

Agenda Item No:



Report To: Ashford Health & Wellbeing Board

Date: 26th April 2017

Report Title: Priority 2 – Healthy Weight Update Report (4)

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Organisation: Kent County Council, Public Health

Summary: Ashford Healthy Weight Task and Finish group has progressed the Healthy Weight Action Plan to reduce excess weight rates in Ashford among Children and Adults. Appendix 1 shows the progress of the action plan to date. Further monitoring and evaluation will lead to a report on achieved outcomes to be submitted to the next Health and Wellbeing Board with recommendations for revised actions for the new financial year (2017/18).

Recommendations: The Board be asked to:-

Acknowledge the Actions progressed by the Task & Finish group

Agree to receive a report on Action Plan outcomes at the next meeting.

Purpose of the report

1. This report is to provide an update on progress of the Healthy Weight Action Plan.

Background

2. The Healthy Weight Action Plan (see Appendix 1) was produced in April 2016 to support the national and Kent level healthy weight strategy to deliver further actions locally to support the improvement of healthy weight in the Ashford community. Healthy Weight and Obesity is identified as a priority because despite trends improving in Ashford, the area still has:
 - a) More 10-11 year olds overweight than the England average
 - b) More 4-5 years olds overweight than the England average
 - c) More physically inactive adults than the England average
 - d) More adults with excess weight than the England average
 - e) 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 heading

A summary overview of the Actions are listed below:

3. *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)* – currently Childrens Centre staff have been in receipt of this brief advice training with little appetite or resources available for other partners to invest in training and delivery. The One You shop, however, has provided an excellent location with opportunities to signpost the public directly to support services available.
4. *Assess impact of current resources on target groups .through Health Equity Audit of current provision, engaging views and experiences of participants* – Audit now complete; contains list of commissioned healthy weight services in the Ashford area and post-code representation of participants; particularly those living in areas of the highest obesity rates. Phase 2 of the project is being planned for 2017/18 to include consultation with communities and an aim to engage some of the private healthy weight organisations to encourage equitable access.
5. *Further promote current commissioned programmes and campaigns* - the launch and opening of Ashford One You shop has created opportunities to deliver campaign messages and a convenient location to deliver commissioned programmes. Ashford One You has been promoted in all annual council tax letters, in the local newspaper and through TV advertisements. One You flyers are to be sent to all Ashford GP surgeries and pharmacies. Resource packs containing healthy weight and smoking health promotion messages are being sent to local communities including Housing Associations, dentists and voluntary organisations.
6. *Offer and develop programmes to workforces more widely in the area* – healthy weight, stop smoking support and economic evidence offered to local businesses in Ashford but more strategic approach is needed to encourage local businesses to promote healthier lifestyles to their workforces. Flyers and posters have been distributed and One You advertisements has helped towards this and Ashford Borough Council has offered time for each of their staff to visit the One You shop in Ashford for an individual Health Check. His event can be marketed to other businesses as an example of good practice along with cost benefits.
7. *Consult with target groups to develop bespoke programme to support weight management* – this will be undertaken as phase 2 of Action 2. This also meets Public Health targets for community asset mapping.
8. *Review Healthy Weight programmes for Children* - 3 participating Schools (Beaver Green, Ashford Oaks, Victoria Road) have varying levels of engagement. Stanhope, Ashford will be included in a new Public Health pilot to increase Child Health Measurement Programme engagement which will be designed to increase community participation.

Conclusion:

Ashford One You shop has been instrumental in delivering healthy weight advice to Ashford residents. Weigh-in services and blood pressure checks are particularly popular and provide a valuable opportunity to enter dialogue on healthy weight behaviour change.

Raising awareness in communities and promoting messages more widely has been addressed through the production of a resource pack which is being distributed to health and local organisations.

In addition, the service mapping of healthy weight provision is currently being analysed and will provide the basis for a more in depth analysis of provision that will be more conducive to behaviour change in targeted communities.

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Appendix 1

HEALTHY WEIGHT STRATEGIC ACTION PLAN Ashford Health and Wellbeing Board Task and Finish Group

<u>Action</u>	<u>Target Areas/Groups:</u>	<u>Partner Lead</u>	<u>Outcome:</u>	<u>Timescales:</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: <i>Stanhope</i> <i>Victoria</i> <i>Norman</i> <i>Aylesford Green</i> <i>Beaver Road</i> <i>Godinton</i> <i>Highfield</i> <i>Adults with a LD</i> <i>Adults with MH issues</i>	Jo Hulks 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]	Brief Advice training Currently being delivered to Childrens Centres Further advice and signposting offered in Ashford One You shop to over 150 people, nearly 50% of which have been delivered to people who live in the wards with the highest prevalence of obesity.	All: 31 March 2017	Nil: within One You shop funding

		Health Walk volunteers Housing Assns.			
2. Assess impact of current resources on target groupsthrough Health Equity Audit of current provision, engaging views and experiences of participants	All commissioned programmes across Ashford compared to programmes in wards with high obesity rates: Stanhope Victoria Norman Aylesford Green Beaver Road Godinton Highfield	Deborah Smith Public Health Emma Everett ABC	<ul style="list-style-type: none"> Health Equity Audit framework identifies the healthy weight services available and who is accessing them. This information highlights low access to services in areas of greatest need Phase 2 of the project is being planned to include .Consulting with participants and will involve speaking to local people about the services on offer 	31 st March 2017	Nil
3. Further promote current commissioned programmes and campaigns more widely in the area	Work with providers to promote activity in priority areas: Stanhope Victoria Norman Aylesford Green Beaver Road Godinton Highfield	Deborah Smith Faiza Khan Public Health Publicity to: GP surgeries Pharmacies Vol Orgs HLCs Children Centres Village halls Retail outlets ABC website KCC website HWB website	<ul style="list-style-type: none"> Ashford One You shop promotes range of commissioned healthy weight activities with drop-in Weigh ins being most popular. 22 People have joined the Weigh to Go programme and 36 referred to Healthy Weight advice. Resource packs distributed to all GPs and Pharmacies in Ashford Potential for CCG to promote One You to GPs, physiotherapists IAPT s etc. 	Ongoing e: resource pack prepared for public and business distribution by group	£ nil -current providers will be encouraged to market their programmes

Offer and develop programmes to workforces	Target Ashford businesses who employ Routine & Manual workers	Deborah Smith Faiza Khan Public Health	<ul style="list-style-type: none"> • Healthy Weight promoted to local businesses to encourage healthier employees 		
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	Deborah Smith Public Health Simon Harris ABC voluntary sector	<ul style="list-style-type: none"> • identify method of engagement with public • ascertain people's views, needs and aspirations • Work with providers to develop bespoke programme and partners to promote/ market the activity • Monitor and evaluate 	Following mapping - Planning from April 2017	£ potentially for consultation £ for delivery
Review Healthy Weight programmes for Children	3 targeted Ashford Healthy Schools (Beaver Green, Ashford Oaks, Victoria Road)	Jo Hulks KCHFT	<ul style="list-style-type: none"> • Healthy weight action plan being delivered in healthy schools but engagement could be improved • Plans to address engagement through NCMP pilot project 	<ul style="list-style-type: none"> • Ongoing • From April 2017 	nil

Healthy Weight in Ashford

January 2017

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>



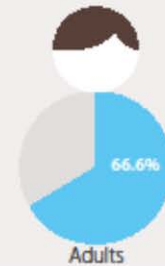
Overweight and obese

Ashford has higher than the Kent and national average for 4-5 year olds (26.1%) and 10-11 year olds (34.6%) with excess weight. Excess weight among 4-5 year olds is increasing.



Excess weight

66.6% of adults in Ashford have excess weight. This is higher than the Kent (65.5%) and national average (64.8%) but is a reduction on last year.



Source: 2015/16 PHE data

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