

**Agenda Item
No:**

6(i) (b)



Report To: Ashford Health & Wellbeing Board

Date: 19th July 2017

Report Title: Priority 2 – Healthy Weight Prevalence Final Report 2016/17

Report Author: Deborah Smith

Organisation: Kent Public Health

Summary:

The Healthy Weight Task and Finish group has delivered then reviewed outcomes of the Action Plan implemented for 2016/17. Promotion of some of the existing programmes (such as Very Brief Information training and Healthy Weight programmes in schools) have been challenging, indicating that the offer could be revised and tailored to local need to become a more attractive resource. Campaign and health promotion resources have been widely disseminated but tangible outcomes on healthy weight as a result of this work are hard to evidence. The launch of the One You shop, promoting Healthy Weight, Stop Smoking and other lifestyle support services has proved to be popular with the Ashford residents, particularly as a resource to receive information, advice and regular weigh in sessions. To date, 941 people have accessed the One You shop in Ashford and 300 interventions on Healthy Weight have been delivered.

The Task and Finish Group would welcome continuing this work to raise the profile of the One You shop and support the development of additional healthy lifestyle services to meet the public needs. Plans for engagement groups in areas of highest obesity prevalence are also considered valuable to identify the specific attitudes, behaviours and motivators of local people to help shape provision for the future.

Recommendations:

The Ashford Health & Wellbeing Board be asked to:-

Note the update and progress of the 2016/17 Action Plan

- a) Agree to an Action Plan for 2017/18 with activities to achieve the Kent Healthy Weight priorities.
- b) Agree to the Task and Finish Group overseeing the delivery of the One You shop and to deliver focussed insight work in areas of high obesity prevalence to understand attitudes, behaviours and motivators for healthy weight.

**Policy
Overview:**

In January 2017, Public Health England published an Action Plan on Childhood Obesity, reporting on a trend of increased weight among children. Kent's Healthy Weight Action Plan, based on national guidance, is still waiting to be finalised, but the Ashford Task and Finish group would wish to continue with any further

	Healthy Weight work in alignment with the national guidance and Kent priorities.																									
Financial Implications:	There has been no dedicated budget allocated to this work of this group. The Ashford Action Plan has been delivered within existing resources.																									
Report: Background	<p>In England, nearly a third of children aged 2 to 15 are overweight or obese. Obese adults have double the risk of dying prematurely than adults of a healthy weight and are seven times more likely to become a type 2 diabeticⁱ.</p> <p>The economic cost of obesity impacts upon social care, the local economy and the NHS. It was estimated that the NHS in England spent £5.1 billion on overweight and obesity-related ill-health in 2014/15.ⁱ</p> <p>Impact of Excess Weight in Ashford</p> <table><tr><th>PHOF Indicator</th><th>England rate</th><th>Ashford prevalence: 2014/15</th><th>Ashford Prevalence 2015/16</th><th>Trend:</th></tr><tr><td>Excess weight 4-5 year olds</td><td>22.1</td><td>23.6</td><td>26.1</td><td>↑</td></tr><tr><td>Excess Weight 10-11 year olds</td><td>34.2</td><td>34</td><td>34.6</td><td>↑</td></tr><tr><td>Excess Weight: Adults</td><td>64.8</td><td>67.5</td><td>66.6</td><td>↓</td></tr><tr><td>Proportion of population having their 5 a day</td><td>52.3</td><td>52.8</td><td>47.6</td><td>↓</td></tr></table> <p>In the last year, Ashford has seen an increase in the numbers of children (age 4-5 years and 10-11 years) with excess weight which is in line with the national trend. However, Ashford still has higher than national rates for 4-5 years with excess weight (estimated 26.1% in Ashford against a national rate of 22.1%) and 34.6% of 10-11 year olds are estimated to have excess weight; 0.4% above the national rate.</p> <p>The number of overweight Adults has decreased in Ashford despite no significant change in the national trend. More adults are reported to be physically active but despite this, a higher number of adults are inactive and fewer daily portions of fruit and vegetables are reported.</p> <p>Aim</p> <p>The Ashford Healthy Weight Task and Finish Group convened to deliver specific actions to help reduce excess weight in Ashford communities. The Action Plan was implemented in June 2016 and this report updates on the progress and learning to date.</p> <p>Ashford Task and Finish Group Action Plan</p> <p>The Healthy Weight Action Plan comprises the following programmes:</p> <ol style="list-style-type: none">1. Deliver brief advice training to front line staff2. Audit current healthy weight resources on target groups	PHOF Indicator	England rate	Ashford prevalence: 2014/15	Ashford Prevalence 2015/16	Trend:	Excess weight 4-5 year olds	22.1	23.6	26.1	↑	Excess Weight 10-11 year olds	34.2	34	34.6	↑	Excess Weight: Adults	64.8	67.5	66.6	↓	Proportion of population having their 5 a day	52.3	52.8	47.6	↓
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3. Promote current programmes and campaigns more widely
4. Offer and develop programmes to workforces
5. Consult with target groups to develop bespoke programmes
6. Review Healthy Weight Programmes for Children

Further detail and outcomes for each of the programme are tabled in The Healthy Weight Action Plan (Appendix 1.)

Conclusion

Progress was made on all programmes in the Plan but uptake from wider stakeholders was limited. Very Brief Intervention training has been offered to partners including the voluntary sector and Ashford Leisure Trust, but there has been no take up to date other than to Public Health leads in Ashford Childrens Centres. The purpose of the training is to raise awareness and initiate discussions on the issues of unhealthy weight and to signpost appropriately to weight management services. Although broad delivery of the training has not been successful, the One You shop has proved to be an innovative source of addressing healthy weight for individuals in the community. Of the 941 people who have visited the shop so far, a third have gone on to receive healthy weight advice and interventions including the popular Weigh to Go service.

Fresh Start programmes and Ready Steady Go were Healthy weight programmes piloted in two primary schools in Ashford but there was insufficient take up from families. Further learning from this has resulted in a research programme conducted to improve engagement on healthy weight initiatives in schools.

The audit on current healthy weight programmes delivered across Kent has been interesting, especially when overlaid with prevalence of obesity rates. Although not all programmes, especially within the private sector have been included at this stage, plans to share the mapping outcomes along with proposals for further local community engagement work are expected to generate greater interest from providers such as Slimming World and Weight Watchers. The results to date inform that many of the identified services are locally accessible to people who live in the areas of highest obesity prevalence but these are not the groups of people who are accessing existing services. Further local community engagement work is planned to better understand attitudes and behaviours of Ashford residents most at risk of obesity and to identify 'motivators' that may encourage overweight adults to access healthy weight support.

Resource packs containing posters for healthy weight and stop smoking and promotion of the One You shop have been widely distributed to GPs, Parish Councils, Voluntary Agencies, Vets, Dentists, Housing Associations and local businesses as well as advertisements issued in Ashford Voice and Kentish Express earlier in the year. One You Flyers were also issued in every residents council tax bill which resulted in a sharp increase in footfall to the One You shop. The posters issued to local businesses are a pre-cursor to a local business event planned for later in 2017 to raise awareness of the impact and economic cost that an over-weight workforce and employees who smoke has on productivity costs and to the local community.

In conclusion, the implementation of the One You shop has demonstrated

value and success in delivering healthy weight management advice and services for people who are looking to work towards a healthier weight. This work has clear measurable indicators that can be tracked as people access One You. However, the effects of campaign and promotion work is less easily measured. Some of the packaged programmes, such as Very Brief Intervention training and the Healthy Weight programmes in schools are less successful in terms of take up and further planned community engagement events will help ensure that offers are both desirable and accessible to local communities.

Recommendations

Considering the national and local trend for excess weight needs to reduce significantly and there are recommended themes from the Kent Healthy Weight strategy, the Task and Finish Group recommend the Ashford Health and Wellbeing Board support the following Healthy Weight Actions for 2017/18:

1. Improve Food Standards in all settings
 - Provide public education including knowledge and skills across all ranges
 - Increase access to nutritious and tasty food
 - Implement campaigns
2. Increase levels of physical activity in all settings
 - Increase usage of leisure, sport and recreational facilities
 - Implement Kent Active Travel Strategy
3. Reduce Social Isolation
 - The Local Authority should work with partners and communities to develop healthier environments and Healthy Towns
 - Undertake health impact assessments on major new builds
4. Create healthier environments
 - Use planning and licensing powers to create healthier environments
 - Reduce adult absenteeism caused by unhealthy weight

Contacts:	Email: Deborah.smith@kent.gov.uk Tel: 03000 416696
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HEALTHY WEIGHT STRATEGIC ACTION PLAN 2016/17
Ashford Health and Wellbeing Board Task and Finish Group

Appendix 1

<u>Theme</u>	<u>Action</u>	<u>Outcome:</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)	<p>Very Brief Information (VBI) training was offered to Ashford Leisure Trust and Voluntary Sector but no uptake to date</p> <p>VBI training offered in line with partnership work with Ashford Oaks and Ready Steady Go Adults pilot but not undertaken</p> <p>Healthy Weight Services promoted at Homestart event to promote/raise awareness but no uptake for VBI training</p> <p>One You shop offers Healthy Weight information and advice, Weigh to Go and referrals to Ready Steady Go, Fresh Start and other Healthy Weight programmes</p>	<p>Brief Advice training delivered to Childrens Centres and Public Health leads in Ashford Childrens Centres.</p> <p>VBI training continues to be offered to partners</p> <p>Since the launch of The One You shop in February 2017 there has been a significant increase in the awareness and advice offered to the public regarding healthy weight. From February to June 941 people have visited the shop and there has been 952 brief information and advice given on lifestyle issues.</p> <p>Of the 574 that have gone on to receive interventions and/or referrals, there have been nearly 500 interventions relating to healthy weight, healthy eating and physical activity. There have also been 116 stop smoking interventions, over 50 Health checks, nearly 70 Health MOTs and over 70 blood Pressure checks. This highlights that people are likely to have more than one intervention at the One You shop.</p>	Nil: within One You shop funding
2. Assess impact of current	Healthy Weight Programmes delivered in	The Healthy Weight Audit identifies the healthy weight services available and who	Nil

resources on target groups through Healthy Weight Service Audit. Consult with target groups to identify motivators and effective programmes to support weight management	Ashford have been mapped against obesity prevalence. Further services to be approached and mapped (eg. Weight Watchers and Slimming World).	<p>is accessing them.</p> <p>The information highlights high numbers of people in areas of highest obesity prevalence accessing services. However, rates of people with excess weight have not decreased.</p> <p>Phase 2 of the project has been planned to engage and consult with targeted communities to identify views on local services and motivators that would help people attain a healthy weight.</p>	
3. Further promote current commissioned programmes and campaigns more widely in the area	<p>Resource packs containing posters and flyers on healthy weight and stop smoking distributed to all GPs, Dentists and Pharmacies in Ashford. Packs also distributed to various veterinary practices, local businesses and to all voluntary centres, Housing Associations and Parish Councils in Ashford.</p> <p>Kent Stop Smoking campaign advertised in Kentish Express and Ashford Voice.</p> <p>One You campaign marketed through television advertisement, newspaper reports, flyers inserted in Council Tax bills and through a number of other sources.</p> <p>Potential for CCG to promote One You to GPs, physiotherapists IAPT s etc.</p>	The launch of the One You shop has seen a significant result in raising awareness and signposting people to healthy weight services. To date, 492 sessions of advice and information has been given on Healthy Weight, Healthy Eating and Physical Activity.	£ nil
4. Offer and develop programmes to workforces	<p>Healthy Lifestyle posters sent to local businesses.</p> <p>Health MOTs offered to Ashford Borough Council staff</p>	Healthy Weight promoted to local businesses to encourage healthier employees	£ nil

	Further plans to encourage employers to signpost to the One You shop and services		
Review Healthy Weight programmes for Children	<p>Fresh Start Group/Ready Steady Go Pilot: The project vision was to run a free weight management group hosted at a target school for KS2 parents/carers. The model encompassed the current Fresh Start model with Ready Steady Go content to engage adults of children identified above a healthy weight who attend the target schools. The model provides a 2 for 1 approach in weight management which will efficiently widen our reach and improve performance for both RSG/FSG programmes. This model was offered to Ashford Oaks and Willesborough; Ashford Oaks was prioritised. Despite support offered and Family Liaison Officer (FLO) input no families were recruited.</p> <p>Plans to address school engagement with the healthy weight agenda through NCMP pilot project.</p>	<p>Ashford Oaks Primary School All parents informed of programme through parent mail Barracuda Poster set up in the school foyer Posters and adverts were displayed in school Leaflets were put in school book bags to send the messages home Health Weight Team attended school to promote engagement and recruit into the programme Information was provided to all school staff via team meetings Whole school text and facebook notification sent to all families</p> <p>Workplace health checks/MOTs for the school staff were delivered in January 2017.</p> <p>Ready Steady Go 12 week programme commenced in April with 6 people attending</p>	£ nil



Ashford priority postcodes + obesity final.png (Command Line)

ⁱ Childhood Obesity: A Plan for Action, Department of Health, January 2017 <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action/childhood-obesity-a-plan-for-action>