

Health and Wellbeing Board

6 March 2019



A presentation update of the work of County Durham Healthy Weight Alliance

Ordinary Decision

Report of Corporate Management Team

Amanda Healy, Corporate Director of Public Health

**Councillor Lucy Hovvels, Cabinet Portfolio Holder for Adult and
Health Services**

Electoral division(s) affected:

Countywide

Purpose of the Report

- 1 The purpose of this report is to provide members of the Health and Wellbeing Board with an update of work carried out and planned by County Durham Healthy Weight Alliance. The report provides a contextual overview of the presentation to be delivered at the meeting.

Executive summary

- 2 The Healthy Weight Alliance is a subgroup of The Health and Wellbeing Board. This report supports the presentation to be delivered at the meeting, which provides an update on national policy and the work undertaken by partners in the Healthy Weight Alliance since the 2018 report to this Committee.
- 3 Obesity is a population health and inequalities challenge which has profound long term consequences for health and wellbeing across County Durham. Without action, the health of individuals will continue to suffer, inequalities will remain and economic and social costs will increase to unsustainable levels.
- 4 It is therefore vital that we do all we can to support individuals, in particular our children and young people, to develop healthy eating habits and take part in physical activity from early ages.

- 5 Nationally, UK Government aims to “*halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.*
- 6 Durham County Council Public Health team with partners from the Healthy Weight Alliance are driving forward work within our whole systems approach to obesity in many of the areas of action identified within Childhood obesity: a plan for action Chapter 2 (2018). Key areas of work are outlined and presented.
- 7 From January 2019, the Healthy Weight Alliance is meeting to discuss national and local priorities around healthy weight. As a group, partners will work together to review the current focus of the Healthy Weight Alliance and define and align priority themes and goals to support healthy weight across County Durham for 2019 and beyond.

Recommendation(s)

- 8 Members of the Health and Wellbeing Board are recommended to:
 - (a) receive this update report and presentation and comment accordingly.
 - (b) continue to provide commitment to and support for the on-going work of County Durham Healthy Weight Alliance.

Background

- 9 Healthy Weight Alliance is a sub group of the Health and Wellbeing Board. In January 2018 Health and Wellbeing Board received a presentation detailing the work of County Durham Healthy Weight Alliance highlighting work undertaken alongside the challenges childhood obesity presents.
- 10 This report supports the presentation to be delivered in March 2019, which provides an update on national policy and the work undertaken by partners in the Healthy Weight Alliance since the 2018 report.

Context

- 11 Obesity is a population health and inequalities challenge which has profound long term consequences for health and wellbeing across County Durham. Yet obesity is preventable. Without action, the health of individuals will continue to suffer, inequalities will remain and economic and social costs will increase to unsustainable levels.
- 12 Younger generations are becoming obese at earlier ages and staying obese for longer and there is concern about the rise of childhood obesity and the implications of such persisting into adulthood.

- 13 In County Durham, whilst rates of excess weight and obesity in children largely follow national trends, our starting point was higher and our rates remain significantly worse than those for England.
- 14 In 2017/18 data from NCMP shows that 25% of reception age children (4-5 year olds) and 37.1% of Year 6 pupils (10-11 year olds) in County Durham are overweight or obese. That means around 3400 children, over 100 classrooms, in these 2 school year groups alone, across the County are overweight or obese.
- 15 At an individual level the root cause of obesity is straightforward, it is when average calorie consumption exceeds the calorie requirements for maintaining a healthy body weight. However no single intervention alone can tackle obesity as the causes are multifactorial, including biological; physiological; psycho-social; behavioural; and environmental.
- 16 It is therefore vital that we do all we can to support individuals, in particular our children and young people, to develop healthy eating habits and take part in physical activity from early ages. Environmental factors however encourage poor diets and physical inactivity which can undermine intentions to eat better and exercise more.
- 17 Local responses need to consider adopting a collaborative whole systems approach rather than single interventions on their own.

Key national and local policy drivers

- 18 *The Health & Social Care Act (2012)* gave statutory duties for local authorities to take appropriate steps to improve population health. The vision being that local authorities would put health and wellbeing at the heart of everything they do.
- 19 *NHS 5 year Forward View (2014)* pledges support to deliver Public Health obesity priorities to ensure children get the best start in life.
- 20 Nationally, UK Government aims to “*halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030*. In “*Childhood Obesity: a plan for action Chapter 2 (2018)* HM Government outline key commitments that focus action within five areas:
 - (a) sugar reduction
 - (b) calorie reduction
 - (c) advertising and promotions
 - (d) work with local authorities and local areas

- (e) work with schools
- 21 Locally the challenge is how we build on national guidance and best practice to bring about real change within our communities.
- 22 Within County Durham promoting healthy weight is a strategic priority underpinning many local partnerships and is a central tenet within local policies and guidance documents:
- (a) A shared objective for the Children & Families Partnership and County Durham Health and Wellbeing Board is children and young people make healthy choices and have the best start in life.
 - (b) Reducing the number of reception age and year 6 children in County Durham classified as overweight or obese by 2021 is a key target for the Active Durham Partnership
 - (c) Key DCC Public Health strategic priorities are to:
 - (i) support development of good jobs and places to live, learn and play
 - (ii) ensure every child has the Best Start in Life
 - (iii) promote positive behaviour change around activity and food

Update County Durham Healthy Weight Alliance

- 23 County Durham Healthy Weight Alliance is a multi- agency subgroup of the Health and Wellbeing Board and the partnership taking forward County Durham's whole system approach to support healthy weight.
- 24 The vision of the Healthy Weight Alliance is *to; “halt the rise in obesity in County Durham by 2022 and, by focusing resources upon addressing inequalities, see a sustained decline in obesity rates locally to below England national average by 2025”*
- 25 Durham County Council Public Health team with partners from the Healthy Weight Alliance are driving forward work within our whole systems approach to obesity in many of the areas of action identified within Childhood obesity: a plan for action Chapter 2 (2018). Key examples include work around:
- (a) **SugarSmart Durham** - SugarSmart presentations have taken place with primary PHSE co-ordinators, early years providers and nursery managers and 8 early years settings/nurseries and 14 primary schools have pledged SugarSmart actions. Taylor Shaw, County Durham's main school food provider have developed

SugarSmart resources for school assemblies and Food Durham have delivered sessions with School Nurses (Harrogate & District NHS Trust) who promote the campaign in schools. SugarSmart has also been a key element of oral health and tooth brushing work developed across early years settings.

- (b) **Soft Drinks Industry Levy/Healthy Pupil Capital Fund** – In 2018-2019, £100m of revenue generated from the Soft Drinks Industry Levy in England was provided to the Healthy Pupils Capital Fund. County Durham received around £429,000. Schools were to consider the promotion of positive mental and emotional wellbeing and engage children of all abilities in physical activity. Developments from the DCC allocation include:
- school kitchen and dining environment refurbishments
 - purchase of school outdoor play equipment
 - development of school outdoor sports facilities
 - matched funding opportunities to develop projects
 - development of school growing clubs
- (c) **Vending across all DCC Estates** - Work has been developed with DCC Catering and Culture & Sport to address the vending offer across all DCC (LA and C&S) premises. All vending machines now stock products of equivalent nutritional composition as those available across NHS estates:
- all drinks vending machines stock zero and low sugar ranges
 - 90% of soft drinks contain less than 5g added sugar/100ml, maximum serving is 330ml
 - 80% of confectionery and sweets are 250 calories and below
 - all crisp packs are less than 30g and a range of nuts, seeds and low calorie crisps are available
- (d) **Hot Food Takeaway Policy** - Public Health and Spatial Planning have worked jointly to develop a Hot Food Takeaway Policy within the County Durham Plan to restrict numbers of new takeaways premises across the County in areas of existing high proliferation or within 400m proximity of schools and colleges.
- (e) **Holiday Activities with Food** - This summer DCC took forward a strategic (pilot) approach to food poverty during school holidays. This work is being taken forward by a subgroup of DCC Child Poverty Working Group and included: capturing and publicising over 177 activities (with or without food) across County Durham; joining up and co-ordinating activities within local areas; and

developing a programme of activities with healthy food provision (lunches or snacks depending upon the duration of the activity) for some of our most vulnerable children and young people.

Activities provided by DCC were planned and provided by Culture & Sport, the food offer was sourced and co-ordinated by DCC catering in consultation with the school meals team to ensure the healthy options were compliant with School Food Standards. The pilot established links with the One Point Service and FISCH team and staff referred children/families to the programme.

Following positive feedback from the summer programme, free healthy snacks were available over October 2018 half term in DCC leisure centres with pools and Clayport Library,

Going forward, the Child Poverty Working Group and Holiday Activities with Food subgroup are committed to moving towards a more sustainable approach that is embedded within communities, building upon community assets that ultimately aims to provide a community resource over a longer, more permanent duration.

A bid has been submitted by the Child Poverty Working Group to Department for Education - Local Coordination of Free Holiday Provision Fund to support delivery, during the summer holiday period, across County Durham. The outcome of this bid will be known w/c 25/03/19.

(f) **Active 30** - The Active Durham Partnership Active 30 Durham programme consists of two elements:

- (i) *Active 30 Durham Hub* - is an online resource hosted within the Active Durham webpage (education tab) that provides schools with a centralised bank of resources to help schools to make their school day active for every child and support them to achieve the Active 30 agenda.
- (ii) *Active 30 Durham Campaign* - Joining Active 30, schools pledge to work towards *all children* achieving 30 minutes of moderate to vigorous activity every day in school. The awards system can be used as a development tool to work from 10 to 20 to 30 minutes of activity for all children, alternatively, schools can aim straight for Active 30. The Active 30 Durham campaign was launched in September 2018 and currently have over 100 schools are engaged. In January 2019, the first cohort of schools will be receiving their initial awards. The campaign will be further promoted

to engage new schools and existing schools will be encouraged to maintain or increase their active minutes over the spring term and beyond. There are plans to increase the scope of *Active 30 Durham* to include early years settings.

- (g) **Quality framework for schools** - DCC Public Health team are also working closely with school staff and pupils to develop a quality framework for schools which will support schools to establish whole school improvement goals and support and promote staff and pupil wellbeing.

Child Healthy Weight Pathway Review

- 26 In 2018, a short term goal set by the Healthy Weight Alliance was to carry out a review of the child healthy weight pathway. The aim of this review was to develop clear recommendations as to how we can best plan locally to support children to maintain a healthy weight.
- 27 As part of the review a stakeholder consultation took place between July and September 2018. 412 people participate in the consultation.
- 28 Consultation findings highlighted some strong, broad themes:
- (a) **The key factors** that influence children, young people and family's ability to maintain and achieve a healthy weight are related to the environment and the influence of social norms.
 - (b) A universal, family focussed approach to promote healthy weight and prevent overweight is favoured
 - (c) Addressing healthy weight is 'everybody's business, healthy weight should be discussed with families as early as possible in a child's life.
- 29 Findings from the consultation have been incorporated into the findings of the wider child healthy weight review. Recommendations have been proposed and options to support child healthy weight across County Durham are currently being considered. Recommendations will be shared early Spring 2019 and any changes implemented in due course.

The Healthy Weight Alliance going forward

- 30 In January 2019, the Healthy Weight Alliance meeting took the form of a workshop. Within this workshop partners had opportunities to discuss national and local priorities around healthy weight. As a group, partners worked together to review the current focus of the Healthy Weight

Alliance and define and align priority themes and goals to support healthy weight across County Durham for 2019 and beyond.

Main Implications

- 31 This report provides an update on the work of County Durham Healthy Weight Alliance following the previous report and presentation in January 2018. There are no decision making implications to be considered in relation to this report.

Conclusion

- 32 This report provides the Health and Wellbeing Board with an update of work carried out and planned by County Durham Healthy Weight Alliance. The report provides a contextual overview of the presentation to be delivered.
- 33 The Health and Wellbeing Board are asked to receive this update report and presentation and comment accordingly. The Health and Wellbeing Board are asked to continue to provide their commitment to and support for the on-going work of County Durham Healthy Weight Alliance.
- 34 Further work around healthy weight within County Durham will be detailed at the May meeting of the Health and wellbeing Board when reports outlining the work of the Active Durham Partnership and The County Durham Strategic Cycling & Walking Delivery Plan are presented.

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Appendix 1: Implications

Legal Implications

Legal advice will be sought if required

Finance

No impact

Consultation

This report and presentation refer to the consultation process that was undertaken during 2018 as one element of the Child Healthy Weight Pathway Review. This consultation process was submitted through DCC COG process in order to ensure the views of key professional stakeholders, wider public and children and families were gathered and used to inform recommendations.

Equality and Diversity / Public Sector Equality Duty

This report and associated presentation outlines work to date and work currently planned to promote healthy weight within County Durham, undertaken by Durham County Council Public Health team and partners within County Durham Healthy Weight Alliance. This work aims to promote equality and diversity and seeks to reduce inequality and target resources in accordance with need.

Human Rights

No impact

Crime and Disorder

No impact

Staffing

No impact

Accommodation

No impact

Risk

No impact

Procurement

No impact