

TELFORD & WREKIN COUNCIL**CABINET – 13th September****ANNUAL PUBLIC HEALTH REPORT 2018: EXCESS WEIGHT & OBESITY
IN TELFORD & WREKIN****REPORT OF LIZ NOAKES, ASSISTANT DIRECTOR - HEALTH &
WELLBEING, STATUTORY DIRECTOR OF PUBLIC HEALTH****LEAD CABINET MEMBER – CLLR ARNOLD ENGLAND****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

This paper introduces the 2018 Annual Public Health Report of the Statutory Director of Public Health. Each year the report takes a thematic approach to better understand matters affecting local health and wellbeing and make recommendations which contribute to the delivery of the Health & Wellbeing Strategy.

An update on the local position across the Public Health Outcomes Framework is also included every year to give a fuller picture of population health indicators across the life course.

The 2018 Annual Public Health Report focuses on reducing excess weight and obesity and includes the sections:

- Influences on excess weight & obesity
- The consequences and the costs of obesity
- The scale of excess weight and obesity for Telford & Wrekin
- National context
- The views of children and young people
- A summary of interventions and approaches that are known to be effective
- Case studies and personal stories to inspire
- A showcase of available projects and services delivered by the council, partners and our communities
- A summary of what action the council will take, working with key partners and communities
- Recommendations for key partners to consider

The Public Health Team has worked with partners to develop this report and through this approach we have already gained commitment from a number of key partners to work collaboratively on this issue. The report also takes the opportunity to make recommendations for partners, communities and

individuals so they can consider their own role and contribution to tackling this issue.

The report summarises 40 high level actions that the council with partners will prioritise over the next 12 months and makes 24 recommendations for key partners. Key actions and recommendations focus on the following themes:

- Campaigns, information and advice
- The environment and how it can contribute to supporting people to be more active and eat healthily
- Early years and school settings
- Access to Healthy Food
- Giving advice and Making Every Contact Count
- Active Travel
- Co-producing solutions with communities
- Promoting active communities
- Access to support
- Involving business and social enterprise in local action to reduce obesity

2. RECOMMENDATIONS

That Cabinet endorse the 2018 Annual Report of the Director of Public Health and support the recommendations

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	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	Those at risk of or who are overweight and obese Excess weight and obesity plan includes specific actions for some vulnerable population groups and people living in areas of deprivation
TARGET COMPLETION/DELIVERY DATE	The Annual Public Health Report includes actions that the council will take with key partners and communities for the next 12 – 18 months	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>The Council receives a ring fenced grant from Public Health England which enables the Authority to discharge its Public Health responsibilities, some of which are detailed in the Annual Public Health Report.</p> <p>The grant allocation for 2018/19 is £12.338m, of which £0.865m has been identified for supporting excess weight loss and obesity.</p> <p>Further reductions and changes to Public Health Grant allocations, and other Council funding is expected in future years. Public Health England have already advised a further reduction to Public Health Grant of £0.3m in 2019/20.</p> <p>The Council will need to find further savings of between £20m and £25m over the next two years, 2019/20 and</p>

		2020/21, and this may impact on the funding for this work stream. <i>ER 14.08.2018</i>
LEGAL ISSUES	Yes	<p>Legal Comment: Annual Public Health Report</p> <p>The Director of Public Health has a statutory duty to prepare an annual report on the health of the people in the area of the local authority under Section 73B (5) of the National Health Service Act 2006 (as amended).</p> <p>The report has to be published by the local authority under Section 73B (6).</p> <p>The attached report is produced by the Director of Public Health in order to meet these statutory responsibilities.</p>
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	Yes	Borough-wide impact but particularly wards with highest levels of excess weight and obesity.

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

Obesity is often described as an epidemic. Two in three adults in the UK are overweight and the impact on individuals and society is significant. In Telford & Wrekin there are a higher proportion of overweight children than the national average. We have had some success in reducing the proportion of reception year children who are overweight, but the strides we made in the late 2000s need to be better maintained. Whilst the number of adults who are overweight is similar to the national average this makes up a significant proportion of our adult population and the rate of maternal obesity is slowly rising.

Evidence shows that the triggers that increase our risk of obesity start from day one of a baby's life and because managing weight for many is seen as difficult it can often be a lifetime struggle.

Excess weight and obesity has been a priority for many years and remains a priority for the Telford & Wrekin Health and Wellbeing Board. Whilst the council with its partners and communities has continued to invest time and resources into tackling this public health issue we have yet to make significant changes to population levels of obesity. This is why excess weight and obesity has been chosen as the topic for the 2018 Annual Public Health Report.

Reducing obesity is a complex problem and there is no single solution. The evidence is clear – we need a whole system preventative approach that recognises the influence of 'place' (where we live, work and play), as well as individual behaviours and choices.

This Annual Public Health Report looks at some of the issues and highlights some of the evidence about what works along with highlighting some of the excellent work already happening locally by the council, its partners and within our communities.

The Public Health Team has worked with partners to develop this report and through this approach we have already gained commitment from a number of key partners to work collaboratively on this issue. The outputs of these discussions have been summarised in the section 'what we plan to do'.

The report also takes the opportunity to make recommendations for partners, communities and individuals so they can consider their own role and contribution to tackling this issue.

The report is interactive in style and includes video clip and infographic links which can be accessed from the document.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

None

6. PREVIOUS MINUTES

None

7. BACKGROUND PAPERS

None

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