

# Rotherham's Approach to Weight and Weight Stigma: 12 Month Update

Health and Wellbeing Board –  
24<sup>th</sup> January 2024

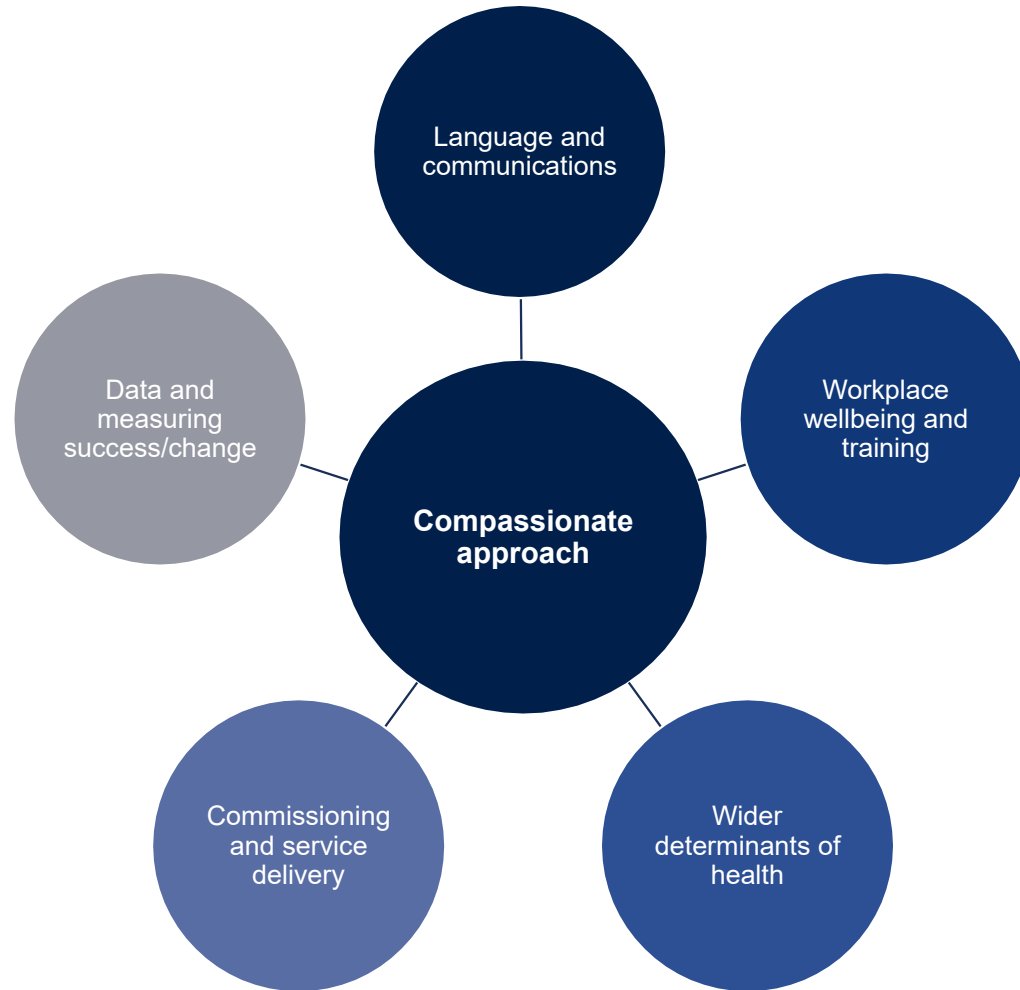
# Twelve Months on...

- Compassionate Approach was introduced to the Board in January 2023, this presentation is a reflection of what has been done in the last 12 months.
- The key focus of the work is to embed the core principles of the compassionate approach in practice and maximise long term health gains.
- Aims are to encourage a personalised approach to healthy weight, to reduce stigma and remove barriers to successful lifestyle change/s.

# Context

- There's a growing movement and evidence base that supports taking a 'compassionate approach' to weight to achieve long term outcomes.
- This approach involves:
  - Actively tackling weight stigma and body shaming
  - Focussing on healthy habits and sustained behaviour change over time, rather than on weight loss as the primary success measure
  - Emphasising the importance of social change over individual 'lifestyle choices'
  - Taking a person-centred and holistic approach
  - Addressing the wider and commercial determinants

# What does this mean in practice?



Sharing learning across South Yorkshire and more widely

# Overview of Developments – Influencing Residents

- **Training:** Trained a range of people and organisations, including development day for 0-19 and school catering.
- **Recruitment:** 3 extra nursery nurses, to enable a 3-to-4-month supportive visit.
- **RotherHive:** Sections on eating well and moving more now included on RotherHive.
- **Advertising and sponsorship:** an advertising and sponsorship policy is in development and will include consideration of the commercial determinants of health.
- **Planning:** using the planning process to support a healthier food system.



# Overview of Developments - Strategic

- **Working Group:** The Working Group is currently meeting on a quarterly basis and is developing a partnership action plan to help embed compassionate approach into Rotherham.
- **JSNA:** Language around weight and obesity changed to reflect compassionate approach.
- **Food Network:** Incorporated into the action plan for the Food Network.
- **National consultation:** e.g. review of NICE guidance for weight management.
- **Best Start and Beyond Framework:** The compassionate approach is one of the lenses.
- **South Yorkshire Mayor:** Looking at Public Transport Advertising (similar to London Transport).

# Case study: Rotherham Healthwave

- T2 weight management services (and smoking cessation) services have been recommissioned – launched October 2023
- Emphasis in the new service on:
  - Personalisation
  - Diversity of the offer
  - Measuring wider outcome measures – (including MH and wellbeing) – rather than just weight
  - Sustainability!
- *“We have been with many weight loss programmes before...We have never ever learned or been educated with such ultimate encompassing knowledge, dedication, and striving to help us achieve our goals.”*



**Free weekly activities**

	Venue	Time	Activity
Mon	New York Stadium	3-5pm	Bat and Chat
	Health Suite	6.15-7.15pm	Fitness Class
Tue	Maltby Leisure Centre	12-1pm	Badminton
	New York Stadium	1-2pm	Pilates
Wed	Wath Leisure Centre	12-1pm	Swimming
	New York Stadium	5-6pm	Tai Chi (fortnightly)
Thu	Rotherham Leisure Centre	11-12pm	Badminton
	Aston Leisure Centre	6-7pm	Badminton
	Youth & Employability Hub	6-7pm	Themed Cooking Class (fortnightly)
Fri	The Centre in Brinsworth	12-1pm	Pilates
	New York Stadium	2-3pm	TRX Fitness

Refer yourself and sign up for FREE via [rotherham-healthwave.connecthealthcarerotherham.co.uk/](https://rotherham-healthwave.connecthealthcarerotherham.co.uk/)



# Case Study: Moving Rotherham

- 4 priorities are Active Champions, Active Environments, Active Communities, Active Communications.
- Increased focus on wider physical activity and health opportunities with a new subgroup and action plan
- Focus of actions is on **normalising physical activity for everyone**, embedding physical activity into everyday life, including widening opportunities to be active outdoors and supporting the least active to become more active, such as through social prescribing.
- Example: community group in Maltby supported to incorporate an active session into their social time, they chose Boccia.





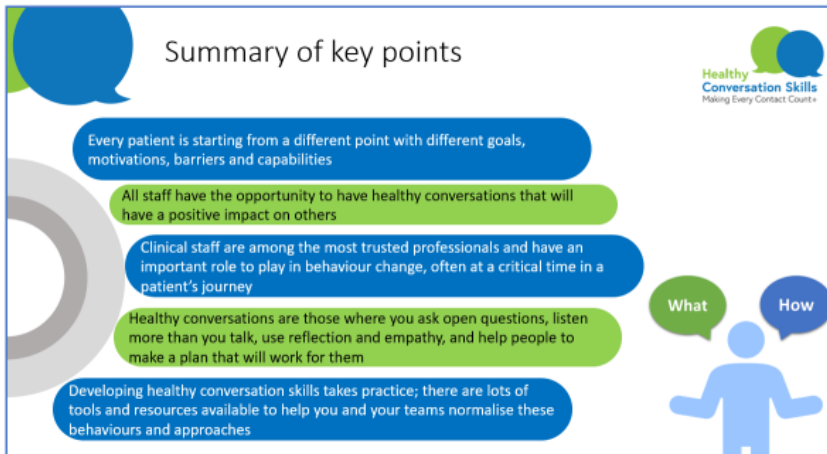
# Case study: Language and communications toolkit

- Came from feedback given by members of the Compassionate Approach Working Group in August.
- The purpose of the toolkit is to inform and provide examples of compassionate language and communication. It includes sections on writing, conversations and imagery.
- Presented to the Working Group in November. Full draft sent out shortly after. Feedback was positive, particularly around the writing and imagery sections. Potential for the conversation section to be condensed.
- Next steps will be creating a condensed conversation guide and trialling it with contact workers. To be sent out to comms leads.



# Case study: Supporting people with long-term conditions

- Work to reach out to patients with diabetes and engage them in weight-management interventions
- Script was carefully constructed, considering the impact of stigma and communicating risk in neutral terms – positive outcomes reported
- Training also in development within TRFT to embed this approach more widely through MECC training which will help to ensure this approach is applied to working with our LTC patients



# Next steps

- The working group is currently meeting on a quarterly basis with an action plan in place.
- Priorities that have been identified:
  - Developing our data to measure and monitor the impact of this approach.
  - Mapping of current weight management and intervention services and resources.
  - Promoting the Language and Communication Toolkit as a resource for staff
  - Continuing to roll out training, including for adult social care staff
  - Aligning the compassionate approach to strengths-based approaches in adult social care
  - Exploring how we support schools and the wider health and social care workforce to embed the approach
  - Developing our approach to evaluation and measuring success
  - Engaging local people around the compassionate approach, including aligning to the 'Say Yes' campaign
  - Reviewing learning from diabetes programme and consider how this could be incorporated into other programmes (e.g. Health Checks)

# Recommendations

For the Health and Wellbeing Board to:

- Note the progress made to embed a compassionate approach to weight and weight stigma over the last twelve months
- Consider additional opportunities to embed the compassionate approach into practice