



**FORESIGHT**

Tackling Obesities:  
Future Choices –  
Perspectives of 13-Year-Olds

**Government Office for Science**



Keeping you healthy



2050

OSI FORESIGHT OBESITY PROJECT

Perspectives of 13 Year Olds - Davenant Foundation School

Based on the Foresight Obesity Scenarios



sit & spit money machines.



FAT AND PROUD



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# INTRODUCTION

The Foresight project on Obesities is seeking to explore what the future levels of obesity might be, the consequences of obesity and how we might respond. As obesity affects generations the project is looking 50 years ahead by creating a set of scenarios of possible futures. We have worked with hundreds of experts and stakeholders to develop these scenarios in a series of workshops. A common concern throughout this process was that we needed to seek input from the people who would live in that future. In order to do this we ran two workshops with school children – one with ten-year olds and the other with thirteen-year olds. These notes summarise the thoughts from a group of 24 thirteen-year olds.

We spent a day with the thirteen-year olds and during that time we explored with them what they thought the future would be like, how we would deliver healthcare in the future and their current aims and values. We primarily did this by providing some open-ended questions to answer about the future (e.g. How will people spend their time?) and by working with them on some exercises which considered the balance between treatment or prevention and individual choice versus societal responsibility. The timetable for the day and the material used is attached at **Annex A**.

Our results are divided into three sections below -

- **Section 1:** a summary of the key findings which are of relevance for the Foresight project on Obesities;
- **Section 2:** two tables that outline their ideas of what the future might hold and how we might deliver healthcare in the future; and
- **Section 3:** themes about the way this group of thirteen year olds view the future, including insights into their aspirations, values and identity.

This exercise provided some very useful insights into the views of the people who will be here in 50 years, living in the world that we are creating today. We realised, at the end of the day, that we could have designed the time with the children better. So, to help those choosing to use this approach with future projects we have set out in **Annex B** what worked well and what could be improved.

We would like to thank the staff of Davenant Foundation School and the children who participated in the work for their time and effort.

# Section 1: Key findings

## Views on Healthcare

The children seemed to be very well informed about maintaining a healthy lifestyle. Diet and exercise messages such as Five a day coupled to a known need for a regular routine of exercise were recognised and recited by many of those present. Present in equal measure was their view that they would do little to change their routines to follow this advice. They wanted solutions which would allow them to carry on as they wished but remain healthy. This underlying value is reflected in many of their comments.

**Hedonistic health** The children want the experience of things like chocolate, but without any negative health implications. Examples included their suggestion that they would like vegetables that looked, smelled and tasted like chocolate, but were in every other sense vegetables; and a virtual game which involved real exercise but you did it because you were enjoying the game. Low harm chocolate was also proposed.

**Have our cake and not eat it** This was expressed in a virtual and in a real situation. The virtual example was a chocolate machine that causes you to think you are eating chocolate, when you are actually eating something else.

The real world proposal was to create low energy density food that tastes like high energy density food.

## Inherently prone to not exercise

The children proposed that exercise could be built into their environment and everyday processes. Examples included food that runs away from you and which you must first catch before you can eat it and a machine that only allows you food based on the amount of activity that you have had that day. There was a strong view that more people would become lazier and more obese in the future.

## Personal health boundaries, they wanted instant feedback to help them make better decisions

One group proposed a magic finger technology. The concept was immediately supported by most of the other children. This was a chip inserted into your finger which monitors your metabolism and health. The chip only allows you to buy food that is appropriate for you and restricts your choices of travel to ensure that you have sufficient activity every day to stay healthy. The magic finger also serves as your swipe card for use on public transport and with your car.

**Easier exercise** The children wanted gyms placed everywhere. Free access to such facilities at home and in public gyms was seen

as a good way to encourage people to adopt healthier patterns of life.

**No free ride** They saw no need for the continuance of a freely available NHS. People should pay for the healthcare they receive based on - the type of care received (e.g. life saving is free; cosmetic is full price), the degree to which the health issue is self-inflicted, or through taxes levied on unhealthy foods.

## Aspirations

They want to fit in, but also to be recognised. This ranged from an individual who wanted to grow to be as tall as other people in the class, to a group of girls who all wanted invitations to a party hosted by Paris Hilton. Both are expressions of fitting in with the in crowd and enjoy the recognition of having that status.

They want to be able to travel effortlessly. However, they have clearly taken on board the messages about the harm travel can do to the environment, and therefore devised low carbon technologies to transport them wherever they wanted to be.

Their aspirations for travel went beyond the local and as far as looking to the moon and beyond. They had a strong desire to explore,

to see things no one else had seen and to push the boundaries of their experience. They wanted to be involved in the new rather than just what they had seen on television.

## Values

They felt that individuals should be given freedom of choice and that if this was restricted, a backlash could occur. In the area of obesity, the introduction of restrictions could cause the rise of brands such as FAP (Fat and Proud), a loose comparison to the GAP movement. They added that in some situations, we could potentially see obese people attacking gyms. Finally, if ultimately banned or if they are thought to be overly regulated, an illicit trade in burgers and chocolates could be established.

They thought that freedom of choice would lead to an increase in the diversity of health of different people, with a widening gap separating two populations - some very healthy and some very unfit. They thought people should pay for healthcare if it resulted from unhealthy choices they had undertaken.

They also thought that businesses should be free to offer foods – healthy or not – to make money and to meet people's demands.

It was deemed be unfair for the businesses concerned to be heavily restricted. The freedom to make money should be protected.

They believed in technology and saw it becoming an increasing part of their lives; not just supporting their lives but also shaping their very nature. They saw technology as the solution to global challenges from climate change to disease.

They stated that children today do not know the difference between what is right and wrong. This caused them concern over what they see as a looming problem with decision-making.

## Identity

There was cohesive opinion on the importance of individuality and freedom of choice, as well as the parallel desire to be accepted as a part of an overall society.

## Differences with the 10 year old student workshops

Distant travel was important for the 10 year olds too, but there was not a direct linkage to the need for exploration and in visiting places that few or no people have seen.

The 10 year olds expressed a desire for an easy life. This was true too for the 13 year olds, but they also expressed a need for a degree of comfort as well.

The 13 year olds did not cite a single sports hero and these were prevalent in the 10 year old group. Celebrities featured in both.

Statements about the evolution of the human race were introduced by 13 year olds. The most captivating of these was a future where people were green and capable of photosynthesis. This provided positive contributions to energy, hunger and climate crises, but also had the added benefit of solving racism!

beyond our Solar system  
ComTravel  
computer virus!!!!  
Big virus

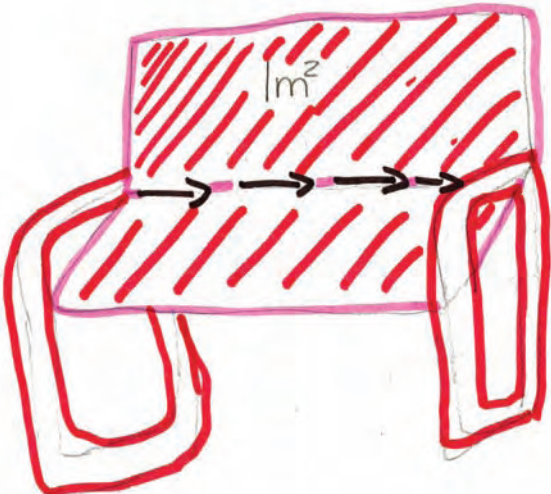
Alien terrorists from outer space  
← will get fat  
Veggies  
4eva!!!  
vibes . . .



# Section 2: What they thought the future might be like

The children provided numerous ideas throughout the day about the future, whether generally or in a sense of future healthcare. In this section we have tried to capture the key ideas and the thoughts behind the ideas. We asked the children two questions – firstly, what did they think the future would be like, and secondly, what did they think the future would be like in each of the four scenarios which are being developed for the Foresight obesity project.

We also asked the children to capture their ideas about the future in pictures. Examples of their illustrations are included in the Gallery section.



## Question One: IDEAS ABOUT THE FUTURE

### IDEAS ABOUT THE FUTURE BUILDINGS

Concept	Description
Bigger buildings	We have bigger buildings so that we have places for all of the extra people to live in
Moving buildings	Move to where you need to be powered by hydro electricity – a strong desire to use water to power things
We have automated houses	Houses respond to whatever demand we make of them to make us comfortable through a single control mechanism
Improved building security	Swipe cards will be needed to gain access to all buildings which will increase the levels of physical security. This includes high security schools
Floating buildings	Either we make buildings that float in the air so it does not matter if it floods or we make buildings that float on water if it does flood.
Weather canopy	Large canopies above cities to protect them from extreme weather and acid rain
Sensitive houses	Houses with personalities, which make an effort to make you feel at home
Lift to anywhere	Shopping centres have lifts which you tell what you are looking for and the lift takes you straight to the right place
New land	We make islands out of clean rubbish to house increasing population levels
Goodbye rural areas	Much more of the country is concreted over as we spread out where we live
Urban ball not sprawl -sphere cities	We build cities in spheres which protect us from extreme climates and also allow us to move the city to wherever resources are available and there is demand for people to work

## Question One: IDEAS ABOUT THE FUTURE

### IDEAS ABOUT THE FUTURE ENVIRONMENT

Concept	Description
Pollution gets worse	
We move to live on another planet	
Ice cap melts	
Weather control	Through satellites or individuals who have the capability to alter the weather.
More trees are cut down	Common view that we would, as humans, continue to use up the Earth's resources faster than the planet could replenish those resources

### IDEAS ABOUT THE FUTURE TECHNOLOGY

Hovercrafts	Powered by hydrogen, they hover so no friction
Jet packs powered by water	Give the freedom to go wherever we want to but without damaging the environment.
Low carbon technology	There were a number of ideas of low carbon technology such as hydrogen powered laptops and cars.
Compact car	A car you can put in your pocket, but you can get out and press a button and it reassembles into a full size car to use.
End of travel (and easy shopping)	A two-way teleport machine that brings you whatever you need and if you want to go somewhere, gets you there instantly.
Electric shocks to modify behaviour	People are given electric shocks if they spend too long sitting in front of the TV or the computer so that they are motivated to get up and do something.
Time machine	Allows you to go back in time to change the things you wished you hadn't done.
3D interactive TV for education	People no longer go to school, the school comes to them through 3D television
Virtual chocolate	A machine we can wear that makes it seem like we are eating chocolate

## Question One: IDEAS ABOUT THE FUTURE

### IDEAS ABOUT THE FUTURE TECHNOLOGY

Concept	Description
Healthy foods	We make food that tastes good and is healthy for us to eat
100 year pill	We will take a pill at birth which will keep us healthy throughout our life and will stop ageing once we are fully grown. It will also end our life at 100 years to manage the planet's population.
Pets can speak	A chip is inserted in pets so that they can communicate with us and behave well.
Chameleon Clothes	Clothes that change colour to reflect the emotions of the person wearing the clothes
Clever visors	Children wear visors which implant all they need to know into their brains
Robot social class	Robots have human-like capabilities and do all of the menial tasks for us.
Is love real spray	Spray developed which makes love visible so that you know whether someone really loves you before you commit to a relationship
Technology merges with people	We will have technology built in to our brains to increase our capabilities. This will include mobile communication technology so that we can talk to anyone at anytime.

### IDEAS ABOUT THE FUTURE HOW PEOPLE SPEND THEIR TIME

Computer agents	Security services are no longer needed as computers and robots will take over this role
No sleep	We won't spend as much time sleeping in the future.
Pale people	Young people will spend all of their time inside playing or working on computers.

## Question One: IDEAS ABOUT THE FUTURE

### IDEAS ABOUT THE FUTURE STAYING HEALTHY

Concept	Description
New NHS	The old NHS will be closed down and replaced with a much better organisation to support healthcare. People will be expected to pay if they need to have healthcare due to an unhealthy lifestyle.
End of pain	Child birth is painless
We find the cures	Cures are found for cancer and the common cold
Personal health information	Scanners will be available to tell you what you should eat and what exercise you should do
Healthy food	Food will taste good and be healthy
Pill dependent	We will become dependent on drugs to stay healthy.
Human animal hybrids	We could take on the physical capabilities we wanted from animals like night vision and wings to fly.
Humans evolve	We evolve so that we can photosynthesise. This means we make our own energy and we no longer need heating or food. It would also mean that we would all be green so there could be no more racism.

### IDEAS ABOUT THE FUTURE WHAT WILL SOCIETY BE LIKE

Fat futures	We all get fatter and lazier
Islam	Islam becomes the world religion
Increasing awareness	We will be much more aware about what is going on in the world and the impact of our personal activities on our own and the planet's health
Drugs legal	Recreational drugs are offered on the NHS
Virtual clothes	Clothes will be more revealing
No clarity on what is right or wrong	No absolute right or wrong, we each have our own view of what is right or wrong.
New laws on corporate profit	Big companies like Microsoft are forced to put their profits back into society

## Question One: IDEAS ABOUT THE FUTURE

### IDEAS ABOUT THE FUTURE WHAT WILL SOCIETY BE LIKE

Concept	Description
Scottish Independence	Scotland will be physically separated from England and will become an independent country
Rich get fatter and the needy get thinner	Increasing divide between the rich and poorer nations, while most thought this might happen a small number suggested that social divisions would decrease in the future

## Question Two: HOW WOULD WE KEEP PEOPLE HEALTHY IN THE FOUR FORESIGHT SCENARIOS

### FOCUS ON TREATMENT; INDIVIDUAL CHOICE

Concept	Description
Personal monitors	Tells you what to do on a daily basis in order to stay healthy. It also tells you whether you should or should not eat a particular type of food.
Personal self imposed limits/support	Can choose to use technology which restricts what you do and buy, in order to ensure you stay healthy. This results in an increasing division between very fit and very fat people.
Healthy obese pills	Pills to deal with all of the health consequences of obesity so it does not matter if you become obese
Bigger chairs, etc	Find a way to support large people and better include them in society.



## Question Two: HOW WOULD WE KEEP PEOPLE HEALTHY IN THE FOUR FORESIGHT SCENARIOS

### FOCUS ON PREVENTION; COLLECTIVE CHOICE

Concept	Description
Unhealthy life costs more	Healthy food is subsidised and unhealthy food is very expensive - £50 for a chocolate bar
Compulsory exercise	3.5 hours of weekly compulsory exercise for all
Taxes for unhealthy choices	If you buy and eat more than a certain limit of unhealthy food then you incur an increase in the tax you are charged on all food of this type. Conversely, you receive subsidies if you make good choices.
Education of health consequences	A lot of effort is put into making sure that everyone is aware of the implications of a poor diet and limited exercise
Cycling and walking routes	Changes to infrastructure to make it easier for people to take exercise
Limits on powered transport	Each person has a ration for the amount they can use the car each day
Magic finger device	Everyone has a chip inserted in their finger which manages diet and exercise
Post McDonalds	Limits on the number of fast food restaurants and change of labelling so happy meals are relabelled as sad meals.
Family training	Families are given support to help them adopt patterns of family life that are healthy



## Question Two: HOW WOULD WE KEEP PEOPLE HEALTHY IN THE FOUR FORESIGHT SCENARIOS

### FOCUS ON PREVENTION; INDIVIDUAL CHOICE

Concept	Description
Pedal cars	Pedal powered cars available for local travel
Exercise equipment everywhere	Opportunities to exercise are built everywhere into the environment
Personal foods	People buy seeds and grow food that will meet their personal nutritional needs.
Personal health advisers	Move from personal fitness instructors to personal health advisers who act like personal doctors to help people get motivated to live healthy lifestyles.
Fruit revolution	People eat much more fruit to try to stay healthy
New type of fast food	Food you have to catch to eat - The more calories in a food the harder it is to catch to eat
Information at an early age	Children are given information very early in their lives to help them adopt healthy habits
Fat mirrors	Mirrors which make you look bigger than you are to motivate you to be careful about your weight
Weight watchers revolution	Everyone is a member of Weight Watchers and tries to maintain themselves at a healthy weight

### FOCUS ON TREATMENT; COLLECTIVE CHOICE

Whole community exercise	Where people need help they are opportunities to work with other people to get health again
Whole community advice sessions	Opportunities to learn together as a group how to respond to challenges
Increasing availability of surgery	



# Section 3:

## Nine interesting themes

The following is a brief set of observations on a number of key themes that came from the day. We have grouped these according to aspiration, value and identity though there is clearly overlap between these areas.

### ASPIRATIONS

#### **Continuing comfort**

This was seen as very important. Examples included endless money supplies, homes and clothes with personality, warm snow and an Urban Ball that can move entire cities to wherever they need or want to be.

#### **Increased security**

This was expressed via thoughts about tags to enter into a school; security codes for logging hours of remote working and terrorism that featured in their dialogue throughout the day.

#### **Effortlessness**

Examples included clicking on an item via the internet and it is immediately printed out; automated shopping in your car or home, driven by voice – speak

and it arrives via teleportation; teleportation of us to places; robots doing our work and our cleaning and a home control device for security and managing our environment.

### VALUES

#### **Community solutions for issues we will face**

We could build an Earth or individual city canopy to protect against acid rain and extreme weather; today's kids are different thinkers to current leaders (this is probably felt by every generation); humans will evolve to survive, perhaps as human/animal mutations (say to live underwater or underground) or in order to perform new functions like becoming green and performing photosynthesis. The latter provides energy and solves racism too.

#### **Health conscious**

They know about 5 a day, regular exercise, the importance of vegetables and even suggest that they want to eventually cheat death. They are also aware that they are creatures of habit and that poor willpower and natural desires for other things will override this

knowledge. They cannot control urges and desires. They would like vegetables that look, feel and taste like chocolate. They also want a chocolate machine, to put on and cause whatever you eat to taste like chocolate. They want a virtual game where you do real exercise, say on a treadmill, but it is jazzed up due to the game. In the game, you can also eat loads of junk food which has the taste of junk food – but you are not really eating it and therefore won't get fat.

### Good health isn't free

The NHS is rife with long queues, high cost and poor results; besides people shouldn't expect a free lunch. Let's introduce a scaled payment system.

### Bohemian society increases

They expect decriminalisation and further social acceptance of drugs. They also expect more nudity on stage and screen. These areas are seen as natural extensions of what they see has gone before them. Their nudity example was the movement in perspective from Elvis Presley's banned swivelling hips in the 1950's to the more risqué music videos of today. More worrying is the thought that kids today don't know the difference between right and wrong and that there are many versions of right and wrong.

## IDENTITY

### Heroes

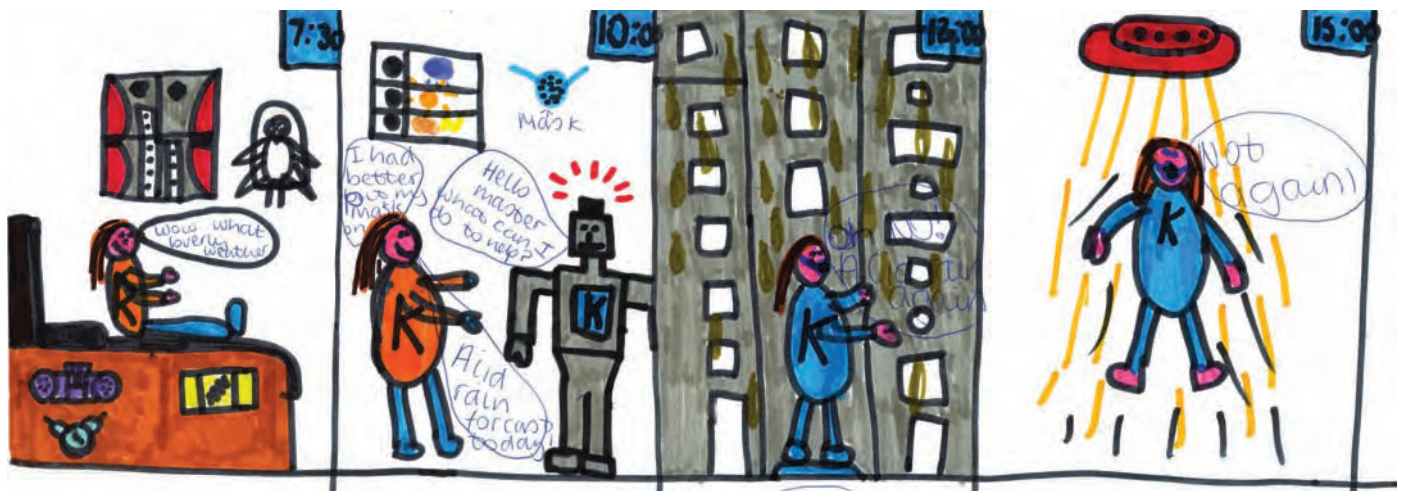
Celebrities are still high on the list. No sports stars were mentioned. However, some are famous just for being famous. It is not Paris Hilton that is important (we suspect) but the opportunity to be included on her guest list in the first place.

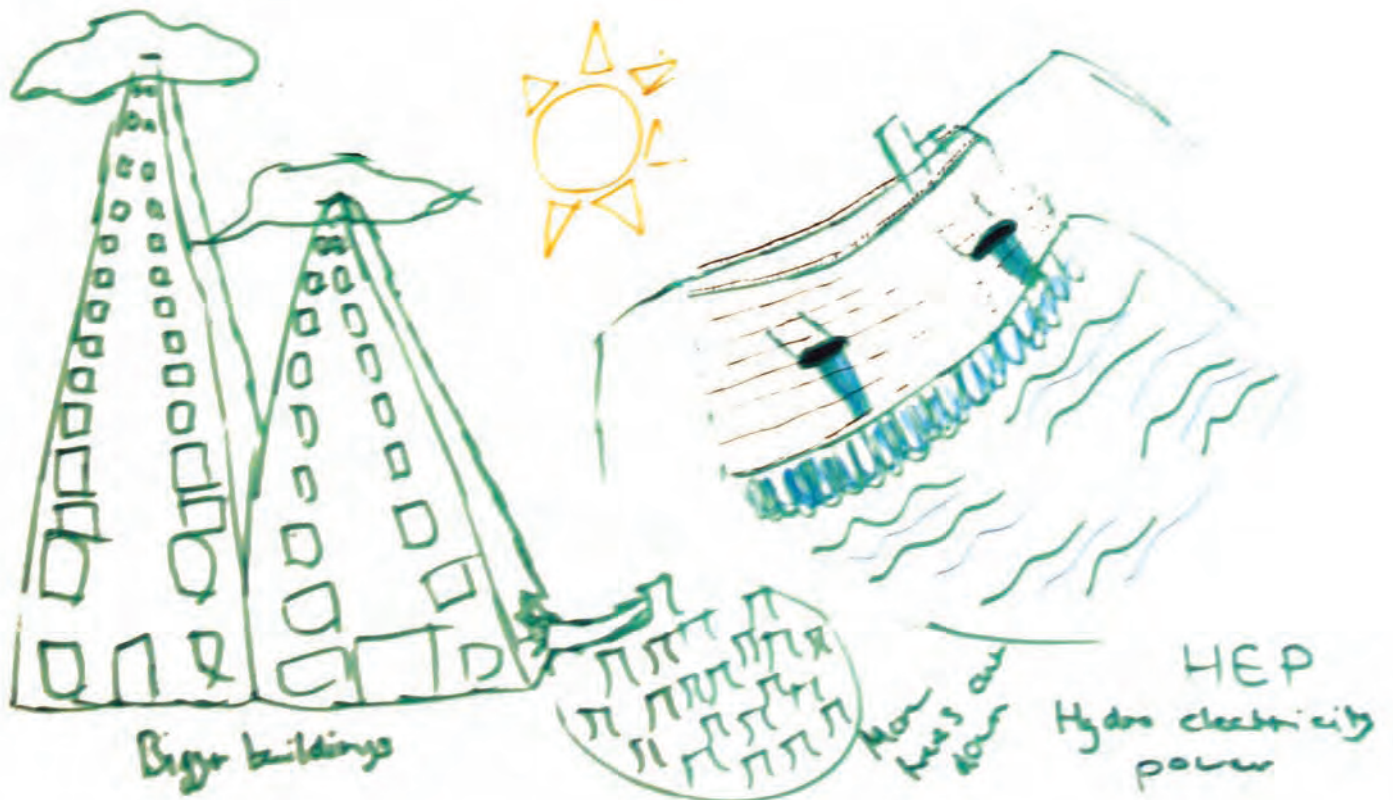
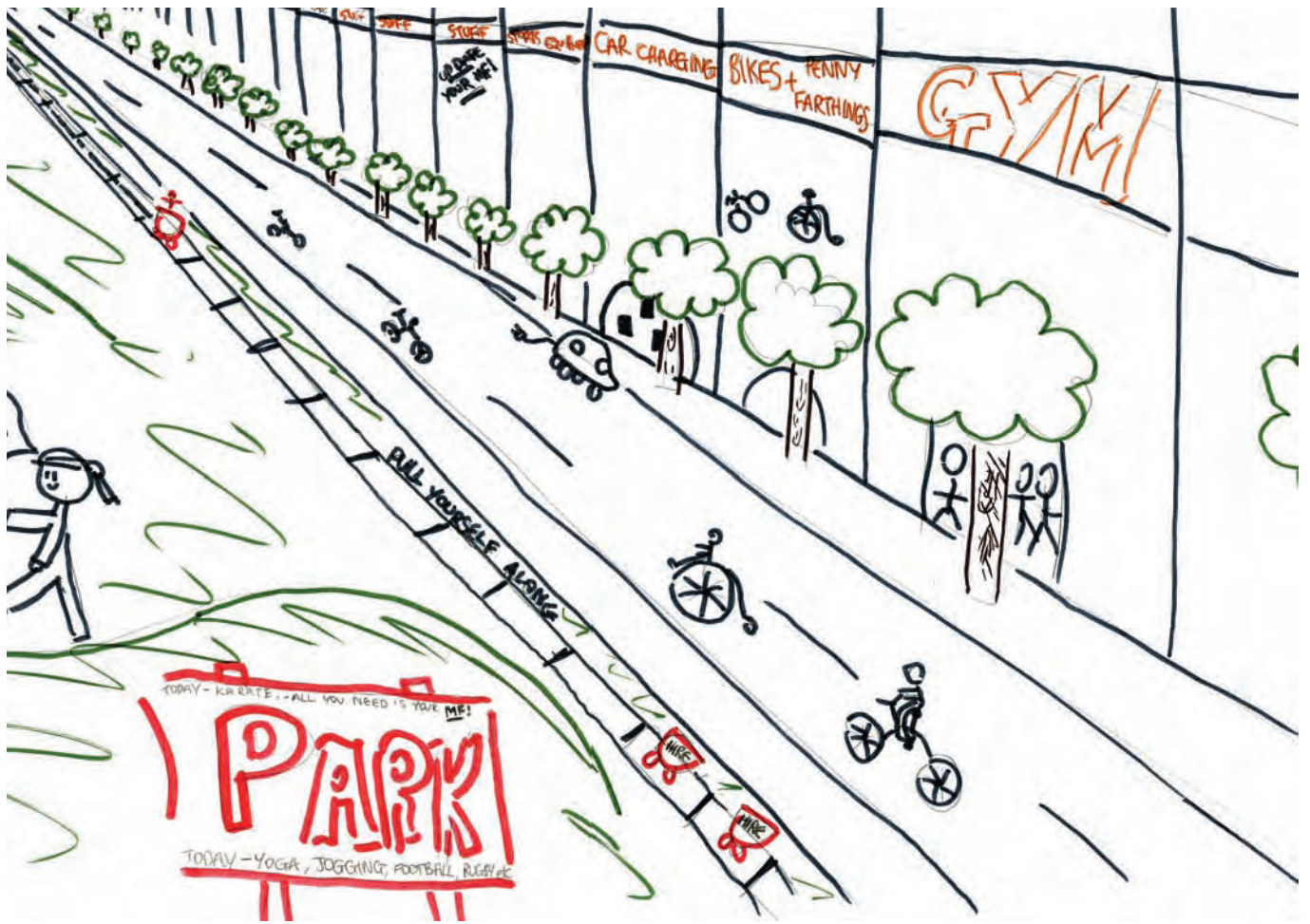
### Time

They are very aware of time, including more than one opinion to try and cheat death. How they choose to spend their available time is as follows – more electronic games, less exercise and having robots that do our work for us.



# Gallery









# Annex A:

## Timetable and exercise worksheets

### OSI Foresight Healthy Living Scenario consultation: Timetable Davenant School 24 November 2006

#### Key communications:

Who we are and what we do

How to use scenarios to think about the future

Introduce the project and its scale

The roles we need them to play

How to think freely in these roles

We really want to capture their thoughts

#### Advance things to do:

- Produce name badges for each of the participants – teachers, pupils and ourselves
- Use school AV equipment but prepare questions for interviews at end
- Bring quick mind stretching exercises – Find the F's, rectangles, etc.
- Bring a jar of sand, a £20 note and lots of marker pens & colour pencils.
- Buy gifts for the school (footballs, pens, an icon from the day)

Itinerary (with speaker explanations notes):

**9:00 Introduction** Explain the two roles that we want them to use when thinking today; futurist and government official. Use the jar of sand and £20 note as a means of indicating the amount of money spent in this area. Explaining our desire to have their help in seeing the future and to take decisions on this topic. Take any quick questions or thoughts.

**9:15 Warm up exercises** Explain that we cannot know for certain whether we are right or wrong about the future. We can only open our minds to see things that might be possible or to see things that others might see. These exercises show how even simple things can be seen differently.

**9:35 Perfect Day exercise** Using a piece of paper, the children write what they would do on a perfect day. We then have a discussion about whether you would like to choose how you spend your time or would you prefer that someone else (e.g. person who chose healthiest day) to decide what you should do?

**Object of this session:** To introduce thinking around one axis of our scenarios – personal versus collective choice.

**10:10 Draw the world** We place three large sheets on each of the tables and ask them to populate the boards with their words or pictures that describe their world in 10 years time. We prompt them with a few questions:

- How would people spend their time in their world
- How would people travel and how far
- What would be good and bad about their world

What is different about the way you provide health in your world?

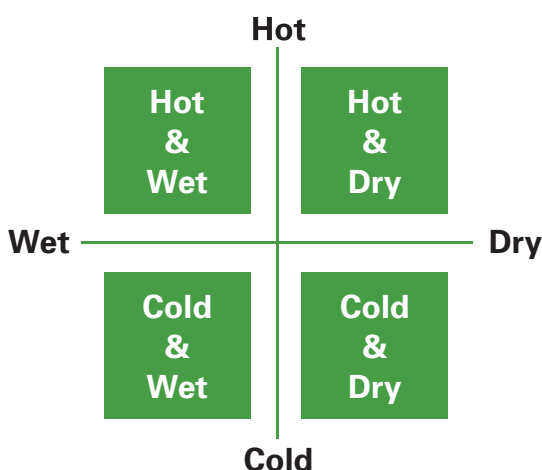
**Object of this exercise:** To capture and have them share their overall future concepts and context.

### 10:45 break

### 11:05 Discussion and feedback

Ensure that they are given time en masse to express themselves.

**11:20 Introduce our scenarios** First we explain scenarios in rudimentary terms, using the weather as our example. The two axes are Hot to Cold and Wet to Dry. Creating four possible futures (see below). This is not discussed; just outlined to show how scenarios are constructed.



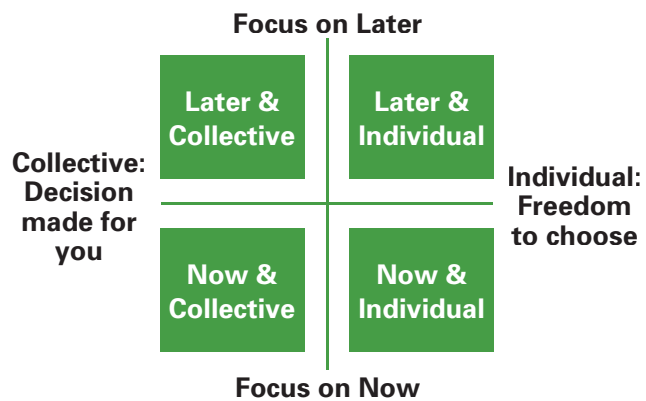
We then draw our health scenario continuums on the white board

Forward looking (Prevention) and individual choice

Forward looking (Prevention) and collective choice

Deal with things now (Treatment) and individual choice

Deal with things now (Treatment) and collective choice



**Object of this section:** To introduce scenario uses and our particular scenario on healthcare. It should also get them to thinking about the responsibility of individuals and of government..

**11:35 Scenario group work** Using their handouts, each group develops health policy for the scenario they represent.

**Object of this section:** To have them express specific health futures insights.

### 12:30 lunch



**13:15 Class scenario discussion** They share their health policy decisions and any relevant contextual information.

**Object of this section:** To capture their specific health futures insights and to allow them one final chance to latch onto particular thoughts that they might want to highlight in the final day in the life exercise.

**13:45 Day in the life exercise** They write a day in the life of someone living in their future scenario. Alternatively, they can draw images that capture an aspect of the future.

**Object of this section:** This exercise will provide us with rich text and images of the things that have mattered most to the children throughout the day and which we hope to use as support material for the Foresight Obesity Project communication material.

**14:45 Class discussion** A chance to ensure that everyone has had their say and that we all understand what has been written or drawn. We may answer questions about what the material might be used for.

**15:15 Close** We close and say thank you and let them know that they are to keep the gifts.



## EXERCISE 1: KEEPING PEOPLE HEALTHY

Please describe your perfect day.

Here are a few questions to give you an idea of the sort of things you might want to include. You do not have to answer them all, they are just meant to help you get started:

- how would you spend your time
- when would you get up
- who would you want to spend your time with
- what would you eat
- what would be the highlight of the day; and
- what would you like to achieve by the end of your day?



## EXERCISE 2: DRAW THE WORLD

Please tell us what you think the world will be like in the future. Tell us about:

### Buildings and transportation

Where people will live, work and relax

What cities will look like

How people will get around

How often people will travel

### Technology

How people will use communication technologies

What sorts of clever devices there will be

### Time

How will people learn

What sorts of work they might be doing

How people will use their free time

### Health

How people will stay healthy

What might Government do to help people stay healthy

What people will eat

### Fashions and culture

What people might wear

Who will everyone want to be like

What sorts of social structures will there be

### **EXERCISE 3:** **SCENARIO 1 -** **WE EACH LOOK AHEAD**

Work out what type of approach to keeping healthy we would take in the future if:

We live in a world where everyone decides what they want to do and what is best for them. Businesses try to respond to this by giving us everything in a way that fits us perfectly. We might have a bicycle that is specifically designed to the length of our legs and painted in our favourite colours. Everything else we have and do is tailored to our own personal abilities and preferences. For example, what we eat, how we learn, how we earn our money and what we wear is all designed for our personal needs and preferences.

However, we also recognise that we must plan for the longer term. We make sure that the decisions we take today will not undermine our future freedoms. For example, as there is only a limited amount of petrol in the world, we all each choose transport that uses the minimum amount of petrol. Businesses make cars than can drive for 100 miles on one litre of petrol.

#### **Which of the following sorts of approaches would you use in this scenario?**

Change the environment to build greater opportunities to exercise

Change the cost of food and activities

Change the way we regulate foods

Invest in the development of drugs to prevent obesity

Invest in the development of responses to deal with the effects of obesity

Invest in surgery

Use communication or education campaigns

Encourage companies to develop technologies that help us to manage our weight

Other approaches that you can imagine

What approaches might work? Might not work? Why?

#### **What would health be like?**

#### **What would our attitudes to health be like?**

#### **A Day in the Life, Year 2057** Denzyl

In 2057, the mood is becoming one of being more about yourself. I have my own allotment and greenhouse. I am growing my own vegetables because the people of the world care mostly about themselves and less vegetables are being sold. The sun is always strong and snow only comes once in a blue moon.

I will be fighting fit with my family and we are prepared for anything that may come our way. Acid rain is a common thing but our house is well protected. WeightWatchers is everywhere, but the average weight is now 22 stones.

## SCENARIO 2 - LOOKING AHEAD TOGETHER

Work out what type of approach to keeping healthy we would take in the future if:

We decide that we can achieve much more if we work together. Our aim is to learn to take decisions and work together like colonies of ants. Our desire is to achieve the best outcome for everyone. We set up ways so that we can all be involved in taking key decisions. Each person is encouraged to find their best role to support other people.

We also recognise that we must plan for the longer term. We make sure that the decisions we take today will not undermine our future freedoms. For example, as there is only a limited amount of petrol in the world, we have worked together to design cities so that we can all walk or cycle wherever we need to get to.

### **Which of the following sorts of approaches would you use in this scenario?**

Change the environment to build greater opportunities to exercise

Change the cost of food and activities

Change the way we regulate foods

Invest in the development of drugs to prevent obesity

Invest in the development of ways to deal with the effects of obesity

Invest in surgery

Use communication or education campaigns

Encourage companies to develop technologies that help us to manage our weight

Other approaches that you can imagine

What approaches might work? Might not work? Why?

### **What would health be like?**

### **What would our attitudes to health be like?**

#### **A Day in the Life, Year 2057** Jack

If Scenario 2 goes forward and the plans that we have chosen are used, then the lives of people would be very different to what they are now. I think that the amount of obese people would decrease. There would also be people who would refuse to have the [intelligent] chip inserted into their finger because they may not agree with it. I think that a lot more people would be using other means of transport such as cycling. Children would be more aware of the effects of being unhealthy and would be in the habit of eating healthy and exercising.

The problems that would be brought up would be that people would refuse to have something inserted into their bodies, which would mean that the ways of paying that are used now would still be around. Some people would refuse to have the classes or do the exercise which would also cause problems. [Demanding] less car usage might cause people to use other transport such as buses or trains. Even though they will walk more, it would be better for them to cycle.

## SCENARIO 3 - MEETING CURRENT NEEDS TOGETHER

Work out what type of approach to keeping healthy we would take in the future if:

We decide that we can achieve much more if we work together. Our aim is to learn to take decisions and work together like colonies of ants. Our desire is to achieve the best outcome for everyone. We set up ways so that we can all be involved in taking key decisions. Each person is encouraged to find their best role to support other people.

We have learned to cope with change and uncertainty and are very good at responding whenever we encounter something new. If we face a new challenge we react very quickly to find a solution that works for as many people as possible. For example, if we find that the weather gets much wetter we might work together to develop a new tree that grows very quickly that we can plant along the side of roads and keeps all of the rain off us. We all pool our money to pay for bigger defences that stop any houses flooding.

### Which of the following sorts of approaches would you use in this scenario?

Change the environment to build greater opportunities to exercise

Change the cost of food and activities

Change the way we regulate foods

Invest in the development of drugs to prevent obesity

Invest in the development of responses to deal with the effects of obesity

Invest in surgery

Use communication or education campaigns

Encourage companies to develop technologies that help us to manage our weight

Other approach that you can imagine

What approaches might work? Might not work? Why?

### What would health be like?

### What would our attitudes to health be like?

#### **A Day in the Life, Year 2057** Charlotte

I woke up at 6:00 as usual and went for my daily ride on my bike. This is necessary so that I am not put into a group who have obesity problems. When I got back, I was told that the men of our district had been sent to be part of a healthy eating and healthy living workshop, so that we can make our world better. The women have been sent, as it is their turn, to add pills to the water supply for the country, so that people can keep from becoming obese. It really helps in keeping the number of obese people down. After work, I have to be in bed by 9:00 pm, so that we get enough sleep. It is not good to only get a little sleep. I wonder what tomorrow's job will be?

## SCENARIO 4 - WE EACH FOCUS ON CURRENT NEEDS

Work out what type of approach to keeping healthy we would take in the future if:

We live in a world where everyone decides what they want to do and what is best for them. Businesses try to respond to this by giving us everything in a way that fits us perfectly. We have a bicycle that is specifically designed to the length of our legs and is painted in our favourite colours. Everything else we have and do is tailored to our own personal abilities and preferences. For example, what we eat, how we learn, how we earn our money and what we wear is all designed for our personal needs and preferences.

We have learned to cope with change and uncertainty and are very good at responding whenever we encounter something new. If we face a new challenge, businesses react very quickly to provide us with a solution. If we find that the weather gets much wetter, we are offered clothes made out of new materials that are light and pleasant to wear but keep us perfectly dry and we all might buy house boats or move to the new houses being built on hills.

### **Which of the following sorts of approaches would you use in this scenario?**

Change the environment to build opportunities to exercise in to our world

Change the cost of food and activities

Change the way we regulate foods

Invest in the development of drugs to prevent obesity

Invest in the development of responses to deal with the effects of obesity

Invest in surgery

Use communication or education campaigns

Encourage the market to develop technologies that help us to manage our weight

Other approach that you can imagine

What approaches might work? Might not work? Why?

### **What would health be like?**

### **What would our attitudes to health be like?**

#### **A Day in the Life, Year 2057** Charlotte

My sister comes to see me in her wheelchair. I have to get out my extra large seats for her. She tells me that she has been told to go bike riding but she cannot be bothered. She has a comfortable life as a fat person.

My scanner says that I need to go running, so I go for a two mile run around a park. While I am there, I see a little woman with only one leg, but she only has a trolley because they have given all of the wheelchairs to the fat people.

## Annex B: Process Feedback

Broadly speaking, this workshop worked very well.

Taking the children to a nearby off-campus location proved particularly valuable, as it helped promote a sense of investment in them, while encouraging an adult atmosphere and response.

We considered creating a visual example of how much money is spent on healthcare each year – e.g. ‘If all the money spent on healthcare were £1 coins, it would stretch to x’. However, we chose not to supply it on the day. It was not a critical absence, but it may have helped to inspire the children with thoughts about the sincerity and size of the topic.

The warm up exercises worked very well to stimulate the children in less than five minutes. We stand by our original thought that while these quick exercises were helpful for the thirteen year-olds, they were not necessary for the ten year-olds.

We should have explained the physiology of obesity and provided more details on how the Foresight scenarios worked before asking them to deliver a health strategy while sitting inside the various scenarios. This might have encouraged more perspectives beyond a reliance on imposed prevention solutions, which is not possible in three of the four scenarios.

