

READING BOROUGH COUNCIL

REPORT BY MANAGING DIRECTOR

TO:	Health & Well Being Board		
DATE:	13 December 2013	AGENDA ITEM:	11
TITLE:	HEALTHY WEIGHT STRATEGY UPDATE		
LEAD COUNCILLOR:	COUNCILLOR HOSKIN	PORTFOLIO:	HEALTH
SERVICE:	PUBLIC HEALTH	WARDS:	BOROUGHWIDE
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1. UPDATE AND NEXT STEPS ON HEALTHY WEIGHT STRATEGY

1.1 A Healthy Weight Workshop was held on 24 September 2013 under the auspices of the Health & Wellbeing Board (HWB), bringing together a range of attendees from the local authority, the NHS, private and voluntary sector. The aims of the workshop was to a) learn of the national policy context and hear about good practice in tackling obesity from national speakers b) assess current work in place and c) gain stakeholder feedback and input into development of emerging/key priorities to inform the development of a Reading Healthy Weight Strategy.

2. RECOMMENDED ACTION

2.1 The HWB Board are asked to:

- a) Note the successful conclusion of the half day Health & Well Being Board healthy weight workshop held on 24th September 2013.
- b) Note Public Health team analysis of the emerging themes and priorities identified by attendees
- c) Approve the establishment of a Reading Healthy Weight Strategy Group to oversee and co-ordinate the development of a Healthy Weight Strategy and action Plan for Reading.

3. POLICY CONTEXT

3.1 Obesity represents one of the greatest risks to health and wellbeing in the UK in the 21st century

Obese children and adolescents are at increased risk of health problems, and are also more likely to become obese as adults. They are more likely to develop health problems including type 2 diabetes and cardiovascular diseases at a younger age, breathing problems and musculoskeletal difficulties, poorer mental health stigmatisation and low self-esteem

The Health and Well Being Strategy clearly sets out the importance of tackling obesity. Goal 4 Promote health enabling behaviours and lifestyle tailored to the different needs of the communities. Reduce the prevalence, social and health impacts of obesity in Reading including targeting key causes. (Reading Health and Wellbeing Strategy Action Plan 2013/14).

4. THE PROPOSAL

4.1 As a key element of the Reading Healthy weight Strategy workshop, facilitated group sessions were held for participants to i) consider key themes that could make up the healthy weight strategy and ii) to start to collect information and ideas on what some of the strengths, weaknesses, opportunities and threats might be across Reading in relation to key thematic areas.

Group work focused on the following areas:

- Children and young people (prevention)
 - Parents
 - Adults (prevention)
 - Weight Management & commissioning
 - Workforce and Training
 - Environment
 - Communications
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- Participants were asked to identify current initiatives, e.g. Environmental Health working with restaurants and take-aways that encourages menus with calorie counts and more businesses qualifying for healthy Eating Award. The priorities for action and change within each of the strategy themes to build on and develop strengths, minimize threats, overcome weaknesses and maximize opportunities.

4.3 Following analysis by the Public Health Team, four overarching themes have emerged from the discussions held with key stakeholders.

1. Communication /promotions /campaigns
2. Evidence and Evaluations
3. Joint working
4. Commissioning

4.4 Across these themes analysis has further identified the following common issues:

1. A co-ordinated healthy weight campaign.
 2. Improved joint working across all key stakeholders.
 3. Identification and training and support of local healthy weight Champions /ambassadors within communities.
 4. Development of a workplace health programme.
 5. Prioritise work that will reach children and young people.
 6. Commissioning weight management services.
 7. Collection of local evidence and evaluation of interventions, e.g. (LGA Conference 6/11/2013 -Money Well Spent, evidence of cost effectiveness of public health interventions/Remaining effective at times of austerity presentations).
- 4.5 It is proposed that a multi-agency Healthy Weight Strategy Group is established to develop a comprehensive and integrated healthy weight strategy for Reading and to provide strategic oversight and co-ordination of the process.
- 4.6 The following schedule is proposed for completing the production and dissemination of the strategy:
- January 2014- First meeting of strategy steering group
 - January -May 2014 -Development of draft strategy.
 - June 2014 Strategy Consultation

5. CONTRIBUTION TO STRATEGIC AIMS

5.1: Activities make a clear and direct contribution to Goal 4 of the Reading Health and Wellbeing Strategy: Promote health enabling behaviours and lifestyle tailored to the different needs of the communities. Reduce the prevalence, social and health impacts of obesity in Reading including targeting key causes. (Reading Health and Wellbeing Strategy Action Plan 2013/14).

5.2 Work to promote Healthy Weight will also address the following Sustainable Communities Strategy priorities:

5.3

- Fair Reading for All- Everyone will have access to healthy weight programmes and initiatives.
- Children and Young People - tackle childhood overweight and obesity in Reading by working with parents, schools and related programmes.
- Culture, Leisure and Sport - increase physical activity and exercises to all residents of Reading.

- Healthy People and Lifestyles - tackling obesity and the underlying factors that lead to overweight and obese children and adults.
- Cleaner and Greener Environments - Improving access to green space and playing areas for families.
- Safer and Stronger Communities - increased sense of personal and community pride by feeling good physically and mentally.
- Thriving Economy and Skills -encourage less absenteeism and costs to wider economy associated with obesity.
- Transport and Accessible Spaces - Encourage safer cycling, health walks and open spaces for recreation.

Additionally a Berkshire wide physical activity framework is being developed and links will be made with this process as appropriate.

5.3 (a) **Equal Opportunities** - The programme of work will consider how the Council's six target groups might be affected:

- BME communities - consider any specific accessibility and/or service delivery issues for BME populations. Work with religious and community groups will be developed within the strategy.
- People with disabilities - ensure closer working with people with disabilities, social care and representative bodies in the voluntary sector.
- The elderly -the specific needs of older people specifically the most deprived and not active.
- Women - consider any gender specific accessibility and/or service delivery issues
- Low paid - ensure those most economically disadvantaged have access to programmes.
- Children and young people - programmes specific for children and young people will be developed including joint working with the Reading Youth Cabinet, schools, parents and other professionals,

Users and carers will also be considered initial work has already begun with Reading Voluntary Action to set up key partnerships.

(b) **Sustainability Implications** - -The healthy weight strategy will contribute to an integrated approach across environmental, transport, social and economic issues that all inter link. Local initiatives and programmes will have an impact on the quality of life on the residents of Reading, improving diet, local environment, access to healthy food and a good choice of transport alternatives.

- (d) **Health Implications** - This is a specific programme of work to improve the population health and well being of local residents by preventing overweight and obesity that impact on wider health issues, coronary heart disease, diabetes, depression and anxiety and others. It will also tackle health inequalities by ensuring those most deprived have access to healthy eating strategies and support mechanisms.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 Community engagement is an ongoing process within this work stream and links have already been developed with representative organisations such as Reading Voluntary Action (RVA), to ensure closer working with the voluntary and community sector. Once the healthy weight strategy is developed, further links will be established with user organisations and local authority processes used to make contact with local citizens to consult on the objectives and outcomes of the strategy.

7. EQUALITY IMPACT ASSESSMENT

7.1 Consideration of equality issues will be given throughout the development of the strategy to ensure no adverse impact exists towards any of the protected groups set out in the Equality Act (2010).

8. LEGAL IMPLICATIONS

None identified

9. FINANCIAL IMPLICATIONS

None identified

9. BACKGROUND PAPERS

9.1 Appendix A: Healthy Weight Strategy Workshop 24th September 2013: Overview and Summary of Key Themes and Priorities

Appendix 1 Terms of Reference for the multi-agency healthy weight steering group.

Aim

To work towards the production of an integrated healthy weight strategy for Reading, involving the private, voluntary and statutory sectors.

Purpose

- a) To review the key themes and priorities derived from the 24th September workshop.
- b) Review national and regional good practice and templates, policy guidance and other information to support the overall aim.
- c) To be representative of the key stakeholders across Reading and life pathway to ensure an integrated life cycle approach to tackling overweight and obesity.
- d) To define the framework and key headings and content for a healthy weight strategy.
- e) Agree an action plan to take this work forward.

Membership

To have key stakeholders from the private, voluntary and public sector that include:

- Transport
- Environmental health
- Business representative /food provider
- Reading Voluntary Action
- Public health
- Schools/education
- Commissioners (NHS/other)

Meetings

Meet monthly to develop and review action plan and progress on objectives set above,

Reporting and Governance

Report to the health and well being board.

Timescale

To be set by the group,

