

# Developing a Rotherham 'Healthy Weight For All' Plan



*Big hearts, big changes*

# What we know...

- 25.5% of 4-5 year olds and 36.1% of 10-11 year olds are overweight or obese
- Obesity levels are much higher in our most deprived communities: the three most deprived wards (Rotherham East, Rotherham West and Valley) have some of the highest rates for obese children at Reception and Year 6
- Adult obesity levels are significantly higher than the England average, with 71.2% of adults aged over 18 either overweight or obese – and 6 of the 7 most deprived wards are above Rotherham average for obese adults
- Only 1 in 20 obese children at reception will have a healthy weight at year 6
- These levels of obesity cost the local economy an estimated £23.7 million

**“There comes a point when you have to stop pulling people out of the river, get upstream and find out why they are falling in” Desmond Tutu**

- Current ‘weight management’ service for age 4+ identified with weight concern...
- Model of delivery only able to work with around 150 children per year
- There were around 1000 obese children in reception and year 6 alone in 2017/18
- If only 1 in 20 obese children at reception have a healthy weight at year 6, resources need to be directed much more towards early years
- Obese children are more likely to become obese adults and will generally have poorer health than their non-obese peers - the Health and Wellbeing Board has a strategic aim to ensure “all Rotherham people live well for longer”
- Need a much stronger focus on prevention
- Use a whole systems approach to understanding local causes of obesity and what works best to tackle them...

# A Whole System Approach

**Tackling obesity is everyone's business – there is no single individual, group or organisation that can do this alone**

- Six phases which aim to help local authorities deliver coordinated actions, involving stakeholders across the whole local system:
- Early phases focus on preparation – securing senior leadership support, developing stakeholder groups, building an understanding of the local obesity picture
- The next phases are all about collective working: stakeholders from across the system are brought together to create a map of the local causes of obesity in their area and identify and prioritise areas of action – it allows stakeholders to recognise their role in the system and how they can make a difference.
- The latter phases of the process focus on taking actions forward as a group, continuously monitoring and revising them and reflecting on how things can be improved.

# Local plans & strategies

- Health and Wellbeing Strategy
  - Aim 1: All children get the best start in life
  - Aim 3: All people live well for longer
  - Roll of aim 4 in preventing obesity
- Children and Young People's Plan – being refreshed for 2019
- Rotherham Active Partnership Plan (contributing to Cultural Strategy & Health and Wellbeing Strategy)

# **Aim: for everyone in Rotherham to achieve and maintain a healthy weight**

## **Strategic themes:**

- Whole systems approach
- Effective use of intelligence and data (inc. assets)
- Reducing inequalities
- Workforce development

## **Priorities:**

1. Maximise universal preventative action across the life-course
2. Give every child the best start in life
3. Create environments that promote healthy weight
4. Effective early intervention and support when needed

# Outcomes

- More children and adults with a healthy weight
- More children from deprived communities with improved health outcomes (reduced gap in excess weight between the least and most deprived areas)
- More people with improved mental wellbeing
- More people active, more often
- More children and adults eating '5 a day'
- Fewer people with type 2 diabetes
- Others...

# Key Actions

## Priority 1. Maximise universal preventative action across the life-course

### a. Sign up to the Local Authority Declaration of Healthy Weight

- Food Active developed the declaration in North West, which is now being rolled out across this region
- Led by the Local Authority, but partner engagement is crucial
- 14 'set' commitments with option to include further local priorities (e.g. linking to existing work) including:
  - Engagement with the local food and drink sector to consider responsible retailing
  - Reviewing provision in all public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks
  - Increase public access to fresh drinking water on local authority controlled sites
  - Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited
  - Advocate plans with partners including the NHS and all agencies represented on the Health and Wellbeing Board to address the causes and impacts of obesity
  - Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer
  - Invest in the health literacy of local citizens to make informed healthier choices
  - Ensure clear and comprehensive healthy eating messages are consistent with government guidelines
  - Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity

# Key Actions

## Priority 1. Maximise universal preventative action across the life-course

### b. Increase physical activity levels for all ages across Rotherham:

- Continue to support the Rotherham Active Partnership to increase physical activity levels for the least active, children and young people and older people
- Support roll out of the 'daily mile' in primary schools
- Continue to support the Physical Activity Clinic Advice Pad trial
- Explore opportunities to use Social Prescribing to promote physical activity
- Explore opportunities in the work place to promote physical activity, such as stair challenges (discouraging use of lifts!), walking/running groups, moving more often during the working day (linked to Healthy Workplace Award)

# Key Actions

## Priority 2. Give every child the best start in life

### a. **Up-skill the workforce to deliver a healthy weight programme for families with young children:**

- Train professionals in 0-19 Service and CYPS to deliver an evidence-based, longer-term behaviour change programme for families of young children (0-5 years)
- To include: breastfeeding, weaning, sugar smart, active play, oral health
- Provided for all families to access, but with targeting in deprived communities (via children's centres)

### b. **Actions to support maternal health**

- Targeted to areas of deprivation...
- What is already being done / what more could be done?

# Key Actions

## Priority 3. Create environments that promote healthy weight

### a. Explore opportunities to ensure the local environment doesn't 'promote obesity', including:

- Planning policies and local developments (including the town centre)
- increasing availability of healthy food and physical activity opportunities
- Explore opportunities presented in the Childhood Obesity Trailblazer EoI (without the funding!)

### b. Continue to roll out the Healthy Workplace Award

- Supporting employers to create healthy environments in the workplace

### c. Commit to actions described in the LA Declaration on Healthy Weight

- impacting on the environment in relation to food and opportunities to be physically active

# Key Actions

## Priority 4. Effective early intervention and support when needed

- a. **Develop pathway to support the National Child Measurement Programme (NCMP)**
  - Up-skill staff within 0-19 Service and CYPS to deliver an evidence-based, longer-term behaviour change programme for families of children aged 5-11:
  - To provide an appropriate pathway for primary age children identified with a weight concern following NCMP
  - To enhance the NCMP 'offer' by providing more personalised support and advice for families
- b. **Explore opportunities for providing support/advice for young people aged 12+ identified with a weight concern**
  - Evidence (both national and local) suggests traditional 'weight management programme' not as effective for this age group
  - Need a more 'holistic', positive approach which focuses on healthy behaviours not just 'weight'
- c. **Get Healthy Rotherham to continue to provide adult weight management service until 2021**

# National & regional context

- Government Childhood Obesity Strategy
- PHE-led Community of Improver Group (Healthy Weight and Physical Activity)
- Regional Childhood Obesity Action Plan
- Y&H sign up to the Local Authority Declaration on Healthy Weight

## DRAFT: Plan on a page

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Whole systems approach

Effective use of intelligence and data

Reducing inequalities

Workforce development

### Outcomes

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### Strategic Priorities

Maximise universal preventative action across the life-course

Give every child the best start in life

Create environments that promote healthy weight

Effective early intervention and support when needed

### Lifecourse

Pre-conception

Pregnancy

Childhood

Adulthood

Later life

# 'Asks' of the HWbB...

1. Views on the draft plan...
2. Commitment to a 'whole systems approach':
  - stakeholders from across the system identified to create a map of the local causes of obesity in their area and identify and prioritise areas of action
3. Identify appropriate leads to support this work (*as a virtual network or task group*)
4. Commitment to work towards the LA Declaration on Healthy Weight: 'the council' but needs support from all partners
5. Help identify gaps: older peoples weight, oral health and hydration, how to engage care and residential homes etc