

BRIEFING	TO:	Health Select Commission
	DATE:	26 March 2020
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	TITLE:	Local Authority Declaration on Healthy Weight

1. Background

- 1.1** The Local Authority Declaration on Healthy Weight is a local authority commitment encompassing areas such as planning, public health, environmental health, culture and leisure to work together to improve the health of the local population.
- The declaration was developed by Food Active. Food Active is a healthy weight programme in the North West, supported by Directors of Public Health. Their work involves tackling obesity and promoting healthy weight across the North West population, with a specific focus on the most vulnerable. They influence policy at both local and national levels, working with local authorities on their health and wellbeing agendas, as well as lobbying at a national level and working closely with communities on specific projects. 15 North West region Local Authorities have adopted the declaration.
- In light of its success in the North West region it is now being rolled out across Yorkshire and Humber (Y&H), following the regional Director of Public Health network collectively commissioning this from Food Active.
- Rotherham Council formally signed and adopted the Declaration on 20th January 2020, to join other local authorities including York, Leeds and Kirklees. A number of other areas (Calderdale, Doncaster and North Yorkshire) are also at various stages of developing their approach.
- This briefing provides an overview of the declaration and its 14 commitments, what adopting it will now involve, and examples of actions for members of the Health Select Commission to consider.
- This will be supported by a presentation at the meeting on 26th March by Robin Ireland from Food Active, where examples from other areas will be shared with members of Health Select commission.

2. Key Issues

- 2.1** Unhealthy weight (overweight and obesity) is a serious public health problem that increases disability, disease and death and has substantial long-term economic, wellbeing and social costs.
- Rotherham has high levels of obesity for both children and adults.

25.5% of 4-5 year olds and 36.1% of 10-11 year olds are overweight or obese, (compared with 22.4% and 34.3% England average).¹

Nearly two-thirds of Rotherham adults aged over 18 are now overweight or obese (62.7%), which is similar to the England average (62.0%). However, figures for adults are based on self-reported survey data² and liable to reporting bias and wide fluctuation.

Rotherham has also been the target for media interest over several years in relation to obesity.

To address these challenges and ensure obesity remains a priority locally, a proposed 'Healthy Weight For All' plan has been presented to the Health and Wellbeing Board, and is currently being developed, which focuses on a whole-system approach to promote healthy weight across the life-course. The vision for tackling this significant issue is for Rotherham to be a place where people of all ages feel able to make healthy choices for themselves and their families, particularly in relation to food and physical activity.

Whilst part of the plan will be to ensure people are able to access support in relation to weight when needed, which is currently provided via the commissioned services for adults and children, it is important that there is an increased focus on primary prevention of obesity.

2.2 Local Authority Declaration on Healthy Weight

The Local Authority Declaration on Healthy Weight (LADHW) is about prevention, and addressing the obesogenic environment that people live in. It focuses on all of the areas that the Council either controls or has influence over, to promote healthy weight wherever possible, and work with relevant partners to do the same.

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 wish. Appendix 1 to this paper includes an overview of the commitments and examples of actions being taken forward locally.

The declaration therefore is a statement of intent, demonstrating that the Council as a whole is committed to exploring opportunities in relation to promoting healthy weight and reducing obesity. It offers a way of bringing together all of the work already going on under one 'umbrella' and provides an opportunity to share positive stories publicly.

Rotherham Council formally signed the declaration on the 20th January 2020, but this does not mean that all actions in relation to the commitments are complete, it will be a live piece of work that continues to develop over time. Accountability for the continued implementation of the declaration will be with the Council, and monitoring of the plan will be done locally.

Adopting the LADHW is seen as a positive step for Rotherham; demonstrating a commitment to tackling some of the complex challenges being faced locally in relation to obesity. It demonstrates the issue remains a priority for the Council, but that it requires a new, whole-system approach in line with best practice and evidence.

The proposed actions also enhance and contribute towards key strategic documents such as the Health and Wellbeing Strategy and the Rotherham Integrated Health and Social Care Place Plan.

¹ Public Health England, National Child Measurement Programme (2017/18)

² Active Lives Survey, Sport England

3. Key Actions and Timelines

3.1 Consultation with stakeholders

The proposal to adopt the declaration was originally raised at the Health and Wellbeing Board during 2019, when all health and wellbeing partners agreed to contribute to this work where appropriate.

On 23rd July 2019 a Member Seminar also took place providing members with an opportunity to consider the commitments and discuss possible actions to take forward.

The declaration was formally signed at the Town Hall on 20th January 2020 and discussions are now taking place with relevant officers and elected member across the Council, for example from planning, environmental health, catering, licensing, early years and social care, to explore what opportunities are available.

To further enhance the work being done by the Council, Food Active have developed a 'Partner Pledge' for partners to adopt in support of the declaration. The next steps will be to share this with relevant partners, such as schools, leisure centres, and local businesses and support them to make this a commitment. Food Active are also developing a separate NHS Declaration for NHS partners, which will be explored later during the year.

3.2 Adopting the declaration

Food Active recommend several steps which need to be taken in adopting the declaration, some of which have been completed, some will continue to be on-going activity:

- It is widely accepted that healthy weight is everyone's responsibility and requires concerted effort from within the Council and externally to bring about change. Support for and endorsement of the LADHW was sought from the Health and Wellbeing Board, Cabinet and the Senior Leadership Team, helping to ensure it is successfully embedded within the council's plans and strategies.
- The Health and Wellbeing Board will provide a key role, as the declaration supports Aim 3 of the Health and Wellbeing Strategy. Other local plans and strategies will be considered to identify how the declaration can help meet priorities.
- The commitment has been shared with the media and a local communications plan is being developed to maximise internal and external communications around the declaration.
- It is important that momentum continues once the declaration is signed and people are accountable for their actions. The reason for bringing this to Health Select Commission is to help build momentum, as well as help identify and work with new stakeholders in developing actions against the commitments from within and outside the council.
- Monitoring and evaluating the declaration will be done locally by developing action plans and linking the declaration to the local healthy weight plan. A Healthy Weight Declaration Monitoring tool will also be used to evaluate progress against the commitments and identify future planning.

3.3 Timeline

The final action plan will be published by the end of April, contributing towards the wider 'Healthy Weight for All' plan.

The monitoring and evaluation tool will then be put into place during May 2020 and overseen as part of Aim 3 of the Health and Wellbeing Strategy.

	Following this, work will begin to engage with key partners across Rotherham, to develop 'partner pledges', led by Public health.
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4. Recommendations	
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4.1	Health Select Commission to:
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| | <ul style="list-style-type: none">• Note the information provided about the declaration and that the Council formally adopted this on 20th January 2020. |
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