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| Report to: | ADULT SOCIAL CARE AND HEALTH SCRUTINY COMMITTEE |
| Relevant Officer: | Dr Arif Rajpura, Director of Public Health |
| Date of Meeting: | 9 May 2018 |

HEALTHY WEIGHT STRATEGY

1.0 Purpose of the report:

- 1.1 To present a comprehensive update on progress tackling childhood and adult obesity.

2.0 Recommendation(s):

- 2.1 To comment upon progress being made, propose potential improvements and highlight any areas for further scrutiny, which will be reported back as appropriate.

3.0 Reasons for recommendation(s):

- 3.1 To ensure constructive and robust scrutiny of these areas of work

- 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

4.0 Council Priority:

- 4.1 The relevant Council Priority is "Communities: Creating stronger communities and increasing resilience".

5.0 Background information

5.1 Healthy Weight Overview

- 5.1.1 Maintaining a healthy weight protects against a range of serious health conditions. Being overweight and obesity are risk factors for a number of serious health conditions including heart disease, diabetes, cancer and early death. Beyond the consequences for individuals, there are significant implications for the wider community and economy, through sickness absence, worklessness and the costs of treating the health consequences of obesity. It has been estimated to cost the NHS £6.1bn for treating health conditions associated with obesity.

5.1.2 The government acknowledges that obesity, particularly amongst children, is an issue. In August 2017, the Department of Health published a national strategy, *Childhood Obesity: A Plan for Action*. The strategy deliverables include:

- Soft drinks industry levy
- Reformulation of food products across nine categories that make the largest contribution to children's sugar intake
- Increasing physical activity in schools
- Making healthy options available in public sector – from leisure centres to hospitals
- Health rating scheme for schools (voluntary)
- Making school food healthier – updated standards

5.2 Overview of Blackpool's Healthy Weight Strategy

5.2.1 The strategy is structured around the following themes for local action:

- Increase knowledge, skill and abilities to make healthier choices
- Focus on children and young people
- Reducing sugar consumption
- Promoting the redesign of environments to promote healthier eating and physical activity
- Securing good quality weight management services for children

5.3 Local Authority Healthy Weight Declaration

5.3.1 The Local Authority Healthy Weight Declaration was launched in August 2015, and Blackpool Council was the first local authority to adopt the declaration in January 2016. The declaration provides Blackpool Council with the opportunity to lead on local action to tackling obesity and promoting health and well-being of local communities. The declaration is a strategic commitment made across the council to reduce unhealthy weight in our local community, protect the health and wellbeing of our staff and the population and to make an economic impact on health and social care and the local economy.

5.3.2 Since the launch of the declaration the council has been working with a number of departments such as procurement, leisure services, planning, linking to other strategies across the council, and working with other public sector organisations.

5.3.3 As part of the local authority declaration, as directed by the Chair of the Health and Wellbeing Board (Councillor Cain. Cabinet Secretary for Resilient Communities), there have been a series of healthy weight summits held during the course of 2017-2018. The purpose of these summits is to encourage our partners from the Health and Wellbeing Board to actively develop their own declaration and take action on obesity. The summits have been held on a quarterly basis as follows:-

- 2 February 2017
- 28 June 2017
- 24 October 2017
- 8 March 2018

5.3.4 The latest summit was held in March 2018 where there was a celebration of the work that has taken place over the course of the past 12 months. This summit brought together public sector organisations, major employers, schools and council arms length bodies. There were over 80 attendees and the evaluation of the event was very positive with 26 commitments to take action after the summit.

5.3.5 The progress that is being made against the commitments is shown in Appendix 4(a).

5.4 **Children and families weight management pilot**

5.4.1 This programme is provided by Blackpool Council's Leisure Services Department and targets children aged between five and eleven years who are above their ideal weight. The service has been commissioned as a two year pilot programme by the Public Health Directorate since September 2016.

5.4.2 The aim of the service is to manage and deliver effective weight management services to enable sustained long-term movement towards healthier weight among children in Blackpool. The service supports the participants to improve their knowledge and skills around healthy eating and physical activity, to enable them to use these skills to make and sustain healthy lifestyle choices. The objectives are:-

- Implement and deliver an accessible tier 2 child weight management programme for children aged 4/5-11 years and their families
- Provide training for front line staff to raise the issue of obesity and make appropriate referrals to the service
- Monitor and evaluate the programme against agreed outcomes
- Be tailored to service users' needs and preferences
- Develop parents' healthy lifestyle skills e.g. healthier shopping, recipes, cooking and reading food labels.

5.4.3 The service has been fully operating for a year. Initially the referrals were slow, but demand has now increased and caseloads have increased demonstrating a demand for the service. The early indications of the services delivery show:-

- Customer feedback is very positive
- Majority of participants achieve key short-term objectives of reduced BMI, reduced waist circumference and increased fitness levels
- Majority of participants report changes to behaviour and demonstrate an increase in physical activity, reduced sedentary time, increased number of home-cooked meals and increased fruits and vegetable consumption.

- 5.4.4 Two case studies from successful participants of the programme are included within appendix 4(b).
- 5.4.5 A service review of this weight management programme has been undertaken at the beginning of this year. The review has demonstrated some good outcomes, however, discussions are currently on-going with Leisure services to discuss the next steps and how the delivery of the programme can be improved.

5.5 **Healthier Choices Award**

- 5.5.1 The Healthier Choices Award was launched in January 2017, to support Blackpool Council's vision to be "The UK's number one family resort with a thriving economy that supports a happy and healthy community who are proud of their unique town".
- 5.5.2 Any business wishing to be accredited with the award needs to work through the self-assessment process. Once completed our Public Health Nutritionist spends time with the establishment reviewing the responses and discussing where small changes can be made to make their food offer healthier. To support the business making changes we are able to offer a small incentive which could be as simple as changing salt shakers to only 5 hole shakers, providing small takeaway cartons or just simple advice about offering wholemeal bread, and reduced fat sauces. If a business is successful, they receive a certificate and sticker, which can be displayed on the premises to acknowledge the good work and let people know that healthy options are available. In addition, we provide them with a menu stand to display their healthier choices and promote it on our [Healthier Choices Website](#).
- 5.5.3 Since the launch of the award, 100 establishments have been successful in being awarded the Healthier Choices Award. This covers a range of organisations including Blackpool Transport, schools, Children's Centres, fish and chip shops, sandwich bars and cafes, Lancashire Police, Blackpool Transport, local bed and breakfast businesses, and private nurseries.

5.6 **Working with Schools**

- 5.6.1 The Public Health Nutritionist is working collaboratively with the Catering Services Manager to work with schools promoting healthy school dinners and healthy lunch boxes. The work has started at St John's in the town centre. This involved a specific session with parents and children to talk to them about how to create healthy lunch boxes. It was a hands-on session, which involved taking in food samples to the children and getting them involved in making their own food. The children were very creative and came up with some interesting variations of healthy sandwiches/wraps. The purpose of the session was to test some of the tools and resources we wish to roll out to all the primary schools across Blackpool. The feedback from the parents who took part was very positive and the results of the children's questionnaire awaited. Once this has been analysed a decision will be made on the next steps on how this will be rolled out.
- 5.6.2 A photograph is shown in appendix 4(c) demonstrating the tools used.
- 5.6.3 In addition to the packed lunch work both public health and catering are working with Head Start (long-term programme for supporting 0-5 year olds and their families) to develop a healthy eating and cooking programme. The first session is due to be held at St George's school and will last for seven weeks

with a group of eight young people. The young people will learn about healthy food ingredients with the Public Health Nutritionist, budgeting and shopping, and how to cook simple recipes. Young people will experience planning, preparing and cooking meals, as well as cleaning up in a fun and engaging way. Digital technology will also be involved as the sessions will be filmed in numerous ways to capture the positive messages within the project. The outcomes from the project are:-

- To increase knowledge and skills around healthy eating and cooking
- Confidence, resilience, self-esteem and friendships, as well as a sense of responsibility and independence
- To increase knowledge around resilience, the resilience framework and the different resilient moves that the young people will be making within the project
- To create digital content (recipes/documentary style etc.) that can be shared online and within the school

5.6.4 This project is due to start in May 2018.

5.7 National Child Measurement Programme 2016-2017

5.7.1 The 2016-2017 report for the Government's National Child Measurement Programme (NCMP) for England was published on 19 October 2017. The programme is delivered on an annual basis for children in Reception (aged 4-5 years) and Year 6 (aged 10-11 years) in state schools. It reported that nationally almost a quarter of reception children were overweight including obese and in Year 6, it was over a third. The prevalence of obesity has increased since 2015-2016 for Reception but remained similar in Year 6. The obesity prevalence was higher for boys than girls in both age groups, and the obesity prevalence for children living in deprived areas was more than double that of those living in the least deprived areas for both Reception and Year 6.

5.7.2 At a local level there is positive news to report on the 2016-2017 data. Detailed below are the results compared to the 2015-2016 data:

| | Reception | | Year 6 | |
|-----------------------------|------------|---------|---------|---------|
| | 2015/16 | 2016/17 | 2015/16 | 2016/17 |
| Healthy Weight | Nil data * | 73.8% | 59.3% | 65.1% |
| Overweight | 16% | 15.7% | 17.5% | 13.1% |
| Obese | 10.5% | 10% | 22.5% | 21.1% |
| Overweight and Obese | 26.5% | 25.7% | 40% | 34.3% |

*The data has been suppressed due to small numbers in the underweight category

5.7.3 The national average for 2016-2017 is 22.6% of children in Reception and 34.2% in Year 6 are overweight or obese. This means Blackpool Reception children are slightly higher than the national average, but the Year 6 figure is in line with the national average. We need to be cautious as this is one year's figures and the general trend for Blackpool has been an increasing trend in obesity. We will need to wait for next year's data to see if the trend continues to move in this positive direction.

5.7.4 Despite this caution, we should take the time to celebrate this good news and reflect on the work that is happening across Blackpool to reverse the trend. In particular with all the work around the Healthy Weight Strategy and Local Authority Declaration which has been discussed earlier in the report, along with the whole system approach being taken for tackling the issues of obesity across the partnership. Detailed below are some examples of what we are doing which may be having an impact on the move from overweight to healthy weight:-

- Free School Breakfast with an evaluation which concludes the scheme is contributing to healthy preference learning and international evidence that regular, healthy breakfast habits are associated with reduced likelihood of obesity
- Some schools really support the agenda and there are some great examples of good work to support healthy weight and healthy eating.
- Walk to school project is in 28 primary schools
- Fit2Go in Year 4 across 33 schools
- Sport for Champions programme in Year 6 (a number of schools, but not all)
- Give up Loving Pop (GULP) campaigns
- Daily Mile (classes walking together at the start of school days) in a small number of schools
- School Nurses offer weight management/monitoring support and onward referral
- Making Changes programme – child and family weight management programme

5.8 External Recognition of our local work

- 5.8.1 Blackpool was the first local authority to sign a Healthy Weight Declaration, which has generated a large amount of interest in the work we have been undertaking. Blackpool feature in the Local Government Declaration (LGA) document Healthy Weight; Healthy Futures for the work around Give up Loving Pop (GULP) and the signing of the declaration. The document is currently being updated, and Blackpool will be featuring again with the work of the local authority declaration.
- 5.8.2 Public Health in partnership with Food Active were invited to present in Leeds as part of the work by the Public Health England Centre for Yorkshire and Humberside who are looking to introduce the local authority declaration. In addition, Blackpool has worked with Cumbria to encourage and support them with the work to develop a declaration, which would work for a two-tier authority. The energy for this work is spreading across the country and the South West are now keen to implement a local authority declaration on healthy weight.
- 5.8.3 The work around the GULP has attracted media coverage both nationally and regionally.
- 5.8.4 Currently working with Food Active to develop an evaluation tool for the local authority declaration. Once developed the tool will be rolled out to local authorities who have already signed a declaration and for those who are considering embarking on the journey.
- 5.8.5 Working nationally with Public Health England to develop a systems map for Blackpool around the causes of obesity, as well as looking at how the work they have commissioned from Leeds Beckett University on Whole Systems Approach to Obesity can work with a local authority declaration.

- 5.8.6 Developed an Early Years GULP campaign with Food Active and colleagues across the North West. The campaign will be launched on 14 May 2018, and work is on-going with Better Start (emotional resilience support programme for 10-15 years old), and Early years providers to develop our own local campaign building on this regional work.

Does the information submitted include any exempt information?

6.0 List of Appendices:

Appendix 4 (a) - Update on the progress made against the commitments of the LA Declaration

Appendix 4 (b) - Case studies for Children and families weight management pilot

Appendix 4 (c) - Photograph of the healthy lunch box session

7.0 Legal considerations:

7.1 None

8.0 Human Resources considerations:

8.1 None

9.0 Equalities considerations:

10.1 None

11.0 Financial considerations:

11.1 None

12.0 Risk management considerations:

12.1 None

13.0 Ethical considerations:

13.1 None

14.0 Internal/External Consultation undertaken:

14.1 N/A

15.0 Background papers:

15.1 None