

Report to:	ADULT SOCIAL CARE AND HEALTH SCRUTINY COMMITTEE
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Date of Meeting:	13 February 2019

HEALTHY WEIGHT UPDATE

1.0 Purpose of the report:

1.1 To provide an update on the progress made since the Council signed up to the Local Declaration on Healthy Weight in 2016.

2.0 Recommendation:

2.1 The Committee is asked to note the content of the report 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 the implementation of the healthy weight strategy.

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

5.1.1 Obesity has a significant impact on health and is a key priority for Public Health. The

Blackpool data for the 2017/2018 National Child Measurement Programme reported that 27% of reception and 37.8% of Year 6 children are overweight or obese. The reception figure is the highest it has ever been and highlights the need to focus work on targeting the 0-4 year olds to reduce the number of children starting school overweight. However, the Year 6 figure is higher than last year (34.3%) but has not increased to the previous high of 40%. In 2016/2017 it was reported that 66.4% of adults experience excess weight.

- 5.1.2 In January 2016 the Council made a commitment to promote healthy weight and improve the health and well-being of the local population by signing a Local Declaration on Healthy Weight. Since the signing of this declaration the Public Health Team have been working with partners to develop a range of interventions and actions to tackle the issue of obesity in Blackpool.

5.2 **Public Health**

Detailed below are the range of actions undertaken within the Public Health Team.

- 5.2.1 **Healthier Choices Award** – Since 2017, 110 businesses including Chinese takeaways, fish and chip shops, schools, nurseries, play centres and children’s centres have received the award for providing healthy options. The scheme continues to run with new businesses coming on board and ensuring existing award holders maintain the require standard.
- 5.2.2 **Junior Healthier Choices Award** – This is a new catering scheme which is due to be launched which will encourage businesses to support infant feeding, complimentary feeding and offering free water and milk to children. The nutritionist is currently working with the Children’s Centres to encourage them to achieve the award before it is launched to local businesses.
- 5.2.3 **Refill** – working in partnership with Love my Beach Public Health is encouraging businesses to offer a free water refill service. This has also been incorporate into the Healthier Choices Award to encourage sign up to the scheme. At the current time Sports Blackpool and @The Grange have signed up to be part of the scheme as well as a number of local businesses across the town.
- 5.2.4 **Give Up Loving Pop (GULP)** – since 2015 a range of campaigns have been run to reduce the amount of sugary drinks children drink. There have been two campaigns in secondary schools, two campaigns in primary schools and there is an early years campaign currently running which is focused on dental cavities and decay with diet and nutrition being a secondary outcome. Public Health has also worked with Further Education establishments to run campaigns, and one of the colleges does not sell energy drinks on any of its campuses. This year Fit2Go ran the challenge for every Year 4 and 5 pupils across 32 Primary schools encouraging the children to take the 21

day challenge to give up drinking fizzy drinks and switch to water or milk. In total there were 10,564 fizzy and sugary drink free days for children involved in the challenge.

- 5.2.5 In November 2018, in partnership with Better Start an Early Years GULP campaign was launched 'Be Kind to Teeth'. The primary focus of the campaign was to target dental caries with a secondary outcome on diet and nutrition. As part the campaign we were encouraging parents to swap the baby bottle for a cup and encourage the children to drink only water and milk. The campaign engaged with Children's Centres, GP Practices, Dental Practices, Women's Unit at the Hospital, Nurseries, Child minders and children's social care. The campaign is currently being reviewed to understand the impact.
- 5.2.6 **Children and Families weight management** – This programme is provided by Blackpool Council Leisure Services and targets Primary School age (4-11 years) who are above a healthy weight. It is mandatory that a parent/carer of each child should attend each session of the programme. The aim of the service it to improve knowledge and skills around healthy eating and physical activity, to enable them to use these skills to make and sustain healthy lifestyle choices. A full breakdown of the performance is shown in Appendix 7(a).
- 5.2.7 **Fit2Go project** – A programme which is being delivered to every Year 4 primary school in Blackpool by the Blackpool Football Community Trust. This healthy lifestyle project is operated over six weeks and looks at healthy eating, physical activity and how to live a well-balanced lifestyle. The programme has been operating for seven years and over the past year 96% of participants increased their understanding of a healthy lifestyle and 83% now eat more fruit.
- 5.2.8 **Family Fit2Go** – This programme follows on from the School based Fit2Go programme which looks to work with the whole family over three weeks, to support parents to make healthier choices for the whole household and the benefits this brings to the family. The project worked with 526 families during the course of 2017/2018.
- 5.2.9 **Better Start Fit2Go** – This programme focuses on working with families with children aged between new born and four years of age, to support parents to give their children the best start in life. The project focuses on supporting the family to understand what a child's diet should include and strategies to live a healthier lifestyle. In 2017/2018 the project has worked with 82 families.
- 5.2.10 **Walk to Project** – In Blackpool there are currently 28 primary schools involved in the Living Streets programme which encourages school children to walk to school. In addition to this there are five secondary schools involved in the scheme and the co-ordinator is also working with the business community to engage active travel across the town.

5.2.11 **Healthy lunch boxes** - Over the past 12 months the Public Health nutritionist has been working with our primary schools to develop healthy packed lunch guidance to support parents with making healthy packed lunches. Following consultation and running a number of workshops to promote healthy packed lunches resources have now been developed to help support and guide parents. Partners from Fit2Go will deliver sessions within the primary schools to promote the use of the resources.

5.2.12 **Healthy Breakfast** – This is a collaboration between the Public Health team and Lancashire Constabulary. As part of the normal community engagement role a Community Support Officer (PCSO) has been visiting Blackpool Primary Schools talking to children about the importance of a healthy breakfast. The PCSO has visited parents evenings and during assemblies explained how breakfast can help improve mental performance, concentration and mood. The Officer has helped to make sense of the traffic light labelling on breakfast cereal boxes and encouraged the choice of wholegrain varieties whenever possible to ensure a good fibre intake. Children were also given a leaflet to take home outlining the myths and realities of the Free School Breakfast, provided every day to all thirty three Primary Schools by Blackpool Council. At the present time the Officer has planned 6 Primary School assemblies and five Parent Evenings to talk about the resources.

5.2.13 **Planning**

Where we live has a key role to play in tackling obesity and the local authority has a clear challenge in balancing healthier environments and the demand for thriving and vibrant high streets. In particular the food environment plays an important role in promoting a healthy diet including an individual's proximity to food retail outlets and the type food available. The food environment is constantly evolving with a wide range of choice of what to eat and when to eat. Whilst not all fast food is unhealthy, it is typically high in saturated fat, salt, sugar and calories. Maintaining choice is important but we need to support our residents to easily identify healthy options.

5.2.14 Public Health has been working with planning colleagues to look at how to tackle the ever growing fast food takeaways. Blackpool has decided to include the restriction on fast food takeaways as part of the Planning Local Plan. The evidence has been submitted and the councilors are supportive of including this within the plan. The proposal is to prevent the development of A5 uses in or within 400m of Wards where this is more than 15% of the Year 6 pupils or 10% of reception pupils classified as very overweight. The local plan is currently out to consultation and due to close on the 21 February 2019.

5.2.15 **Other initiatives**

- Universal free school breakfast scheme for all primary school children
- Supporting all Change for life campaigns

- Development of vending machine guidelines
- Allotments and Community growing schemes
- Implementation of healthy catering guidance

5.2.16 Future Actions

- Development of a street trading policy to manage street trading/food stalls and ice cream vans
- Working with Blackpool Transport to look at advertising on the local buses and trams
- Work with Visit Blackpool to look at advertising on bus shelters
- Maternal weight and diet and nutrition in early years
- Evaluation of the commitments to consider future actions
- Undertake whole systems mapping work to identify the gaps

5.3 Leisure Services

5.3.1 Leisure Services provide a broad range of facilities, activities, programmes and interventions that support and promote a healthy lifestyle, including weight loss. The service attracts over one million visits per year and provides a range of free and subsidised programmes to engage local residents and promote a sustainable approach to leading a healthy lifestyle. An overview of a number of programmes and facilities, which support weight loss and a healthy lifestyle, are outlined below;

5.3.2 **Active Blackpool** The Active Blackpool programme is an open-ended health referral programme aimed at individuals who would benefit from additional support to lead a more active lifestyle. Traditionally, the programme has accepted referrals from health practitioners, with a particular focus on GP surgeries, however over the last two years there has been a focus on increasing the referral partners to other health practitioners and partners, which has resulted in a growth in the programme as, demonstrated in the table below:

Active Blackpool Facilities Patronage	
2012/13	24,126
2013/14	36,959
2014/15	56,641
2015/16	74,494
2016/17	75,160
2017/18	80,306

5.3.3 The Active Blackpool programme has seen a 117% increase in participation over the last five years, with the success in the programme linked to the long term retention of participants. Active Blackpool customers remain engaged in the programme for an

average of 30 months.

- 5.3.4 The programme is open ended, allowing customers to access the service for life. There is an ongoing cost for customers from the start of the programme, giving them the opportunity to 'pay as you go' or pay for a membership via a monthly direct debit (£20/month).
- 5.3.5 The service has a very strong partnership with the Cardiac Rehabilitation Service ran by Blackpool Victoria Teaching Hospital, who work in partnership to deliver a cardiac rehabilitation programme for clients who have a cardiac condition, including heart failure, from the leisure facilities
- 5.3.6 The team have received in excess of 1,300 referrals in the previous 12 months with customers being offered a broad range of activities including wellbeing circuits, chair-based exercise, cardiac rehabilitation classes, heart failure classes, swimming, gym, table tennis, cycling, walking netball, nutrition classes, pilates, respiratory classes, Swimtag, indoor cycling, golf, Nordic walking and a range of exercise classes.
- 5.3.7 **Steps to Health** - The Steps to Health programme has been established for 15 years, providing seven walks each week, delivered by a range of qualified volunteers. The programme has engaged 204 individuals over the previous 12 months, with 6,434 attendances over the same period.
- 5.3.8 **Feel Good Factory** - Leisure Services operate two Feel Good Factory's at Palatine leisure Centre and Moor Park Health and Leisure Centre. The facilities are open to both men and women, but have traditionally been targeted at women who are deconditioned and would not consider exercising in a more traditional gym environment. The programme promotes a sociable and relaxed exercise option, focusing on inch loss rather than weight loss and encouraging customers to attend three times per week to see maximum benefit.
- 5.3.9 Over the previous 12 months, the facilities have engaged 1,213 individuals with 71,100 attendances over the same period. Customers are encouraged to be measured on a regular basis to record inch loss and whilst not all customers opt for this, the facility has seen 6,490 inches lost over the previous 12 months – that is 165 meters!
- 5.3.10 **Health and Fitness** - The leisure facilities offer local residents subsidised access to three large fitness facilities across Moor Park Health & Leisure Centre, Blackpool Sports Centre & Palatine Leisure Centre. New customers are provided with a health review when they first start to use the gym. This involves sitting down with a qualified instructor to discuss their current lifestyle, completing a Boditrax scan, which provides a number of readings including weight, visceral fat score and fat and muscle percentages. The instructor will also develop a programme that will help the

customer achieve their goals. Customers are supported through regular review meetings, which monitor their progress and review their goals as required.

- 5.3.11 Furthermore, local residents have access to a broad range of exercise classes, which encourage an active lifestyle and support weight loss. Across the Leisure Services health and fitness provision, there were over 254,000 attendances in the previous 12 months (January 2018 – December 2018).
- 5.3.12 **Aquatics-** Leisure Services are committed to providing the young people of Blackpool with life skills that enable them to lead an active and independent life. This includes providing school swimming lessons for KS2 pupils, with 1,569 pupils attending school swimming lessons each week with over 61,000 attendances in the 2017/18 academic year. Half of these pupils are complete non-swimmers at the start of school swimming, with over 72% being able to swim by the end of the lessons.
- 5.3.13 Furthermore, an afterschool learn to swim programme is provided, with over 44,000 attendances over the previous 12 months. Whilst learning to swim is a vital life skill, it is also a great way for children to be active. To support this beyond lessons, Leisure Services provide free swimming for anyone under 16 years old throughout all school holidays, with over 18,500 young people taking advantage of this in 2018.
- 5.3.14 **Bikeability** - Leisure Services also deliver the Bikeability programme, teaching primary school children to ride their bikes safely, giving them the confidence and skills to use their bikes for active travel. Between April and December 2018, 605 children took part in the level 1 and level 2 Bikeability programme.
- 5.3.15 **Sport4Champions** - The Sport4Champions programme is a 6 week programme delivered to Year 6 children in partnership with Blackpool Catering Services, promoting and encouraging both healthy eating and physical activity, supporting participants to identify their strengths and opportunities to join local activities outside of school to help develop lifelong physical activity habits. The programme was delivered in 15 primary schools in 2018 with 489 pupils engaged in the programme.
- 5.3.16 **School Games** - The School Games Programme is a national initiative aimed at improving physical activity levels and providing competitive sporting opportunities in educational settings. During 2017/18 academic year, the initiative engaged 31 primary, eight secondary and three special school, educational diversity and two colleges, with over 20,700 attendances across the same period. The programme provides an opportunity for students to experience 26 different sports, to highlight and promote the range of physical activity opportunities available to them outside of the mainstream sports traditionally provided by schools.
- 5.3.17 **Man V Fat** - Man V Fat is a new initiative that Leisure Services are delivering in partnership with Man V Fat, aimed at engaging men who are overweight to increase

their physical activity levels. The 16 week initiative brings together a five-a-side league combined with weigh-in sessions in an all-male environment to encourage men to discuss the challenges they face and work as a team to score goals and lose weight to win the league.

5.3.18 The first programme, which ended in December saw 106 individuals register and 76 take part in the 16 week programme. The league saw a combined weight loss of 392kg. Whilst the initiative was open to all, 72% of men that attended were from the top 2 most deprived areas of Blackpool, with 91% of those completing the programme losing weight.

6.0 **Clinical Commissioning Group**

6.1 **NHS Diabetes Prevention Programme (NDPP)**

This programme is a joint commitment from NHS England, Public Health England and Diabetes UK, to deliver at scale, evidence based behavioural interventions for individuals identified as being at high risk of developing Type 2 diabetes.

6.1.2 It is known that many cases of Type 2 diabetes are preventable and there is strong international evidence that behavioural interventions can significantly reduce the risk of developing the condition, through reducing weight, increasing physical activity and improving the diet of those at high risk.

6.1.3 The long-term aims of the NHS DPP are:

- To reduce the incidence of Type 2 diabetes;
- To reduce the incidence of complications associated with diabetes - heart, stroke, kidney, eye and foot problems related to diabetes; and
- Over the longer term, to reduce health inequalities associated with incidence of diabetes.

6.1.4 In the short-term it is recognised that a stronger focus on identifying people who are at risk of diabetes is likely to increase incidence of diabetes as more undiagnosed cases are uncovered.

6.1.5 Individuals going through the programme will reduce their risk of a range of conditions related to being overweight and obese, poor nutrition and a sedentary lifestyle.

6.1.6 NDPP in the local area is provided by *Reed Momenta* with local connections, insight and facilitation coming from a local Steering Group which is made up of representatives from CCG's, Primary Care and Local Government. This Steering Group also monitors provider performance and delivery.

Whilst models between providers vary slightly, the programme must be made up of at least 13 sessions, with at least 16 hours face to face contact time, spread across a minimum of nine months, with each session lasting between one and two hours. People will be supported to set and achieve goals and make positive changes to their lifestyle in order to reduce their risk of developing Type 2 diabetes. Sessions will be delivered predominantly in face to face groups.

6.1.7 Individuals eligible for inclusion have 'non-diabetic hyperglycaemia' (NDH), defined as having an HbA1c 42 – 47 mmol/mol (6.0 – 6.4%) or a fasting plasma glucose (FPG) of 5.5 – 6.9 mmol/l. The blood result indicating NDH must be within the last 12 months to be eligible for referral and only the most recent blood reading can be used. Only individuals aged 18 years or over are eligible for the intervention.

6.1.8 Whilst the first phase of the NDPP locally has been on a detect and refer basis (identifying patients who meet the above criteria as identified from GP Practice registers); it is thought that the majority of future referrals will come from patients attending their NHS Health Check.

6.1.9 In Blackpool to date there have been 683 referrals into the Programme. The number of individuals who have taken up the Programme is 455 which equates to 68%. 53 individuals have so far completed the course.

6.1.10 Work continues to encourage more referrals from Primary Care into the service. The two year contact with the current Provider finishes at the end of July, hence we are currently in the midst of a tendering process to ascertain whether our Provider will remain the same or not from this time forward.

6.1.11 **Specialist Weight Management Service**

The service support individuals through a local specialist obesity service commonly known as Tier 3. The service provides a wide range of weight management interventions and support including 1:1, group session and pre-bariatric engagement for those patients identified as needing weight management. The programme undertakes a thorough assessment of the patient referred to the service, develops a personal plan and sets targets, and provides access to a range of evidence based interventions of morbidly obese adults. The current performance of the services is shown in Appendix 7(b).

6.2 **Blackpool Teaching Hospitals Foundation NHS Trust**

6.2.1 Blackpool Teaching Hospitals NHS Trust (BTH) is keen to support the town of Blackpool it is ambition to tackle obesity and to support patients, staff and visitors to access healthier options and information on what they can do to improve their own health and wellbeing.

- 6.2.2 In 2017, BTH was the first NHS Trust to sign a healthy weight declaration which showed the commitment of the Trust to help reduce unhealthy weight in our establishments and to protect the health and wellbeing of our staff, patients and visitors. The Trust has spent some time reviewing the food and drink offer, ensuring the healthier choice is more convenient and affordable through price promotions and product placement in both the restaurant and in the food outlets. Staff and visitors who chose to eat at the restaurant will notice the menu utilises the “traffic lights” system to inform them of the healthier options and will notice a greater variety of healthier options including salads, sandwiches and wraps from the deli bar and fruit. The Trust has also signed the sugar sweetened beverage commitment and is monitoring the volume and availability of sugar sweetened beverages across all food outlets (including shops, vending machines and restaurants) striving to achieve the target.
- 6.2.3 In line with the above declaration the Trust continues to promote the importance of healthy eating and being active by actively supporting events in the public health calendar including; nutrition and hydration week, walking month and bike to work week promoting the importance of being physically active. The Trust also hosts their own events throughout the year across multiple sites delivering health check events for staff and volunteers which include blood pressure testing, blood cholesterol testing and BMI measurements. During these events community organisations who focus on healthy eating, boosting physical activity, stopping smoking, looking after your mental wellbeing and alcohol intake are invited to come along and speak with staff about their offer and are encouraged to sign staff up to their services to offer additional support. These events are extremely successful and have led to a number of influential changes amongst staff.
- 6.2.4 With regards to boosting physical activity, promotions throughout the year focus on encouraging staff to meet the recommended physical activity guidelines. Over the last 12 months the Trust have introduced in partnership with Living Streets Charity and the Council a number of walking routes that are visible outside on large boards and inside by picking up walking route maps. These maps have been extremely popular with staff and visitors alike and have contributed to people doing more physical activity throughout the day. Recently they have been used to promote “meditation walks” a programme delivered internally as part of our mental wellbeing offer to staff. The Trust has also delivered an NHS 70 or 700 mile challenge in line with the NHS 70th Birthday which encouraged staff to complete either 70 miles or 700 miles by walking, swimming, running or cycling, as an individual or a team in a given time. Over 150 participants have taken part in this challenge and achieved the milestones.
- 6.2.5 In addition to the above the Trust has created a food and drink strategy with an assigned three year action plan which looks to further improve the food and drink

offering to staff, patients and visitors. This strategy is in line with the recommendations set out in the Hospital Food Standards Report.

6.2.6 The above shows some of the progress that has been made over the last two years to support the ambition of creating a healthier Blackpool. The Trusts healthier weight declaration was reviewed in January 2019 at the Trusts Healthier Workforce Meeting and a status report is currently being drawn up and will be delivered to the Board to reflect the progress that has been made and to set out some new areas of focus over the coming years.

6.3 Does the information submitted include any exempt information? No

7.0 List of Appendices:

Appendix 7(a): Performance data for the Children and Family Weight Management Service

Appendix 7(b): Performance data for the Specialist Weight Management Service

8.0 Legal considerations:

8.1 None

9.0 Human Resources considerations:

9.1 None

10.0 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.