

# A healthy weight action plan for County Durham

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# The challenge

## Children and young people living with overweight/obesity (County Durham 2022/23)

- Reception age: 26.1% (England 21.3%, North East 25.2%)
- Year 6: 39.9% (England 36.6%, North East 39.9%)
- Inequalities (County Durham) most deprived v. least deprived areas:
  - Reception 26.7% v. 12.7%
  - Year 6 44.2% v. 23.9%

## Adults (County Durham 2022/23)

### *Living with obesity*

- 34% (England 26.2%, North East 32.2%)

### *Living with overweight/obesity*

- 77.7% (England 64%, North East 70.2%)

## Durham Insight:

[Healthy weight data](#)



# The world around us affects how healthy we are



# From healthy weight review to action planning

- A review of approaches to healthy weight in County Durham was presented to the Health and Wellbeing Board in 2023.
- Key recommendations included:
  - Whole council approach (incl. development of a County Durham Healthy weight Declaration)
  - Weight management approaches/services to be informed by tier 2 evaluation that was completed by Teesside University
  - Focus on increasing healthy food options in all settings
  - Incorporating Approach to Wellbeing, with a focus on effective communication and messaging, framing and health literacy
- Five ambition action areas shared with partners – feedback informed the five ambition action areas that were agreed with and by Healthy Weight Alliance





**Living with Healthy weight in County Durham**  
Action Plan 2024-2028

**Our vision**  
*County Durham is our place,  
where we can all eat well, move  
well, and have a healthy weight.*



The Healthy Weight Action Plan is a system wide approach to guide action with communities and workplaces to support and empower people to make healthier choices and make their lives fairer.



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# The Healthy Weight Plan – five ambition action areas

- 1. Healthy At Place** - to normalise healthy and sustainable food availability, choice and consumption
- 2. Healthy Families** - families to be able to access, cook and eat healthy, affordable food, and be active every day
- 3. Healthy sustainable food for all** - enabling all who live, work and learn in County Durham to be healthy and sustainable good food citizens
- 4. Healthy Workforce** - those who can influence the systems and behaviours which promote healthy weight are equipped with knowledge and confidence to facilitate healthy weight both in and out of the workplace.
- 5. Healthy Weight: Patient care** - seeks to support health care professionals whose patients are living with overweight and obesity



# Whole Systems Approach to healthy weight: examples of progress during 2023/24

- Clear systems leadership – development of a proposal for a County Durham Healthy Weight Declaration
- Engaging key stakeholders – developing strong partnership approaches to matters such as out of home food offer, approaching overweight and obesity in primary care, work with regional colleagues on healthy weight health needs assessment
- Developing a health promoting environment – continued focus on planning regulations/hot food takeaway prevalence, DCC advertising policy, healthy catering standards in workplaces and schools.
- Community/organisational engagement – creating user-friendly, easy to understand communications/messages on healthier eating/nutrition, mapping food inequality initiatives to improve access, whole school approaches to food/healthy weight, engaging communities through Approach to Wellbeing to co-create approaches to ensuring a healthy weight for all.





# Progress during 2023-24



**NHS**

**Smarter Carbs**  
Eating well with Type 2 diabetes

Making small changes to your eating pattern can help you feel better and reduce risks of serious complications linked to this condition.  
Even a small amount of weight loss will make a big difference to how you feel and losing weight can help you go into remission.

Version 1 - March 2024



## Good Food Local moves to the North East

Sustain has partnered with the North East to pilot the Good Food Local approach that will see the region work towards more healthy and sustainable food for its residents.



**NHS**

**Dietary Advice Prompt sheet for Health care professionals**

A resource to provide advice and guidance to encourage patients to make healthy changes

Version 1 - October 2023

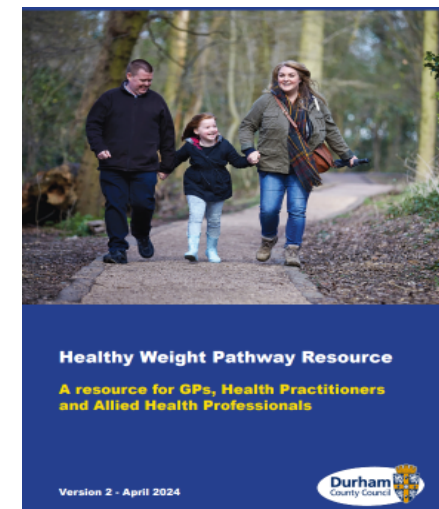


**NHS**

**Talking about healthy weight**

A step-by-step guide to brief interventions with adults for health care professionals


Version 1 - October 2023



**Healthy Weight Pathway Resource**

A resource for GPs, Health Practitioners and Allied Health Professionals

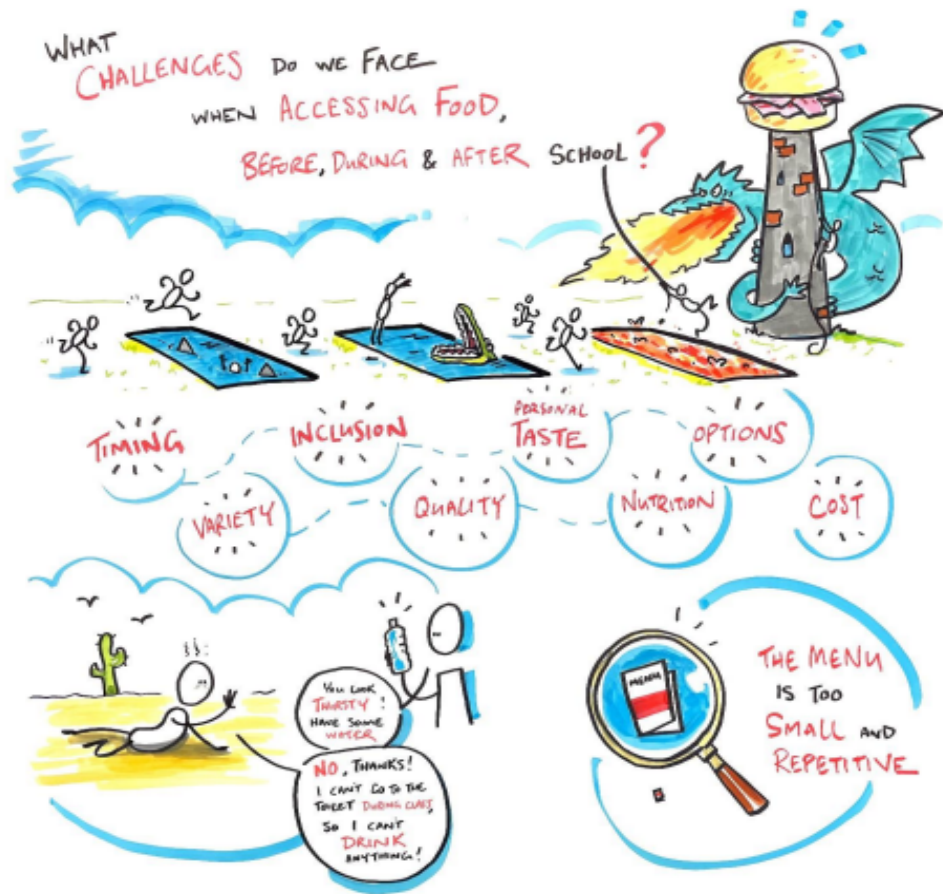
Version 2 - April 2024



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# Case study: a day in the Life of a secondary school pupil in relation to school food



*“After this workshop, I want to help more people explore new flavours and meal options to show that it is good to try new things and explore more”*

A young person’s pledge following the school food workshop.



# Developing a Healthy Weight Declaration for County Durham



A Healthy Weight Declaration is a commitment to **a shared mission,**  
**taking a whole county, cross-sector approach** to increasing healthy weight



# Healthy weight is everyone's business: the County Durham Health and Wellbeing Board as a systems leader

How can the board support the healthy weight plan priorities within its constituent organisations?

How can the board assess appetite for engagement with a County Durham Healthy Weight Declaration within its constituent organisations?

Can you suggest any radical or progressive approaches/measures that could be taken to improve population level healthy weight?