

Report to:	COUNCIL
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member:	Councillor Amy Cross, Cabinet Member for Reducing Health Inequalities and Adult Safeguarding
Date of Meeting:	20 January 2016

LOCAL AUTHORITY DECLARATION ON HEALTHY WEIGHT

1.0 Purpose of the report:

- 1.1 To consider the recommendation of the Executive from its meeting on 18 January 2016 relating to the Local Authority's Declaration on Healthy Weight.

2.0 Recommendation(s):

The Executive will be recommended to recommend to Council:

- 2.1 To sign up to the Local Authority Declaration on Healthy Weight including both the national themes outlined in paragraph 5.2 and the local priorities outlined at paragraph 5.3 of the Executive agenda.

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.
- 3.2 The picture for the children in Blackpool is a major concern. The data from the National Child Measurement Programme for 2014/ 2015 shows that 26% of Reception children (approximately 2,600) have excess weight (overweight or obese) compared to 23% for the North West and 22% nationally. The children are also weighed in Year 6 and for the same year, 38% have excess weight compared to 34% for the North West and 33% nationally. Rates of overweight and obesity are increasing faster than the national average, which appears to be starting to level off.
- 3.3 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 in Blackpool. We are seeing high numbers of admission to hospital for tooth extraction under general anaesthetic

amongst children in the town. In Blackpool, 1,168 children aged 0-19 years were admitted to hospital for a simple tooth extraction in the three-year period 2011/2012 to 2013/2014. Children in Blackpool are being admitted to hospital for tooth extraction at a younger age than the national average with three quarters of those admissions being under 10, compared to 57% aged under 10 across England.

- 3.4 In Blackpool it is estimated that there are approximately 83,500 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%.
- 3.5 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:
- Not to recommend Council to sign up to the Local Authority Declaration on Healthy Weight.
- 4.0 Council Priority:**
- 4.1 The relevant Council priority is "Communities: Creating stronger communities and increasing resilience".
- 5.0 Background Information**
- 5.1 The Executive at its meeting on 18 January will consider the Local Authority Declaration on Healthy Weight that has been developed by Public Health, Blackpool Council and Food Active.
- 5.2 Food Active is a collaborative programme launched by the North West Directors of Public Health in November 2013. The purpose of the collaboration 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 behaviour. The three key objectives, which were agreed by the Directors of Public Health are:

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

5.3 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. To sign the Declaration would mean the Council would show a commitment to reducing unhealthy weight in our communities, protect the health and wellbeing of staff and population and make an impact on health and social care.

Does the information submitted include any exempt information?

No

List of Appendices:

Executive Decision Notice EX03/2016 – to be circulated after the meeting of the Executive on 18 January 2016.

A copy of the supporting documentation to this decision notice was submitted with the agenda for the Executive and can be found on the [Council's website](#).

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 Healthy Weight Strategy.

11.0 Ethical considerations:

11.1 None.

12.0 Internal/ External Consultation undertaken:

12.1 A stakeholder event has been held with partners and further consultations are planned during 2016 with Council departments.

12.2 The Local Authority Declaration has been discussed at Corporate Leadership Team, Leadership, Senior Leadership Team and the Health and Wellbeing Board, who are all supportive of the Council signing up to the declaration.

13.0 Background papers:

13.1 There are no additional background papers to this report.