

**Barking &
Dagenham**

**LBBD response to healthwatch's
*"Healthy Living in Barking and
Dagenham"* Report**

September 2022



one borough; one community; no one left behind

Background

At the start of 2022 Health Watch undertook research into the needs of residents regarding maintaining a healthy weight lifestyle covering:

1. What worked for you/didn't work for you?
2. What do you feel needs to happen in order to support you? What would make a difference to you?
3. What kinds of issues do you feel health professionals and those who are supporting you to keep fit and healthy need to be aware of? What would make a difference to you?
4. Do you feel there are certain aspects of your culture/race that influences you keeping fit?

Views from 126 respondents were received, with characteristics including:

- most respondents were White British, heterosexual and Christian, within the age range 30-59.
- 80 respondents successfully lost weight within last 3 years
- 28 respondents were carers

LBBD welcomes this report, which - together with other data and evidence - will make a valuable contribution to ongoing work to improve our action to support healthier weight for Barking and Dagenham residents.

Healthy weight services in Barking & Dagenham

Commissioned Weight Management Services

Check full eligibility criteria & suitability for programme

Tier 1: Eat Well, Live Well, Feel Great

- B&D residents with learning disabilities

Tier 1: NHS Weight Loss Pan app

- B&D residents with overweight/obesity

Tier 2: Lean Living

- B&D adults with overweight/obesity

Tier 2: HENRY 'Right from the Start' & 'Growing Up'

- B&D parents with children 0-5
- B&D parents with children aged 5-12 with overweight/obesity

Tier 3: Not currently commissioned

Tier 4: Not currently commissioned, referred across London.



Diabetes Prevention/Programmes for Patient with Type 2 Diabetes

Check full eligibility criteria & suitability for programme

Diabetes Prevention Programme

- Pre-diabetes or previous gestational diabetes



Low Calorie Diet Programme

- Diet/tablet-controlled type 2 diabetes diagnosed within past 6 years



NHS Digital Weight Management

- Type 2 diabetes with overweight/ obesity and/or hypertension for programme

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Local Sports & Leisure Facilities

Everyone Active: Abbey Leisure Centre, Becontree Heath Leisure Centre, Jim Peters Stadium.

School Leisure facilities: Barking Abbey School Leisure Centre, Barking and Dagenham College Leisure Centre, Castle Green Leisure Centre, Robert Clack School Leisure Centre, Sydney Russell Leisure Centre.

Online Resources & Apps

- NHS 12 Week Weight Loss Plan
- NHS Live Well
- Couch to 5K
- Active 10
- Her Spirit
- This girl can
- Green outdoor gym



Other Fitness Opportunities

- Parkrun: Barking
- Health Walks
- Good Gym
- Green Gym
- Young at Heart for adults 60+
- A-Life in schools and Schools Out Get Active
- Community exercise in community hubs

Discounted Gym Memberships

1. Through Better Health Campaign with free online library of health resources
2. Through Exercise Referral Scheme



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Responses to recommendations (1 of 4)

Who the recommendation applies to	Recommendation	Responses
Public Health team, and North East London NHS	<ol style="list-style-type: none"> 1. Obesity working group to explore what can be in a resourceful way to support those working in the borough who would like to improve their lifestyles. 2. Public health teams in councils and NHS North East London to provide information about keeping healthy to employers in the borough to share with their employees. 	<p>This is part of a whole systems approach to obesity, which we are currently reviewing. It is also relevant to the work currently underway on a B&D Food Strategy.</p> <p>This will be considered within work by the Inclusive Growth Team, who have excellent links with local businesses. Already businesses are pointed towards the London Mayor's Good Work Standard and encouraged to accredit and we will consider what more can be done to facilitate employers to promote and support healthy behaviours in staff.</p> <p>Community Solutions will share information on services with Healthwatch to aid distribution of information and marketing</p>



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Responses to recommendations (2 of 4)

Who the recommendation applies to	Recommendation	Responses
Public Health (and Community Solutions)	<p>3. Public health should undertake a healthy living event to enable individuals to come and find out more about options and services available. Taster sessions of exercise, healthy eating services, healthy living services can be promoted.</p> <p>Obesity working group and partners should explore this as a joint venture as all partners offer different services.</p>	<p>Promotion at smaller community events and via community hubs have been agreed as a better approach to marketing and promotion and a list of community events will be included in the comms and engagement plan and shared with healthwatch.</p> <p>Embedding health promotion and awareness raising for services within pop-up and community events increases reach and engagement, particularly for those suffering from inequalities. Hence it is felt is a more effective approach than a single health focussed event.</p> <p>Community-led HENRY Growing Up weight management service pilots are already under way with a number of community 'trusted voice' organisations.</p> <p>Community Solutions will continue to share information on all new events with healthwatch to aid marketing</p>

Applies to		
Community Solutions	4. Create an updated summary of all services available to be shared with all organisations in the area. HealthWatch will aid in marketing.	<p>One page summary of services being developed with links to New Me web page with further detail. It will also promote in community hubs and religious spaces.</p> <p>Community Solutions will create a meeting with healthwatch to develop an integrated communications approach when new staff member begins.</p>
Community Solutions and Public Health	5. To explore what can be made available to pregnant women specifically exercises to keep healthy and look at offering these to women in the borough.	<p>Following a competitive tender process we are appointing More Life to pilot their MUMS2B service for women during pregnancy and 4MUMS for women up to 24 months after giving birth.</p> <p>Community Solutions will promote exercise programmes that are available to pregnant women in the borough.</p>
Community Solutions	6. Refresh and provide training and information for professionals on the racial and cultural challenges that might be faced by their service users.	Staff facilitating programmes will take internal training in three areas (Diversity, Race and Cultural Awareness) to address this need

Responses to recommendations (4 of 4)

Who the recommendation applies to	Recommendation	Responses
Community Solutions	7. Relook at how the services can meet the needs from different cultures	<p>Working with Momenta to look at the current LEAN living programme and how it can be adapted to meet the needs of people from different cultures- currently recruiting additional community health champions that can support programme participants to think about different foods and appropriate swaps.</p> <p>A number of HENRY Growing Up weight management pilots are already under way with a number of community organisations, enabling the use of ‘trusted voices’.</p> <p>Meetings have already been set up to look at best practice in other local authorities on delivery of programmes to a particular target group. This includes a potential pilot of a weight management model coproduced with people of Black African or Caribbean heritage.</p> <p>A ‘Deep Dive’ analysis of weight management services considered how services are working for different genders and ethnicities and will be used together with this report to support improvement and development. Discussions will be undertaken with commissioners about creation of relevant service changes where required</p>
Community Solutions	8. Healthwatch are happy to come and present findings to the team about the kind of feedback we have heard and what would be helpful to service users.	Healthwatch presented findings at a Healthy Lifestyles Team away day in September 2022
Community Solutions	9. Devise a communications and engagement plan about how the team will raise awareness using already available resources about the services that on offer to residents. And Implement the plan and share with healthwatch	A communication and engagement plan is being developed and will be shared with healthwatch.

Other reflections on report

1. *Service transformation* – Report is timely and valuable and together with other evidence (e.g. ‘Deep Dive analysis’ on weight management services) will support Service transformation planning to improve equity and effectiveness of services
2. Wider ‘whole systems approach’ – Services play an important role, but addressing the obesogenic environment is critical and as evidenced by 2/3 respondents losing weight through diverse support, services will be developed as part of our wider ‘whole systems approach to obesity’
3. Embedding in wider resilience support – It was noted that “busy schedules, high levels of stress and low income” were identified as primary drivers of unhealth behaviours, which supports new targeted debt support pilot that will incorporate social prescribing alongside debt support
4. *Use of trusted voices* – The report highlighted key groups where tailored messages by trusted voices are most effective (e.g. people with long term conditions, people from some ethnic minority backgrounds), which our increasing focus on partnership and communities (e.g. community weight management pilots, developing community health and wellbeing infrastructure) will help
5. *Systematic approach to what works, for who and why* – Feedback that “Those who had heard of the services but had not yet engaged with them reported either that the service didn’t appeal to them, or that they hadn’t been sure how to” will be addressed by work to consider issues of access (including awareness), experience and outcomes across the population

Areas for potential collaboration with healthwatch

1. *Further communications with partners* – Partnership and collaboration will be key to progressing opportunities highlighted in report and it could be useful for Healthwatch to join us / lead discussion in sharing the messaging and engaging partners in solution through the year.
2. *Healthcare professionals* – The report suggested perceived lack of support and encouragement from healthcare professionals and it would be helpful to work together on this. In addition to increasing awareness and access to services, the scale of need and limitations of services dictates it is important that HCPs plays a role through an ‘every contact counts’ approach, including brief interventions. This would support NICE guidance and quality standards, and could include processes and training (e.g. [HEE/ELfH Health Weight Coach training](#) and [OHID/Sport England Physical activity Clinical Champions](#)). LBBD would welcome working with Healthwatch in engaging NHS colleagues.