

CASE OVERWEIGHT AND OBESITY

Number of overweight children decreased in Seinäjoki



14%
of first graders
overweight in 2011



8,7%
of first graders
overweight in 2014



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The Overcoming Obesity programme of the City of Seinäjoki, launched in 2013 particularly to prevent obesity among children and young people, has yielded positive results. The objective of this programme is to reduce the number of children and young people who are at risk of becoming overweight in adulthood.

City management, social and health services, sports services, and the City's technical department all contribute to the programme. The promotion of health and well-being is taken into consideration in all municipal and regional strategic planning and decision-making.

Children and families are given individual advice, and the children's growth and development are regularly monitored by maternity and child health clinics, school and student health care services, and oral health care clinics. The Finnish Heart Association's Smart Family (*Neuvokas perhe*) model is utilised to help the families make positive lifestyle choices while focusing on successes.

The Finnish Schools on the Move Programme and the Heart Symbol-labelled, healthy lunches served at Finnish schools and day care centres contribute to the positive results. The school and day care centre yards are designed to encourage physical activity. In 2011, 14% of first graders were overweight in Seinäjoki, but by 2015, the percentage of overweight first graders had decreased to 8.7%.



One life
Enjoy every day.



The One Life health project strives towards a healthier Finland. The Finnish Brain Association, the Finnish Diabetes Association, the Finnish Lung Health Association, the Organisation for Respiratory Health, the Finnish Association for Mental Health, the Finnish Heart Association, and the Cancer Society of Finland have teamed up to promote people's health and welfare throughout their lives. Duodecim participates in the project as an expert organisation.

Costs:

The City of Seinäjoki is implementing the Overcoming Obesity Programme without any additional financing or resources so that the programme is included in the usual tasks and annual budget of each sector.

Savings:

Overweight and obesity are national issues in Finland. Being overweight increases the prevalence of such conditions as type 2 diabetes, cardiovascular diseases, musculoskeletal disorders, and cancer.

The health care expenses of an overweight person are estimated to be around 25% higher compared to a person who is within the normal weight range. This indicates that the programme will save money in health care services in the long run.

Please note:

Most of the data has been collected from patient information systems. Some of the data has been collected using national surveys, such as the school health survey, while some of the information is from the programme's own surveys (e.g. surveys for the city's different sectors).

Sources:

- Overcoming Obesity Programme 2013–2020, City of Seinäjoki: www.seinajoki.fi
<http://www.seinajoki.fi/sosiaali-jaterveyspalvelut/terveyspalvelut/edistaterveyttasi/terveyden-edistaminen/lihavuuslaskuun-ohjelma.html>
- <http://www.neuvokasperhe.fi/ammattilaiset>
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- <http://ammattilaiset.sydanmerkki.fi/>



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