

**Agenda Item No:** 5(b)



**Report To:** Ashford Health & Wellbeing Board

**Date:** 18<sup>th</sup> January 2017

**Report Title:** Priority 2 – Healthy Weight Update Report (3)

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**Organisation:** Kent Public Health

**Summary:**

Ashford Healthy Weight Task and Finish group has now been established and agreed an approach to reducing excess weight rates in Ashford among Children and Adults. A range of targeted actions have been identified under 6 different work-streams which are currently being planned and progressed to include measurable indicators of success. Appendix 1 represents the priority action plan (work in progress) and will include engagement from the local community and a clear Communications plan. This work will continue to be developed by the Task and Finish group and report to the Ashford Health and Wellbeing Board for approval.

**Recommendations**

**The Ashford Health & Wellbeing Board be asked to:-**

Agree the approach proposed by the Task & Finish group

Agree the six Work streams that will form the basis of this work.

Agree to receive further progress and update reports at future meetings.

**Policy Overview:**

The Kent Healthy Weight Action Plan has now been released in line with the national strategy. Ashford Healthy Weight Task and Finish Group have identified priorities to be delivered in Ashford that are aligned to the Kent Action Plan which is yet to be localised but which are over and above (i.e. in addition to) the Kent Plan rather than duplicate activity.

**Financial Implications:**

No additional costs identified at present. All activity will need to be commissioned and / or delivered flexibly and creatively within existing resources where possible.

**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:**

None

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

### **Purpose of the Report**

1. The second priority for the Ashford Health and Wellbeing is to improve Healthy Weight among children and adults in Ashford. To deliver the six identified actions to support this priority, the Healthy Weight Task and Finish Group has met monthly and have undertaken a approach to raising awareness and maximising advice and support opportunities within local communities. This report provides an update on work and progress to date.

### **Background**

2. Despite trends improving in Ashford, the area still has:

More 10-11 year olds overweight than the England average

More 4-5 years olds overweight than the England average

More physically inactive adults than the England average

More adults with excess weight than the England average

Fewer women breastfeeding than the England average

Health risks associated with being overweight and obese include diabetes, heart-disease, stroke, osteoarthritis and breast, colon and endometrial cancer.

### **Report Specific Section Headings**

- 3.1 Training offering brief intervention and advice on healthy weight has been packaged and is available to health professionals. Take up has been slow and will be re-promoted effectively to a range of key professionals including Youth Workers, Social Care workers, Children's Centres, Healthy Living Centres, voluntary sector and GPs. The aim of the training is to raise awareness of the health risks associated with being overweight and to signpost to relevant services.
- 3.2 An audit of known healthy weight services has been conducted by Emma Everett of Ashford Borough Council. This information is currently being mapped to known but anonymised activity and attendance rates to help determine whether they are being accessed by people who would most benefit from them. Once completed, the audit will then local consultations to ascertain relevant insights into the type of support the most at risk groups would be interested in accessing. The second phase of focus work will begin early 2017.
- 3.3 There are a range of services and activities available to people who wish to lose weight, but many are unknown to the public and require further promotion and awareness. Delivering the brief intervention training identified in 3.1 above will assist key professionals in raising awareness of effectively signpost people to appropriate services. In addition a resource pack has been produced to distribute to parish councils, GPs, pharmacies, dental surgeries, opticians and local businesses to raise the profile of healthy weight management.
- 3.4 In addition, a One You shop will be opening in Ashford town centre in February. Promoting the healthy lifestyle brand of One You, this one-stop shop will offer lifestyle information and advice as a drop-in facility. The shop will offer innovative ways of providing weigh-in support and advice as well as quit smoking advice and support, health checks and access to health trainer

services. There will also be opportunities to access advice and support on mental health, diabetes and relevant urgent care messages (such as the Health Help Now app). A communications sub-group is managing the launch of the One You shop which is likely to be the first One You Shop in England. The One You shop will initially run as a pilot.

### **Risk Assessment**

4. A Risk assessment will be undertaken for each of the activities as this work progresses. The Task and Finish group stressed that all partners will need to work collaboratively to achieve successful outcomes. The need for CCG involvement was emphasised. Further detail on the risk assessment will be provided in the next Board update.

### **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 Healthy Weight Priority Action Plan is currently being developed further for the HWB's approval. The Task and Finish group are open to further proposals for additional or alternative options as they arise throughout the course of this work.

### **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.

### **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 PRIORITY ACTION PLAN Ashford Health and Wellbeing Board Task and Finish Group

<u>Work-stream</u>	<u>Target Areas/Groups:</u>	<u>Partner Lead</u>	<u>Partners involved in Delivery:</u>	<u>Activities:</u>	<u>Timescale:</u>	<u>Cost:</u>
1. Deliver brief advice training to front line staff to raise awareness and signpost to available information and support:- in line with Making Every Contact Count (MECC)	Across Ashford (general) targeting: Stanhope Victoria Norman Aylesford Green Beaver Road Godinton Highfield Adults with a LD Adults with MH issues	<b>Jo Hulks</b> KCHFT	Brief Advice training to be delivered to: Youth Workers Social Care (LD) Childrens Centres Healthy Living Centres Health Trainers Homestart (Families) Age UK (Older People) Action with Communities (ALL) MIND (Mental Health) Headway ] Health Walk volunteers	a. identify and agree who will receive training (including GPs)  b. Develop training package and deliver training programme  c. Link with Health Walk Volunteers (Get Walking programme), Change for Life Housing Association project and other similar programmes  d. monitor advice and referral delivered	tba	Nil
2. Assess impact of current resources on target groups	All commissioned programmes across Ashford compared to programmes in wards with high obesity rates: Stanhope Victoria	<b>Deborah Smith</b> Public Health  <b>Simon Harris</b> <b>Alex Waller</b> ABC	Health Equity Audit of current commissioned provision, engaging views and experiences of participants	a. Conduct Health Equity Audit, consulting with participants	1. Mapping 6 weeks (complete by eo August)	ABC funding graduate

	Norman Aylesford Green Beaver Road Godinton Highfield	<b>+ Graduate</b>				
3.Further promote current commissioned programmes and campaigns	Work with providers to promote activity in priority areas: Stanhope Victoria Norman Aylesford Green Beaver Road Godinton Highfield	<b>Deborah Smith</b> <b>Faiza Khan</b> Public Health	Develop Communication strategy to promote current provision  Publicity to: GP surgeries Pharmacies Vol Orgs HLCs Children Centres Village halls Retail outlets ABC website KCC website HWB website	a.Health Equity Audit to identify key programmes b. Work with providers to market successful programmes c.Distribute publicity in key sites, considering non-English speaking populations d. Identify relevant campaigns (eg. Sugar Smart, National Diabetes week) and promote in key sites	tba	£ potentially (for marketing materials) Although current providers will be encouraged to market their programmes effectively
4.Offer and develop programmes to workforces	Target Ashford businesses who employ Routine & Manual workers	<b>Deborah Smith</b> <b>Faiza Khan</b> Public Health  <b>Caroline Harris</b> Voluntary sector	ABC and PH to develop strategy to expand service delivery in the workplace-as per NICE guidance	a.Work with weight loss providers to establish a pilot offer to businesses b.Contact companies engaged in Kent Healthy Businesses Awards c. Link with Health	tba	£ potentially if increasing provision

				Checks delivered in Kent Businesses d.Refine pilot and roll out to other Ashford businesses		
5.Consult with target groups to develop bespoke programme to support weight management	Stanhope Victoria Norman Aylesford Green Beaver Road Godinton Highfield Adults with a LD Adults with MH issues	<b>Deborah Smith</b> Public Health <b>Simon Harris</b> ABC <b>Caroline Harris</b> voluntary sector  <b>+ Graduate</b>	Consultation to pilot bespoke programme	a.identify method of engagement with public b.ascertain people's views, needs and aspirations c.Work with providers to develop bespoke programme and partners to promote/ market the activity d.Explore Shepway hub model for Ashford e. Monitor and evaluate	Following mapping - Planning - Dec 16 Delivery Mar 17	£ potentially for consultation £ for delivery
6.Review Healthy Weight programmes for Children	3 targeted Ashford Healthy Schools (Beaver Green, Ashford Oaks, Victoria Road)	<b>Jo Hulks</b> KCHFT	Schools KCC Early Help Childrens Centres	a.Audit healthy weight programmes delivered in Healthy Schools. b.Engage with schools to identify effective approaches	tba	nil

## Appendix 2

	<u>Work-stream:</u>	<u>Aims and Objectives of the Work-Stream:</u>
1.	<p><b>Deliver brief advice training to front line staff to raise awareness and signpost to available information and support:- in line with Making Every Contact Count (MECC)</b></p>	<p>A training package has been developed which delivers consistent messages around both healthy eating and physical activity; addresses any concerns around raising the issue of weight and identifies relevant signposting opportunities . Initial scoping has identified early help and local housing associations as key partners. Outcomes are to be linked to existing commissioned work streams. Work has already been undertaken to deliver training to a number of groups across Ashford and the challenge is to understand how this can link with strategic plans and measurable outcomes for these key partners. Engagement is required from existing partnership groups including the LCPG and to link with the newly appointed housing trustee. This work will also link with the existing Food Champions programme and current participants working in early help and local supermarkets..</p>
2.	<p><b>Assess the Impact</b> of current resources on target groups</p>	<p>A mapping exercise has already been undertaken to identify the range of healthy weight support available for people in the Ashford area. In localities where there are highest levels of overweight people, this work needs to be developed to ascertain the take up and outcomes of provision. An audit will be carried out to identify levels of awareness, engagement, outcomes, value for money and impact on targeted groups. This will provide a baseline to assess what works well, how resources can work collaboratively for greater impact and identify gaps in provision.</p>
3.	<p><b>Promote</b> current provision and commissioned programmes</p>	<p>There will be a communications strategy to effectively promote the services and resources available to those in targeted groups. This will include relevant campaign messages (national and local) and raising awareness of services to targeted groups and to the organisations that support them (eg.</p>

		Health, community, voluntary, workplace, commercial sector). A meeting with Public Health's head of campaigns has been scheduled for the 11 <sup>th</sup> July to develop this proposal further.
4.	<b>Workplace</b> – Offer and develop programmes targeted to workforces	The employer has a role in supporting their workforce to be and remain healthy. There are already a number of networks that currently engage local businesses in the health agenda. Starting with the Kent Healthy Business Awards and the Kent Chamber of Commerce, we will seek opportunities to provide support to businesses on healthy weight, healthy eating and physical activity. Local businesses with higher levels of Routine and Manual workers will be targeted and work will include agencies that are already providing healthy weight support and/or resources to businesses.
5.	<b>Innovation:</b> Consult with target groups to identify effective bespoke programmes to support weight management	The audit of local provision (see 2) will provide a bench-mark of resources and identify targeted groups of people who are overweight but not accessing behaviour change support. With the assistance of trusted community and voluntary agencies, we will seek to engage with specific targeted groups to further understand triggers in behaviour change and identify what can make a difference in people's lives.
6.	<b>Review</b> Healthy Weight programmes for Children	A targeted family weight management course, Ready steady Go is already commissioned by KCC and delivered by KCHFT. The challenge is engaging families and identifying appropriate referrals. Work has already been undertaken to engage key schools within the district offering a package of support. This is to be linked with the development of a Childrens healthy weight pathway and packages of care on offer from professionals including health visitors, school nurses and early help teams. This workstream will evaluate data to identify key target areas; establish key stakeholders; identify opportunities to provide key messages and illustrate the benefits and importance of leading a healthy lifestyle. An audit and evaluation of the existing healthy weight/NCMP locality working group is currently underway and this workstream will link to these outcomes..