



Flab to Fab Week – BBC Radio WM

Week commencing 6th July 2009



Flab to Fab Week – BBC Radio WM

Week commencing 6th July 2009

BBC Radio WM demographics

Total listening figures: 291,000 per day

Coverage: Lichfield, Redditch, Rugeley, Tamworth, Warwickshire and West Midlands

Target audience: aged 45 years and over

Online and TV coverage for BBC Radio WM's Flab to Fab Week

- Please see the following links on **BBC Radio WM's website**:

Change for Life logo and link to Change4Life website -

http://www.bbc.co.uk/birmingham/flab_index.shtml

Outline listing of programmes, featuring Department of Health case studies -

http://www.bbc.co.uk/birmingham/content/articles/2009/05/29/flab_feature.shtml

- Statistics provided by COI on behalf of the Department for Health were used on **Midlands Today** on Monday 6th July – piece focussing on Joanne Malin dressing up in a suit that made her size 10 figure appear a size 18.

BBC Radio WM coverage for Flab to Fab week

Date	Time	Programme	Length (approx)	Summary	Additional info
06/07/09	0700 0800	News	1 min 30secs (each)	The West Midlands is officially the fattest place in the whole of the country. New figures show nearly half of all men in our region are overweight and we have some of the heaviest children in England. Interview with Shirley Thompson who regularly attends the Slimwell group in Sandwell - she talks about her success with regards to losing a stone.	Statistics provided by COI Interview set up with Shirley Thompson from Sandwell's Slimwell group.
	0710	Breakfast Show	6 mins	Obesity levels in the West Midlands are higher than anywhere else in the Country. BBC WM aims to inspire the region to go from 'Flab to Fab'. Statistics quoted - over 48% of men are overweight with a third of ladies carrying extra pounds. Interview with Dr Jeremy Tomlinson from Birmingham University.	Statistics provided by COI
	0716	Breakfast Show	6 mins	Reflection on the statistics which illustrate how bad the obesity situation is. Also includes interview with Dr Michael Green (Aston University).	Statistics provided by COI
	0810	Breakfast Show	6 mins	Reporter Lucy King visits Black Heath's Slimwell group to see how people are changing for the better. Interview with Elaine Betton from Slimwell (teacher and mum of one from Oldbury): My weight has always	Statistics provided by COI Interview set up with Elaine Betton from the Slimwell group.

				<p>been up and down. Interview with Helen Waters (class leader, food development worker, Sandwell PCT): A portion is the size of your hand. You've got to be ready to lose weight. Interview with Weight Watchers representative.</p>	<p>Interview set up with class leader of the Slimwell group - Helen Waters.</p>
	1200	News	1 min	<p>The West Midlands is officially the fattest place in the whole of the country. New figures show nearly half of all men in our region are overweight and we have some of the heaviest children in England. Interview with Helen Waters (Food Development at Sandwell PCT Weight Management Team).</p>	<p>Statistics provided by COI Interview set up with class leader of Slimwell Group - Helen Waters.</p>
	1300	News	1 Min	<p>Obesity levels in the West Midlands are higher than anywhere else in the Country. BBC WM aims to inspire the region to go from 'Flab to Fab'. Statistics quoted - over 48% of men are overweight with a third of ladies carrying extra pounds. Interview with Dr Jeremy Tomlinson from Birmingham University.</p>	<p>Statistics provided by COI</p>
07/07/09	0700 0900	Breakfast News	1 min 30 secs (each)	<p>Nearly a quarter of all 11 year old children in the West Midlands are now officially obese. Sandwell, Dudley and Wolverhampton are at the top of the table for obesity rates with more than 20% of school children carrying more weight than they should be. Various guests discuss.</p>	<p>Statistics provided by COI</p>

	0800	News	1 min 30 secs	Nearly a quarter of all 11 year old children in the West Midlands are now officially obese. Sandwell, Dudley and Wolverhampton are at the top of the table for obesity rates with more than 20% of school children carrying more weight than they should be. Interview with 11 years old Peter who goes to MEND club which teaches healthy eating and exercise. Interview with Janisha Lockley (On MENDs) and Helen Mercer (Specialist Dietician, Heartlands Hospital):'There's a higher rate of obesity among poorer people in the area.'	Statistics provided by COI, Case study provided by Gloria Rye.
	0710 and 0825	Breakfast Show	16 mins	Nearly a quarter of all 11 year old children in the West Midlands are now officially obese. Sandwell, Dudley and Wolverhampton are at the top of the table for obesity rates with more than 20% of school children carrying more weight than they should be. In Birmingham one fifth of all 5 year olds are now officially obese. Reporter visits club in Graisle Community Centre - Health Living Centre in Wolverhampton. Interview with people at the centre. Interview with Alice Blakemore (Theory Leader, MEND programme). Interview with Helen Lockley (daughter to the MEND programme). Interview with Helen Mercer (Specialist Dieticians, Heartlands Hospital)	Statistics provided by COI Case study provided by Gloria Rye

	1300	News	1 min	Children in the West Midlands are now fatter than in some parts of America. Almost a fifth of all 5 year olds are now officially obese. Sandwell, Dudley and Wolverhampton are at the top of the table for obesity rates with more than 20% of school children carrying more weight than they should be.	Statistics provided by COI
	1315	Ed Doolan	10 mins	In Birmingham almost a fifth of all 5 year olds are now officially obese. Sandwell, Dudley and Wolverhampton have the highest rates of obesity in 11 year olds. What is obesity and who is to blame? Interview with Kim Harte, parent of boy who is on the Dudley MEND programme. She became concerned about her son's weight, so enrolled him on the 12 week MEND programme - which he has had great success with.	Statistics provided by COI Interview set up with Kim Harte, Dudley MEND.
	1335	Ed Doolan	25 mins	Interview with Dr Penani-dunn (Senior Lecturer in Public Health, Birmingham University): Ed reads out various e-mails and texts from listeners during the interview. Interview continues with Kim Harte, parent of child on the Dudley MEND scheme. Kim is also joined by Chris Larkman from Moreton Parents for Better Food in Schools Campaign.	Statistics provided by COI Interview set up with Kim Harte, Dudley MEND.
	1738	Drive Time	4 mins	Children in the West Midlands are now fatter than youngsters in some parts of America. Sandwell,	Statistics provided by COI

				Dudley, Wolverhampton are at the top of the table for obesity rates in 11 year olds. More than 20% of all school children carrying more weight than they should be. Wrens Nest Primary school has just won an award for the healthy school meals its serves up. Catering manager Paul Tonks, head teacher Ruth Whiley, and pupils from the school are interviewed.	
08/07/09	0700 0800 0900	Breakfast News	1 min (each)	The number of people having weight loss surgery in the West Midlands has increased ten fold in the past six years. Interview with Dr Haresh Kumar (Heartlands Hospital). Interview with Sarah Davies (patient at Heartlands). West Midlands obesity statics quoted.	Statistics provided by COI
	0750 and 0810	Breakfast Show	9 Mins	The number of people having weight loss surgery in the West Midlands has increased ten fold in the past six years. Interview with Dr Haresh Kumar (Heartlands Hospital). Interview with Sarah Davies - who is having gastric band fitted). West Midlands obesity statics quoted.	Statistics provided by COI
	1010	Joanne Malin Show	18 mins	Rising obesity tide across the UK, the West Midlands is leading the way. No being obese can lead to many problems, for women it can lead to major problems when it comes to getting pregnant. Interview with Michelle Bywater who had baby and gastric bypass. Reporter Kate Walker is with one man in Highgate,	Statistics provided by COI

				Birmingham who is hoping to have a gastric band operation - Christopher Elliott.	
	1100 1200 1300	News	1 min 30 secs	More than £1m is being spent on gastric band surgery at Heartlands Hospital in Birmingham every year. 200 operations are performed a year costing £5,500 per gastric band. Interview with Sarah Davies (gastric band patient) and Dr Harish Kumar (Heartlands Hospital). West Midlands obesity statics quoted.	Statistics provided by COI
	1215	Ed Doolan Show	25 mins	Weight loss surgery theme. Interview with Dr Ian Campbell (Midlands Obesity Specialist, Medical Director of Weight Concern Charity). Reporter Lucy King interviews Jane Hogan who was about to have the gastric band operation. Interview with Anthea Nicholls who had surgery 2.5 years ago. Ed Doolan continues talking to guests about gastric bands and the operations. West Midlands obesity statics quoted.	Statistics provided by COI
	1700	News	1 min	More than £1m is being spent on gastric band surgery at Heartlands Hospital in Birmingham every year. Surgeons there performed 200 operations a year costing £5,500 per gastric band while £800,000 is spent on gastric bypasses. Interviews with patients who have had the surgery. West Midlands obesity statics quoted.	Statistics provided by COI

09/07/09	0700 0800 0900	News	1 min (each)	More than a quarter of the West Midlands' South Asian population are officially obese. Interview with Harkesh Verdi (Dietician who runs healthy living class at the Dudley Asian Womens Centre - Slimmers Kitchen).	Statistics provided by COI Set up interview with Slimmers Kitchen.
	0750 0822	Breakfast show	12 mins	More than a quarter of the West Midlands' South Asian population are officially obese It is estimated that 80% of Asian women and 60% of men are obese. One Birmingham Restaurant, the Cushi Restaurant, has had a healthy makeover - interview with owner Mohammed Ali Hadi. Mohmamemd works directly with dietician Ann Marie Field from Heartland Hospital. Interview with Ann Marie. Dr Shree Belari (Consultant for Acute and Metabolic Medicine, Heartlands Hospital) is also interviewed on how the language barrier is contributing to these high figures.	Statistics provided by COI
	1000	News	1 min	Dr Shree Belari says obesity problems in Asian men and women generate far more health risks than any other ethnic community.	Statistics provided by COI
	1020 1045	Joanne Malin Show	13 mins	Statistics say the West Midlands leads the way in the rising obesity tide across the UK for which overall 26% of adults are now obese compared to only 15% in 1993. But is all this talk simply obesity hype? An	Statistics provided by COI

	1115			<p>anonymous orthopaedic surgeon is interviewed and talks about how there has been an increase in obesity cases where pressure has damaged joints so bad that they can't be repaired.</p> <p>The show also explores the issue of finding love when you're overweight.</p>	
	1320 and 1337	Ed Doolan Show	26 mins	<p>Ed talks about weight loss and the fact that he's lost half a stone. Interview's with Mrs Doolan and Paul McCardle (Dietician). Dr Wasseem Hammeth (Diabetes Chair, South Asian Health Foundation) is also interviewed regarding the high levels of high levels of diabetes in the South Asian community. Interview with Suda Saffa (head chef, Saffron Restaurant).</p>	<p>Statistics provided by COI</p> <p>Provided contact details for dietician.</p> <p><i>Set up interview with Alison French (Lead Obesity Specialist Dietitian at Birmingham East and North Primary Care Trust) – cancelled by Radio WM in preference of using Paul McCardle.</i></p>
10/07/09	0700 0800 0900	News	1 min (each)	<p>West Midlands is one of the fattest regions in the country. It is estimated in five years time a third of men and almost a third of women in the region will be obese costing the NHS millions. Interviews with members of the public. Interview with Dr Shara Taheri</p>	<p>Statistics provided by COI</p>

				(Consultant Physican, Heart of England NHS Foundation Trust): hospitals will soon be overrun by people having all the complications of obesity.	
	0710 0810 0851	Breakfast Show	19 mins	<p>The West Midlands is reportedly one of the fattest regions the country. It is estimated in five years time a third of men and almost a third of women in the region will be obese costing the NHS millions. Can you be fat and be happy? Interview with Dr Shara Taheri (Consultant Physican, Heart of England NHS Foundation Trust): our hospitals are going to be overrun by people having all the complications of obesity.</p> <p>A group of women in the Black Country have already started teaching their children about healthy eating - Warley Woods Park's buggy walks. Interview with parents and Kathy (tutor of the group).</p> <p>Interview with Michaela Dodd (Former Hollyoaks Actress, now presents When Diets Go Wrong).</p> <p>Members of public call in and talk about their unhappiness with their body shape.</p>	<p>Statistics provided by COI</p> <p>Provided contact details for buggy walks.</p> <p><i>Interviews set up with Maternal and Early Years lead Rachel Walker and a pregnant lady (case study) from Telford - cancelled by Radio WM due to case study not being able to go into the studio for the interview.</i></p>
	1120	Joanne Malin Show	4 mins	Joanne interviews truck drivers and driving instructors who needed to lose weight. weight	
	1207	Ed Doolan	14 mins	Ed criticises Government Health Ministers for their lack of availability.	Statistics provided by COI

	1236 1240		30 secs	<p>Reflection on week's findings. Interview with Norman Lamb MP (Lib Dems Shadow Health Secretary) who congratulated BBC WM for running this programme this week.</p> <p>Karen Saunders (West Midlands Obesity Lead) goes into the studio to talk to Ed about the Change4Life campaign - promoting healthy eating and getting active. Brightly coloured adverts discussed and clip from one. Karen: it's a new initiative that's supported by the Dept of Health, it's a national campaign with a local community feel to encourage and support families and children to eat better and be more active.</p>	Set up interview with Karen Saunders and attended interview at BBC WM.
	1300	News	1 min	<p>If obesity levels continue to rise in the West Midlands it could cost the region's economy up to £5b. Current UK trends predict that by the year 2050, 60% of men and half of all women will be obese - resulting in the minority of the population being a normal weight.</p> <p>Interview with Dr Shirard Tahri (consultant physician, Heart of England NHS Foundation Trust): rising levels could also cut life expectancy.</p>	Statistics provided by COI

Other ideas offered but not progressed by BBC Radio WM:

1. Are we the fattest we've ever been?

- **Interviewee:** Potential interview with G.P to comment on the above issue
Contact: Chris Guest
0121 465 8020
Public Health, Birmingham
Programme: 'Lighten Up' – initiative that involved GPs in the Birmingham area contacting patients with a BMI over 30.
- **Interviewee:** Linda Hindle, Dietician at Birmingham North and East, available to answer the question: Are we the fattest we've ever been?

2. Childhood Obesity

- **Programme:** SHINE - Solihull's specialist level 3 obesity programme for children and their families
Contact : Mark Roscoe
0121 704 8551

3. Obesity amongst the Asian Community

- **Interviewee:** Eleanor McGee, Public Health Nutrition Lead, and Alison French (Birmingham East and North) available for pre recorded interview.

5. Future – prevention better than cure

- **Programme:** Cook and Taste (Birmingham)

Contact: Eleanor McGee, Public Health Nutrition Lead

Location: Stepping Stones, 16 Jenkins Road, B10 0QH.

The cook and taste class is a five week course which focuses on interactive, educational approaches to healthy eating and also includes a practical, hand on cooking sessions.

- **Programme:** Healthy Towns

Contact: Dean Hills

Mon – Weds: 01384 815 511

Thurs – Fri: 01384 366600

Additional info: Dudley is one of 9 towns across the country (and the only town in the West Midlands to be selected for the 'Healthy Towns Programme)

Dudley's Healthy Town campaign consists of 'Lets go outside' which is looking at developing 5 parks and open spaces across Dudley. The programme is looking into preventing obesity through encouraging more children to exercise and will develop their attitudes for later life – closely linked with the Change4Life campaign.

Summary:

- Government obesity campaigns inspired Radio WM to approach COI / Department of Health after seeing the key messages pushed out throughout the year.
- The initial idea for 'Flab to Fab' week was to lead with the morning show, but the wealth of ideas put forward and scope for week was soon recognised and as a result extended across the whole station - aided by COI.
- Total amount of airtime equated to approximately 4 hrs 45 mins – this figure maybe higher as statistics provided by COI were used by most of the shows on radio WM on a daily basis.
- Positive messages promoted throughout the week – particularly with regards to some key schemes in the region and Karen Saunders Change for Life interview.
- Negative comments about Health Minister on Friday 10th July 2009 as he was unavailable for interview - however BBC Radio WM contacted the Health Minister directly without COI / Government Office Birmingham's involvement.
- Reached a wide audience through BBC Midlands Today and BBC Radio WM coverage.
- Case studies and contacts built through this project have been recorded for future reference and can be used for future Change for Life campaigns.
- Strong relationships built between Department of Health and BBC Radio WM – particularly with the Ed Doolan Show (12 - 2pm) where the Producer Robyn Dangerfield expressed a keen in working with Change For Life in the near future.