

BRIEFING	TO:	Health and Wellbeing Board
	DATE:	20 March 2019
	LEAD OFFICER	Kate Green, Public Health Specialist, Rotherham Metropolitan Borough Council
	TITLE:	Local Authority Declaration on Healthy Weight

Background

1. A Rotherham-wide 'Healthy Weight for All' plan was proposed to the Health and Wellbeing Board (HWbB) in January. This set out four high-level priorities to focus on, which would sit under 'Aim 3' of the Health and Wellbeing Strategy (with a link also to 'Aim 1') and be overseen and monitored by the HWbB.

The plan will include four strategic themes:

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

With four priorities:

1. Maximising universal preventative action across the life-course
2. Giving every child the best start in life
3. Creating environments that promote healthy weight
4. Providing effective early intervention and support when needed

The plan will include specific actions under each of the priority areas, which all partners contribute to; helping Rotherham become a place where local people feel able to make healthy choices for themselves and their families.

One of the key actions presented as an option to take forward under Priority 1: maximising universal preventative action, was the 'Local Authority Declaration on Healthy Weight' (LADHW).

What is the Local Authority Declaration on Healthy Weight?

The LADHW is a local authority commitment encompassing services such as planning, public health, environmental health, culture and leisure, to work collectively to positively impact on the health of the local population.

The declaration was developed by Food Active in the North West. It is now being rolled out across the Yorkshire and Humber region, following the regional Director of Public Health network collectively commissioning this from Food Active.

It is proposed that RMBC works towards the LADHW, as a way of bringing together relevant services, as well as engaging with partners across the 'health and wellbeing' system, to use collective influence to create a healthier environment for its staff and residents.

The declaration comprises of 14 standard commitments which are designed to be bold but achievable, with the opportunity for areas to make further local commitments to supplement the declaration if they wished (see appendix A for overview of commitments).

Activity in relation to the commitments will be focused mostly around the ‘environment’ and culture e.g. availability of food and drink, opportunities for physical activity and promotion of healthy messages to local people. Therefore working towards the declaration has potential to support and enhance other actions in the wider ‘Healthy Weight for All’ plan, which will contribute towards the local Health and Wellbeing Strategy and Place Plan.

Key Issues

2. To fully understand the opportunities and implications in relation to adopting the declaration, a paper is being taken through council governance arrangements, to ensure council-wide agreement and engagement in actions.
- ‘Signing’ the declaration does not mean that all the actions in relation to the commitments are complete, but a statement of intent that the whole council, working closely with partners, is committed to actions to address key challenges in relation to obesity.
- It is advised by Food Active to allow adequate time to develop a local action plan against the commitments, and ‘launch’ this to demonstrate publically what will be done.

Key Actions and Relevant Timelines

3. Food Active suggest 7 ‘steps’ are needed to successfully adopt the declaration. The table below shows the steps along with activity already taking place, or suggestions for how to take these forward:

7 STEPS	Current or proposed activity
STEP 1: Help frame the problem. Make sure to provide a clear evidence base using local data.	Locally there is a clear picture of obesity for both adults and children, which has already been presented to various forums setting out the problem.
STEP 2: Work with elected members, ensure they identify with the issues and appreciate how the council is able to support their local communities through the Declaration. Identify a champion to help the declaration through the democratic process.	Cllr Roche as chair of the HWbB has been engaged in this to date, and agreed to champion this work. Consideration needed as to how best to engage other elected members across Rotherham.
STEP 3: Make sure all sections of the council are involved, not only public health. Use champion to garner support from all local authority departments.	A paper setting out the opportunities and implications of the declaration is being taken through council governance, to ensure engagement with whole council.
STEP 4: In establishing local priorities work with the Health and Wellbeing Board and a Healthy Weight Steering Group (if in place). Refer to local strategies and identify how the declaration can help to meet these.	An outline of the declaration is presented to the HWbB within this paper. Proposal to establish a task group to consider the commitments, and what actions are needed in order to adopt the

		declaration.
	STEP 5: Sign up and celebrate! Share commitment with the media and establish ownership.	Once the task group has considered all commitments and actions needed (although appendix A demonstrates this is not starting from a blank page, and some activity is already being done), consider a launch event to celebrate – suggest appropriate time is given to working towards this e.g. signing declaration by end of 2019.
	STEP 6: Make sure you maintain the momentum once the Declaration is signed and make people accountable for their actions.	Task group to ensure actions are delivered on.
	STEP 7: Monitor and evaluate the Declaration.	Suggest this is done via regular reporting on the wider 'Healthy Weight for All' plan to the HWbB (as part of 'Aim 3' updates) as well monitoring of actions by the declaration task group and reporting to the Cabinet Member/Chair of HWbB.
Recommendations		
4.	<p>Health and Wellbeing Board to:</p> <ul style="list-style-type: none"> a) Note the proposal by RMBC to work towards adopting the Local Authority Declaration on Healthy Weight. b) Agree to contribute to activity where appropriate and consider other local priorities to be included in the declaration. c) Agree to monitor activity as part of the wider update on the 'Healthy Weight for All' plan (under 'Aim 3' of the Health and Wellbeing Strategy). 	

Appendix A

Local Authority Declaration on Healthy Weight: commitments and opportunities

Commitment	Examples of good practice / what is already being done locally
Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products.	Examples from other areas where work has been successful e.g. engaging with local fast food outlets to consider 'healthier' options, voluntary action in relation to energy drinks, and catering provided at local events.
Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities.	For example: Public Health England has published information for local authorities in relation to Coca-Cola (e.g. providing sponsorship for events and the Coca-Cola truck). Locally this would mean ensuring that messages around healthy weight weren't compromised by food and drink promotions, town centre events etc
Review 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 (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible)	Examples from other areas include action on vending machines in council buildings, leisure centres, hospitals and either removing them altogether or reviewing the offer so that they include healthier alternatives/no sugar drinks etc (e.g. conversations have already started with Rotherham leisure centres to address this), ensuring cafes in council buildings have healthy options, catering provided for council-run events are not high in fat, sugar or salt.
Increase public access to fresh drinking water on local authority controlled sites	Water already provided in some sites, explore how this could be rolled-out to other buildings.
Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited	Supplementary planning guidance is already being drafted to sit under the Rotherham Local Plan, which includes a checklist for health and wellbeing implications and a proposed restriction of hot food takeaways close to schools and colleges.
Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, academic institutions	Locally a 'Healthy Weight for All' plan is being developed, which will sit under the Health and Wellbeing Strategy and be monitored by the

and local communities to address the causes and impacts of obesity	Health and Wellbeing Board; setting out actions across all partner agencies. How communities are engaged in this needs consideration.
Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites	Potential to work with the School Improvement Service to engage schools in supporting health and wellbeing and reducing promotion of food high in fat, sugar and salt. Example: Sheffield currently exploring work with 'Clear Channel' to consider advertising of unhealthy food and drink in bus shelters.
Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities	Ensure local plans support the Government Childhood Obesity Strategy where appropriate.
Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer	Consider what is on offer at local events, including Rotherham Show, and explore how to promote messages about healthy weight.
Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight	Examples of activity in other areas includes: consistent messages being promoted to all staff, ensuring food available in staff buildings has healthy options (inc. culture of cakes and biscuits in the workplace), staff encouraged to take up physical activities.
Invest in the health literacy of local citizens to make informed healthier choices	Consider communications plan to support the declaration and consider the role of local people (inc. elected members) to champion messages around healthy weight in communities.
Ensure clear and comprehensive healthy eating messages are consistent with government guidelines	Consider communication to all staff in relation to healthy eating messages. Public Health currently working with the 0-19 Service to look at training options for staff who work with children and families (in the council and The Rotherham Foundation Trust) to support them in being able to talk to families about the importance of healthy weight.
Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity	Strategic Director of Regeneration and Environment (R&E) sits on local Health and Wellbeing Board and engaged in discussions around healthy weight. Actions will also be included in the 'Healthy Weight for All' plan in relation to the built environment e.g. discussions have already taken place with colleagues in R&E in relation to the town centre public realm, elected member group looking at promoting walking and cycling in the borough, Rotherham Activity Partnership now established to plan and promote physical activity and sport locally.

<p>Monitor the progress of our plan against our commitments and publish the results.</p>	<p>Will be monitored by a local Task Group to ensure actions are delivered, and this plan will be overseen by the Health and Wellbeing Board (as part of the broader 'Healthy Weight for All' plan).</p>
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