

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Health Select Commission
2.	Date:	4 December 2014
3.	Title:	Childhood Obesity Update Report
4.	Directorate:	Public Health, Neighbourhood & Adult Services

5. Summary

The report provides an update on the recommendations presented to Cabinet in October 2013. The majority of the recommendations focus on the prevention of overweight and obesity within the community and the promotion of weight management programmes to support children locally.

The re-commissioning of the Healthy Weight Framework (weight management services) commenced in May 2014, following approval at Cabinet in March. All the service specifications were reviewed and updated and tenders were returned in July 2014. The whole Healthy Weight Framework has been subject to review due to the budgetary pressures and the procurement process was suspended at the end of July. All the existing services were extended to 31 December 2014. The procurement has now been resumed, and contracts will be awarded in the New Year.

Rotherham's Healthy Weight Framework continues to attract national interest and our specifications are recognised as representing good practice in published papers and guidance.

This report provides an update of progress against the 12 recommendations identified in the original review.

6. Recommendations

That the Select Commission receives and accepts the report and update and considers reviewing progress in the future when the procurement has been completed and services have been established and operating to the new service specifications.

7. Proposals and Details

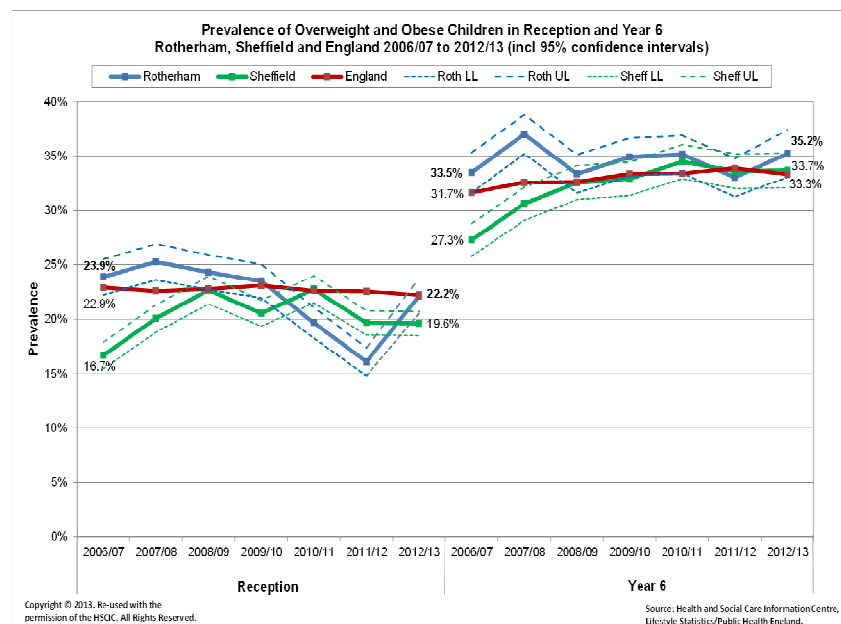
A detailed report of the workshops held by a sub-group of the Health Select Commission was presented to Cabinet in October 2013. This paper summarises the current position with regard to the recommendations in the report.

Since the last update to OSMB, progress has been made with work underway on a number of the recommendations.

Of particular note are:-

- The revised Healthy Weight Framework service specifications are now consistent with updated national guidance. Re-procurement will be complete and new contracts awarded across the whole framework by January 2015
- The new contracts will include a single point of access and web based data management system which will ensure all patients are triaged into the correct service and monitored effectively
- The new school nursing specification includes targets for referrals to children's weight management services
- Improvements in the relationship between service providers and school nursing to enhance their skills in identifying and referring young people
- The national policy introducing free school meals to reception and KS1 children has increased meals served per day
- The obesity performance clinic held in May 2014 has led to enhanced collaborative working on the wider determinants of overweight and obesity with other RMBC services

The 2013/14 NCMP data will be published in December 2014. Performance since the initiation of the programme is shown in the graph below



Children's obesity service performance 2009-2014

Service	Cumulative no. of referrals	No. attending 1st session	No. completing	No. of completers achieving weight loss / maintenance* (measured at 12 weeks)
Children Tier Two <i>Places for People / More Life Ltd</i> (Completion = 9 of 12 sessions)	1,110	1,056 (95%)	595 (56%)	578 (97%)
Children Tier Three <i>Rotherham Institute for Obesity</i> (Completion = variable up to 6 months)	777	712 (92%)	215 (30%)	173 (80%)
Children Tier Four <i>More Life Camps</i> (5 Cohorts 2009 to 2013)	176	n/a	168	168 (95%)

8. Finance

The funding for re-commissioning of weight management services for adults and children was approved in March 2014. The financial envelope totals £844k of which x is children's weight management services. The overall budget for the obesity / weight management programme has been reduced since the transition to RMBC.

Additional external funding relating to increasing levels of physical activity may have an impact on the prevention of overweight and obesity however there is no way of evidencing that this impact will be seen.

9. Risks and Uncertainties

The current weight management service providers have agreed to a short term contract extension during the completion of the procurement. The procurement process will be completed January 2015. There will then be a period of mobilisation and potential delays if tenders are let to new providers.

10. Policy and Performance Agenda Implications

The local weight management services are subject to compliance with national guidance and ongoing performance management.

11. Background Papers and Consultation

Rotherham Child Health Profile 2014 (Public Health England)
Joint Strategic Needs Assessment for Rotherham
NICE Guidance (CG43, PH6, PH25, PH27, PH35, PH38 PH42 and PH47)
Healthy Lives: Healthy People – a call to action on Obesity (2011, Department of Health)
Foresight Report (2007, Government Obesity Unit)
Public Health Outcomes Framework for England 2013-2016 (Department of Health)
Developing a specification for lifestyle weight management services (2013, Department of Health)
Clinical Commissioning Policy: Complex and Specialised Obesity Surgery (2013, NHS Commissioning Board)

12. Contact

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Appendix A: Cabinet's Response to Scrutiny Review Childhood Obesity

Recommendation	Cabinet Decision (Accepted/ Rejected/ Deferred)	Cabinet Response (detailing proposed action if accepted, rationale for rejection, and why and when issue will be reconsidered if deferred)	Officer Responsible	Action by (Date)
<p>Recommendation 1 The balance of activities commissioned for children between clubs and RIO should be reviewed as there appears to be an expressed preference for attendance at the clubs.</p>	Accepted	<p>The specifications for services are being reviewed and the referral pathways strengthened to ensure that children are triaged into the most appropriate service at their referral. The service pathway specifies the most appropriate service for each child's weight and height to maximise success in the services</p> <p>The service pathway specifies the most appropriate service for each child's weight and height to maximise success in the services. Specifications for services have been reviewed and referral pathways strengthened to ensure that children are triaged into the most appropriate service at their referral. Services are currently out to procurement and new contracts will be let in the New Year (2015).</p>	Joanna Saunders/ Catherine Homer	End January 2014
<p>Recommendation 2 Establish interim contract monitoring and improved data management for obesity services once recommissioned.</p>	Accepted	<p>There is already ongoing performance management of all the services including performance and service quality. A single bespoke data management system will be commissioned as part of the service re-procurement for the range of obesity services to enable better quality performance monitoring.</p> <p>Services are currently out to procurement and new contracts will be let in the New Year (2015). The service pathway specifies the most appropriate service for each child's weight and height to maximise success in the services. A single data management system will be commissioned as part of the re-procurement which the commissioners will have constant access to performance data.</p>	As above	End April 2014
<p>Recommendation 3 Promote more individual success stories of children and young people who have done well on the programmes to encourage others.</p>	Accepted	<p>Media releases and promotions are undertaken by individual services and collectively in response to specific opportunities such as National Obesity Week, Summer Camp etc. Programme currently being developed for National Obesity Week 2014 (13-19 January)</p>	As above plus service providers	Ongoing

		Media releases and promotions are undertaken by individual services and collectively in response to specific opportunities such as National Obesity Week (Jan 2015), Summer Camp etc.		
Recommendation 4 Consider including targets for referrals to weight management programmes as part of the new specification for school nurses.	Accepted	<p>The specification had already included active referral and signposting to weight management programmes and is being updated to strengthen this process. The specification/contract will be monitored for referrals to services through the performance management process.</p> <p>Ongoing updates provided to a wide range of service providers through Healthy Schools Network and protected learning time for clinical staff.</p> <p>The service specification for the nursing contract has been updated to include weight management service referrals. Promotional materials have been developed for distribution with NCMP letters to parents.</p> <p>The referral source is routinely monitored by all providers.</p>	Joanna Saunders/Anna Clack	Ongoing
Recommendation 5 Provide more information about services and encourage greater engagement with parents through schools, particularly in primaries, to reach children at a younger age.	Accepted	<p>Information is already provided as part of the National Child Measurement Programme process.</p> <p>Healthy Schools Coordinator promoting services on an ongoing basis to schools.</p> <p>Information about services is available in children's centres, schools, libraries, leisure services, general practices and other public places.</p> <p>Information is provided as part of NCMP feedback to parents.</p> <p>Healthy Schools Coordinator and providers promoting services on an ongoing basis to schools. Information about weight management services is available in children's centres.</p>	Joanna Saunders/ Service providers	Ongoing
Recommendation 6 Continue to promote whole family interventions and free activities such as walking initiatives and park runs.	Accepted	<p>Promoted through Obesity Strategy Group, Rotherham Active Partnership (RAP), Heart Town initiative, social media.</p> <p>Local weight management services already promote such activities.</p> <p>Opportunity to enhance promotion through review of website.</p> <p>Promoted through Obesity Strategy Group, Rotherham Active Partnership (RAP), Heart Town initiative, social media. The weight management services already promote such activities.</p>	Joanna Saunders/ Service providers	Ongoing

<p>Recommendation 7 Promote Rothercard more extensively to encourage increased participation in activities.</p>	Deferred	<p>Promoted at local venues but scheme requires review (the scheme was SY wide – there is no local performance data and the scheme is under review as part of local offer by RAP.</p> <p>Promoted at local venues but scheme requires review (SY wide – no local performance data). For review as part of local offer by RAP.</p>	Chris Siddall/ Rebecca Atchinson	No timescale agreed
<p>Recommendation 8 Explore the feasibility of introducing a healthy vending policy in DCL leisure centres.</p>	Accepted	<p>The majority of the goods offered in vending and café facilities within Leisure Centres would be considered to be healthy in moderation. Discussed with provider at performance review meetings. Area Manager to raise for consideration at national level within DC Leisure. There is potential to review vending as part of contract monitoring (of the facilities/service).</p> <p>Discussed with provider. Current vending policy is company wide. Plan to write to head office (if provider is successful in procurement) seeking withdrawal or repositioning of vending facilities.</p>	Joanna Saunders/ Steve Hallsworth	To be negotiated
<p>Recommendation 9 Introduce a 400m exclusion zone for new fast food takeaway businesses near schools in Rotherham.</p>	Accepted	<p>Under discussion with planning colleagues – part of consultation on Local Development Plan. Meetings with planning colleagues are scheduled in January 2014.</p> <p>Included in Local Development Plan. Only relevant to new applications, not current businesses.</p>	Joanna Saunders/ Helen Sleigh	Ongoing
<p>Recommendation 10 Strengthen the requirement for report authors to show awareness of the health implications of their proposals.</p>	Deferred	<p>For consideration by Admin and Legal – would require development of framework for assessment and potential training. Lead commissioner to discuss with Admin and Legal.</p> <p>No update available</p>	Joanna Saunders/ Admin & Legal	To be negotiated
<p>Recommendation 11 That Cabinet be asked to support the regional and national lobby for legislation to support work on healthy weight and reductions in obese and overweight people.</p>	Accepted	<p>Contributing to NICE guidance consultation and attending the regional Obesity group which links directly to Public Health England.</p>	Joanna Saunders	Ongoing
<p>Recommendation 12 Forward the points relating to schools in 7.4 to CYPS DLT for information and consideration.</p>	Accepted	<p>Already discussed at CYPS DLT – further discussion with Healthy Schools Lead ongoing.</p>	Joanna Saunders/ Kay Denton-Tarn	Ongoing