

Title:	Obesity (Children, Young People and Adults)
Report to:	Health and Wellbeing Board
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Purpose

This briefing provides the Board with an overview of both the strategic overview and work commissioned by the PCT's public health team to support achievement and management of healthy weight in Telford and Wrekin for children, young people, adults and older people.

Why is it important?

Overweight and obesity represent probably the most widespread threat to health and wellbeing in this country. Obese children and adolescents are at increased risk of health problems, and are also more likely to become obese as adults. Nearly a quarter of 4-5 year olds and a third of 10-11 year olds are overweight or obese nationally. Obesity is notoriously difficult to treat, so prevention and early intervention are very important. Obesity reduces life expectancy on average by 11 years and excess weight is a major risk factor for diseases such as type 2 diabetes, cancer and heart disease.

National and local context

Nationally, research indicates the following:

- A baby born to a family where one parent is obese has a 30-40% chance of becoming obese
- A baby born to a family where both parents are obese has a 70-80% chance of becoming obese
- People from lower socio economic groups are more likely to be obese than those from higher socio economic groups
- Improving breastfeeding contributes significantly to the agenda to tackle overweight and obesity in both adults and children

Local data for Telford and Wrekin indicates that:

- 23.9% of 4-5 year olds are classified as having excess weight (the sum of overweight and obese), this compares to 22.6% for England
- 35.8% of 10-11 year olds are classified as having excess weight (the sum of overweight and obese), this compares to 33.9% for England
- More boys than girls are obese in both the 4-5 and 10-11 year age group
- 28.4% of adults (16 years and over) are estimated to be obese (national average 23.6%)
- 32.4% of adults participate in 1 x 30 minutes physical activity each week (national average 36%)
- 66% of infants breastfed at birth, compared to 74% in England as a whole
- 33% of infants breastfed at 6-8 weeks, compared to 46% the England average
- 82% uptake of the Healthy Start programme by those eligible
- Breastfeeding rates are significantly lower amongst:
 - younger mothers, with 42% of teenage mothers breastfeeding at birth compared to 72% of mothers aged 35 years and over
 - deprived communities, with 51% of infants breastfed at birth in the most deprived areas, compared to 81% in the most affluent areas

Local actions in place

Telford and Wrekin Obesity Strategy

The Obesity Strategy and Action Plan for Telford and Wrekin were updated and refreshed in 2010. They provide an overarching framework for a programme of work to support children, young people and adults to achieve and maintain a healthy weight. Their delivery is overseen by the Obesity Strategy Partnership Group which includes representation from the PCT, Council (including education, leisure, transport, and planning), primary care and wider partners.

National Child Measurement Programme

The National Child Measurement Programme (NCMP) is a mandated programme which involves measuring the heights and weights of children in reception and year 6 across Telford and Wrekin. Feedback and support is offered to parents and carers' regarding their child's results and anonymised data is submitted to the Department of Health to generate national and local statistics for prevalence.

Services supporting families to achieve and maintain a healthy weight

A varied programme of services, commissioned by the PCT's Public Health department, are in place to support children, young people and adults to achieve and maintain a healthy weight. These programmes are complimented by initiatives and services funded and delivered by key partners, including the local authority. Examples of PCT Public health commissioned activity include:

Why Weight Mums - a weight management programme for pregnant women with a Body Mass Index (BMI) >30 at 12 week booking. Clients, who receive one to one appointments and home visits, are supported to minimise weight gain during pregnancy, reduce weight post nataly and improve healthy lifestyle behaviours within the family.

HENRY (Health Exercise Nutrition for the Really Young) - a workforce development programme for frontline staff working with families with children aged under 5. Following training, professionals working within early years' settings, deliver courses for parents with children at risk of obesity. This is a partnership programme involving: NHS Telford and Wrekin Public Health; Shropshire Community Health NHS Trust; Children's Centres; local authority workforce development; and private, independent and voluntary sector nursery and childcare providers. The programme is linked to and complimented by the Parents Champions Project; a Big Lottery Funded initiative, through which volunteers coordinate and support peer networks to provide parent-to-parent support in their local community.

YW8? 4-7 - a family weight management programme for families with children between 4 and 7 years old who are above a healthy weight. It includes fun sessions covering healthy family behaviours and parenting skills. A group programme is run each term in addition to one to one work with individual families.

YW8? 8-13 - a family weight management programme for families with children between 8 and 13 years old who are above a healthy weight (referrals are taken up to 15 years old on a case by case basis). The programme includes fun sessions for children, parents and carers covering healthy eating and physical activity. Courses are run to coincide with school terms.

Why Weight? Plus - a weight management programme for adults with a Body Mass Index (BMI) >30 (or >28 with other conditions such as diabetes). Clients are referred to a 12 week programme with one to one and group sessions to support them to lose weight using a cognitive behavioural therapy (CBT) approach.

Breastfeeding

The UNICEF Baby Friendly Initiative (BFI) standards provide a framework for hospital settings and community healthcare services including health visitors, General Practice and

children's centres to deliver the best possible breastfeeding support to enable a mother to breastfeed her baby for as long as she wishes.

The local breastfeeding programme includes: breastfeeding training for the children's workforce; delivery of antenatal breastfeeding education sessions in the community; breastfeeding support; lactation support for more complex breastfeeding problems; a volunteer peer support programme; breast pump loan scheme; and Telford Welcomes Breastfeeding Scheme to increase awareness of breastfeeding friendly premises.

Healthy Start - a national initiative providing: vouchers for milk; fruit and vegetables; infant formula milk; and free vitamins to eligible families. Locally, professionals play a key role in supporting eligible families through the application process and signposting them to where they are able to access free Healthy Start vitamins. Front line staff working with pregnant women and families with children under the age of four are being trained to promote the scheme.

Nutrition and healthy eating - a Community Food programme providing: weaning sessions; healthy eating activities; education and information for under-fives; basic nutrition training for health and social care staff; cooking on a budget courses for families; evidence and best practice advice for practitioners working in health and social care settings; and the Cooking Bus project.

Physical activity

NHS Telford and Wrekin commission a number of programmes to encourage adults to make their first steps into physical activity and improving their health. These are community based programmes and activities specifically designed to target health inequalities and reach those that are less likely to access mainstream leisure provision. The programmes are in the main led by trained community volunteers and include Walkabout Wrekin, Women in Motion, the Exercise for All aerobics programme and NHS Fit for Men.

Planned next steps

The Telford and Wrekin Health and Wellbeing Board have identified Excess Weight as a priority for children, young people and adults. In support of this priority the Obesity Strategy Partnership Group will oversee:

- Mapping the assets in Telford and Wrekin that contribute to achieving and maintaining a healthy weight (Asset Mapping). The output from this process will inform the development of the Excess Weight chapter of the emerging Health and Wellbeing Strategy for Telford and Wrekin
- Continued delivery of the National Child Measurement Programme measuring the height and weight of children in reception and year 6 and providing proactive feedback to parents
- Training and support for frontline staff working with young families in approaches to prevent early childhood obesity
- Creation of environments that enable children and their families to make healthy lifestyle choices
- Encouragement of an increase in walking and cycling as a method of sustainable and active travel
- Assurance that those at higher risk of obesity are identified and supported through quality, evidence based family Weight Management programmes