



Health and Wellbeing Board

9th July 2014

Report title	Weight? We can't wait. A Call to Action to tackle obesity in Wolverhampton Public Health Annual Report 2013/14	
Cabinet member with lead responsibility	Councillor Sandra Samuels Health and Wellbeing	
Wards affected	All	
Accountable director	Sarah Norman, Community	
Originating service	Public Health	
Accountable employee(s)	Ros Jervis Tel Email	Director of Public Health 01902 551372 ros.jervis@wolverhampton.gov.uk
Report to be/has been considered by	Strategic Executive Board Community Directorate Management Team Public Health Delivery Board	26 th June 2014 23 rd June 2014 10 th June 2014

Recommendation(s) for action or decision:

The Health and Wellbeing Board is recommended to:

1. Endorse and support the Public Health Annual Report 2013/14 'A Call to Action' on obesity in Wolverhampton.
2. Pledge the Board's support for the Autumn Obesity Call to Action Conference.
3. Individual partner agencies to make pledges of support to take action as part of their commitment to a partnership 'whole systems' approach to tackling obesity and to attend the Autumn conference.

Recommendations for noting:

The Health and Wellbeing Board is asked to note:

1. The serious health issue that obesity presents for the health of the city and that rates of excess weight in Wolverhampton are significantly worse than national and comparator areas.

1.0 Purpose

- 1.1 Each Director of Public Health is required to produce, and the local authority to publish, an annual report on the health of the local population. The health issue of obesity has been selected as the theme for the 2013/14 Public Health Annual Report for Wolverhampton – the first public health annual report in the new local authority setting. The report takes the form of a ‘Call to Action’ to tackle this multi-dimensional problem in a partnership ‘whole system’ way by outlining the part that local statutory organisations, businesses, the voluntary sector, communities, individuals and families can play.
- 1.2 The report picks up the challenge made by Sir Liam Donaldson at the 2013 Healthy, Wealthy and Wise, Wolverhampton Debate, to ‘choose one thing, and do it well’. The report and its recommendations provide the public health response to this challenge.

2.0 Background

- 2.1 Obesity is one of the most important health issues facing Wolverhampton, with estimates showing that nearly 70% of the adult population is either overweight or obese (41% overweight, 28.5% obese) and that 13% of children enter primary school being obese - this almost doubles to nearly 25% by the time they reach year 6 (aged 10 to 11).
- 2.2 However, obesity is a complex problem and can only be impacted on by the whole range of partners and the community itself working together to adopt a partnership ‘whole system’ approach. This is why the 2013/14 Annual Report is a ‘Call to Action’ for statutory and voluntary partners, businesses, communities and individuals to work together – to address lifestyle behaviours, community influences, living and working conditions and to promote a less ‘obesogenic environment’ which we define as ‘an environment that promotes the gaining of weight and makes it difficult to lose weight’

3.0 Content of the report

- 3.1 The annual report gives many practical examples of what can be done. It adopts a life course approach by showing how life events influence behaviour and how influential times in life can be used as catalysts to change behaviour. It also makes suggestions of how to create an environment in Wolverhampton that supports individuals to sustain healthy eating and physical activity and gives practical examples of how this can be done. The report makes clear that this is not just a health issue or a matter of an individual’s choice alone and that there is no easy fix.
- 3.2 Further detail on the content of the report and the actions required to make Wolverhampton a less ‘obesogenic place’ to live will be given in the accompanying presentation to the Board by the Director of Public Health.

4.0 Financial implications

- 4.1 The costs of the initiatives outlined in the report will be met from within existing Public Health budgets, which are funded by Public Health Grant of £19.3 million in 2014/15.

[DK/26062014/C]

5.0 Legal implications

- 5.1 The report contains no legal implications

[RB/24062014/E]

6.0 Equalities implications

- 6.1 The report considers the impact of obesity on those in poverty, on different ethnic groups and social class.

7.0 Environmental implications

- 7.1 The report considers environmental implications of making Wolverhampton a less obesogenic place to live.

8.0 Human resources implications

- 8.1 No implications.

9.0 Corporate landlord implications

- 9.1 No implications.

10.0 Schedule of background papers

- 10.1 No previous background papers.