

Agenda Item No: 5(b)
Report To: Ashford Health & Wellbeing Board
Date: 18th October 2017
Report Title: Healthy Weight Action Plan report 2016-2017:
One Year On
Report Author: Deborah Smith
Organisation: Kent County Council, Public Health



Summary:

Obesity is a serious and growing problem. Nearly 770,000 people in Kent are estimated to be either overweight or obese. Morbid obesity (BMI 40+) reduces life expectancy by 8–10 years.

The impact of this on the Kent health economy is estimated to be over £55m. This is contributed to by 44% of the incidence of diabetes, 23% of heart disease and between 7%-41% of certain cancers. In 2011 the Department of Health published Healthy Lives: Healthy People: A call to action on obesity in England. Its ambition is to achieve:

- a sustained downward trend in the level of excess weight in children by 2020
- a downward trend in the level of excess weight averaged across all adults by 2020

Although there has been a slight decline in Adults excess weight in Ashford (from 67.5% in 2012/14 to 66.6% in 2013/15), the data shows an increase in childhood obesity at a local and national level over the last three years. The range of programmes delivered by the Healthy Weight Task and Finish group have identified that access to healthy weight services and interventions is more successful when supported through a model and a brand that the public associate with. This is evident in the success of the healthy weight interventions delivered in or referred by the One You shop.

Recommendations: The Board be asked to:-

- i) Note the contents of this report
- ii) Comment on the report
- iii) Support the continued success of the One You shop

Purpose of the report

1. Smoking and Healthy Weight are two main priorities of the Ashford Health and Wellbeing Board. In 2016, local partner agencies convened a task and finish group to produce an action plan of programmes that will be delivered over and above those running as part of the current Healthy Weight Strategy. This report provides an overview of the Healthy Weight Action Plan, detail of the work progressed and outcomes that have been achieved so far.

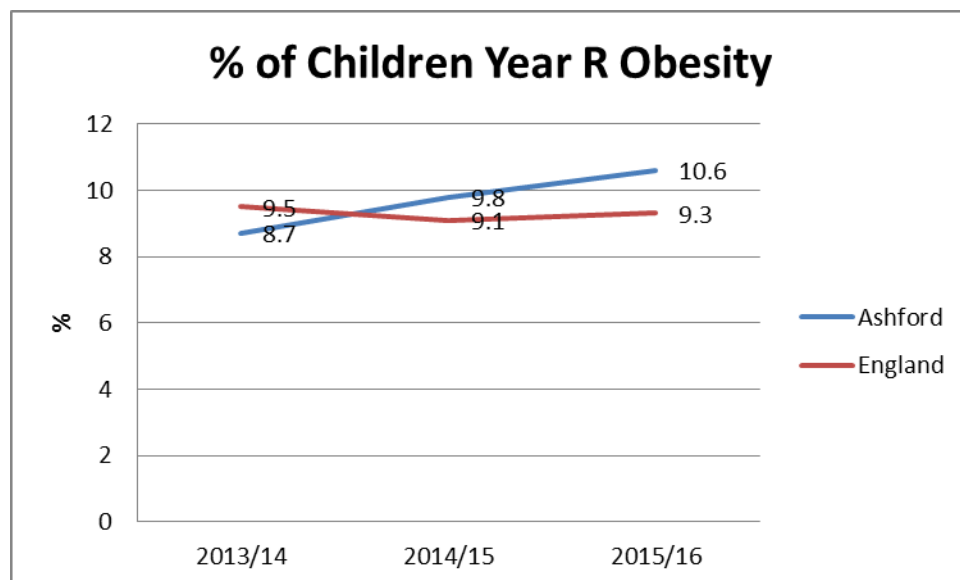
Background

2. In 2013-15, the latest data suggested that around 66% of adults in Ashford were overweight or obese. The term 'excess weight' is used to define adults with a body mass index (BMI) greater than 25 (kg/m²). This data was collected by the Active People Survey by Sport England on an annual basis but there has been no further data published since and it is likely that other data sources will be used in future.

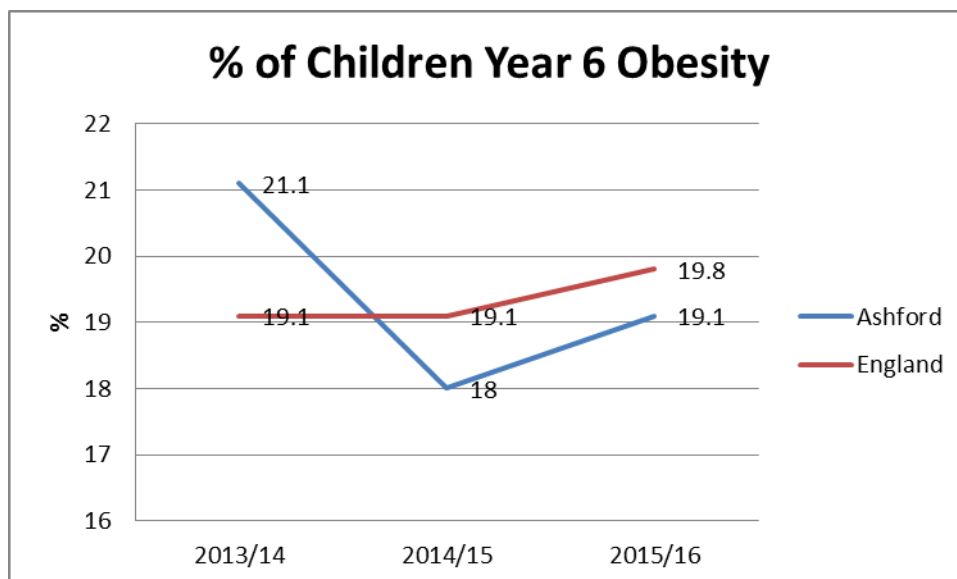
In the last three years, childhood obesity at Reception year (4-5 year olds) has increased slightly in Ashford (from 8.7% in 2013/14 to 10.6% 2015/16) but has remained similar to the England average (9.3%). Year 6 children (10-11 year olds) has a variable trend in Ashford and has a higher level of obesity than year R children.

In terms of numbers of people, it is estimated that there are 157 obese children in Year R and 262 obese children in Year 6 in Ashford (2015/16).

Chart 1: % of Obese Children in Ashford and England from 2013-2016



Source: NHS Digital, National Child Measurement Programme



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NHS
Digital,
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Child

Measurement Programme

3. As obesity prevalence increases, there is an increased cost burden to the Health Service and to society.

The following table (taken from the Draft Kent Healthy Weight Strategy) shows the estimated addition cost of obesity by 2030:

Estimated additional costs related to obesity to CCGs by 2030

CCG	2012 registered population*	% Kent population	Additional cost (£m)
NHS West Kent CCG	466,245	31.1%	£17.2m
NHS Dartford Gravesham and Swanley CCG	248,912	16.6%	£9.1m
NHS Ashford CCG	123,536	8.2%	£4.5m
NHS Canterbury and Coastal CCG	212,388	14.2%	£7.9m
NHS Swale CCG	108,377	7.2%	£4.0m
NHS Thanet CCG	139,545	9.3%	£5.3m
NHS South Kent Coast CCG	200,403	13.4%	£13.4m
total	1,499,422	100%	£55.4m

*NHS England CCG 2012 registered population

4. The Task and Finish group created a Health Weight Action Plan for Ashford. The Action Plan consists of 5 areas of work to help raise awareness of unhealthy weight and obesity and promote healthy weight programmes where possible.

The areas of work were:

1. Deliver brief advice training to front line staff
2. Assess impact of current resources on target groups
3. Promote current commissioned programmes and campaigns more widely in the area
4. Offer and develop programmes to workforces
5. Review Healthy Weight programmes for Children

5. Progress to Date:

5.1 Deliver brief advice training to front line staff

Very Brief Information (VBI) training was offered to Ashford Leisure Trust and the Voluntary Sector but there was no uptake. Healthy Weight Services promoted brief advice training at a Homestart event to promote and raise awareness of training available, but again there was no take up. Ready Steady Go-Adults pilot was offered in partnership with Ashford Oaks School but there was insufficient interest to commence the programme. On reflection, it has been difficult to engage with professional partners to offer training for them to provide information and advice to their target audiences. This is unsurprising in settings where there are competing priorities and healthy weight advice does not form part of their core business.

From the opening of the One You shop in Ashford in February 2017, the public have overwhelmingly sought Healthy Weight information and advice more than any other service supervision. This has led us to conclude that weight management is an important lifestyle issue for individuals and that the One You shop provides the ideal setting for people to access the level of support and advice they feel comfortable with. Individual weigh-ins are popular with the public and the shop has also signposted to referrals to Weigh to Go, Ready Steady Go, Fresh Start and other Healthy Weight programmes.

5.2 Assess impact of current resources on target groups

The task and finish group have undertaken a service mapping exercise to locate a range of healthy weight initiatives available in the Ashford area and identify, at ward level, the residencies of people who access these services. This information is overlaid with ward level obesity prevalence. The results are presented in a map (appendix 1) which shows a high number of commissioned healthy weight services and numbers of people who access them. The map suggests that access to healthy weight services does not vary according to deprivation. However, there are limitations to this work as there are many more weight management services available in the community. Had organisations such as Weight Watchers and Slimming World participated, the map may reveal a different picture and outcome data is also needed to determine success measures.

Phase 2 of this work is now almost complete. Activmobs have been commissioned to undertake insights from local people to gauge the views and motivators of aspiring to a healthy weight. The aim is to understand what would incentivise people who do not currently access services to lose weight and what service models could practically fit in with their lifestyle.

5.3 Promote current commissioned programmes and campaigns more widely in the area

Resource packs containing posters and flyers on healthy weight and stop smoking have been distributed to all GPs, dentists and pharmacies in Ashford. Packs have also distributed to various veterinary practices, local

businesses and to all voluntary centres, Housing Associations and Parish Councils in Ashford.

The One You campaign has been marketed via television advertisements, newspaper reports and flyers inserted in Council Tax bills.

There is the potential for Ashford CCG to promote One You to other health professionals, GPs, physiotherapists and Improving Access to Psychological Therapies (IAPT) programmes.

5.4 Offer and develop programmes to workforces

This will be followed by a local business event planned for the New Year 2018 to incentivise businesses to promote a healthier workforce. This is in line with the draft Kent Healthy Weight Action Plan recommendations:

“Workplaces are also well-placed to intervene. The Corporate Health & Performance Group study found that obese employees take significantly more short – and long-term sickness absence than workers of a healthy weight and that there is growing evidence to support employers becoming more involved in tackling obesity. The study showed that obese people took 4 days extra sick days a year and for every 1,000 people employed this resulted in productivity losses of £126,000”.

As a major local employer, Ashford Borough Council offered all of their staff opportunities to receive a Health MOT at the One You shop, Ashford.

The forthcoming business event will include opportunities for employers to signpost employees to the One You shop and services.

5.5 Review Healthy Weight programmes for Children

Engagement with the pilot schools to review Healthy Weight programmes for children has been problematic. Despite support offered and Family Liaison Officer input, no families were recruited. Public Health is now proposing to work with researchers to review engagement in the NHS National Child Measurement programme and are keen to engage with the task and finish group to identify key schools and work collaboratively to deliver outcomes in providing family based support for children who are overweight.

6. The One You shop Ashford

The Ashford One You shop opened on 8th February 2017. The shop is open Tuesdays to Fridays from 9.am to 5pm and from 9am to 1pm on Saturdays.

Since the shop has opened and to the end of July 2017:

- **1624** people were recorded as accessing the One You shop
- Of the **1624** people accessing the One You shop, **843** people went on to receive further detailed healthy lifestyle information and interventions
- A total of **1392** healthy lifestyle advice and interventions have taken place

Information and advice on Healthy Weight and weight management interventions have been the most popular reason for people accessing the One You shop. To date, there have been 509 Healthy Weight and 205 physical activity and walking interventions. This is 51% of all interventions. More people from the Victoria ward have accessed these interventions than people from any other ward in Ashford. This is hugely positive considering Victoria ward has the highest rates of obesity in Ashford.

Conclusion

Much of the work in the Action Plan is still ongoing. To date, it has been recognized that there needs to be a fresh approach to delivering weight management services and these have been harnessed in the One You shop. The supporting data evidences this. More creative approaches need to be explored to reduce the increasing trend of childhood obesity (both locally and nationally). Once finalised, the insights work on healthy weight in local communities will be valuable to shape future provision which may require further collaborative working among partners in the public and private sector. The One You shop may provide an effective location to deliver this.

Contacts: Email: Deborah.Smith@kent.gov.uk
Tel: 03000 416696 (07850 210919)

Ashford Healthy Weight Service map - service provision sites and the number of people accessing each of these services with modelled adult obesity prevalence overlaid

