

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Self Regulation Select Commission
2.	Date:	22nd November 2012
3.	Title:	Childhood Obesity
4.	Directorate:	Public Health

5. Summary:

The report provides an update on action taken to reduce and mitigate the impact of childhood obesity in Rotherham.

6. Recommendations:

- That members note the report and consider, in particular, the following recommendations:
- That the performance and achievement of the Healthy Weight Framework (HWF) received and noted
- That the Commission endorses the proposal to review the service specifications and recommission the services for a further 3-5 year period
- That the Commission receives an annual update on the Borough's performance in tackling childhood obesity as part of the monitoring of the Corporate Plan Outcomes..

7. Proposals and Details:

Background

The performance clinic was called as a result of the obesity rate for children in Y6 (aged 10 and 11 years) rising more steeply in Rotherham than elsewhere and above the national average. The full data is shown in the table below:

Table 1
National Child Measurement Programme (NCMP) Data for Rotherham & England,
YR & Y6.

NCMP Data

Year	2006/7	2007/8	2008/9	2009/10	2010/11
Reception % measured – Rotherham	91%	90%	94.1%	94.4%	98.2%
Reception % measured – England	83%	89%	91.2%	92.9%	93.4%
% Reception obese - Rotherham	10.3	12	10	10.5	8.3
% Reception obese - England	9.9	9.6	9.6	9.8	9.4
% YR ovwt & obese – Rotherham	23.8	25.2	24.4	23.5	19.6
% YR ovwt & obese - England	22.9	22.6	22.8	23.1	22.6
Yr6 % measured – Rotherham	79%	88%	90.8%	95%	96.8%
Yr6 % measured – England	80%	87%	89.1%	89.9%	91.8%
% Year 6 obese - Rotherham	18.4	20.8	19	20.2	21.6
% Year 6 obese - England	17.5	18.3	18.3	18.7	19.0
% Yr 6 ovwt & obese – Rotherham	33.4	37	33.3	34.9	35.2
% Yr 6 ovwt and obese -England	31.6	32.6	32.6	33.3	33.4

The obesity programme is managed by the Head of Health Improvement in the PH team and an Obesity Strategy Group, chaired by Councillor Ken Wyatt, meets quarterly. The full time Obesity Lead left her post in April 2012 and has not been replaced.

Current position

The NCMP data for 2011/12 has not yet been published (due December 2012), but there has been an issue nationally with the recording of the measurements as a result of faulty equipment. It is likely that the Rotherham measurements have been

over estimated, and that there are fewer overweight or obese children than the data suggests. However, the relative position is not changed.

The Rotherham Healthy Weight Framework (HWF) was initially commissioned by NHS Rotherham for 3 years from 2009 to 2012 and won the national Health & Social Care Award for Excellence in Commissioning in 2009. The services have been extended into 2012/13 and agreement has been made for the current contracts to be rolled forward for a further 6 months into the 2013/14 financial year, to enable further review of the performance of the services, and any potential review of the pathway and balance of services to ensure compliance with NICE guidance as any longer term commissioning is undertaken.

The commissioning of the HWF transfers from the NHS to the Local Authority from 1 April 2013, with the transition of the Public Health Service. The decision was made to roll the contracts forward to secure the delivery of services for children and adults during the transition period.

The services for both children and adults continue to be performance managed by the Head of Health Improvement, with regular meetings with individual providers and joint meetings to facilitate improvements to the individual services and the overall pathway. The services for children comprise the following:

More Life Clubs (delivered by DC Leisure) – latest data shows that 450 children have achieved success in programmes delivered to date (97% success rate). The current programmes run until December. During the past 2 summer holidays, DCL have also delivered an intensive day camp programme, using a model based on the More Life Residential Camp.

Rotherham Institute for Obesity (the multidisciplinary team delivered by Clifton Lane Medical Centre) – to date 497 children have been referred to this service. RIO provides support directly to children and also assesses them for referral to the Residential Camp. Over 60% of children joining this service achieve weight loss.

More Life Residential Camp – to date 155 children have attended the residential camp achieving 100% success. Follow up data shows that at 6 months, 60% of the young people who continue into the Club programme continue weight loss and report significant improvements in self-esteem, confidence and engagement in school and social activities.

The Obesity Strategy Group has reviewed its Terms of Reference and widened participation from within the Local Authority. Obesity features clearly within the Joint Strategic Needs Assessment and the Clinical Commissioning Group's Annual Commissioning Plan. This is further supported by the Health and Wellbeing Strategy Healthy Lifestyles theme (led by the Head of Health Improvement).

Obesity is one of the key outcomes in the Public Health Outcomes Framework and is being reviewed by OFSTED in the current inspection regime for Children's Centres and schools. A presentation about the HWF service offer was made to Health Visitor and School Nurse teams in April 2012. Work is currently under way to produce a resource for schools to raise awareness of the services and promote

referral. Weight Management is also a key offer within the “Making Every Contact Count” programme.

Future commissioning arrangements

There has been concern that the short-term commitment to the services will lead to loss of trained and experienced staff and that any future services need to reflect the revisions to NICE guidance (this is due to be published any time). There is still no national benchmarking of weight management services (this continues to be raised nationally) and Rotherham still receives considerable interest in the HWF and service outcomes achieved to date.

The Obesity Strategy Group are currently organising a one day conference event to raise the profile of the framework (and the Borough’s success in the commissioning and delivery of weight management services) in January 2013.

8. Finance:

The funding for these services is currently with NHS Rotherham. It will transfer to RMBC as part of the ring-fenced Public Health Grant.

9. Risks and Uncertainties:

The HWF was commissioned to reflect the best evidence and guidance available at the time and assuming the framework were to be recommissioned, the new specifications would reflect the forthcoming NICE guidance.

If the decision were made not to commission these services, there would inevitably be rises in the Y6 levels of overweight and obesity and adult obesity and increased morbidity and mortality as a result of increasing levels of cardiovascular disease and cancer. Obesity is widely seen as one of the major public health challenges. The Rotherham framework has attracted considerable national interest and is considered as best practice.

10. Policy and Performance Agenda Implications:

The most prominent policy and performance links include the RMBC corporate plan outcome: More people are physically active and have a healthy way of life, the Rotherham Community Strategy priority: ensuring the best start in life for children and families and will also form part of the Joint Health and Wellbeing Strategy priority which will be reported on through a Public Health Outcomes Framework.

11. Background Papers and Consultation:

None.

Contact Name: Joanna Saunders

Title: Head of Health Improvement
Rotherham Public Health

Joanna.Saunders@rotherham.nhs.uk