

READING BOROUGH COUNCIL

REPORT BY: DIRECTOR OF ADULT CARE AND HEALTH SERVICES

TO:	HEALTH & WELLBEING BOARD		
DATE:	14 JULY 2017	AGENDA ITEM:	10
TITLE:	A HEALTHY WEIGHT STATEMENT FOR READING - IMPLEMENTATION PLAN UPDATE		
LEAD COUNCILLOR:	CLLR GRAEME HOSKIN	PORTFOLIO:	Health
SERVICE:	WELLBEING		
LEAD OFFICER:	MELISSA ARKINSTALL	TEL:	0118 9374805
JOB TITLE:	PUBLIC HEALTH PROGRAMME OFFICER	E-MAIL:	Melissa.arkinstall@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To share with the Board an update on the implementation plan development for the Healthy Weight Strategy for Reading
- 1.2 Appendix A - Draft Healthy Weight Position Statement Implementation Plan.

2. RECOMMENDED ACTION

That the Board endorses the implementation plan which has been developed with partners to deliver against the priorities set out in the Healthy Weight Statement.

3. POLICY CONTEXT

The Healthy Weight Statement for Reading was developed in the context of the government's national strategy - 'Childhood Obesity: a plan for action' and local priorities identified in Reading's JSNA modules on obesity and physical activity and Reading's Health and Wellbeing Strategy 2017-2020, (Priority 1 - 'Supporting people to make healthy lifestyle choices' (with a focus on tooth decay, obesity and physical activity')).

4. THE PROPOSAL

The Healthy Weight Statement for Reading was endorsed by the Health and Wellbeing Board on the 27th of January 2017. Between March and June, a multi-agency task and finish group has held four meetings to further develop the implementation plan.

The plan sets out actions to deliver on the key areas listed below; both through work led by the council and that of our partners:

- Provision of information and support to help people manage their weight.
- A continued focus on helping the least active members of the population to move more.
- Strengthening our work with schools and families to help more children be a healthy weight.
- Provision of support for parents in early years settings to help family members be a healthy weight.
- Supporting/encouraging teenagers to eat healthily and have active lifestyles.

Since its establishment the multi-agency task and finish group has already been instrumental in overseeing and driving forward progress across these key areas (See Appendix 1). These include:

Provision of information and support to help people manage their weight:

- The development of a dedicated 'Healthy Weight' page on the Reading Services Guide. This will be an online resource that brings together information and local services that support the healthy weight agenda. A marketing plan will be produced to raise awareness of this resource.
- The Neighbourhood Initiative and Troubled Families Teams will work with Wellbeing to ensure that communities living in socio-economically deprived areas and those who are not accessing mainstream sources of information and advice supporting healthy weight are reached through community networks, befriending services and personal contact. Healthy weight will feature in the work plans of both teams and Wellbeing will provide support around raising the issue and signposting vulnerable / isolated families to healthy weight information and programmes.
- Partnership work between Reading library services, Reading Sport and Leisure and Wellbeing will engage people through mini-health checks run by leisure centre staff to check weight, height and blood pressure and related activities and raise awareness of self-help weight management resources in local libraries.

A continued focus on helping the least active members of the population to move more:

- The Reading Borough Council Wellbeing Team is working with the Council's planning team to develop proposed elements of the revised planning policies that promote an environment that encourages walking, and cycling whilst limiting car use. These policies are currently being consulted on and prioritise open space for sport and recreation, leisure facilities and improved air quality.
- The Wellbeing Team will work with Leisure on the procurement for a new leisure service specification to include provision of programmes that support healthy weight, healthier vending / catering and physical activity options designed to reach underserved, disengaged or inactive groups.
- A Local Cycling & Walking Infrastructure Plan is being developed by the Transport Team identifying measures to support increases in journeys undertaken by active modes and setting out long-term strategy for delivery.
- Ongoing cycle training, education, advice and campaigns will be planned to encourage people to consider making local journeys by foot or by cycling.

- A new National Cycle network route connecting Newbury to Ascot via Reading will be established.
- RBC will continue to encourage an annual increase in the workforce participating in the 'Active Workplace Challenge' in January and May each year and promote new online learning modules for weight management, physical activity and healthy eating for staff.
- Work will continue with partners to identify and bid for funds supporting the development of programmes to target physical activity, for example Sport England Funding and the Esmee Fairburn fund detailed in the action plan.

Strengthening our work with schools and families to help more children be a healthy weight:

- A legacy pack (Let's Keep Going') for schools who host Reading' Borough Council's commissioned child healthy lifestyle and weight management programme will be introduced in September 2017 to encourage continued support of the principles and activity element of Let's Get Going in the school environment after the initial 10-week course ends.
- All children identified through the 0-19/25 service, who have a weight-related health need will be offered a direct intervention by the service and signposted to sources of information and / or the commissioned child healthy lifestyle and weight management programme
- Partnership work with libraries, Reading Sport and Leisure and providers of weight management services to raise awareness of the importance of healthy weight, self-help resources available and local services.

Provision of support for parents in early years settings to help family members be a healthy weight:

- To include promotion of breast feeding, healthy eating and physical activity within the 0-19s service with the aim that 60% of infants are being breastfed at 6-8 weeks.
- To develop a standard offer in Early Years settings that promotes key messages around active play, fruit and vegetable consumption, drinking water and limiting screen time

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 Tackling obesity contributes towards a number of Public Health Outcome Framework indicators including:

- reducing sickness absence,
- utilisation of outdoor space for exercise / leisure purposes,
- reducing weight in 4-5 year olds and 10-11 year olds,
- reducing excess weight in adults,
- percentage of physically active and inactive adults
- reducing obesity related co-morbidities such as diabetes.

The implementation plan will also support delivery of priority 1 in the draft Health and Wellbeing Strategy to 'Support people to make healthy lifestyle choices with a focus on tooth decay, obesity and physical activity'

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 We will continue to engage with council departments and other local stakeholders on the implementation plan through the task and finish group, forums and dialogue. Monitoring meetings will be held quarterly to update on work underway.

7. EQUALITY IMPACT ASSESSMENT

7.1 Reading Borough Council must meet the Public Sector Equality Duty under the Equality Act 2010 and consideration will be given to this throughout the development and delivery of the action plan.

All sections of the healthy weight statement will continue to be developed with an awareness of inequalities of health identified through robust local data sets.

8. LEGAL IMPLICATIONS

8.1 We do not anticipate there to be any legal implications at this stage.

9. FINANCIAL IMPLICATIONS

9.1 The engagement associated with the action plan development has been met using existing resource and will not in itself require additional capital or revenue investment.

9.2 We will consider engagement feedback and the recommendations of the task and finish group in delivering the targeted Health Weight Implementation Plan. It will be an imperative that this plan drives the efficient use of resources and identifies clear health benefits on investment so as to protect a sustainable local health and care system.

We recognise that given the breadth of influences on obesity, this is an opportunity to maximise use of resources across different partner agencies, in terms of work on the delivery of shared priority agendas.

10. BACKGROUND PAPERS

Joint Strategic Needs Assessment for Reading
Reading's Health and Wellbeing Strategy.

Appendix A - Healthy Weight Strategy - Action Plan Phase 2, Council-led and partner programmes.

The table below details actions in progress and planned that contribute to the healthy weight agenda. The action plan has been developed through a multi-agency Healthy Weight Strategy Implementation group formed following the January Health and Wellbeing Board to help shape and agree the developed delivery plan below.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
Support 'Walk Leader Volunteers' to lead sustainable local group walks for the local community. To encourage inactive and less active people to engage in a regular walks programme.	1 (prevention)	Wellbeing Team and Leisure Team	By March 2017 Completed	A larger pool of trained walk leaders will increase local capacity to deliver health walks to people who have low physical activity levels. More people choose to walk for leisure and active travel. Ongoing administrative support of the programme will ensure that walk leaders have a point of contact and that encouraged to continue leading walks. Opportunities for more volunteers to join training days nationally to be identified.	41 walk leaders have been trained. Total of 925 participants have made 8577 visits in 18 months. Increase from 4 to 12 weekly / monthly walks now taking place.	1.16 - % of people using outdoor space for exercise/health reasons.
To offer MECC training to the local voluntary and community sector	1	Wellbeing Team	From October 2017	To increase knowledge, skills and confidence to make appropriate use of opportunities to raise the issue of healthy lifestyle choices and signpost to sources of support.	Train the Trainer MECC programme will be developed.	2.13i Percentage of physically active and inactive adults – active adults.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
To create a Reading Services Guide page to be a central online resource for local healthy weight programmes and self-help information.	1	Wellbeing Team.	March-August 2017	To have a central online location where people can find information about weight management, healthy eating and physical activity and local services. Including those commissioned by RBC, the voluntary sector, and commercial enterprises	Weight management page created on Reading Services Guide – completed. Promotional plan will be developed to raise awareness of page. Site analytics monitored bi-annually to ascertain use.	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.
To ensure delivery of the National Child Measurement Programme (NCMP) See 0-19 programme targets below.	1	School nurses commissioned by Wellbeing Team as part of the 0-19 (25) programme	Ongoing	Weight and height measurements offered to all children attending state funded primary school children who are in Reception Year (age 5) and Year 6 (aged 10,11) in accordance with national NCMP guidance.	>95% uptake in Reception and Y6. Local information about healthy eating, healthy weight and physical activity programmes are offered to parents of overweight or obese children with feedback letters.	2.13ii Percentage of physically active and inactive adults – active adults.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>To build links with (NI) Neighbourhood Initiatives Team - working in areas of social deprivation provide / share information and seek opportunities to promote healthy weight via managed databases, community centres, networking meetings / events, faith sector links, community newsletters etc.</p>	1	Neighbourhood Initiatives Team working with Wellbeing Team	Ongoing	<p>People who are living in socially deprived areas and not accessing mainstream sources of information and support relating to healthy weight are reached through community networks, befriending services and personal contact based on trust (within the context of a community development approach).</p>	<p>Healthy weight programme and other healthy living-related issues to feature in NI team’s work plans.</p> <p>HW is featured in community articles / newsletters, social media platforms, local poster and leaflet sites and on local community notice boards.</p> <p>Work with Reading’s neighbourhood network (peer-led networking support group for Reading’s community sector) to ensure healthy weight is a regular feature in their newsletter.</p> <p>Over 12 months, NI team work with Wellbeing to ensure that presentations are made to community centre management committees / trustees / community associations with a view to seeking local pledges, which are then tracked and revisited to monitor progress within 6 months.</p> <p>Seek opportunities for NI team training and provision of information / resources to empower staff to facilitate health behaviour change related to healthy weight.</p>	<p>Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>A Local Cycling & Walking Infrastructure Plan will be developed identifying measures to support increases in journeys undertaken by active modes and setting out the long-term strategy for delivery</p>	1	Transport & other internal and external stakeholders	2017/18	More people encouraged to consider cycling and walking for local journeys, including commuting trips and journeys to school.	TBC	<p>2.13 Percentage of physically active and inactive adults – active adults.</p> <p>Increase in the number of people accessing the town centre by bike or on foot</p> <p>Increase in the number of children travelling to school by active modes</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>To encourage people to consider walking and cycling for local journeys through the delivery of supporting initiatives, such as those delivered through EMPOWER, including:</p> <ul style="list-style-type: none"> -Training & education (e.g. cycle training) -Travel advice & marketing campaigns -Advice on the development of school & workplace travel plans 	1	Transport	Ongoing	More people will be encouraged to consider cycling and walking for local journeys, including commuting trips and journeys to school.	TBC	<p>2.13</p> <p>Percentage of physically active and inactive adults – active adults</p> <p>Increase in the number of people accessing the town centre by bike or on foot</p> <p>Increase in the number of children travelling to school by active modes</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
The delivery of a new National Cycle Network route NCN 422, connecting Newbury to Ascot via Reading	1	Transport	Spring 2018	The route will serve key destinations, including business parks, schools, other local facilities/services and wider cycle routes.	Cycle network completed.	Increase in the number of people walking and cycling for local journeys
Input into the development of the new leisure services contract to provide increase healthy lifestyle programme options for customers.	1	Leisure & Recreation Service / Environment & Neighbourhood Services / Wellbeing team	August 2018	<p>Leisure services are integrally linked with programmes for weight management and other public health services.</p> <p>Leisure centres actively support healthy weight by offering healthy eating options, weight management programmes and activities to engage the inactive.</p>	<p>Leisure centres offer a range of activities targeting underserved, disengaged or inactive groups to:</p> <ul style="list-style-type: none"> - provide information on healthy weight and physical activity. - encourage regular participation in physical activity and healthy weight programmes through a regular programme of targeted activities. - Work in partnership with providers of other commissioned healthy weight programmes to increase bi-directional referrals. - Support healthy catering and vending machines in leisure centres. 	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>Sportivate – To deliver 5 sport programmes in 2017 to engage young people:</p> <ul style="list-style-type: none"> • Cycle Racing • Soccercise • Teen SwimFit • Trampoline Fit • Gymnastics 	1	Leisure services	Projects will be delivered throughout the year with the cycle project now underway	Sportivate is a Lottery funded programme that gives more young people the chance to discover a sport that they love.	To deliver 6 blocks of 6 Sessions Completion Target: 34 Females and 20 Males aged 11 – 25 years	1.16 - % of people using outdoor space for exercise/health reasons.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>Health and Wellbeing is a key driver behind the £1.77m HLF Reading Abbey Revealed project. The building conservation work will be accompanied by a scalable programme of activities linked to healthy weight and increased physical activity</p> <p>Participate in the Happy Museum affiliate scheme to develop targeted future programmes that contribute to Healthier lifestyles and Wellbeing.</p> <p>Initiate 'Waking with the Ancestors' project – Submit Esmee Fairbairn funding application</p>	1	Reading Museum Service	<p>Within the scope of Audience Development Plan 2017 - 2020</p> <p>Funding application for 'Walking with the Ancestors' project submitted March/April 2017 (3 year project)</p>	<p>The historic Reading Abbey quarter will be re-opened to the public, providing a tranquil outdoor shared space suitable for outdoor activity including walking.</p> <p>Happy Museum affiliation will sustain the Museum Service focus on programmes with Health and Wellbeing outcomes.</p> <p>Encourage more people to walk for leisure, take part & take notice</p>	<ul style="list-style-type: none"> •Self-guided trails around the Reading Abbey Quarter – aiming for 5,000 people to have accessed •Specialist guided tours – aim to run a minimum of 50 tours days each year and at least 250 people taking up a place on the tour day each time. •Dedicated tours around the Abbey Quarter – aim to run a minimum of 15 tours each year and at least 75 families take a tour each year <p>Esmee Fairburn bid submitted May 2017. Outcome expected mid-June 2017</p>	<p>Percentage of physically active and inactive adults – active adults.</p> <p>% of people using outdoor space for exercise/health reasons.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
To utilise the national workplace challenge to encourage local workforces to be more active	1	GBA, with support from Wellbeing team	Ongoing	Reduced absenteeism in the local workforce Staff are encouraged to lead more active lifestyles.	10% annual increase in the number of staff registered for the workplace challenge.	2.13i Percentage of physically active and inactive adults – active adults.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>To commission and implement an accessible tier 2 lifestyle adult weight management service that aligns with NICE guidance for overweight and obese adults aged 16+ as an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service to the stated objectives.</p>	2	Wellbeing Team	Currently mid-contract. New contract to be procured to commence June / July 2017.	To contribute to halting the continued rise in unhealthy weight prevalence in adults.	<p>Achieve at least 70% completion rate for those starting a course.</p> <p>At least 35% of those completing the course achieve 5% weight loss</p> <p>At least 50% of participants are achieving 150 minutes of physical activity each week by the end of the course.</p>	2.06i - % of children aged 4-5 classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>Commission and implement a school / community based Tier 2 children’s healthy lifestyle and weight management programme in line with NICE guidance as an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service in line with the stated objectives</p> <p>To pilot a legacy pack for schools who host the Tier 2 programme to encourage schools to continue supporting the principles of the course beyond the 10-week intervention.</p>	2	Wellbeing Team	<p>Currently mid-contract for tier 2 service.</p> <p>Legacy pack to be developed for Sept 2017.</p>	<p>Helping to halt the continued rise in unhealthy weight prevalence in children and young people in Reading.</p> <p>A sustainable, ‘whole family approach’ to healthy eating and physical activity. Will be available to local families.</p>	<p>Of those attending the course, at least:</p> <p>50% not already eating 5 a day increase fruit and vegetable intake.</p> <p>50% reduce sugary snacks and drinks.</p> <p>50% reduce sedentary behaviour <2hrs a day.</p> <p>50% achieve an improvement in the shuttle run challenge.</p> <p>Legacy pack introduced to schools</p>	2.06ii - % of children aged 10-11 years classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>To promote breast feeding, healthy eating and physical activity via the Reading the 0-19/25s service</p> <p>To provide breastfeeding peer support to mothers in Reading</p> <p>Take proactive steps to raise awareness in schools of priority Public Health messages especially around healthy life-styles</p>	1-2	Wellbeing Team/Children's Services/Breastfeeding Network	From April 2017	<p>More babies are fed breast milk, through an increase in breastfeeding initiation and prevalence.</p> <p>More children and young people are a healthy weight, through a reduction in the number of children who are overweight and obese at 4-5 years and 10-11 years</p>	<p>60% of infants are being breastfed at 6-8 weeks.</p> <p>Over 95% uptake of NCMP in Reception and Y6</p> <p>100% of children with identified weight-related health need offered a direct intervention by the service and signposted to another service.</p>	2.06i - % of children aged 4-5 classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
<p>To include promotion of breast feeding, healthy eating and physical activity within the 0-19s service</p> <p>Take proactive steps to raise awareness in schools of priority Public Health messages especially around healthy life-styles</p>	1-2	Wellbeing Team/Children's Services	From Oct 2017	<p>More babies are fed breast milk, through an increase in breastfeeding initiation and prevalence.</p> <p>More children and young people are a healthy weight, through a reduction in the number of children who are overweight and obese at 4-5 years and 10-11 years</p>	<p>60% of infants being breastfed at 6-8 weeks.</p> <p>Over 95% uptake of NCMP in Reception and Y6</p> <p>100% of children with identified weight-related health need offered a direct intervention by the service and signposted to another service.</p>	2.06i - % of children aged 4-5 classified as overweight or obese.
<p>Healthy weight support for troubled families. Healthy Weight Strategy will continue to be supported through the Troubled Families Programme in Reading.</p>	1	Troubled families and Wellbeing teams.	Dec 2017	<p>TF team are aware of healthy weight issues, have access to training and resources to signpost families to healthy weight information and support.</p>	<p>TF team identify weight issues in their assessment framework.</p> <p>Troubled Families will encourage through Early Help Teams the HWS. This is currently being done through paperwork and guidance. This will be developed to include opportunities for families and resources for staff.</p> <p>Explore opportunities within Children's Social Care with respect to the HWS.</p> <p>To support the HWS with Troubled Families Data.</p>	<p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
Libraries supporting Healthy Weight	1	Library services / Leisure / Wellbeing	Ongoing from September 2017	<p>Families are aware of library self-help resources for weight management.</p> <p>Families are engaged with leisure services and community programmes that support physical activity and healthy weight.</p>	<p>Healthy lifestyle promotional sessions held in libraries highlight resources and offer a range of activities including:</p> <p>Reading Sport and Leisure mini health checks.</p> <p>Eat 4 Health / Let's Get Going promotions.</p> <p>Information on local walking and cycling initiatives.</p> <p>Change 4 Life.</p>	<p>Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
Inclusion of policies to promote Healthy Weight in Reading's Planning Policies.	1	Planning	Ongoing	Planning policies promote an environment that encourages walking, cycling and public transport use whilst limiting car use. Policies also prioritise open space for sport and recreation, leisure facilities and improved air quality. Dominance of smaller centres by fast food takeaways will be avoided, where possible.	<p>Developments will be accessible by walking, cycling and public transport.</p> <p>The public realm will be designed to create a sense of place and safe environments to incentivise walking.</p> <p>Access to open space for sport and recreation is prioritised.</p> <p>Development will avoid overprovision of parking in order to incentivise active or public transport instead of private car use.</p> <p>Development must mitigate the effects of poor air quality that discourage outdoor activity.</p> <p>Major transport projects will help to limit car use and encourage walking and cycling, as well as improve air quality.</p> <p>Work is undertaken to limit Fast food takeaway usage.</p>	<p>Percentage of physically active and inactive adults – active adults.</p> <p>% of people using outdoor space for exercise/health reasons.</p>

What will be done – the task	Tier of service	Who will do it	By when	Outcomes - the difference it will make	Milestones.	National indicators
Family Information Service/SEND Local Offer – Leisure activities available for children & Young People with SEND	1	LA, Voluntary & Community Groups	Ongoing	<ul style="list-style-type: none"> The SEND Local Offer provides information on social activities available to children & young people with SEND, including sport and leisure activities. There are many community and voluntary organisation offering active leisure activities to meet the needs of children with additional needs. Link to the page on the ‘Local Offer’ - http://servicesguide.reading.gov.uk/kb5/reading/directory/family.action?familychannel=3-11 The Family Information Service – also provide information on universal activities including sport and leisure for all children to promote and encourage children to take up these opportunities – link to page - http://servicesguide.reading.gov.uk/kb5/reading/directory/family.page?familychannel=8 	<p>The ‘Local offer’ is promoted to families who have a child or young person with SEND and feedback from parents, young people and activity providers is evaluated.</p> <p>Families with a child or young person with SEND have access to comprehensive information on the physical activity options available</p>	<p>% of people using outdoor space for exercise/health reasons.</p> <p>2.06i - % of children aged 4-5 classified as overweight or obese.</p> <p>2.06ii - % of children aged 10-11 years classified as overweight or obese.</p>