

The Local Authority Declaration on Healthy Weight

Robin Ireland- Director of Research (Honorary), Food Active
Health Select Commission, Rotherham, June 2020

With thanks to Beth Bradshaw and Alex Holt (Food Active), Nicky Dennison (Blackpool Council), Cheshire West and Chester Council, Rochdale Council, the Obesity Health Alliance and Public Health England.



In a class of 30 students:
If one fails, you might blame the child.
If 20 fail, you must blame the teacher.
With almost 2 in 3 of us overweight,
Why do we still shame the individual?

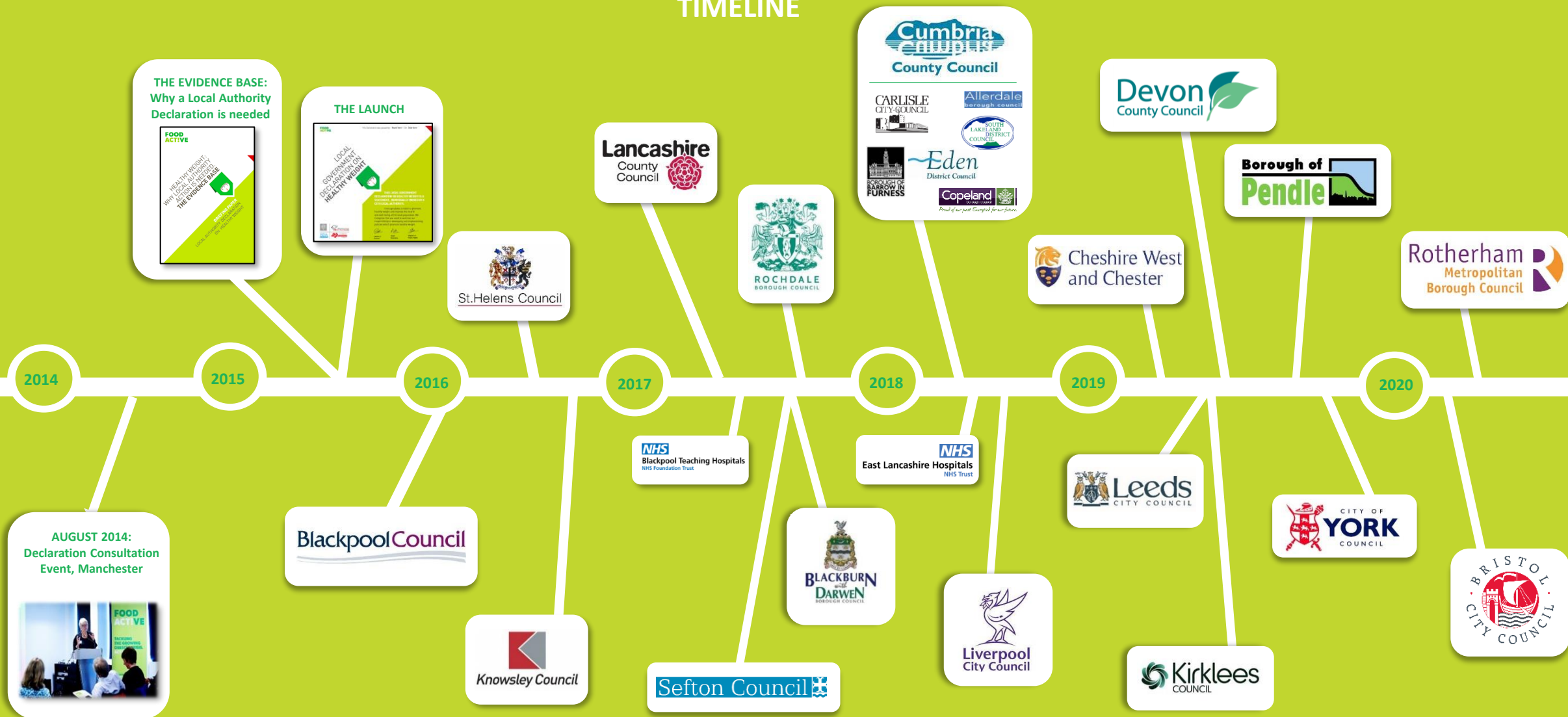
Agenda...

- The impact of obesity
- The background to the Healthy Weight Declaration
- The 14 Commitments
- Examples from elsewhere
- The Partner Pledge
- The NHS Declaration



THE LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT

TIMELINE

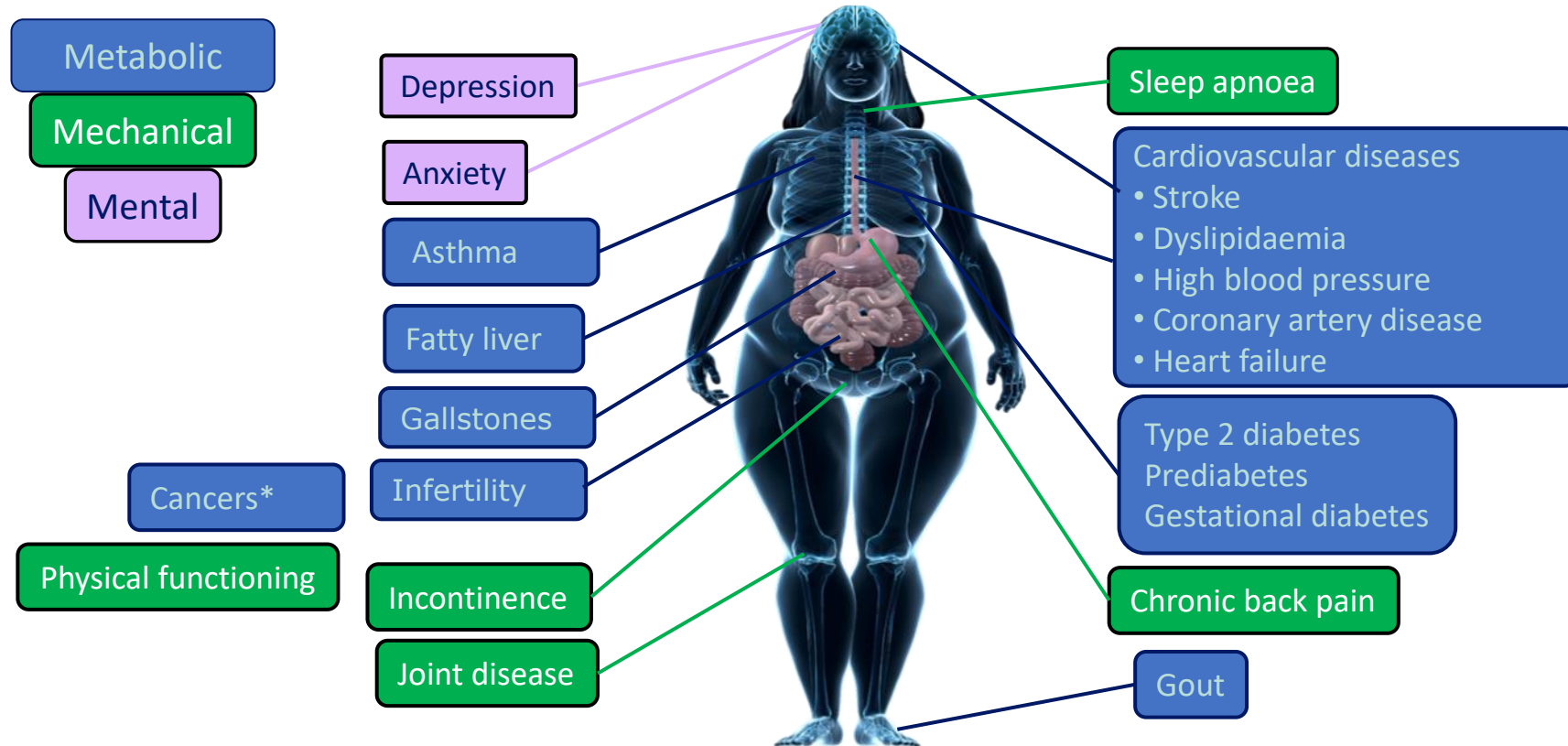


Covid-19 and Healthy Weight

- WHO has highlighted non-communicable diseases (NCDs) as a risk factor for becoming seriously ill with COVID-19
- Obesity may be a risk factor for developing more severe Covid-19 complications, requiring hospitalisation and critical care.
- Obesity is commonly associated with decreased immune function = greater risk
- Emerging evidence suggests men with obesity are more at risk
- As obesity class increases, the risk of mortality increases. More than double with BMI of over 40 – independent of co-morbidities.
- People with obesity may be of lower socioeconomic status, race/ethnicity, poorer diets etc – implications on metabolic affects.
- Affects access to/availability of treatment for obesity – particularly those who have experienced weight stigma, and may feel a sense of guilt for using NHS resources.

Obesity is associated with multiple co-morbidities

Metabolic, Mechanical and Mental



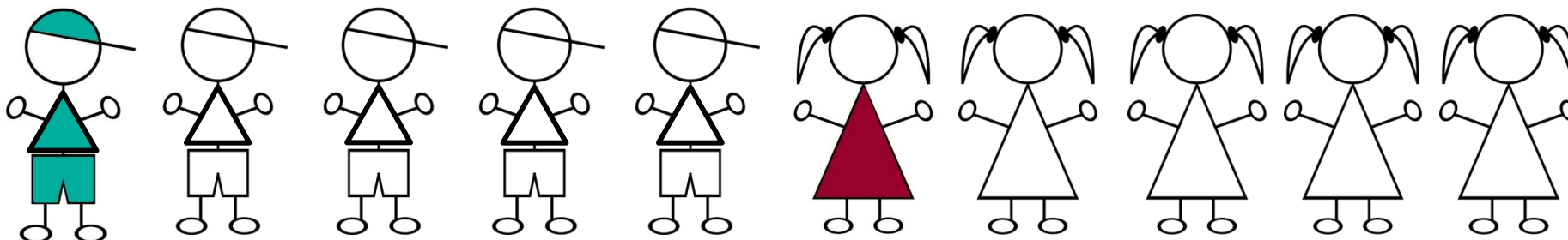


Prevalence of excess weight among children

National Child Measurement Programme 2017/18

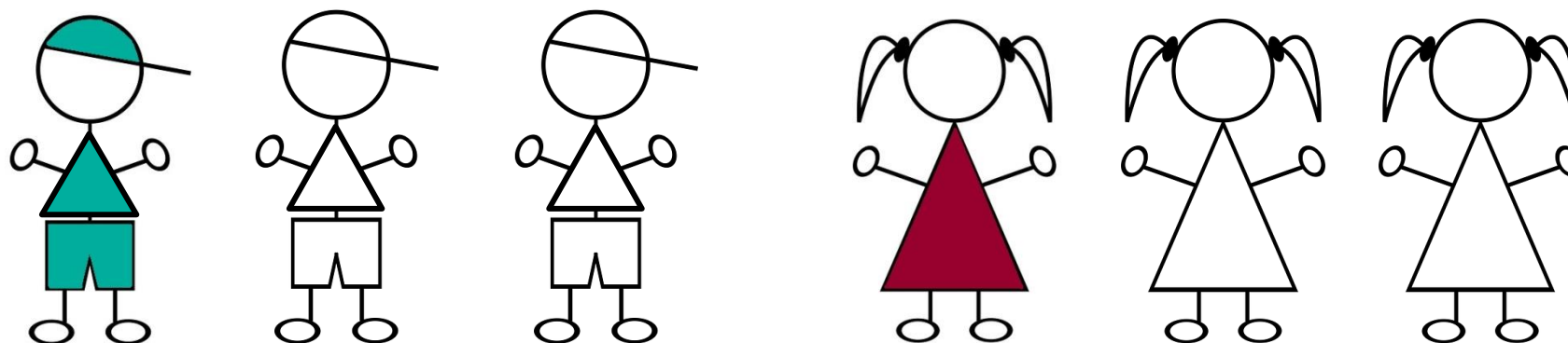
More than 1 in 5 children in Reception is overweight or obese

(boys 22.9%, girls 21.8%, all children 22.4%)



More than 1 in 3 children in Year 6 is overweight or obese

(boys 36.4%, girls 32.2%, all children 34.3%)

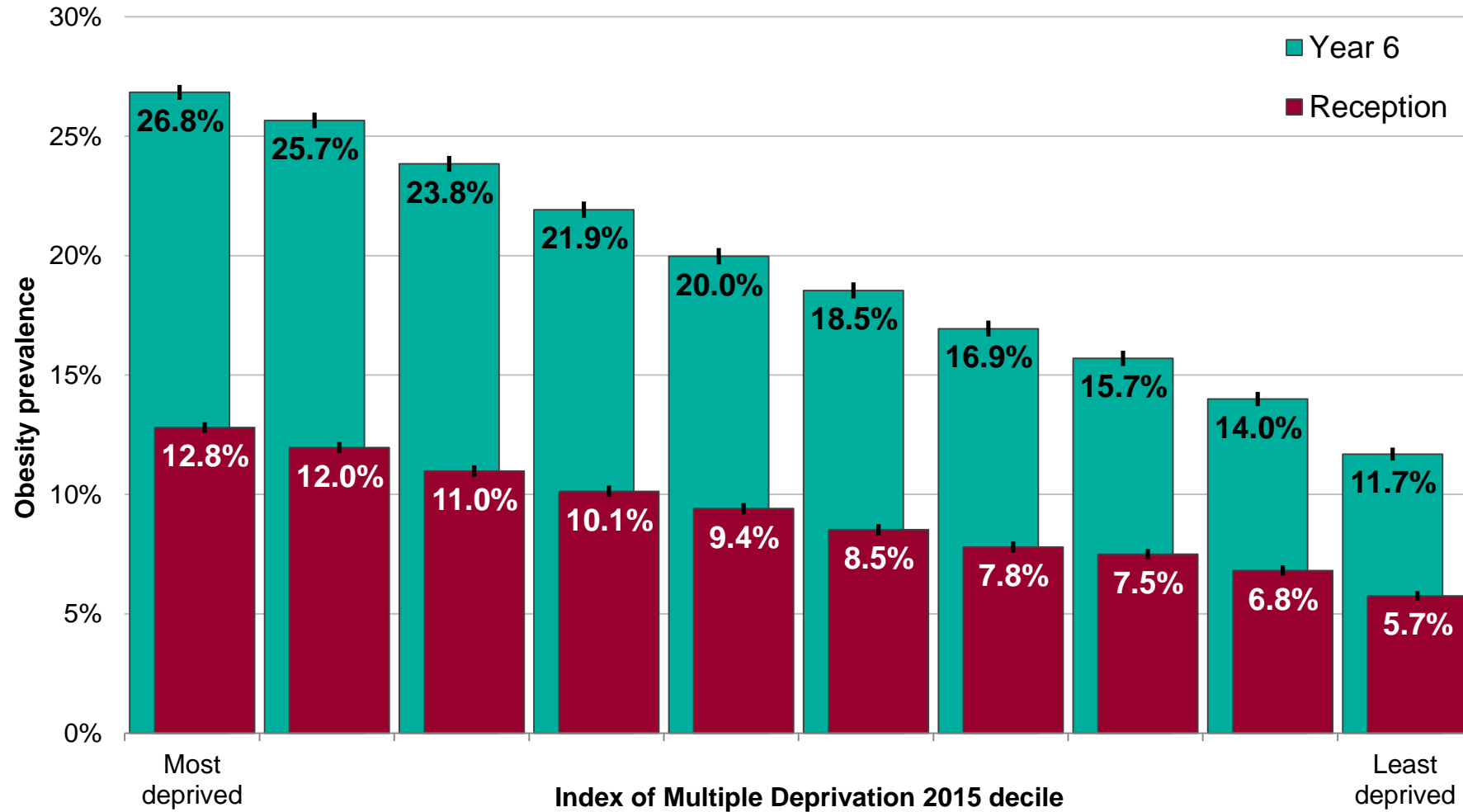


Child overweight (including obesity)/ excess weight: BMI \geq 85th centile of the UK90 growth reference



Obesity prevalence by deprivation decile

National Child Measurement Programme 2017/18

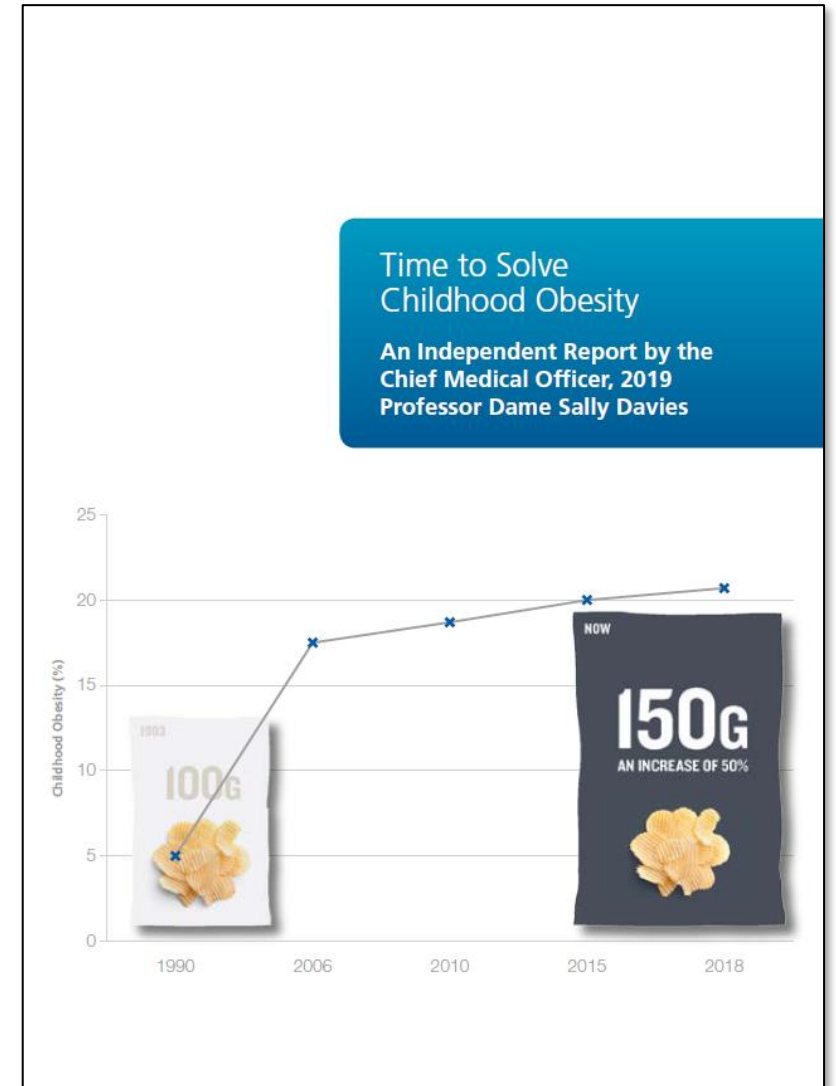


Child obesity: BMI \geq 95th centile of the UK90 growth reference



"Today's children are drowning in a flood of unhealthy food and drink options, compounded by insufficient opportunities for being active. But running, cycling, swimming and other physical activities, though important, will not solve obesity."

Professor Dame Sally Davies



Food Active – a North West response

- A collaborative programme launched by the North West Directors of Public Health in November 2013 to tackle increasing levels of obesity.
- Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour.
- Less victim blaming, more environment framing



What are the Local Authority Declarations for?

- **Strategic leadership:** creates an opportunity for senior officers and politicians to affirm their commitment to an issue
- **Local awareness:** shines a light on importance of key activities internally and externally
- **Driving activity:** a tool for staff to use to create opportunities for local working



Original 14 Core Commitments Supported by local priorities :



Review and refresh of the HWD

The commitments

We consulted with current adoptees of the HWD, and ran a small task and finish group.

- the standard commitments have increased in number from 14 to 16
- a small number of new commitments have been introduced - they cover climate change, place-based approaches, partnerships, and a wider whole-systems approach to obesity
- some of the commitments have been amalgamated
- there is revision to some of the wording
- the commitments are now listed under key themes

Review and refresh of the HWD

Supporting materials

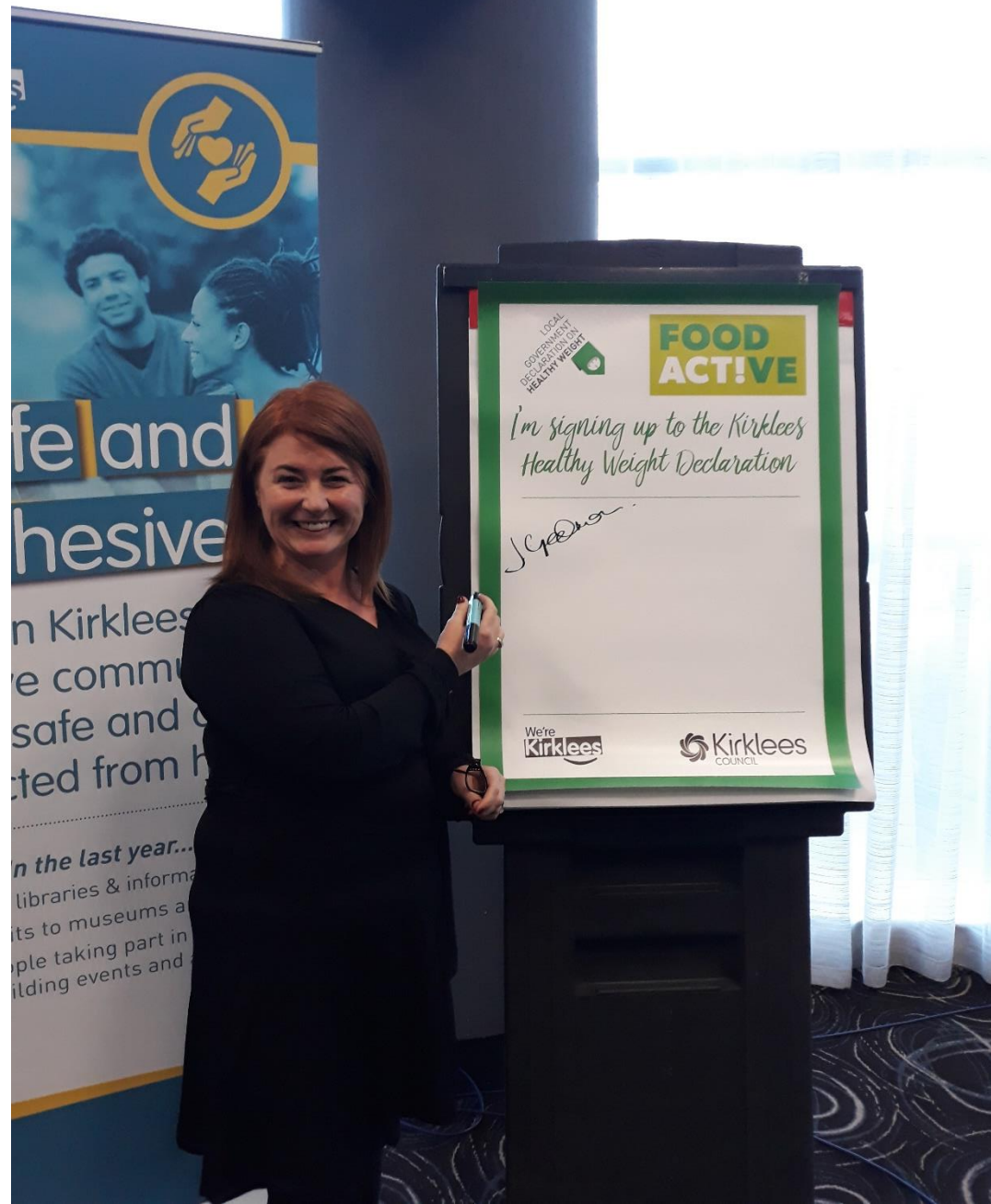
The revised HWD is due to be launched in early July and will be supported by a range of materials and resources including:

- Updated evidence briefing that underpins the commitments – this reflects the outputs of the consultation in a little more detail, specifically linking through to the current policy context and new evidence.
- Updated support pack and M&E Framework
- New Audit Tool (lighter touch M&E tool)
- HWD communications guidance (with specific reference to weight stigma)
- Briefings from cross-council communication
- A series of posters, infographics and social media assets
- New branding (no more scales)

Food Active

Food Active has been working in partnership with Public Health England in the Yorkshire and Humber Region and South West Regions and with councils in the North East.





**Leadership and
Communication are
key to success**

**Pic: Jacqui Gedman, Chief Executive,
Kirklees Council**

What have been the benefits of adopting the Healthy Weight Declaration in Blackpool?



LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT



THIS LOCAL GOVERNMENT
DECLARATION ON HEALTHY WEIGHT IS A
STATEMENT, INDIVIDUALLY OWNED BY
BLACKPOOL COUNCIL.

It encapsulates a vision to promote
healthy weight and improve the health
and well-being of the local population. We
recognise that we need to exercise our
responsibility in developing and implementing
policies which promote healthy weight.

Blackpool Council was the first local
authority in the UK to adopt a Local
Authority Declaration on Healthy Weight:

“Adopting a ‘whole systems approach’”.
Dr Arif Rajpura, March 2016

What is in the local authority gift?

- Planning and licencing
- Activities/businesses on local authority premises
- Leading by example, setting the tone
- Influencing partners, e.g. via the Health and Wellbeing Board
- Advocacy
- Campaigns: GULP, ReFill



Healthy Weight Summits – x4!



Links to other agendas



Benefits of the process

Engagement of partners and business sector on a range of health agendas

Stronger partnerships

Benefits go beyond healthy weight e.g. Bus drivers are all

Dementia Friends

National profile for Blackpool

Promotes **positive reputation** for the council locally

Maximising reach, minimal spend

Early suggestion of **increase in healthy weight** amongst children

Cheshire West and Chester Council: Local Authority Declaration on Healthy Weight



HWD Partner Pledge




- Food Active and Cheshire West and Chester Eat Well and Be Active (EWBA) group worked together to develop the HWD Partner Pledge
- The Partner Pledge contains a set of commitments which organisations pledge to work towards to impact on the health and wellbeing of their staff, clients and the wider community.
- The pledge aims to support the actions of the Council's Declaration.
- Launched in January 2020

HWD Partner Pledge Launch





Eat Well Be Active (EWBA)

- EWBA is a partnership group for west Cheshire that aims to encourage greater levels of healthy eating and physical activity across the borough
 - Established 2015
 - Chaired by Leader of the Council
 - Made up of partners from across the borough
 - Annual Partner Action Plan
- 



Which EWBA Partners signed up to the Pledge?

- Active Cheshire
 - Brio Leisure
 - Chester School Sport Partnership
 - Edsential
 - Ellesmere Port School Sports Partnership
 - Healthbox
 - The Mersey Forest
 - The Welcome Network
 - Vale Royal School Sport Partnership
- 

How can Food Active help?

Meet the team



Alex Holt MSc. ANutr.
Programme Manager

Remit: Nutrition, project management, team management, research, policy, partnerships, funding.



Beth Bradshaw MSc. ANutr.
Project Officer

Remit: Nutrition, communications, research, campaigns co-ordination, training, volunteer and student management.



Matthew Philpott PhD.
Executive Director

Remit: Organisational management, Healthy Stadia Director, policy and campaigns expert, public speaking.



Robin Ireland, MPH
Director of Research

Remit: Policy expert, Healthy Weight Declaration advisor, communications and public speaking.



Nicola Calder MSc. RNutr.
Project Lead, NHS Declaration

Remit: Nutritionist, early years nutrition expert, project lead for NHS Declaration and prevention pledge (North West).



Magda Przybylka MSc. RNutr.
Project Manager, Food in Care

Remit: Nutrition, Food in Care Lead, training, communications, project management.

What is the NHS HWD?



- NHS HWD developed following interest from **NHS England** (working with Public Health England South West) in **Food Active's** successful **Local Government Declaration on Healthy Weight**
- A steering group including NHSE, PHE, Food Active, Diabetes UK SW, clinical, academic, primary care and provider representation
- The HWD provides NHS organisations with an opportunity to state their commitment to **supporting patients and staff to achieve a healthy weight**
- **Core and organisational commitments** have been developed through consultation with NHS and public health colleagues across the South West

We covered

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Thank you and QUESTIONS?

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