

1.	Meeting:	Health Select Commission
2.	Date:	9th July 2015
3.	Title:	Childhood Obesity Update Report
4.	Directorate:	Public Health

5. Summary

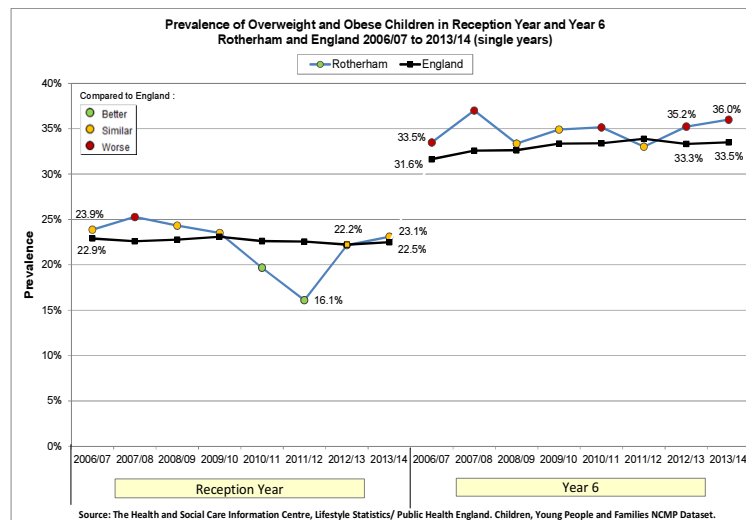
- 5.1 A detailed report of the workshops held by a sub-group of the Health Select Commission was presented to Cabinet in October 2013. An update was received in November 2014, when Members requested a further update following the reprocurement of Rotherham’s Healthy Weight Framework.
- 5.2 Services in Rotherham’s Healthy Weight Framework (tiered weight management services) were recommissioned with new contracts effective from April 2015, following approval from Cabinet in March 2014. Contracts for three “lots” of child obesity services have been awarded to two providers. Places for People Leisure will deliver the tier two programme (MoreLife clubs) and MoreLife Ltd will be delivering tier three (MoreLife clubs with 1:1 support) and tier four (MoreLife residential camp).
- 5.3 The majority of the recommendations in this update report focus on the prevention of overweight and obesity within the community and the promotion of weight management programmes to support children locally.

6. Recommendations

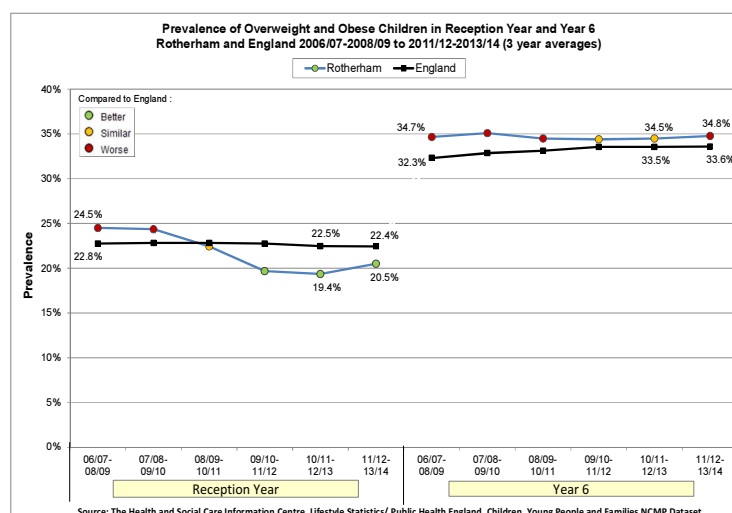
- 6.1 **That members of the HSC note the progress being made against the recommendations identified in the original review and the resources being deployed to reduce levels of childhood obesity.**

7. Proposals and Details

- 7.1 This paper summarises the current position with regard to the recommendations in the original report. A detailed update of activity contributing to reducing levels of excess weight in children across the borough can be found in Appendix A.
- 7.2 Progress has been made with work completed or underway on a number of the recommendations. Levels of childhood overweight and obesity continue to be of concern in Rotherham, with 2013/14 data from the National Child Measurement Programme (NCMP) showing that levels of overweight and obese are above the England average in both Reception (22.5% England, 23.1% Rotherham), and Year 6 (33.5% England, 36.0% Rotherham).



- 7.3 The trend of overweight and obesity using a 3 year average shows that Rotherham's level in Reception is below the England average. However the trend in Year 6 shows increasing levels of overweight and obesity and a widening of the gap between England and Rotherham.



- 7.4 The Healthy Weight Framework services have been recommissioned with updated specifications which are consistent with national guidance and evidenced best practice. Contracts were awarded with effect from April 2015 for

three years. A single point of access have also been established which help to ensure all children are assessed and referred into the correct service and monitored effectively. The DCRS data system allows commissioners access to live service data and enables improved targeting, contract monitoring and equity audit information.

- 7.5 The national policy introducing free school meals to reception and KS1 children has increased meals served per day.
- 7.6 Stakeholders continue to meet quarterly at the Obesity Strategy Group to drive obesity prevention and treatment work across the borough
- 7.7 Childhood obesity service performance April 2015 to date:

Service	Commenced in programme	Ready to commence programme	No. of completers achieving weight loss
Children Tier Two <i>Places for People / More Life</i>	57	36	No data available until end July 2015
Children Tier Three <i>MoreLife</i>	36	38	No data available until end July 2015
Children Tier Four <i>MoreLife Camps</i>	Recruitment underway 20 confirmed places July 2015		No data available until September 2015

8. Finance

- 8.1 The total cost of the Healthy Weight Framework totals £844k. Of which the children's services comprise: tier 2 - £170K, tier 3 - £128K and tier 4 - £76K.
- 8.2 Additional external funding relating to increasing levels of physical activity may have an impact on the prevention of overweight and obesity however there is no way of evidencing that this impact will be seen.

9 Risks and Uncertainties

- 9.1 Lack of referrals from health care professionals and front line practitioners could impact on target outcomes.
- 9.2 Weight reduction requires motivation and commitment from individuals and families. If motivation is not appropriately assessed there is a higher risk of attrition from the programme.
- 9.3 Whilst the Obesity Strategy Group provides the overarching framework for partnership work, the factors influencing childhood obesity are outside the control of the commissioned weight management services. Continued commitment from all partners is required to impact on the obesogenic environment e.g. address levels of and opportunities for physical activity, access

to healthy food, support from education and health partners, continued lobbying for legislative change on food and physical activity policy.

10. Policy and Performance Agenda Implication

- 10.1 The local weight management services are subject to compliance with national guidance and ongoing performance management.

Rotherham Child Health Profile 2015 (HSCIC)

Joint Strategic Needs Assessment for Rotherham

NICE Guidance (NG 7, CG43, PH6, PH25, PH27, PH35, PH38 PH42 and PH47)

Healthy Lives: Healthy People – a call to action on Obesity (2011, Department of Health)

Foresight Report (2007, Government Obesity Unit)

Public Health Outcomes Framework for England 2013-2016 (Department of Health)

Developing a specification for lifestyle weight management services (2013, Department of Health)

Clinical Commissioning Policy: Complex and Specialised Obesity Surgery (2013, NHS Commissioning Board)

11. Background Papers and Consultation

4th December 2014 Health Select Committee report on Childhood Obesity

12th September 2013 Health Select Committee report on Childhood Obesity

12. Contact

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13. Appendix A: Cabinet's Response to the Scrutiny Recommendations

Cabinet's Response to Scrutiny Review Childhood Obesity

Recommendation	Cabinet Decision <i>(Accepted/ Rejected/ Deferred)</i>	Cabinet Response <i>(detailing proposed action if accepted, rationale for rejection, and why and when issue will be reconsidered if deferred)</i>	Officer Responsible	Action by (Date)	Update July 2015
<p>Recommendation 1 The balance of activities commissioned for children between clubs and RIO should be reviewed as there appears to be an expressed preference for attendance at the clubs.</p>	Accepted	The specifications for services are being reviewed and the referral pathways strengthened to ensure that children are triaged into the most appropriate service at their referral. The service pathway specifies the most appropriate service for each child's weight and height to maximise success in the services	Catherine Homer	End January 2014	The children's services now operate using a single evidence based pathway – delivered collaboratively by MoreLife Ltd and Places for People Leisure which offers a family friendly focus. The MoreLife programme is internationally recognised as best practice for the delivery of tier 2-4 interventions.
<p>Recommendation 2 Establish interim contract monitoring and improved data management for obesity services once recommissioned.</p>	Accepted	There is already ongoing performance management of all the services including performance and service quality. A single bespoke data management system will be commissioned as part of the service re-procurement for the range of obesity services to enable better quality performance monitoring.	Catherine Homer	End April 2014	The data is managing through the web based data management system (DCRS). DCRS is a Nationally developed tool with bespoke features tailored for the Rotherham service. Services provide updates on their contractual performance on a monthly basis using live data accessed through DCRS.
<p>Recommendation 3 Promote more individual success stories of children and young people who have done well on the programmes to encourage others.</p>	Accepted	Media releases and promotions are undertaken by individual services and collectively in response to specific opportunities such as National Obesity Week, Summer Camp etc. Programme currently being developed for National Obesity Week 2014 (13-19 January)	Catherine Homer plus service providers	Ongoing	Case studies and success stories are routinely collected by the service providers. These case studies are shared with performance and quality (P&Q) and communications colleagues for RMBC reports and media interest. Case studies are also showcased in

					conference presentations.
<p>Recommendation 4 Consider including targets for referrals to weight management programmes as part of the new specification for school nurses.</p>	Accepted	<p>The specification had already included active referral and signposting to weight management programmes and is being updated to strengthen this process. The specification/contract will be monitored for referrals to services through the performance management process. Ongoing updates provided to a wide range of service providers through Healthy Schools Network and protected learning time for clinical staff.</p>	Alison Iliff	Ongoing	<p>Rotherham's school nursing specification has been reviewed and the DCRS system will allow monitoring of the numbers of referrals from the school nursing service.</p>
<p>Recommendation 5 Provide more information about services and encourage greater engagement with parents through schools, particularly in primaries, to reach children at a younger age.</p>	Accepted	<p>Information is already provided as part of the National Child Measurement Programme process. Healthy Schools Coordinator promoting services on an ongoing basis to schools. Information about services is available in children's centres, schools, libraries, leisure services, general practices and other public places.</p>	Catherine Homer / Service providers	Ongoing	<p>Information is provided as part of NCMP feedback to parents.</p> <p>Healthy Schools Coordinator and providers promoting services on an ongoing basis to schools. Information about weight management services is available in children's centres, youth work settings and public libraries.</p>
<p>Recommendation 6 Continue to promote whole family interventions and free activities such as walking initiatives and park runs.</p>	Accepted	<p>Promoted through Obesity Strategy Group, Rotherham Active Partnership (RAP), Heart Town initiative, social media. Local weight management services already promote such activities. Opportunity to enhance promotion through review of website.</p>	Rebecca Atchinson/ Service providers	Ongoing	<p>Promoted through Obesity Strategy Group, Rotherham Active Partnership (RAP), Heart Town initiative, social media. The weight management services already promote such activities.</p>
<p>Recommendation 7 Promote Rothercard more extensively to encourage increased participation in activities.</p>	Deferred	<p>Promoted at local venues but scheme requires review (the scheme was SY wide – there is no local performance data and the scheme is under review as part of local offer by RAP.</p>	Chris Siddall/ Rebecca Atchinson	No timescale agreed	<p>Promoted at local venues but scheme requires review (SY wide – no local performance data). For review as part of local offer by RAP.</p>

<p>Recommendation 8 Explore the feasibility of introducing a healthy vending policy in PfP leisure centres.</p>	Accepted	The majority of the goods offered in vending and café facilities within Leisure Centres would be considered to be healthy in moderation.	Joanna Saunders/ Steve Hallsworth	To be negotiated	Discussed with provider. Current vending policy is company wide.
<p>Recommendation 9 Introduce a 400m exclusion zone for new fast food takeaway businesses near schools in Rotherham.</p>	Accepted	Under discussion with planning colleagues – part of consultation on Local Development Plan. Meetings with planning colleagues are scheduled in January 2014.	Joanna Saunders/Helen Sleigh	Ongoing	Included in Local Development Plan. Only relevant to new applications, not current businesses.
<p>Recommendation 10 Strengthen the requirement for report authors to show awareness of the health implications of their proposals.</p>	Deferred	For consideration by Admin and Legal – would require development of framework for assessment and potential training. Lead commissioner to discuss with Admin and Legal.	Joanna Saunders/Admin & Legal	To be negotiated	Continues to be under discussion.
<p>Recommendation 11 That Cabinet be asked to support the regional and national lobby for legislation to support work on healthy weight and reductions in obese and overweight people.</p>	Accepted	Contributing to NICE guidance consultation and attending the regional Obesity group which links directly to Public Health England.	Joanna Saunders	Ongoing	Public Health professional organisations including the Faculty of Public Health and the Royal Society for Public Health continue to lobby for legislative changes to reduce levels of sugar, salt and fat in food and drink products and for clear and consistent labelling to enable the public to make informed choices
<p>Recommendation 12 Forward the points relating to schools to CYPS DLT for information and consideration.</p>	Accepted	Already discussed at CYPS DLT – further discussion with Healthy Schools Lead ongoing.	Joanna Saunders/Kay Denton-Tarn	Ongoing	Discussions continue with CYPS DLT on a regular basis. DLT continue to monitor the take up of school meals which meet nutritional standards.