

Agenda Item No: 5(b)

Report To: Ashford Health & Wellbeing Board



Date: 18th April 2018

Report Title: Healthy Weight Action Plan report 2017-18 Quarter 4:
January to March 2018

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Organisation: Kent County Council, Public Health

Summary: Adult excess weight and obesity rates in Ashford are higher than the national average (67.1% in Ashford compared to 61.3% nationally). The current action plan for Ashford based on the Kent Healthy Weight strategy identifies ways in which partners can contribute to improved obesity rates within current resources and the One You shop in Ashford has proven to be a prime resource to address healthy weight in the community. The end of year report on progress is currently being finalised with the recommendation that further actions be identified through the Kent and Medway Sustainability and Transformation Plan for prevention. Excess weight among children aged 4-5 and 10-11 year olds are also higher in Ashford than the national average and are being addressed through multi-agency local and Kent-wide childrens groups.

Recommendations: **The Board be asked to:-**

- i) Note the contents of this report
- ii) Comment on the report
- iii) Accept the recommendations in the conclusion of this report.

Purpose of the report

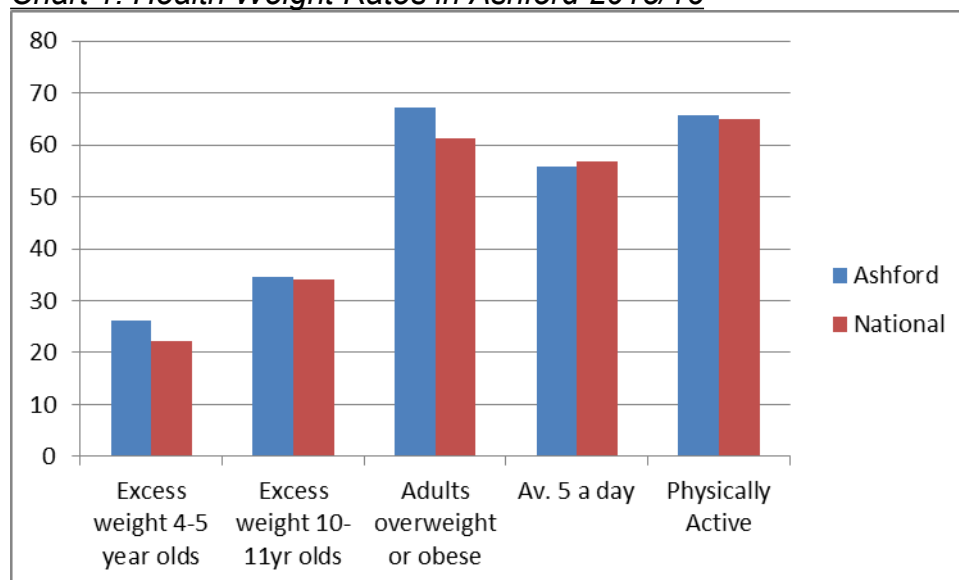
1. This report provides the Ashford Health and Wellbeing Board with a quarterly update and overall outcomes for the year 2017/18 on the Ashford Healthy Weight Action Plan.

Background

2. The Ashford HWB Task and Finish group aims to deliver the two priorities of the Health and Wellbeing Board, namely: to improve healthy weight rates and to reduce smoking prevalence in the Ashford area. This report provides an update on the progress on the healthy weight agenda to date.

3. Excess weight among adults in Ashford is higher than the national average (67.1% against 61.3% nationally). This is also higher than the regional average of 59.7%. The latest data used by Public Health England is based on 2015/16 estimates.

Chart 1: Health Weight Rates in Ashford 2015/16



Source: Public Health England, Local Tobacco Control Profiles

Progress to Date:

4. Key progresses on Ashford specific activities undertaken in the last quarter:

Aim:	Progress to date:
1. Healthy Weight insight work.	Local interviews conducted in the Victoria ward revealed insights into the attitudes and behaviours of local people in respect of their weight and obesity. The information on perceived weight and clothe sizing, attitudes to weight and motivators to take action are valuable for understanding how best to focus resources in the most effective way to obtain positive outcomes. These insights are being used along with other behaviour change techniques to increase access to weight management services delivered at the Ashford One You shop.
2. One You shop Update on healthy weight activities in the One You shop	The One You shop in Ashford offers Healthy Weight advice and drop-in 'weigh ins' are the most popular service in the One You shop. Nearly 1,000 of the 2,029 interventions have been regarding healthy weight or physical activity. The wards with the most people accessing healthy weight interventions are North Willesborough, Beaver Green, Stour and Victoria. A further 250 Health Check and Health MOTs have taken place and blood pressure checks account for 13% of all interventions. .

5. Further Activities in Progress/ recommended actions

The following are priorities identified in the Kent Healthy Weight strategy which the task and finish group have agreed should be completed to demonstrate Ashford's local contribution.

Strategy Recommendation	Progress:
1. Improve Food Standards	<ul style="list-style-type: none">- The national audit of fast food outlets shows that Ashford performs well compared to the national average of density of fast food outlets per 100,000 population (rate: 61.6 in Ashford compared to 88.2).- Healthy Eating promotion delivered in childrens centres- Sugar Free campaign being promoted in appropriate settings, including the One You shop
2. Increase levels of Physical Activity in all settings	<ul style="list-style-type: none">- 10% of all interventions in the One You shop have offered advice or referral to physical activity support. Referrals to the Ashford Leisure Trust are made from the One You shop and Health Walks commencing at the One You shop on a regular basis are being explored.- Awaiting report on how the Active Ashford Plan and the local Kent Active Travel Strategy will contribute to increased physical activity levels in Ashford.

Conclusion

- 4 Based on the Kent strategy, the current Ashford Healthy Weight Action Plan identifies a range of key activities already in place that can illustrate the contribution to Healthy Weight and physical activity in Ashford. Further healthy weight measures designed to reduce obesity rates at a Kent and Medway level are incorporated in the Sustainability and Transformation Plan (STP) for prevention. It is recommended that Ashford partners explore the STP further to consider which activities could be localised in Ashford to improve healthy weight and obesity rates at a local level.

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