

Agenda Item No: 4 (b)

Report To: Ashford Health & Wellbeing Board

Date: 19th October 2016

Report Title: Priority 2 – Healthy Weight Update Report (2)

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Organisation: Kent Public Health



Summary:

The Healthy Weight Action Plan is being progressed to raise awareness of the issues of an unhealthy weight and promote access to services where appropriate. This will be delivered through a range of initiatives in different settings targeting areas where unhealthy weight is known to be most prevalent

Recommendations

The Ashford Health & Wellbeing Board be asked to:-

Agree the progress of the Healthy Weight Action Plan
The Ashford Health and Wellbeing Board are being invited to comment on the progress of the plan.

Policy Overview:

The Healthy Weight Action Plan is aligned to the Kent strategic Healthy Weight Action Plan and the newly published national Action Plan.

Financial

Implications:

None to date

Risk Assessment:

YES – to be completed as details of activities are finalised

Equalities Impact

Assessment:

YES – to be completed as details of activities are finalised

Other Material

Implications:

None.

Background

Papers:

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Report Title: **Priority 2 – Healthy Weight Update Report (1)**

Purpose of the Report

1. The Ashford Healthy Weight Action Plan has been progressed by the Task and Finish Group. This paper reports to the Board on progress to date with specific emphasis on delivery in lower socio-economic areas where obesity rates are high.

Excess weight remains a concern for Ashford, with an increasing trend since 2012 and rates higher than the England average.

PHOF Indicator	England rate:2016	Ashford rate: 2016	Comments:
Excess weight 4-5 year olds	21.9	23.6	Ashford increased since 2012
Excess Weight 10-11 year olds	33.2	34	
Excess Weight: Adults	64.6	67.5	
Proportion of population having their 5 a day	52.3	52.7	Self Reported: Active People survey

Source: Public Health England, Public Health Outcome Framework

Healthy Weight is not just a social lifestyle issue; it is also linked to heart-disease, stroke, diabetes, osteoarthritis and breast, colon and endometrial cancer

Background

2. The Ashford Healthy Weight Action Plan builds on additional activity to be delivered over and above the work delivered strategically across Kent. The national Healthy Weight Action Plan has been recently published and sets the direction for reducing Healthy Weight across England. The Ashford plan is aligned to national and Kentwide plan.

Report Specific Section Headings

3. Update on the Healthy Weight Action Plan activities

- 3.1 **Deliver Brief advice Training to front line staff to raise awareness and signpost to available information and support:** A briefing has been prepared highlighting the training package available to raise awareness and start motivational discussions on healthy weight. A list of Ashford businesses and organisations is being compiled to ensure that the training is offered as widely and as appropriately as possible. Health Walk Volunteers (Get Walking programme) and Moat Housing will be included in the training offer and all Childrens Centres will be offered the training. Ashford CCG will need to consider how this can fit with its strategic and local networks agenda and Making Every Contact Count (MECC).

The Task and Finish Group are exploring a pilot Health Shop in the town centre for the public to drop in for support and information on living healthier, including advice about healthy weight and smoking. A weigh-in service would be supported by current service providers delivering on an outreach basis.

- 3.2 Assess Impact of Current Resources on Target Groups:** additional resources have been identified to deliver a service audit across Healthy Weight Services available for Ashford residents. The audit will identify who from the areas with the highest obesity rates access current resources and ascertain which outcomes, if any, are recorded. The outcome of this audit will inform a focus group in early 2017 to raise awareness of current provision and glean insights from local people on the services available that most suit their needs.
- 3.3 Further promote current commissioned programmes and campaigns more widely in the area:** National Sugar Smart, National Diabetes Week and One You campaigns are being collated in a resource pack for distribution in key sites in Ashford. Consideration will be given to non-English speaking populations.
- 3.4 Offer and develop programmes to workforces:** Companies engaged in Kent Healthy Business Awards and those offering Health Checks to their workforce are being prioritised to offer healthy weight checks and advice for employees as part of the Healthy Workforce initiative. The resource pack and brief intervention training are being offered as part of the initial offer and further work can progress to engaging with workers and employers as part of a focus group or survey to better understand their interest and need for further support.
- 3.5 Consult with target groups to develop bespoke programme to support weight management:** This work will form the second phase of the audit work, aligning the current pathway of weight management support for people who are overweight, against insights into their perceived need and support required to achieve positive outcomes.
- 3.6 Review Healthy Weight Programmes for Children:** The Healthy Weight Programme Review is soon to be released. The outcomes and recommendations of the Review will be considered to identify how best to proceed to ensure that children in target areas have the best opportunities to maintain a healthy weight.

Risk Assessment

- 4. A Risk assessment for each activity in the Action Plan has been undertaken. The assessment shows how health inequalities is being addressed through targeted work but the main systemic concern is that activities (service delivery and raising awareness) are dependent on those with the greatest need having the motivation to change existing behaviours. In the cycle of behaviour change, some may not yet be at the readiness stage to decide to make a change in lifestyle and will therefore be less likely to access services or absorb campaign information. The focus group work aimed at obtaining insights from local people will help realize what may attract the attention of local people.

Equality Impact Assessment

5. All Activities will be subject to an Equality Impact Assessment (EIA). They may be universally offered to Ashford residents, but specific target groups and areas of highest prevalence will be targeted with the aim to reduce the gap in inequalities. The Board will be updated on the EIA process as it progresses.

Other Options Considered

6. The provision of a Health Shop in the town centre is an additional option considered by the task and finish group which could potentially deliver a number of key aims to raise public awareness and deliver activity on an outreach basis. The Task and Finish group are committed to explore this idea further by contacting the Medway High Street Hub, learning from their process of delivery and looking at key successes before piloting a similar Health Shop in Ashford.

Implications Assessment

7. The progress and outcomes of this work will be submitted to Kent Health and Wellbeing Board as part of Ashford's update on progress on Healthy Weight. However, Ashford HWB will also be expected to report on the development of the Ashford local Healthy Weight Strategy and activities that are delivered in response to this which currently sit outside the scope of the Ashford Task and Finish Group. A regular info-graphics sheet will be updated to demonstrate the work achieved by the Task and Finish Group to date (See Appendix 1).

Handling

8. The Task and Finish Group will report progress and performance to the Ashford Health and Wellbeing Board as a regular agenda item at each of the HWB meetings. Further updates will also be made available on request of the Board.

Conclusion

9. This work is ongoing.

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Appendix 1

Healthy Weight in Ashford

July 2016

A significant Health Issue

Raising Awareness

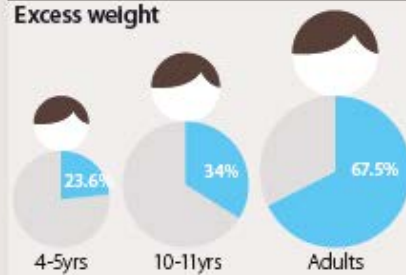
Being obese or overweight is measured by your Body Mass Index (BMI) calculated by your age, height and weight.

Calculate your BMI online:

<http://www.nhs.uk/Tools/Pages/Healthyweightcalculator.aspx>



Excess weight



Excess weight among children:

Ashford has higher than the Kent and national average for 4-5 year olds (23.6%) and 10-11 year olds (34%) with excess weight. Excess weight among 4-5 year olds is increasing.

Excess weight in adults:

67.5% of adults in Ashford have excess weight. This is higher than the Kent (65.1%) and national average (64.6%).

Recorded Diabetes



6.1 people per 1,000 are recorded as having diabetes in Ashford. This is less than the Kent average of 6.2 (per 1,000 popn) but we need to ensure that all of those who have the condition are recorded on the GP register.

Nutrition in Ashford



52.7% of people in Ashford consume 5 or more portions of fruit and vegetables a day. This is about the same as the national average but a decline of 5.4% from last year.

Active Ashford



58.5% of people in Ashford are physically active but 30.2% are physically inactive. These rates are worse than the Kent and England average.

Statistics sourced from Public Health England Public Health Outcomes Framework



What Ashford HWB will do

Raising Awareness

Ashford HWB will ensure that more front line staff receive information and brief advice training to raise awareness and signpost to available information and support.



Identify provision

Ashford HWB will scope services and support activity available to ensure that it is available and accessible to people who most need it.



Consult

With local people who have weight concerns to identify effective support services that can support good weight management.



Promote

Effective campaigns and health messages to help people make informed choices.



Support Workplace health

by working with local employers to target effective service provision to the Ashford workforce.



Review

Healthy Weight programmes for Children in three targeted primary schools in Ashford:
Beaver Green, Ashford Oaks, Victoria Road.