

Notice of:	EXECUTIVE
Decision Number:	EX3/2016
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:	18 th January 2016

LOCAL AUTHORITY DECLARATION ON HEALTHY WEIGHT

1.0 Purpose of the report:

1.1 To present the Local Authority Declaration on Healthy Weight.

2.0 Recommendation(s):

2.1 To recommend the Council 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.

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 2014/15 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.

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 2011/12 to 2013/14. Children in Blackpool are being admitted to hospital for tooth extraction at a younger age than the national average with three quarters of those admissions being under 10, compared to 57% aged under 10 across England.

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%.

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 Public Health, Blackpool Council, has been working with Food Active to develop the Local Authority Declaration on Healthy Weight. 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 were:

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

5.2 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. 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. The key themes of the declaration are:-

- Protecting residents from the commercial pressures and vested interests of the food and drink industry supplying high fat, salt and sugar products.
- Consider how commercial partnerships with the food and drink industry may impact on messages communicated around healthy weight to the local community.
- 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).
- Increase public access to fresh drinking water on local authority controlled sites.
- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited.
- 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.
- Strive to protect our children from inappropriate marketing by the food and drink industry.
- Support the government in taking action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities.
- Ensure food and provided at public events includes healthy provisions, supporting food retailers to deliver this offer.
- 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.
- Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity.

- Monitor the progress of the plan against commitments and publish the results.

5.3 In addition to the broad themes, the Council has developed its own local priorities for tackling the issues of obesity. These are:-

- Consider weighted/financial support for 'healthier' retail (e.g. greengrocers, co-operatives etc.) in deprived areas.
- Improve the quality of packed lunches by developing a local agreement with schools to implement guidance.
- Work with schools to achieve walk to school.
- Take a stepped approach to reduce sugary drinks available in vending machines on locally controlled sites.
- To work with commercial outlets within all public sector premises to develop a food and drink policy.

5.4 Does the information submitted include any exempt information? No

5.5 **List of Appendices:**

None

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 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

14.0 Key decision information:

14.1 Is this a key decision? No

14.2 If so, Forward Plan reference number:

14.3 If a key decision, is the decision required in less than five days? No

14.4 If **yes**, please describe the reason for urgency:

15.0 Call-in information:

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

15.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

16.0 Scrutiny Committee Chairman (where appropriate):

Date informed:

Date approved:

17.0 Declarations of interest (if applicable):

17.1 None

18.0 Executive decision:

18.1 The Executive resolved as follows:

To recommend the Council to sign up to the Local Authority Declaration on Healthy Weight including both the national themes outlined in paragraph 5.2, of the Executive report, and the local priorities outlined at paragraph 5.3, of the Executive report.

18.2 Date of Decision:

18th January 2016

19.0 Reason(s) for decision:

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 2014/15 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.

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 2011/12 to 2013/14. Children in Blackpool are being admitted to hospital for tooth extraction at a younger age than the national average with three quarters of those admissions being under 10, compared to 57% aged under 10 across England.

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%.

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.

19.1 Date Decision published:

19th January 2016

20.0 Executive Members present:

20.1 Councillor Blackburn, in the Chair

Councillors Cain, Campbell, Collett, Cross, Jackson, Kirkland, Smith, I Taylor and Mrs Wright

21.0 Call-in:

21.1

22.0 Notes :

22.1