

CITY OF
WOLVERHAMPTON
COUNCIL

Health and Wellbeing Board

10 February 2016

Report title

Obesity Call to Action – Progress update

Cabinet member with lead responsibility

Councillor Sandra Samuels
Health and Wellbeing

Wards affected

All

Accountable director

Ros Jervis - Public Health and Wellbeing

Originating service

Public Health

Accountable employee(s)

Ros Jervis
Tel
Email

Director of Public Health and Wellbeing
01902 550347
Ros.jervis@wolverhampton.gov.uk

Report to be/has been considered by

Recommendation(s) for action or decision:

That the progress made against the obesity call to action as detailed within the report be noted.

1.0 Purpose

- 1.1 The Health and Wellbeing Board received an update in relation to progress made for the Obesity Call to Action and subsequent production of an action plan on 29 July 2015. The purpose of this report is to update the Board on the development of a whole systems approach and progress made against the five year action plan.

2.0 Background

- 2.1 The Board has previously noted progress made since the publication of the 2013/14 annual report; "Weight? We can't wait" and on 29 July 2015 endorsed a five year action plan. Subsequently, the plan was endorsed by the Council's Cabinet on 16 September 2015 delegating authority for the use of Council resources to respond to this agenda.

3.0 Progress

- 3.1 The action plan adopts a life-course approach to delivery with the last 6 months being utilised to lay foundations and begin implementation. Progress to date includes:

3.2 Partnership Working

- 3.2.1 **Establishment of an Obesity Programme Board** – an inaugural meeting took place in November 2015 with senior representation made from Voluntary Sector Council, Royal Wolverhampton NHS Trust (RWT), Wolverhampton CCG, Black Country Consortium and City of Wolverhampton's Public Health Department. It was agreed to invite representation from the City of Wolverhampton Council as the Local Education Authority together with the Higher Education sector represented by Wolverhampton University and a Business Health Champion. The role of Board Members is to have oversight for the delivery of the Action Plan whilst also playing a supportive role in unblocking issues and supplementing the Plan at a strategic level. An additional piece of work currently being scoped by the Board and each of the workstreams is a referral pathway for all individuals accessing services with a Body Mass Index (BMI) of 35 and above.
- 3.2.2 **Education and Public Health Joint Working** – A workshop is to take place between the Council's Public Health and Education teams to develop a joint approach to school engagement. This will include maximising the opportunities to changes in the Ofsted inspection framework as well as scoping the role of Headteacher champions to progress the agenda. In addition, work has already been undertaken to develop an integrated approach to healthy eating and physical activity in schools through the co-ordination of partners including school catering, Partnerships in School Sport (PASS) and Public Health. The workshop will also be used as an opportunity to respond to a motion moved at full Council to recommend the introduction of 'the 15 minute exercise programme' within schools across the City in a bid to tackle childhood obesity within the City; the evidence suggests that there is no single intervention that will resolve this "wicked" issue. It is anticipated that Public Health and Education will work constructively with schools to adopt a wide range of approaches that are able to achieve similar outcomes.

3.2.3 Workplace Health – a Workplace Health workstream has been established including representation from RWT, City of Wolverhampton Council and Wolverhampton University whereby each of the organisations intend to adopt the NHS Workplace Well Being Charter within a 3 month period. Baseline audits have been undertaken and inspections are to take place in March 2016 with each of the organisations building upon existing policy and good practice to introduce new health and well-being related provision from within their main delivery sites for the workforce. Since engaging in workstream, the City of Wolverhampton Council has revised its food offer for employees with the introduction of a salad bar and affordable fruit whilst also introducing subsidised gym memberships and physical activity programmes at the Civic Centre. Upon accreditation, businesses across the City will be targeted to adopt the Charter with a Business Health Champion to be identified.

3.2.4 The healthier take-away project has been progressed with 8 hot-food takeaways participating in developing alternative healthy menus. Software packages are being tested to analyse the calorific content (front of pack- i.e. traffic light system) of dishes offered by participating organisations.

3.3 Interventions

3.3.1 Implementation of Children and Young People interventions – a series of interventions have been introduced within school and community settings delivered through pre-school, primary school, secondary school and family based approaches. These include the launch of One Family (a universal eight week offer for families with pre-school children to improve their lifestyle), a prevention framework for primary schools to drive improvements in school based provision including healthy eating and physical interventions, a pilot food labelling project for secondary schools to enable young people to make informed choices around food and finally a pilot of targeted interventions for secondary aged pupils enabling overweight young people to access support and advice without the requirement of parental participation. With both universal and targeted provision, these programmes are expected to reach a combined total of more than 4,000 young people in the short term with a view to building upon this number following the evaluation of pilot projects.

3.3.2 School based programmes – In September 2015 Northwood Park Primary School adopted the '15 minute' exercise programme'. It aims at encouraging pupils to build up to the mile target within the allocated time. Teachers are given the flexibility of the whole school day to take their individual class to participate in the programme and only in exceptional weather conditions will the programme not be delivered. In July 2015, Oak Meadow Primary School showcased their Change4Life sports club using the NHS 10 minute-shake up promotion. A number of schools have adopted the Change4life sports clubs which specifically target sedentary year 3 and 4 pupils. These Sports Clubs aim to harness the inspiration of the Olympic and Paralympic Games to engage less-active* primary and secondary aged school children in physical activity and school sport. In Wolverhampton, 32 Change4life clubs are currently running within schools, with a further 21 planned. All interventions and programmes detailed are above and beyond National Curriculum requirements.

- 3.3.3 Development of a coherent referral pathway for the National Child Measurement Programme** – an up scaled referral mechanism for primary aged children and families with a BMI of over the 91st centile into the five star families’ scheme with 45 programmes being delivered between October 2015 and August 2016. This programme has attracted a significant level of media attention with participants demonstrating improved health outcomes. In addition, a pilot programme is underway to trial the use of wireless scales in schools which will enable efficiencies resulting in more year groups being exposed to weight management recording and improved communication to parents. This programme provides the capacity for up to 400 families within the City to be engaged.
- 3.3.4 Development of an industrial scale Physical Activity Programme** – Almost a third of Wolverhampton’s population is inactive which is considered a contributory factor to the obesity problem. To that end, an evidenced based physical activity behavioural change programme has been commissioned; the ‘Beat the Street’ programme is an eight week intervention will turn Wolverhampton into a real-life walking game where players register their movement by tapping radio frequency identification (RFID) cards on ‘beat boxes placed around the City. Designed and developed by GP Dr William Bird (who was also responsible for the development of the ‘walking for health’ concept) of Intelligent Health, the intervention has a proven track record for achieving behaviour change on industrial scales and has been delivered within a number of Towns and Cities. Other areas have demonstrated a sustained rise of 18% increased physical activity rates across the population. The programme will be a complimentary intervention and will be used as a signposting tool for other physical activity programmes across the City. This programme is expected to attract between 30,000 to 35,000 residents with a high percentage falling into the Children and Young People category.
- 3.3.5 Development of a high profile promotional campaign** – A creative marketing agency has been appointed to develop characters across the life course signposting individuals to self-help and commissioned services. The campaign will commence in February 2016 and will continue to be delivered throughout the year. This builds upon the media attention received for the Member Champion scheme where Councillor Paul Sweet has lost almost eight stones since beginning the programme and showcased his journey and services accessed via social networking channels. In addition, family based healthy lifestyle programmes commissioned as part of obesity call to action have received television coverage via the BBC one show and BBC Midlands today.
- 3.4** The plan aims to achieve the following overarching outcomes and will be reviewed after a one year period:
- To halt the rising trend in childhood obesity in reception year children
 - To slow down the rapid rise in childhood obesity from reception year to year six
 - To reduce the number of inactive adults in Wolverhampton so that those who do no physical activity begin to be more active
 - To increase physical activity amongst children and young people

4.0 Financial implications

- 4.1 Funding for Public Health is provided to the Council by the Department of Health in the form of a ring-fenced grant. The total funding settlement for Public Health for 2015/16 is £19.3 million.
- 4.2 The 2016/17 Public Health Grant allocation is anticipated at the end of January 2016 and is expected to include the reductions announced in the November 2015 Spending Review . Any costs incurred for the initiatives commissioned by Public Health in relation to obesity will be met from within this allocation.
[GS/15012016/J]

5.0 Legal implications

- 5.1 The report contains no legal implications. RB/14012016/M

6.0 Equalities implications

- 6.1 Having undertaken an equality screening it is clear that this work area impacts upon specific groupings with an emphasis upon the Asian and Black communities and pregnant females. A full equalities analysis is not required at this stage although specific interventions will be designed and delivered for the groups stated.

7.0 Environmental implications

- 7.1 The Obesity Action Plan will consider the environmental implications of making Wolverhampton a less obesogenic place to live.

8.0 Human resources implications

- 8.1 There are no human resource implications.

9.0 Corporate landlord implications

- 9.1 There are no corporate landlord implications.

10.0 Schedule of background papers

- 10.1 Weight? We can't wait. A Call to Action to tackle obesity in Wolverhampton. Public Health Annual Report 2013/14 Health and Wellbeing Board, 9 July 2014
- 10.2 Obesity Call to Action, Health and Well Being Board, 4 March 2015.