

READING BOROUGH COUNCIL

REPORT BY: Director of Adults Social Care and Health Services

TO:	Health & Wellbeing Board		
DATE:	27 January 2017	AGENDA ITEM:	14
TITLE:	A Healthy Weight Statement for Reading - Progress update		
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To share with the Board the Healthy Weight Position Statement for Reading
- 1.2 To provide an analysis of local data, scoping of current service provision and involvement of stakeholders at various stages of development; to report on the emerging priorities have been identified to help focus work on key areas of need.
- 1.3 Appendix A - Draft Healthy Weight Position Statement.

2. RECOMMENDED ACTION

That the Board endorses the work undertaken to date.

That the Board supports the development of a Healthy Weight Strategy for Reading, the formation of a task and finish group to develop a detailed implementation plan; which will be progressed through engagement and in partnership with key stakeholders.

That the Board requests a further progress report and an updated action plan to be brought to the April 2017 meeting.

3. POLICY CONTEXT

3.1 National:

'Childhood Obesity: a plan for action' (2016), is the government's strategy to significantly reduce childhood obesity over the next ten years.

The plan emphasises:

- reducing the amount of sugar in food and drinks
- encouraging primary school children to eat healthily and be more active, supported by schools and parents.
- the production of revised guidelines and resources on diet, physical activity, weaning and healthy weight for healthcare professionals who support families.

3.2 Local:

- Reading's JSNA module on obesity recommends that we should develop a cohesive approach supported by multi-agency working and tailored to the needs of the local population in order to reverse the trend of rising obesity prevalence. A clear strategy is needed in order to co-ordinate and drive forward partnership work to tackle obesity in Reading and measure its subsequent success against defined objectives.
- The draft Health and Wellbeing Strategy for 2017-2020 includes a priority on 'Supporting people to make healthy lifestyle choices' (with a focus on tooth decay, obesity and physical activity).

4. THE PROPOSAL

4.1 The Healthy Weight Position Statement for Reading has been informed through a number of actions, including:

- Examining local data sources to identify need; including Reading's Joint Strategic Needs Assessment and Health and Wellbeing Strategy, longitudinal data from the National Child Measuring Programme, The Active People Survey and Health Profile data.
- A West of Berkshire stakeholder conference, held to map current services that contribute to prevention or treatment of overweight and obesity and identification of where more support is needed.
- A development group brought together in the early stages of writing the statement, including representation from the voluntary sector, Dietetics, Health Visiting, leisure, transport, CCGs and Children's services.
- Feedback from Reading's Clinical Commissioning Groups regarding local needs.
- Acknowledgement of relevant National strategy and NICE guidance on best practice, for the prevention and management of overweight and obesity.

This work has helped us to identify both the range of programmes already available to support people to be a healthy weight in Reading and highlighted where we need to further focus our efforts.

Proposed areas of focus include:

- Provision of information and support to help people manage their weight
- A continued focus on helping the least active members of the population to move more
- Strengthening our work with schools and families to help more children be a healthy weight
- Provision of support for parents in early years settings
- Supporting/encouraging teenagers to eat healthily and have active lifestyles

Initial emerging priorities, which if agreed, will form the basis of the action plan are:

1. **Tier 1 / Primary prevention: To prevent children and adults from becoming overweight or obese through supporting healthy eating and active lifestyle habits throughout life.**

Proposed priorities are to build on current work to:

- Raise awareness of why a healthy weight is important, what a healthy weight is for all ages and how to maintain this.
- Promote healthy eating and an active lifestyle for all children in schools and at home.
- Enable and encourage people of all ages to move more on a daily basis through structured or unstructured physical activity, in line with Chief Medical Officer Guidelines.

- Encourage children and adults to minimise prolonged periods of sedentary behaviour such as screen time.
- Ensure that residents can access advice about preparing or buying affordable, culturally acceptable, healthy meals and snacks

2. Tier 2 services / Community Weight Management Programmes.

- Continue to ensure that commissioned Lifestyle based programmes for overweight or obese adults and children in the community adhere to NICE guidance.
- Ensure that providers of these programmes encourage sustainable behavior change by signposting people to tier 1 healthy eating and physical activity programmes or to their GP if more intensive support is required.
- Work to provide more healthy weight support for families in early years settings and for teenagers.

3. Tier 3 services: Commissioned by CCGs

- We will continue to work with our partners to consider how gaps in Tier 3 provision could be addressed.
- We will ensure that providers of tier 2 commissioned services recognize when to refer obese patients or those with significant health conditions to their GP to access specialist clinical support; for example Dietetic services or clinical psychology .

4. Next steps in development:

A draft action plan (Appendix B) is in development, and as a starting point, includes some of the work that is underway or being planned by the council. Examples include the following actions:

- The commissioning and implementation of tier 2 lifestyle and weight management services for overweight and obese adults and school-aged children that align with NICE guidance and which support long term, sustainable lifestyle changes.
- The inclusion of healthy eating and physical activity promotion within the 0-19 service.
- To hold a 'Walking Volunteer recruitment workshop' for voluntary groups and community services who work with people who have low physical activity levels.
- To offer 'Making Every Contact Count' training to the local voluntary and community sector.
- To ensure delivery of the National Child Measurement Programme and engagement with parents and schools to raise awareness of the issues of excess weight and signpost to local services.
- To identify funding opportunities to help increase physical activity levels in target groups.
- Input into the development of the new leisure services contract to provide to increase healthy lifestyle programme options for customers.

The next steps will be to further develop and enhance the detailed implementation plan. This includes engagement with and input from key stakeholders and to report back to the HWB in April with a final draft and action plan.

We will develop multi-agency steering groups with appropriate representation to work on each priority area in the action plan. We will invite representatives from across Reading Borough Council departments, Health, the community and voluntary sector.

The implementation plan will support delivery of priority 1 in the draft Health and Wellbeing Strategy to 'Support people to make healthy lifestyle choices with a focus on tooth decay, obesity and physical activity'

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 Tackling obesity contributes towards a number of Public Health Outcome Framework indicators including:

- reducing sickness absence,
- utilisation of outdoor space for exercise / leisure purposes,
- reducing weight in 4-5 year olds and 10-11 year olds,
- reducing excess weight in adults,
- percentage of physically active and inactive adults
- reducing obesity related co-morbidities such as diabetes.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 A Stakeholder Event was held and a planning group, met in the early stages of developing the statement. This gave an opportunity for partners from the public, private and voluntary sectors to contribute towards identifying the needs and priorities for tackling overweight and obesity in Reading.

6.3 Council staff and external providers were invited to contribute to a scoping exercise to profile work currently underway in Reading and its reach.

6.4 A Berkshire-wide commissioner's workshop considered current provision at different tiers (1-4) of weight management service for the community and where we need to focus efforts to ensure good support at each level.

6.5 We will continue to engage with council departments and other local stakeholders on the strategic priorities through forums and dialogue. We will also bring together a local steering group to work on the development of an action plan.

7. EQUALITY IMPACT ASSESSMENT

7.1 Reading Borough Council must meet the Public Sector Equality Duty under the Equality Act 2010 and consideration will be given to this throughout the development and delivery of the action plan.

All sections of the healthy weight statement will continue to be developed with an awareness of inequalities of health identified through robust local data sets.

8. LEGAL IMPLICATIONS

8.1 We do not anticipate there to be any legal implications at this stage.

9. FINANCIAL IMPLICATIONS

- 9.1 The engagement associated with the action plan development will be met using existing resource and will not in itself require additional capital or revenue investment.
- 9.2 Engagement feedback and a steering group involving stakeholders will inform the development of a targeted Health Weight Action Plan. It will be an imperative that the action plan drives the efficient use of resources and identifies clear health benefits on investment so as to protect a sustainable local health and care system.

We recognise that given the breadth of influences on obesity, this is an opportunity to maximise use of resources across different partner agencies, in terms of work on the delivery of shared priority agendas.

10. BACKGROUND PAPERS

Joint Strategic Needs Assessment for Reading
Reading's Health and Wellbeing Strategy.