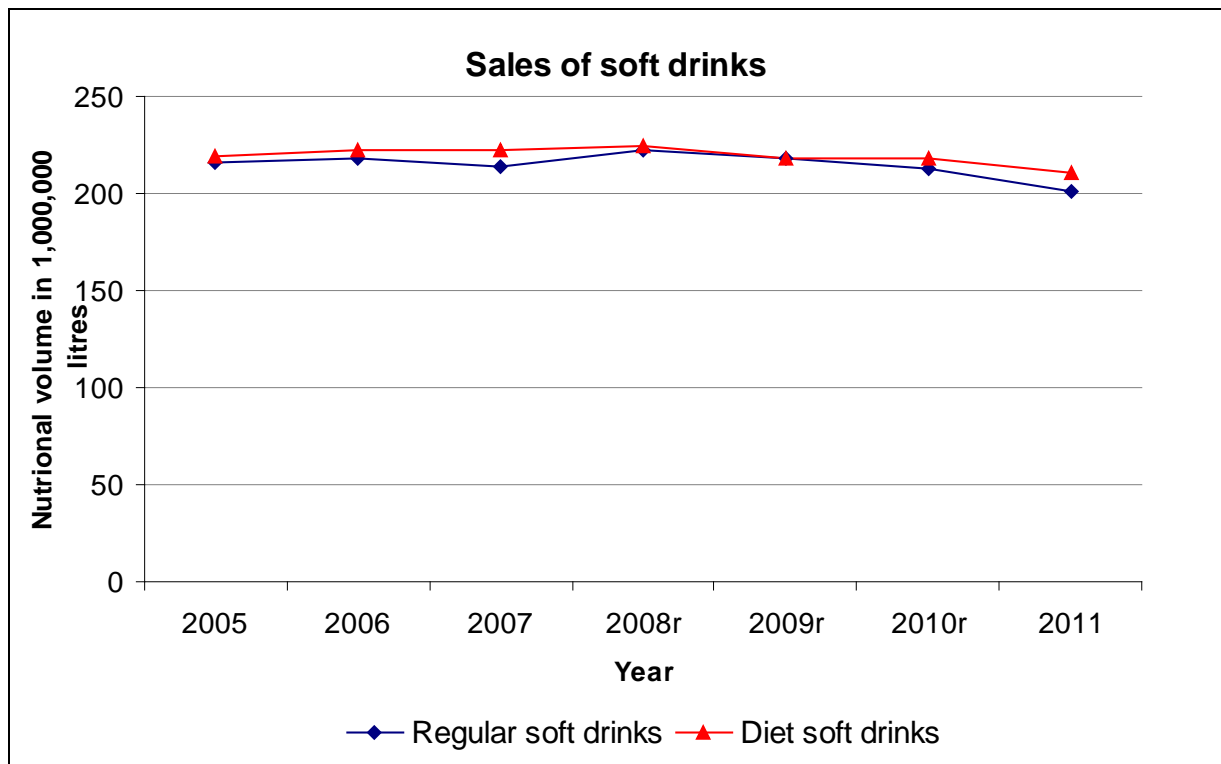
## Headline Indicator 11

### Volume of sales of soft drinks with added sugar

**Indicator Source:** Food Standards Agency Scotland (Kantar Worldpanel)

#### LATEST RESULTS

- The volume of take home soft drinks, including carbonated drinks purchased by Scottish households has remained relatively stable from 2005 to 2010. There is some evidence of a decrease in the volume of soft drinks, specially regular soft drinks. Year 2011 information is showing a 8% reduction in the volume of regular drinks from the year 2009.
- While the volume of carbonated drinks purchased have remained stable, the calorie value of those drinks have increased from 28 kilo calories per person per day in 2006 to 31 kilo calories per person per day in 2011.
- Regular soft drinks includes juices/fruit drinks, carbonates, squash, and other (such as flavoured milk), but excludes chilled drinks, mineral water and all diet soft drinks.



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced consumption of high energy food and drink.

### **Relevant Route Map action:**

Action to work with the Food Implementation Group to reduce sugar levels and portion sizes.

### **Geography available:**

Scotland level only.

### **Equalities data:**

Not applicable.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor the volume of sales of soft drinks with added sugar in supermarkets in Scotland. There is evidence of an association between sugar-sweetened soft drinks and prevalence of obesity and interventions in this area have been shown to be effective.

### **Factors influencing this indicator:**

- Availability and affordability of healthy choices.

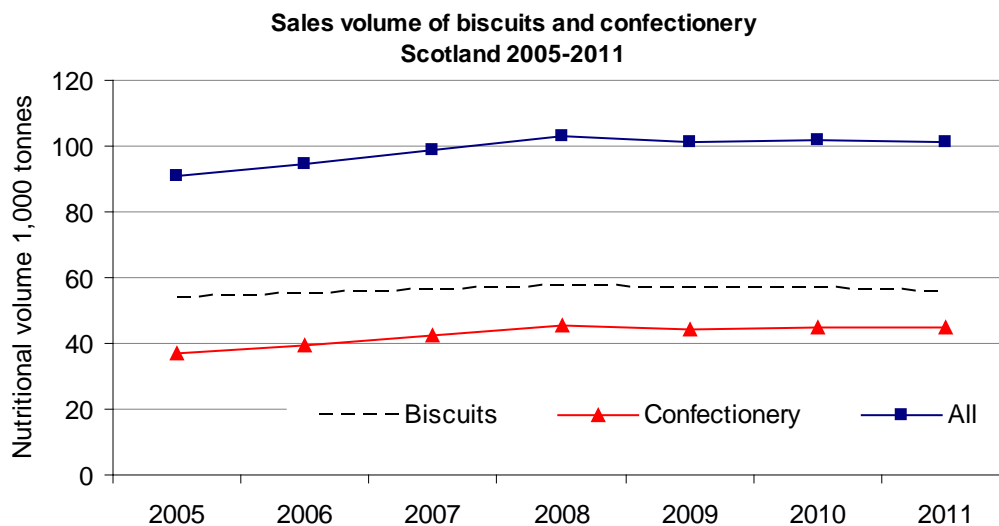
## Headline Indicator 12

### Volume of sales of confectionery, biscuits, cakes and pastries

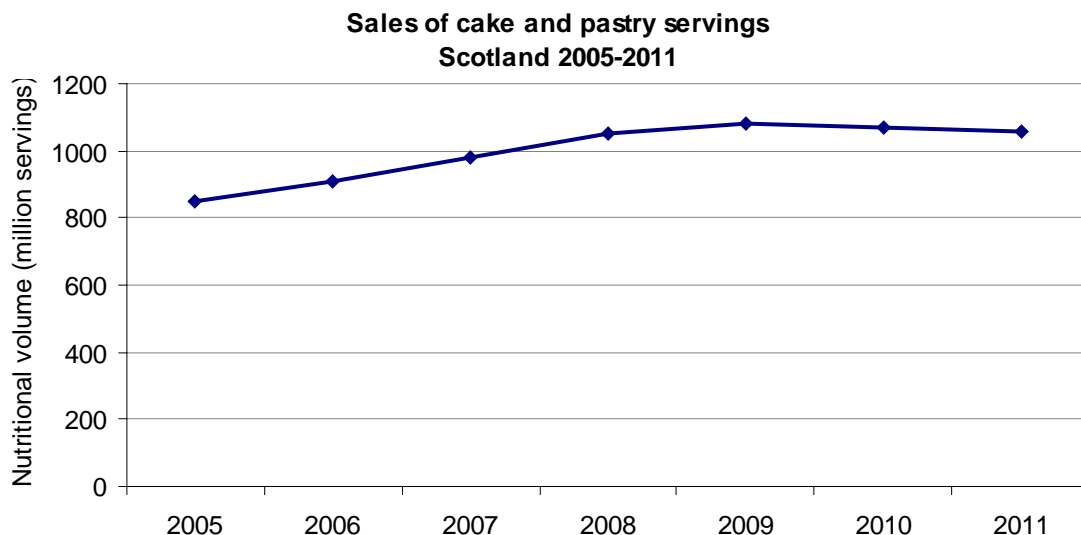
Indicator Source: Food Standards Agency Scotland (Kantar Worldpanel)

#### LATEST RESULTS

- In 2011, the total volume of take home biscuits and confectionery purchased by Scottish households was just over one hundred thousand tonnes (101,000). Sales volumes have shown little change since 2008, and have increased from 91,000 tonnes since 2005.



- In 2011, more than a billion servings (1,055 million) servings of cake and pastry were purchased by Scottish households. Purchases have increased from 848 million in 2005, and have been broadly stable since 2008 at just over 1,000 million a year.



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Reduced consumption of high energy food and drink.

### **Relevant Route Map action:**

Action to work with retailers to encourage stocking of smaller and less energy-dense portions, with the Food Implementation Group to reduce saturated fat and sugar levels.

### **Geography available:**

Scotland level only.

### **Equalities data:**

Not applicable.

### **Rationale for including this indicator:**

The aim of this indicator is to monitor the sales by volume of confectionery, biscuits, cakes and pastries in supermarkets in Scotland.

There is evidence that obesity is associated with over consumption of energy dense snack foods such as confectionery, biscuits, cakes and pastries. Moderate evidence exists in the literature for interventions aimed at reducing availability and affordability of energy dense foods and with a moderate rating for potential population effectiveness. The ScotPHN engagement process for the Route Map assessed the action as having high impact with medium to high effort.

### **Factors influencing this indicator:**

- Availability and affordability of healthy choices

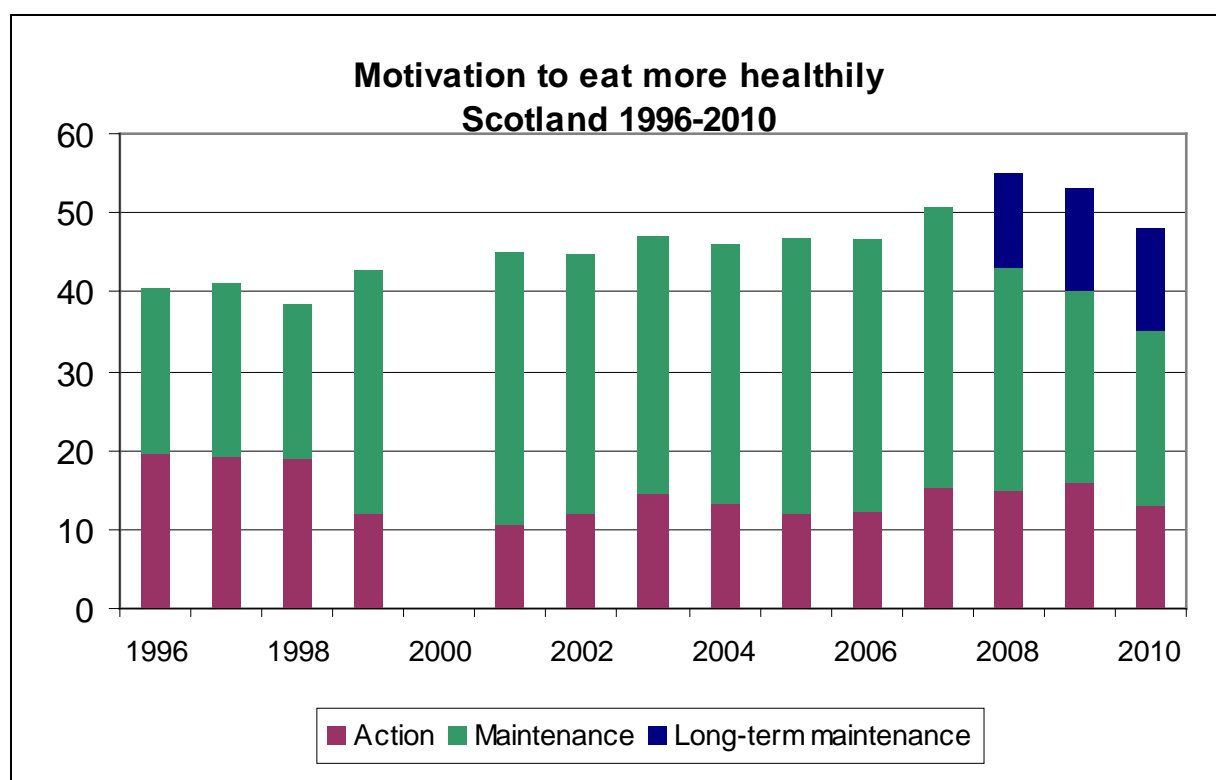
## Headline Indicator 13

### Proportion of adults who have tried making positive behaviour change in relation to healthy eating and physical activity

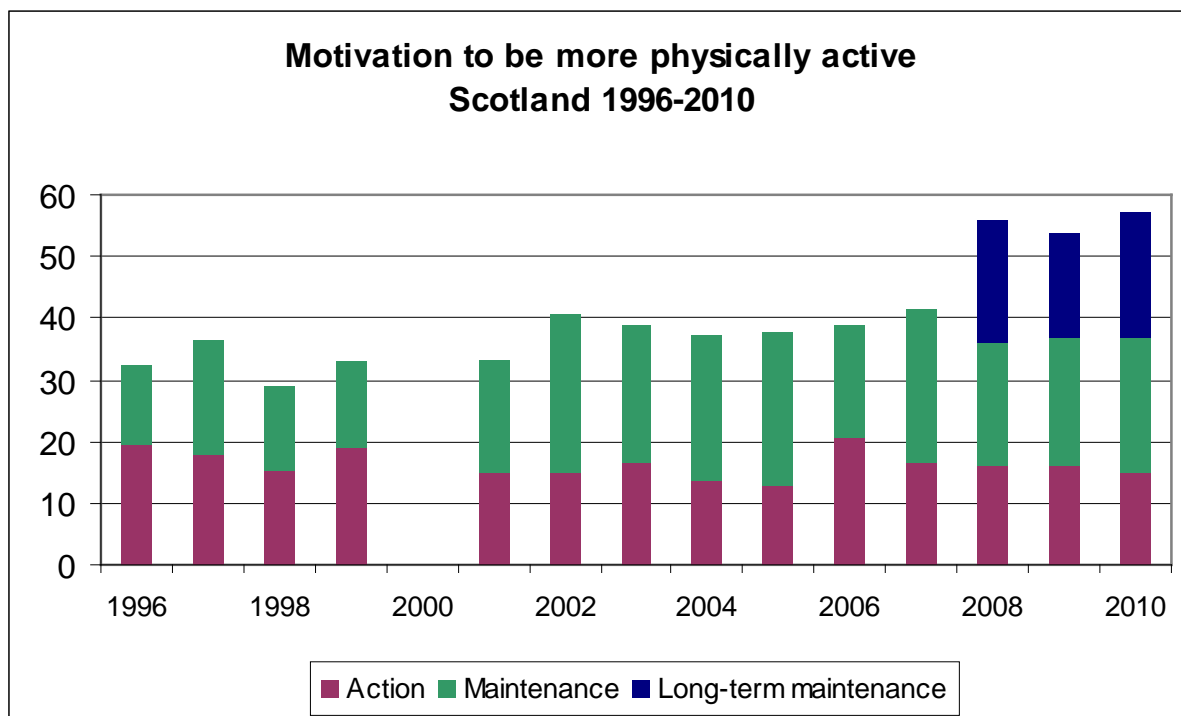
**Indicator Source:** Scottish Health Survey, Knowledge, Attitudes and Motivations (KAM) module

#### LATEST RESULTS

- In 2010, 48% of adults had either tried to improve their diet, or already had a healthy diet. Within this group, 13% were unable to maintain their improvements (termed 'action'); 22% maintained their improved diet ('maintenance'); and 13% already met the five-a-day recommendation, but were not motivated to improve their diet further in the last year ('long-term maintenance').



- In 2010, 57% of adults had either tried to become more active, or already met the physical activity recommendations. Within this group, 15% were unable to maintain their improvements ('action'); 22% maintained their higher activity ('maintenance'); and 20% already met the physical activity recommendations and were not motivated to become more active ('long-term maintenance').



## ABOUT THIS INDICATOR

### Desired Outcome:

Increased awareness, knowledge, skills and empowerment.

### Relevant Route Map action:

A better understanding of healthy food for the whole population, and using appropriate social marketing to encourage people to be more active.

### Indicator Source:

Scottish Health Survey (Knowledge, Attitudes and Motivations (KAM) module).

### Geography available:

National.

### Equalities data:

Breakdowns by age, gender and (possibly) disability should be available.

### Rationale for including this indicator:

The aim of this indicator is to assess levels of awareness of healthy behaviours (in relation to physical activity and eating healthily) amongst the Scottish population, and willingness to sustain such lifestyle changes.

Moderate level of evidence exists in the literature for the effectiveness of mass media activity campaigns and with a high rating for potential population effectiveness. The ScotPHN engagement process for the Route Map assessed the action as having medium to high impact with low to medium effort.

### Factors influencing this indicator:

- Knowledge and understanding of healthy choices.
- Availability of opportunities to be more physically active.

## Headline Indicator 14

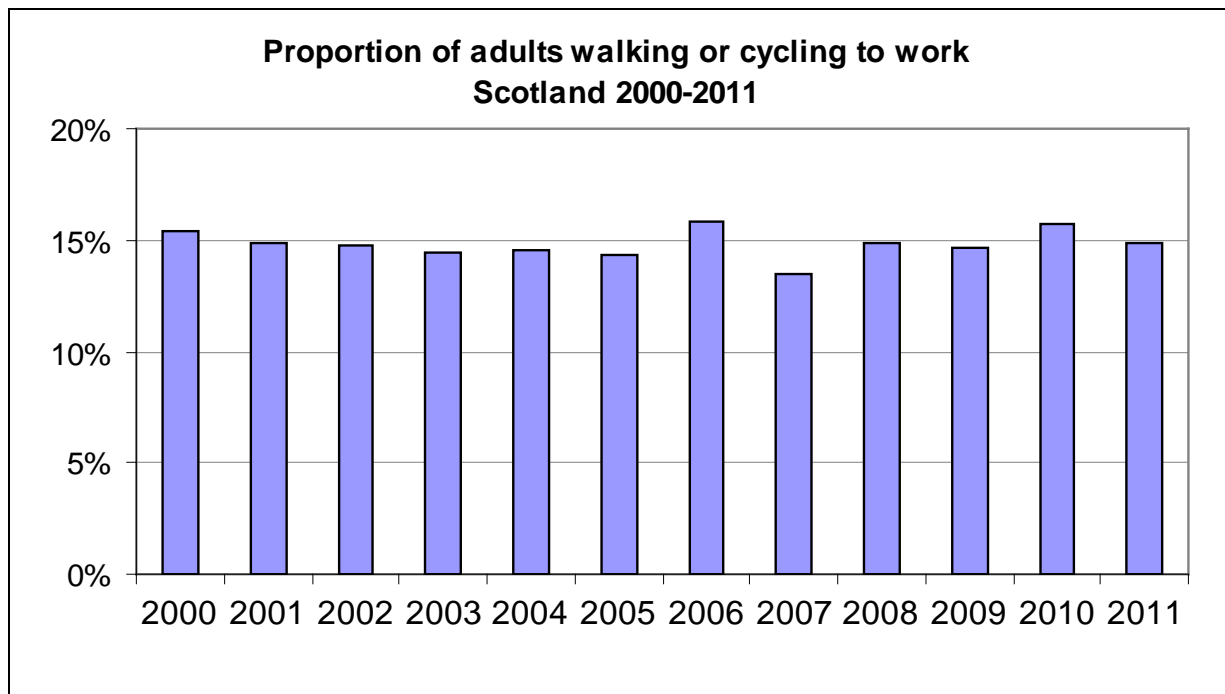
### Proportion of adults engaging in active travel to work

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**Indicator Source:** Transport Scotland (Transport & Travel in Scotland)

#### LATEST RESULTS

- In 2011, 15% of working adults travelled to work by walking or cycling.
- There has been little change in this proportion over the last decade, with the figures fluctuating around the 15% mark.



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Promotion of active travel.

### **Relevant Route Map action:**

Deliver cycle action plan.

### **Indicator Source:**

Transport Scotland: Transport & Travel in Scotland bulletin.

Employed adults' (not working at home) usual method of travel to work.

### **Geography available:**

National, LA every two years.

### **Equalities data:**

Breakdowns by gender, age and disability possible.

### **Rationale for including this indicator:**

The indicator provides a measure of the extent to which adults are choosing physically active means of travel to work (cycling or walking). The indicator supports actions in the Route Map encouraging employers to support employees to use more active means of travelling to and from work.

A low level of evidence exists in literature for the effectiveness of active travel incentives and facilities with a moderate rating for potential population effectiveness. The ScotPHN engagement process for the Route Map assessed the action as having medium impact with medium to high effort.

### **Factors influencing this indicator:**

- Availability of alternative transport options
- Employer incentives



## Headline Indicator 15

### Proportion of children engaging in active travel to school

---

**Indicator Source:** Transport Scotland (Transport & Travel in Scotland)

#### LATEST RESULTS

- In 2011, 52% of children travelled to school by walking or cycling.
- This proportion has fluctuated between 50% and 56% over the last twelve years, with no clear trend.



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Promotion of active travel.

### **Relevant Route Map action:**

Deliver cycle action plan.

### **Indicator Source:**

Transport Scotland: Transport & Travel in Scotland bulletin.

Pupils in full-time education at school usual method to travel to school.

### **Geography available:**

National, LA every two years.

### **Equalities data:**

Breakdowns by gender, age and disability possible.

### **Rationale for including this indicator:**

This indicator relates to Route Map actions relating to encouraging opportunities for physical activity and sport including safer routes to schools.

Low level of evidence exists in literature for the effectiveness of active travel incentives and facilities with a moderate rating for potential population effectiveness. The ScotPHN engagement process for the Route Map assessed the action as having medium impact with medium to high effort.

### **Factors influencing this indicator:**

- Availability of safe routes to schools.

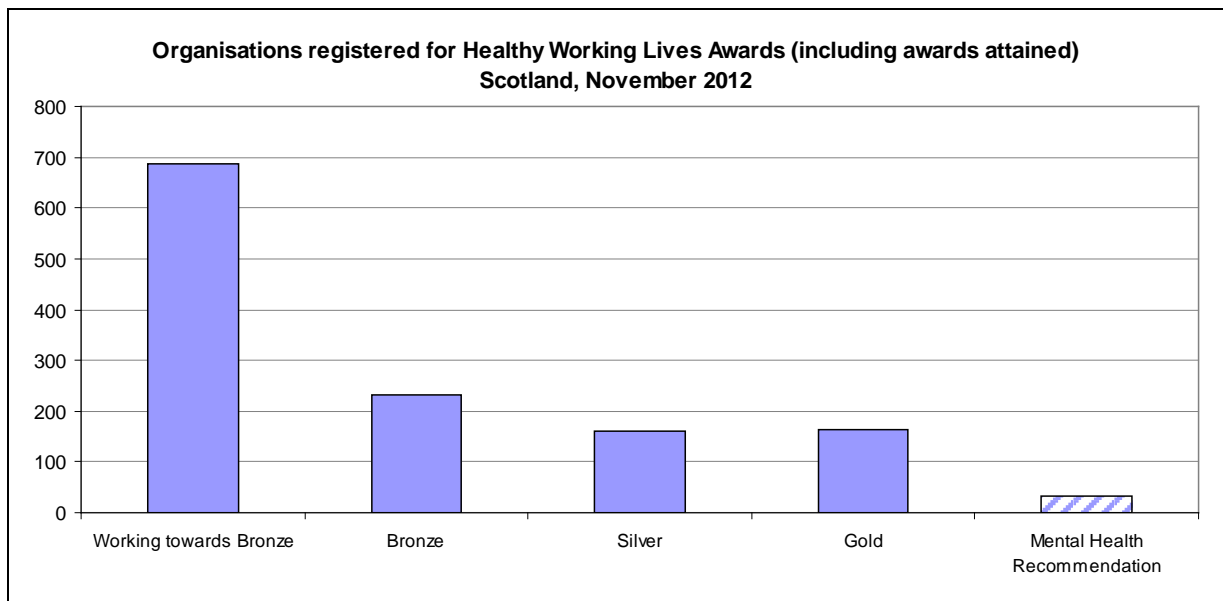
## Headline Indicator 16

### Number of workplaces securing Healthy Working Lives Award

**Indicator Source:** Scottish Centre for Healthy Working Lives.

#### LATEST RESULTS

- In November 2012 there are currently 1,244 organisations registered for the Healthy Working Lives Award Programme, representing a total of more than 680,000 employees.
- Of these, 557 organisations have attained at least a Bronze award. Within this group, 34 companies have received a Mental Health Commendation award.
- A further 687 organisations are actively working towards their first award.



## **ABOUT THIS INDICATOR**

### **Desired Outcome:**

Promotion of active workplaces.

### **Relevant Route Map action:**

Maximise promotion of healthy lives approach in public sector through clear, consistent vision.

### **Geography available:**

National and Health Board.

### **Equalities data:**

Not applicable.

### **Rationale for including this indicator:**

The aim of this indicator is to assess the take-up of Healthy Working Lives Awards by companies. The indicator will show the level of award (Gold, Silver, Bronze) as well as the number of companies working towards their Bronze award – hence providing both an indication of the general awareness and take-up of the scheme, and the proportion of companies providing the highest level of support.

A high level of evidence exists in literature for the effectiveness of multi-component workplace interventions with a low to moderate rating for potential population effectiveness. The ScotPHN engagement process for the Route Map assessed the action as having high impact with low to medium effort.

### **Factors influencing this indicator:**

- Availability and affordability of healthy choices.

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### Correspondence and enquiries

Enquiries on this publication should be addressed to:

Rosalia Munoz-Arroyo  
Analytical Services Division  
Health Directorate  
St Andrews House  
EDINBURGH, EH1 3DG  
Telephone: 0131 244 5332  
e-mail: Rosalia.Munoz-Arroyo@scotland.gsi.gov.uk

General enquiries on Scottish Government statistics can be addressed to:

Office of the Chief Statistician and Performance  
Scottish Government  
4N.06, St Andrews House  
EDINBURGH EH1 3DG  
Telephone: (0131) 244 0442  
e-mail: [statistics.enquiries@scotland.gsi.gov.uk](mailto:statistics.enquiries@scotland.gsi.gov.uk)

Further contact details, e-mail addresses and details of previous and forthcoming publications can be found on the Scottish Government Website at [www.scotland.gov.uk/statistics](http://www.scotland.gov.uk/statistics)

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