

Report to:	Health and Wellbeing Board
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member:	Councillor Eddie Collett, Cabinet Member for Reducing Health Inequalities and Adult Safeguarding
Date of Meeting:	2 nd December 2015

HEALTHY WEIGHT STRATEGY

1.0 Purpose of the report:

- 1.1 This report provides an update on the Healthy Weight Strategy 2014-16 and the future direction.
- 1.2 To present the Local Authority Declaration on Healthy Weight.

2.0 Recommendation(s):

- 2.1 To continue to support the delivery of the Healthy Weight Strategy.
- 2.2 To agree to support sign up to the Local Authority Declaration on Healthy Weight

3.0 Reasons for recommendation(s):

- 3.1 Obesity is a serious Public Health problem for the town and contributes significantly to poor health. Not only does obesity result in an increase in chronic disease leading to distress and sickness, there are significant impacts for the broader economy of Blackpool through disability, unemployment and burden on the social care system.

The picture for the children in Blackpool is a major concern. The data from the National Child Measurement Programme for 2013/14 shows that 27% of Reception children (approx. 2,600) have excess weight (overweight or obese) compared to 23% for the North West and 21% nationally. The children are also weighed in Year 6 and for the same year, 36.1% have excess weight compared to 34.4% for the North West and 33.5% nationally. Rates of overweight and obesity are increasing faster than the national average which appears to be starting to level off.

High levels of sugar consumption, particularly in the form of sugary drinks, are increasingly being recognised as a key driver of obesity levels but is also a major contributor to poor levels of dental health in children. Blackpool is seeing high numbers of admission to hospital for tooth extraction under general anaesthetic amongst children. In Blackpool, 1,168 children aged 0-19 years were admitted to hospital for a simple tooth extraction in the three year period 11/12 to 13/14. Children in Blackpool are being admitted to hospital for tooth extraction at a younger age than the national average with three quarters of those admission being under 10, compared to 57% aged under 10 across England.

In Blackpool it is estimated that there are approximately 83,580 Blackpool residents aged 16 and over who are overweight or obese. This is 72% of the Blackpool population compared to the North West 66% and England 63.8%.

There is a growing consensus that preventing childhood obesity is key to achieving healthy lives in adulthood and ultimately to reversing obesity prevalence. To achieve this we need to change our approach as a society to food, drinks and physical activity and prioritise the creation of 'healthy-preference learning environments' for children. Also highlighted is that a relatively quick way to reduce inequalities by enabling disadvantaged communities to express healthy food preferences by ensuring access to healthy food, skills and social support.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

None

4.1 The relevant Council Priorities are:

- Tackle child poverty, raise aspirations and improve educational achievement
- Improve health and well-being especially for the most disadvantaged

5.0 Background Information

5.1 Healthy Weight Strategy 2014-16

The vision of the Healthy Weight Strategy 2014-16 was "all people who live, learn, play, work and visit Blackpool will enjoy the benefits of a health promoting town

which makes choosing to eat a balanced diet and having a physically active lifestyle an easier option. For those individuals that require additional support to achieve and maintain a healthy weight, effective tailored programmes and interventions will be provided appropriate to their age, sex, ability, ethnicity, socioeconomic status and personal circumstances.”

To date this has been achieved through

- Healthy Catering Award
- Health Works Award
- Development of vending machine guidelines
- Fit2Go project across Blackpool for year 4 pupils
- Family Fit2Go project
- Adult weight management service
- Love my Beach Campaign
- Increased in walking and cycling in Blackpool
- Allotments and Community growing schemes
- Development of a sustainable food network
- Supporting Food Active with the campaign Give up Loving Pop (GULP)
- Free School Breakfast
- Links with enforcement for work with the fast food outlets
- Change for life campaign

Further work is still required in some areas

- Appointment of Healthy Urban Planner
- Increase the number of businesses engaged with healthy catering award and health works award
- Work around the Fast Food outlets/sweet shops and ice cream vans

5.2 **The Future direction of the Healthy Weight Strategy**

Healthy Weight Strategy is currently being refreshed in light of emerging research, evidence and trends.

The Government recently published its response to the House of Commons Health Select Committee report on the Impact of physical activity and diet on health (Department of Health, 2015). The document highlights that interventions have been focused on encouraging individuals to change their behaviour with regard to diet and physical activity, but suggest these need to be underpinned by broader population-level interventions. This means considering measures to include

- Pricing
- Availability of unhealthy foods
- Redesigning environments to promote physical activity

- Make healthy choices the default choice.

Population interventions have the added advantage on impacting on greater numbers and a more effective approach on tackling health inequalities. This is further supported through a series of documents published by the Lancet, in particular series two article which highlights that people's environments emerge as central for making changes between learned food choices and eating behaviours (Hawkes, et al., 2015). The research highlights 4 key mechanisms to support change

- Provide an enabling environment for healthy preference learning
- Overcome barriers to the expression of healthy preferences
- Encourage people to reassess existing unhealthy preferences
- Stimulate a food-systems response

The publication of the NICE quality standard 94: Obesity: prevention and lifestyle weight management in children and young people supports the development of population level interventions to prevent children and young people aged 18 and under from becoming overweight or obese (NICE, 2015) This standard is expected to contribute to improvements in the following outcomes:-

- Excess weight in children and young people under 18 years
- Dietary habits
- Time spent being inactive or sedentary
- Prevalence of type 2 diabetes in children and young people
- Use of children and adolescent mental health services
- Self-esteem
- Mental wellbeing

In view of the evidence base it is proposed that the new Healthy Weight Strategy will focus on population level interventions that will help us all to consume healthier diets. The Council has a clear responsibility and lead role on this agenda within the town. Signing the Local Authority Declaration on Health Weight is fundamental in making a difference to health.

5.3 **Local Authority Declaration on Healthy Weight**

Blackpool Council has been working with Food Active to develop the Local Declaration on Sugar, Sugar Sweetened Beverages and considering their impact on obesity. Food Active is a collaborative programme launched by the North West Directors of Public Health in November 2013. The purpose of the collaborative was to tackle the increasing levels of obesity. Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behavior. The three key objectives

which were agreed by the Directors of Public Health were:

- Sugary drinks duty
- Stronger national regulatory controls on junk food marketing
- Improved spatial planning measures

A key focus of Food Active has been to develop a Local Government Declaration on Healthy Weight. The declaration is a statement that the Council encapsulates a vision to reduce obesity/improve the health and wellbeing of the population by being a responsible Local Authority by continuing to advance existing strategies. The key themes of the declaration are:-

1. Protecting our residents from the commercial pressures and vested interests of the food and drink industry supplying HFSS products.
2. Consider partnerships including monetary, in-kind or research funding based or to fund discretionary services.
3. Review provision in all our public buildings, facilities and providers to make healthy foods and drinks more convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (to include all public institutions such as schools, hospitals, care homes, leisure facilities);
4. Increase public access to fresh drinking water; on local authority controlled sites
5. Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
6. Advocate plans with partners including the NHS and all agencies represented on the Health and Wellbeing Board, healthy cities, academic institutions and local communities to address the causes and impacts of obesity;-
7. Strive to protect our children from inappropriate marketing by the food and drink industry;
8. Support the government in taking action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities;
9. Ensure food and provided at public events includes healthy provisions, supporting food retailers to deliver this offer
10. Support the health and well-being of local authority staff and increase knowledge and understanding of overweight and obesity to create a culture and ethos that de-normalises unhealthy weight
11. Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity
12. Monitor the progress of our plan against our commitments and publish the results.

5.4 Does the information submitted include any exempt information?

No

5.5 List of Appendices:

Appendix 8a: Refreshed Blackpool Healthy Weight Strategy 2014-2016

6.0 Legal considerations:

6.1 There are no legal considerations in relation to signing the Local Authority Declaration.

7.0 Human Resources considerations:

7.1 There are no Human Resources implications

8.0 Equalities considerations:

8.1 Obesity and poor nutrition are significant contributors to health inequalities in the town and reducing the inequalities is a fundamental part of the strategy.

9.0 Financial considerations:

9.1 There are no costs associated to signing up to the declaration

10.0 Risk management considerations:

10.1 Sign up to the declaration is seen as a core aspect of the Healthy Weight Strategy going forward, therefore failure to sign up would compromise the future delivery of the strategy

11.0 Ethical considerations:

11.1 None

12.0 Internal/ External Consultation undertaken:

12.1 A Stakeholder event has been held to inform the refresh and further consultation with internal departments is being arranged.

13.0 Background papers:

- 13.1 Blackpool Health and Wellbeing Board (2015) Health Behaviours in Blackpool; A summary of the Blackpool Lifestyles Survey 2015
Blackpool Council, Public Health; SHEU Survey Results; Supporting the Health and Well-being of Young People in Blackpool.

Department of Health (2015). Government response to the House of Commons Health Select Committee Report on the Impact of physical activity and diet on health. London: HM Government

Hawkes C, Smith TG, Wardle J, Hammond R A, Friel S, Throw A M et al (2015) Smart Food policies for obesity prevention. *Lancet*, 2410-2421

NICE (2015) Obesity: Prevention and lifestyles weight Management in children and young people; NICE quality standard 94. London