

An update on the work of County Durham Healthy Weight Alliance 11th January 2019

Children & Young People's
Overview and Scrutiny meeting

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Healthy Weight Alliance

Aim

Provide an update of work carried out to support healthy weight at a whole system level across County Durham

Objectives

- Outline healthy weight context in County Durham
- Outline key national and local drivers
- Outline work to date and planned
- Share goals for the future

The National Child Measurement Programme

Annually around 11,000 County Durham children

- 93% reception age school population
- 93.5% year 6 school population.

Excess weight in children, age 4-5 and 10-11, County Durham, 2017/18.

Source: NHS Digital, NCMP.



25%

4-5 year olds in County Durham have excess weight
(around 1400 children or 46 classrooms across the county).

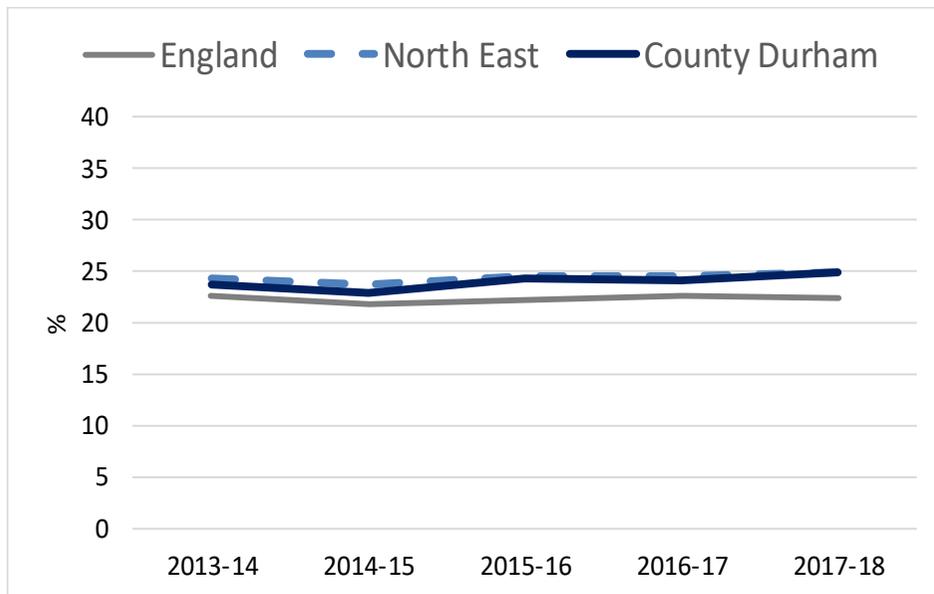


37.1%

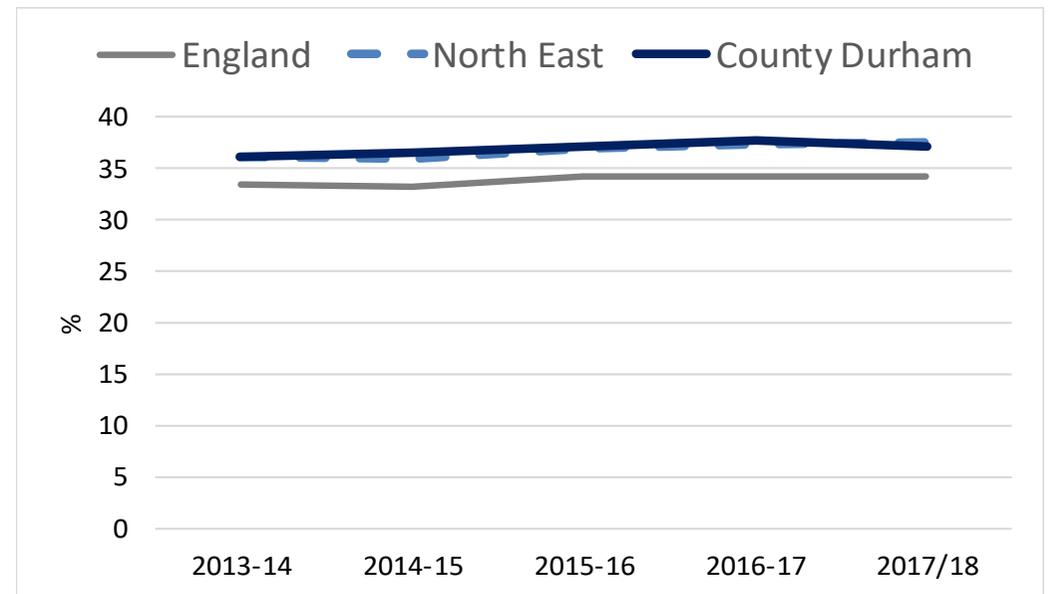
10-11 year olds in County Durham have excess weight
(around 2,000 children or 67 classrooms across the county).

NCMP Trends

Reception



Year 6



National & Local Drivers

- The Health & Social Care Act (2012)
- *NHS 5 year Forward View* (2014)
- Childhood obesity plan (2016)
- **Childhood obesity plan Chapter 2 (2018)**
- County Durham Children & Families Partnership
- County Durham Health & Wellbeing Board
- **DCC Public Health strategic priorities**
- Active Durham Partnership
- County Durham Healthy Weight Alliance



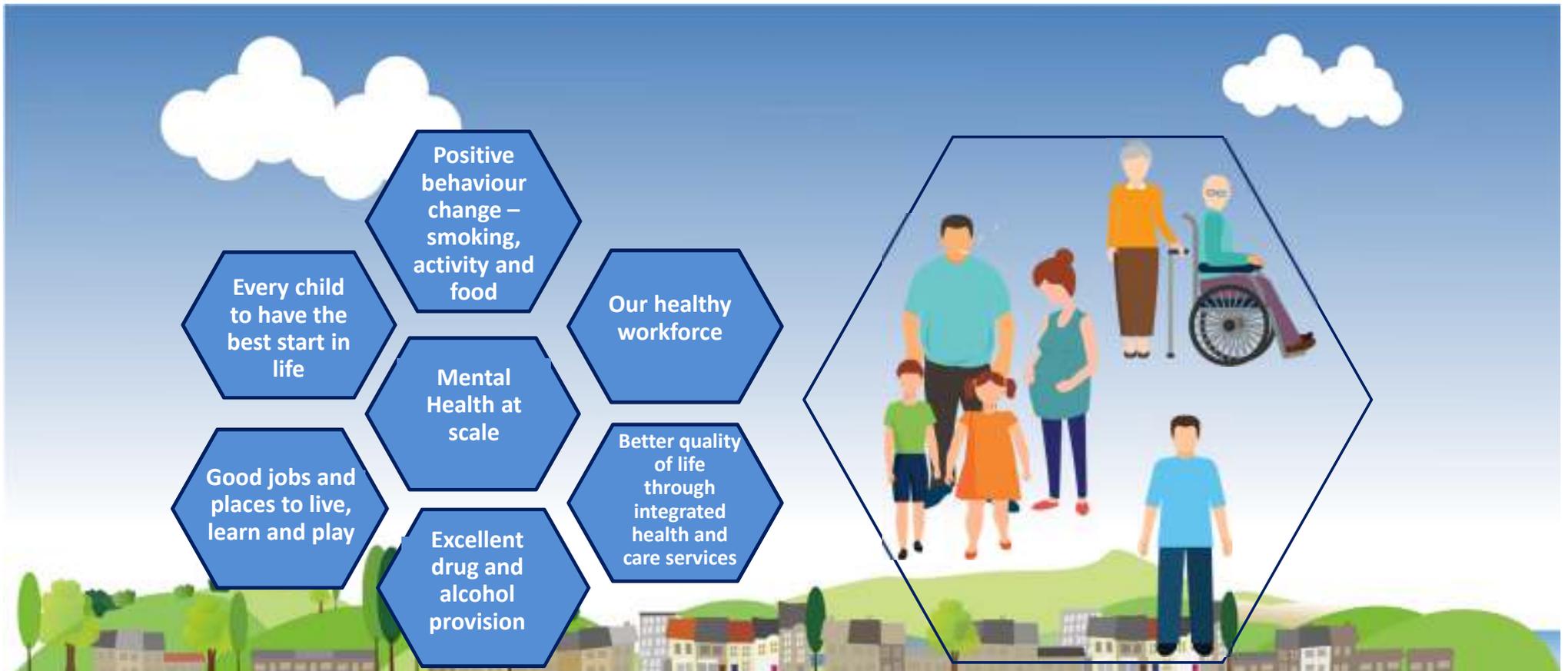
Childhood Obesity Plan Chapter 2 (2018)

- **Aim:** *“halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030”*
- **Key Focus**
 - sugar and calorie reduction
 - advertising and promotions
 - work with local authorities and local areas
 - work with schools

• Consultation
inspire
people | places change



Seven strategic priorities to make a difference



Supporting Healthy Weight in County Durham

- **SugarSmart Durham**
 - beyond the funded campaign Sept. 2018
- **Soft Drinks Industry Levy – Healthy Pupil Capital Fund**
- **Vending across all DCC Estates**
 - 90% soft drinks less than 5g added sugar/100ml
 - 80% confectionery and sweets 250 calories and below
- **Hot Food Takeaway Policy**

Supporting Healthy Weight in County Durham

- **Holiday activities with food**
 - consistent, asset building approach across the County
 - social gradient, inequalities, wider determinants of health
- **Active 30**
 - Cohort 1 - 120 schools
 - Active 10 / Active 20 / Active 30
- **Quality framework for schools**

Child healthy weight pathway review

- Short term goal set for the Healthy Weight Alliance 2018
- Stakeholder consultation July – Sept
- Professional / Public / children & families
 - Workshops
 - Online
 - Investors in children
 - conversations
- 412 responses

Key themes identified

- **The environment and social norms are key influences**
 - especially for older children
- **Begin conversations earlier**
 - in child's life / in relation to weight gain
- **Everybody's business**
 - Support key stakeholders to begin conversations

Going forward ...

- **Healthy Weight Alliance - January workshop**
 - Review focus and align priorities with national/local priorities and consultation findings
 - Discuss and agree short/longer term goals
- **We would like you to:**
 - receive this update report
 - continue to provide commitment to and support for the on-going work to support healthy weight across County Durham