

HEALTH AND WELLBEING BOARD

27 September 2016

Title: Healthy Weight Strategy 2016-2020	
Report of the Public Health Team	
Open Report	For Decision
Wards Affected: All wards in the borough	Key Decision: Yes
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Sponsor: Matthew Cole, Director of Public Health	
Summary: <p>This report provides an overview of the Healthy Weight Strategy. The strategy sets out the plans and action over the next 4 years in tackling one of the biggest preventable health challenges the Borough faces.</p> <p>The Healthy Weight Strategy vision is that the London Borough of Barking and Dagenham is a place where residents can make a change to enable them to achieve or maintain a healthy weight. The strategy will achieve this by addressing 4 'to do's'.</p> <ol style="list-style-type: none">1. Enable families and individuals to take responsibility for achieving and maintaining a healthy weight.2. Make an active lifestyle and healthy eating the easier choice.3. Address causes that put particular groups of families and individuals at a greater risk of obesity.4. Ensure the built and natural environment support families and individuals to be more healthy and active. <p>Achievement of these 4 'to do's' will involve action across the stages of life from childhood into adulthood, in line with the Health and Wellbeing Strategy.</p>	
Recommendation(s) <p>It is recommended that the Health and Wellbeing Board:</p> <ul style="list-style-type: none">• Approve and endorse the Healthy Weight Strategy 2016-2020	

Reason(s)

The Health and Wellbeing Strategy recognises the importance of achieving and maintaining a healthy weight. There is an increased need to tackle preventable diseases and in turn address the effect it has on residents overall health and opportunity to engage in the economic growth of the borough.

Due to the increased relevance and need to prevent ill health, evidence suggests achieving and maintaining a healthy weight is a key prevention priority. This strategy aims to set out the boroughs vision and actions to enable residents to achieve and maintain a healthy weight.

1. Background

- 1.1 The Health and Wellbeing Board has prioritised obesity as it's most important prevention priority.
- 1.2 Obesity is one of Barking and Dagenham's most significant and complex challenges, affecting the wellbeing of individuals and families.
- 1.3 Obesity also contributes to significant costs across health and social care.
- 1.4 On the guidance of the Health and Wellbeing Board and recommendation from the Health and Wellbeing Strategy a partnership Healthy Weight Strategy has been developed.
- 1.5 This strategy is the basis upon which the Borough is, and will be, taking action to achieve and maintain its ambition of a healthy weight for all residents.
- 1.6 The way people live their lives, the environment they live in, the food they have access to, and the physical activity they are able to do, all affect their ability to make a change and achieve a healthy weight.
- 1.7 From a health and social care perspective obesity is a risk factor for reduced mobility and for developing a range of diseases such as cancer, coronary heart disease, type 2 diabetes, and vascular dementia. All of which can significantly reduce healthy life expectancy.
- 1.8 In LBBDD 27.5% of children in reception and 40.6% of year 6 children are overweight or obese¹.
- 1.9 The levels in the adult population are significantly worse as 63.5% of the adult population are classed as overweight or obese².
- 1.10 The strategy will inform commissioning intentions for the Borough's long term plans in tackling obesity. The strategy will also support the ambition to increase resilience and social responsibility to achieve and maintain a healthy weight.

¹ 2014-15 data, National Child Weight Management programme.

² Active People Survey, Sport England. Excess weight in adults 2012.

2. The Vision

- 2.1 We want London Borough of Barking and Dagenham to be a place where residents can make a change to help enable them to achieve or maintain a healthy weight.

3. The Healthy Weight Strategy's Objectives

- 3.1 We are proposing four strategic objectives; achievement of these objectives will involve action across the stages of life from childhood into adulthood with a particular focus on whole families.
- 3.2 The strategy also makes best use of a range of existing, high quality local support, to help achieve healthy weight for all individuals and families at each life stage. The Healthy Weight Strategy aims to achieve this by:
- Enabling families and individuals to take responsibility for achieving and maintaining a healthy weight.
 - Making an active lifestyle and healthy eating the easier choice.
 - Addressing causes that put particular groups of families and individuals at a greater risk of obesity.
 - Ensuring the built and natural environment support families and individuals to be more healthy and active.

4. Scale of the Challenge in London Borough of Barking and Dagenham

- 4.1 LBBD is one of the fastest growing local authority areas in the country, with high levels of migration and a growing number of the younger age profile.
- 4.2 Alongside the population growth there is an increasing shift in the ethnic makeup of the borough, with a growing proportion of the population from BME origin.
- 4.3 The Indices of Multiple Deprivation (IMD) data suggests that residents of LBBD are at an increased risk of excess weight gain and it is important that prevention efforts and service delivery are targeted where we can make the greatest impact.
- 4.4 Social marketing and behavioural study³ datasets and analysis have identified these groups and areas as key targets for improved healthy weight outcomes;
- Children from all ethnic groups.
 - Adults in semi-skilled occupations, skilled occupations and unemployed people.

³ Behavioural Insight Study of Obesity in Barking and Dagenham, London South Bank University, 2012.

- 4.5 Tackling excess weight in this way will address health inequalities and focus on positive health outcomes across the life course.
- 4.6 According to the 2014/15 NCMP data for LBBB, 1 in 4 reception children and 1 in 3 year 6 children are overweight or obese.
- 4.7 NCMP measurements for 2014/15 indicate that the prevalence of children in reception year that are obese or overweight increased slightly from 26.8% in 2013/14 to 27.5% in 2014/15.
- 4.8 Conversely, the prevalence of overweight or obese children in year 6 fell from 42.2% in 2013/14 to 40.6% in 2014/15.
- 4.9 The NCMP data shows that in LBBB the following factors increase the risk of excess weight in children attending schools within the borough.
- 4.10 Ethnicity - LBBB has a high percentage of black or black British and Asian or Asian British children attending local schools. The national data suggested that these particular ethnic groups have a higher than average prevalence of excess weight.
- 4.11 IMD - According to the national data those children coming from a more deprived area have a higher prevalence of excess weight. The NCMP data clearly shows that there are a higher number of children with excess weight from the more deprived IMD deciles attending the schools borough.
- 4.12 The identification of these two risk factors positively correlating with excess weight prevalence suggests targeted work using these risk factors as a proxy could improve the statistics in LBBB.

5. Outcomes Focused Approach To Delivering The Healthy Weight Strategy

- 5.1 The key outcome from the implementation of this strategy is to enable more local people to achieve and maintain a healthy weight. This will be evidenced by an increase in the percentage of the Borough's population engaging in healthy weight activities.
- 5.2 To achieve healthy weight, a multifaceted community centred approach is recommended which involves as many partners, as wide and as varied as the complexity of the issue itself. Key values to ensure this becomes a reality are building resilience within the local communities and encouraging social responsibility.
- 5.3 Evidence suggests tackling obesity and gaining a positive impact will require many internal and external partners who will need to take action.
- 5.4 The use of community assets is a key and value for money approach to this strategy. Working with community and partner agencies would be beneficial to achieving the outcomes set out in the strategy.
- 5.5 Associated high level outcomes will be: a decrease in the percentage of LBBB residents who are physically inactive; improved mental well-being; increased

levels of perceived self-efficacy; and increased levels of social and community development.

- 5.6 The document details some key high level outcomes against each strategic objective; we expect these to be achieved through the delivery plan.

6. Priority Themes

- 6.1 The Healthy Weight Alliance recognises that no individual agency can overcome the challenges facing the borough and its residents; but by working together and building on resources and assets in our communities we can make collective changes.

- 6.2 The strategy has taken a life course approach, in line with the Joint Health and Wellbeing Strategy. Six life stages have been agreed.

- Theme 1 - Pre-birth and early years
- Theme 2 - Primary school (5 – 11 years)
- Theme 3 - Adolescence (12 – 18 years)
- Theme 4 - Adulthood (19 – 65 years)
- Theme 5 - Older people (66 years +)
- Theme 6 - Vulnerable groups

- 6.3 Each of these themes will address a set of key actions geared to enabling more people living in LBBD to achieve a healthy weight.

7. Performance Monitoring and Evaluation

- 7.1 The Healthy Weight Alliance group will steer the implementation and evaluation of the strategy and priority themes and actions.

- 7.2 Reporting arrangements will go to the Public Health Partnership Board, a subgroup of the Health and Wellbeing Board.

- 7.3 The strategy will be supported by a delivery action plan, which will set out how progress will be measured by the Healthy Weight Alliance group. These are intended to be reviewed every quarter.

8. Governance

- 8.1 The multi-agency Healthy Weight Alliance group will be responsible for ensuring that the delivery plans are in place to address the four key objectives in this strategy.

- 8.2 The alliance will also monitor progress towards locally agreed targets.

- 8.3 The Public Health Programmes Board will receive regular progress reports and key issues will be reported as appropriate.

9. Next Steps

- 9.1 The strategy will be used to set the strategic framework for addressing excess weight over the next 4 years.
- 9.2 A delivery plan has been written to accompany the health weight strategy and is available at <http://moderngov.barking-dagenham.gov.uk/ieListDocuments.aspx?CIId=669&MIId=8816&Ver=4> entitled Draft Priority Themes and Delivery Plan.

10. Financial Implications

Implications completed by: Richard Tyler, Group Manager, Finance

There are no financial implications directly arising from this report.

11. Legal Implications

There are no direct legal implications arising from this report.

Implications completed by: Lindsey Marks Principal Solicitor Children's Safeguarding.

List of attachments:

Appendix 1: Barking and Dagenham Healthy Weight Strategy