

## **TELFORD & WREKIN COUNCIL**

**HEALTH & WELLBEING BOARD: 22<sup>nd</sup> January 2014**

**TITLE:** Health & Wellbeing Priority Update: Excess Weight

**REPORT OF:** Louise Mills, Head of Health Inequalities and Lifestyle  
Clare Harland, Health Improvement Commissioners

**HEALTH & WELLBEING BOARD PRIORITY SPONSOR:** Cllr Arnold England

### **PART A) – SUMMARY REPORT**

#### **1. SUMMARY OF MAIN PROPOSALS**

Reducing excess weight in adults and children is a Health and Wellbeing Board priority. A partnership approach previously led by the PCT Public Health Team has been in existence for some time and historically, the local authority has been a key strategic and delivery partner. The transfer of public health to local authorities in April of this year along with the development of priority plans for each of the health and wellbeing board outcomes provided an opportunity to refresh our partnership approach to reducing excess weight. This report summarises the work undertaken to date and provides an update on the latest information from the National Child Measurement Programme for 2012/13.

#### **2. RECOMMENDATIONS (AND TO WHOM ACTIONS APPLY e.g. CCG, Council)**

The Board is requested to:

- Endorse the proposed partnership approach to reducing excess weight in adults and children.
- Support the vision and population groups for which we intend to target increased activity to reduce health inequalities.
- Recognise the eight key work streams, which require coordinated action across all partners including the council, CCG and the voluntary sector.
- Note the updated national child measurement programme information for Telford & Wrekin, including the further reduction in obesity in children aged 4-5 years.

#### **3. IMPACT OF ACTION**

Implementation of the Excess Weight delivery plan will enable children, young people and adults to achieve and maintain a healthy weight by making healthy choices in their daily lives. This will be achieved by:

- Population based programmes and targeted provision to reduce health inequalities
- Local activities that encourage healthy eating and physical activity
- The creation of environments where it is easier to eat healthily and be more active
- Identification and support for those that are overweight and obese

#### **4. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to a specific HWB Priority	
	Yes	Reducing excess weight in children and adults
	Do these proposals contribute to specific Co-Operative Council priority objective(s)	
	Yes	Improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	Yes	Targeted provision will be focussed on: <ul style="list-style-type: none"> <li>• Pregnant women</li> <li>• Children born to obese parents</li> <li>• Those with mental health problems</li> <li>• Those with disabilities</li> <li>• Those living in deprived areas</li> </ul>
<b>TARGET COMPLETION/DELIVERY DATE</b>	The Excess Weight Priority Plan covers the period 2014 – 2016.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>		The proposed budget from the local authority public health grant for 2014/15 for reducing excess weight is £546,633. Activity delivered and funded by other council functions will also significantly contribute to this priority: in particular; planning; neighbourhood and leisure services; family cohesion; and education.
<b>LEGAL ISSUES</b>	Yes	The work outlined in this report contributes towards the Council meeting its duties to the improvement of public health as set out in the National Health Service Act 2006 (as amended). This includes coordination and delivery of the National Child Measurement Programme.
<b>EQUALITY &amp; DIVERSITY</b>	Yes	Local JSNA intelligence has helped to inform the local delivery plan to ensure resources are targeted proportionately to reduce health inequalities  Targeted provision will be focussed on: <ul style="list-style-type: none"> <li>• Pregnant women</li> <li>• Children born to obese parents</li> <li>• Those with mental health problems</li> <li>• Those with disabilities</li> <li>• Those living in deprived areas</li> </ul>
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	The approach identifies those living in deprived areas as one of the groups most at risk and to whom provision should be targeted.

<b>PATIENTS &amp; PUBLIC ENGAGEMENT</b>	Yes	Consultation with stakeholders and partners including Council, CCG, SaTH, Shropshire Community Health NHS Trust, Healthwatch, service users, voluntary sector.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	

## **PART B) – ADDITIONAL INFORMATION**

### **1. INFORMATION**

#### **1.1 Prevalence of excess weight for adults and children in Telford and Wrekin**

4-5 year olds – almost *1 in 4 are overweight or obese*

Progress is being made with this age group and we have seen a reduction from almost 30% overweight or obese in 2007/08 to 24% in 2012/13

- The decrease in the rate from 29.5% in 2006/07 to 24.1% in 2012/13 equates to circa 100 fewer children with excess weight in Telford & Wrekin
- Almost a quarter (24.1%) of reception children, 401 children in total, are classified as having excess weight
- The prevalence of excess weight in reception children was similar to the England average in 2011/12 and 2012/13
- Over the past seven years there has been a gradual decrease in the prevalence of obesity in reception children aged 4-5 years
- The decrease in the rate from 12.5% in 2006/07 to 9.3% in 2012/13, this equates to 50 fewer children classified as obese in Telford & Wrekin
- Between 2006/07 and 2010/11 the rate of obesity amongst reception year in Telford & Wrekin was significantly higher than the national average, however the decline in rates meant the local prevalence was similar to the national average in 2011/12 and 2012/13

10 – 11 year olds - *more than 1 in 3 are overweight or obese*

The prevalence of overweight and obese in this age group has remained largely unchanged. A higher percentage of children are obese than overweight

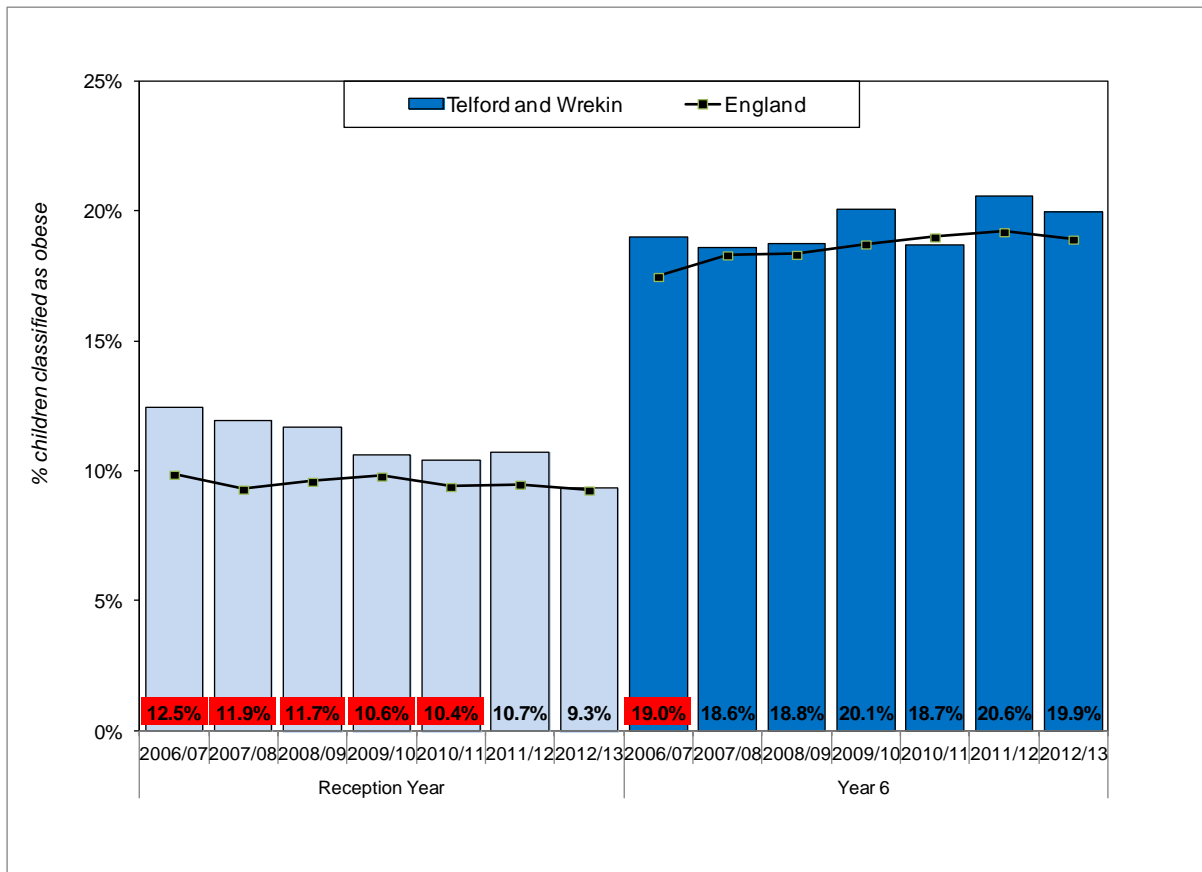
- Just over a third (34.8%) of 10-11 year olds, 607 children in total, are classified as carrying excess weight which is similar to the England average
- There has been little change in the prevalence of obesity or excess weight in amongst year 6 children over the past seven years
- Almost a fifth (19.9%) of year 6 children, 348 children in total, are classified as obese which is similar to the England average

Adults - *2 in 3 are overweight or obese*

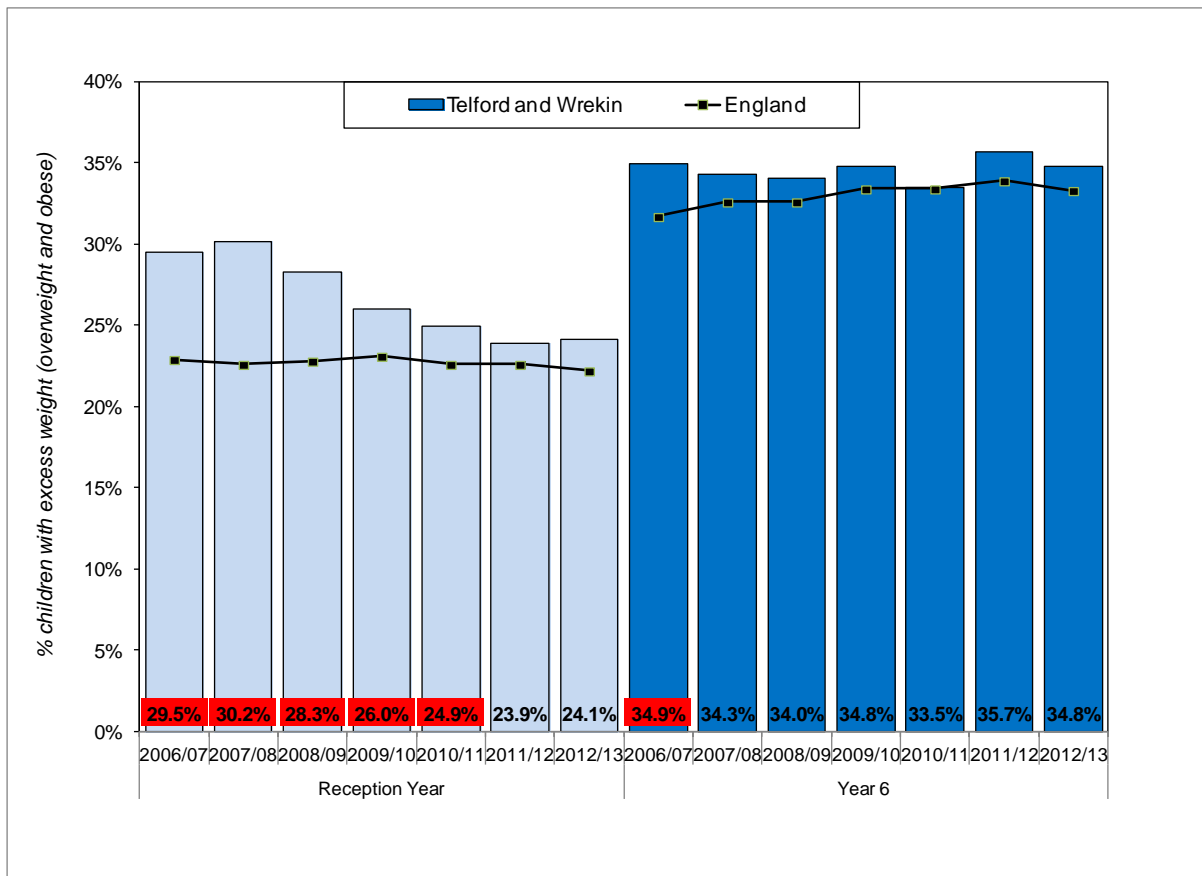
The figures suggest that being overweight or obese is now the norm in Telford and Wrekin

The National Child Measurement Programme (NCMP) provides trends in prevalence data for overweight and obese children in reception and year 6. Tables 1 and 2 summarise available trend data from 2006/2007.

**Figure 1 Trends in Obesity in Children**



**Figure 2 Trends in Excess Weight (Obesity and Overweight combined) in Children**



## **1.2 The Excess Weight Review Process**

The excess weight review has included the following:

- Health and wellbeing board consultation on priorities
- Public consultation
- Asset mapping
- Review of the evidence and reference documents
- Individual meetings and workshops with stakeholders

Outcomes of the review process include a proposed vision, identified target groups and evidence based local delivery plan underpinned by a partnership approach to reducing excess weight.

### **1.2.1 Vision**

The following vision has been agreed for the excess weight priority:

Children, young people and adults will be able to achieve and maintain a healthy weight by making healthy choices in their daily lives. This will be achieved by;

- Population and targeted provision
- Local activities that encourage healthy eating and physical activity
- The creation of environments where it is easier to eat healthily and be more active
- Identification and support for those that are overweight and obese

### **1.2.2 Target Groups**

Targeted provision will be focussed on:

- Pregnant women
- Children born to obese parents
- Those with mental health problems
- Those with disabilities
- Those living in deprived areas

## **1.3 Local delivery plan – priorities for action**

Eight work streams emerged that are being developed to support partners to embed eating healthily and getting active into their services and programme delivery. The following areas will require coordinated action across several Council service delivery teams and wider partners to ensure maximum impact and best use of local resources

### **1.3.1 Branding**

Delivery partners will embrace the change4Life branding and key messages across all service areas working with families with children under 11. This will be targeted in particular on those activities that encourage healthy eating and physical activity.

During January we are maximising local impact of the national change4life Smart Swaps campaign with a high profile programme of activity across Telford and Wrekin. This is being delivered through primary schools, Children Centres, Libraries and Leisure Centres and is supported by local press and media communications. This month of activity is engaging families across Telford and Wrekin on the issues of

healthy eating in a very cost effective way. The impact of the campaign will be evaluated using local data from the national change4life website. The campaign is also raising awareness of the potential impact of the change4life brand in Telford and Wrekin and an ongoing marketing and communications plan is being developed. It has also provided a platform to discuss the excess weight priority with partners in a fun and pro-active way and to engage support for the local delivery plan.

### **1.3.2 Building Intelligence**

Public Health will work with the Council's Delivery and Planning team to make better use of data sets, local intelligence, insight and evaluation. Tailored briefings and bulletins will be developed to support delivery partners to target resources effectively.

### **1.3.3 Workforce Development**

Public Health will work with the Council's Corporate Learning and Development team and delivery partners to develop and coordinate a learning programme. The Learning Programme will enable and empower practitioners and volunteers across a range of service areas including public, private, independent and voluntary sector to *Make Every Contact Count* by taking opportunities to raise the issue of excess weight and signpost for information, advice and to support services.

### **1.3.4 Maximising the contribution of key partners and stakeholders**

Public Health will work with an identified network of 'champions' to pilot an annual programme of regular networking opportunities to provide delivery partners with access to a forum to share information and learning.

Public Health will work with lead officers (as appropriate) to identify suitable opportunities to incorporate reducing excess weight, encouraging healthy eating and physical activity into local policies, service re-design and service specifications. This will include Council services such as leisure, planning, transport, adult care and support, customer and people services and children and family services.

Public Health will support service delivery partners to make adjustments to existing programmes to incorporate healthy eating, physical activity and signposting to support.

### **1.3.5 Providing information and Toolkits**

Family Connect, My Life and the Healthy Lifestyles Hub at First Point will act as the main points of contact for children, families and adults wanting information, advice and support.

Public health will also work with delivery partners to develop toolkits to support local delivery. Examples include toolkits and resources for Community Cafes, Breakfast Clubs and School Road shows.

### **1.3.6 Badging and accreditation Schemes**

Public Health will work with delivery partners to develop a series of Change 4 Life badging and accreditation schemes to recognise and promote service delivery that encourages healthy behaviours. It is proposed that schemes will include:

- Healthy Early Years
- Breastfeeding Friendly services and venues
- Healthy Charter (catering establishments)
- Healthy Lifestyles in Education

### **1.3.7 Community asset mapping and building capacity**

Public Health will work with local stakeholders to pilot a community asset mapping approach. The approach will be piloted in a targeted intervention area (to be agreed) with high levels of obesity in reception or year 6 children. We will work with individuals, communities and delivery partners to identify 'actual' and 'potential' assets of individuals, associations, organisations and the physical area. The outcome will be used to shape our partnership approach to how we best work with our local communities to create environments where it is easier to choose to eat healthily, adopt an active lifestyle and to identify opportunities for the co-production of local services.

### **1.3.8 Evaluation and review**

All population based programmes commissioned to encourage healthy eating and physical activity will be reviewed. Public Health will work with partners, providers and service users to identify service improvements, programme decommissioning, potential new projects and in sourcing opportunities.

## **1.4 What will it look like for the public**

- Change 4 Life branding and badging schemes in the local community will help individuals to choose activities for themselves and their family to eat healthily and be more active.
- The places where people live, work, play and go to school will support them to make healthy choices.
- Staff and volunteers working in the community, school or where they work may take the opportunity to talk to individuals about being overweight and will provide information, advice and support.
- Those who are overweight or have concerns about a family member or friend, will be able to access up to date information and advice from the Healthy Lifestyles Hub, Family Connect and My Life.
- Those who are overweight and are ready to make changes to their lifestyle will have access to support services close to where they live.

## **1.5 What it will look like for delivery partners**

- Partners will receive regular briefings and bulletins summarising data, local intelligence, insight and evaluation to help them target their limited resources effectively to support local delivery of this priority.
- Staff will "champion" the excess weight priority within their own work area and will have opportunities to attend networking sessions with wider partners to share best practice and learn from peers.

- Staff will have access to a learning programme so they feel confident to Make Every Contact Count, taking regular opportunities to raise the issue of excess weight with service users and signpost for information, advice and support.
- Partners will have access to toolkits and resources to help them to deliver this priority within their own work area.
- Partners will have access to the Healthy Lifestyles Hub for information about local services and as a single point of referral for their service users.
- Staff will learn about excess weight, eating healthily and being more active and may make improvements to their own lifestyle and that of their family and friends.

## **2. IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

See summary impact assessment section on pages 1-2 for details.

## **3. PREVIOUS MINUTES**

None.

## **4. BACKGROUND PAPERS**

None.

### **Report prepared by:**

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