



Health and Wellbeing Board

4 March 2015

Report title	Obesity Call to Action – Update and progress made towards developing an Action Plan to tackle obesity in Wolverhampton		
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		
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Report to be/has been considered by	Public Health Delivery Board	3 February 2015	

Recommendation(s) for action or decision:

The Health and Wellbeing Board is recommended to:

1. Where appropriate, nominate representatives to be part of the individual work streams and overarching strategic group that make up the Call to Action.
2. Support the 'whole systems' approach by agreeing that members act as enablers and 'unblockers' should problems arise.

The Health and Wellbeing Board is asked to note:

1. The progress made and proposed content of the Action Plan to tackle obesity in Wolverhampton.

1.0 Purpose

- 1.1 The Health and Wellbeing Board received and endorsed the Public Health Annual Report 'Weight, We can't Wait', A Call to Action to tackle obesity in Wolverhampton, at its meeting on 9 July 2014. Significant progress has been made since the publication of the report and this update highlights the successful obesity summit; significant other initiatives – e.g. the member obesity champions and 'million' campaigns and progress made towards developing the city wide action plan.

2.0 Background

- 2.1 The board has already been asked to note 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. The Annual Report set out our aspiration to make Wolverhampton a less obesogenic place to live by adopting a whole systems approach, using our assets and showing how life events influence behaviour and how influential times in life can be used as catalysts for change. The board also pledged its support for an obesity summit which was held at Dunstall Racecourse on 10 November 2014.

3.0 Progress to date

3.1 Obesity Summit held at Dunstall Racecourse on 10 November 2014

The obesity summit was attended by nearly 300 representatives from statutory and voluntary organisations, faith groups, business and community leaders. The aim was to start a locally led movement for change that will impact upon our 'obesity epidemic' by making Wolverhampton a healthier city by being a more healthy place to live and work, with an environment that encourages physical activity and enables healthy eating. The summit aimed to inspire the audience with ideas based on evidence and best practice from elsewhere by including expert speakers; a 'marketplace' of local Wolverhampton services and initiatives and many opportunities for delegates to undertake physical activity themselves. The summit was widely covered by [local TV](#), radio and the [press](#). Photos from the event are available [here](#).

3.2 Summit Pledges

All delegates at the obesity summit were asked to make pledges of support - both individual and organisational - to commit to practical actions, however small, that collectively will make a difference. The summit's programme was designed to motivate the delegates to make their pledge. Commitment to tackling the problem was demonstrated by close to 300 pledges, of which 145 were organisational pledges and 146 were individual pledges. A wide variety of pledges were made - from schools, organisations and workplaces. The Wolverhampton Public Health Team pledged to provide feedback and support where necessary on the pledges made, and all pledges

were followed up. The pledges will form an important element of the city-wide action plan to tackle obesity in Wolverhampton. (See section 3.6)

3.3 Wolverhampton member champions

The member champions are a cornerstone of the Wolverhampton Call to Action – Cllr Simpkin, Sweet and Warren have signed up to a high profile public facing weight loss challenge, charting their progress through the local press and TV and using social media including at twitter.com/wecantw8.

3.4 Wolverhampton ‘million’ challenges

The summit also launched two large scale Wolverhampton wide challenges:

- A million miles for Wolverhampton and
- Shed a million pounds for Wolverhampton.

These initiatives are primarily community challenges and will be publicised widely and our residents will be encouraged to be more active and to either run, walk, cycle or swim and to record their physical activity (miles) and any associated weight loss (pounds shed) on a web based ‘totaliser’ which can be found at wolverhampton.gov.uk/wecantw8 All the initiatives are supported by distinctive ‘Weight? We Can’t Wait’ branding.

3.5 Visit from Duncan Selbie, Chief Executive, Public Health England

Duncan Selbie, Chief Executive, Public Health England (PHE) is conducting a series of visits to public health teams in local authorities. His visit to Wolverhampton was on 4 February 2015 where a range of public health work was showcased, including the obesity Call to Action. His follow up comments were extremely positive – and in relation to the obesity work he was particularly impressed and motivated by our whole City wide focus and the personal leadership being shown by city Council leaders and members – including the obesity member champions.

This visit was followed up by Professor Kevin Fenton, National Director Health & Wellbeing at Public Health England (PHE) who was asked by Duncan Selbie to find out more about our approach so this can be used as an example in his evidence to the House of Commons Health Select Committee on obesity, diet and physical activity. This will be followed up by a further visit.

In addition, Wolverhampton’s obesity work was singled out and showcased in Duncan Selbie’s ‘Friday message’ on 6 February 2015:-

I see lots of innovation and lots of problems that some might say are intractable but which local politicians, clinicians and managers are getting on with addressing (.....). they are the natural leaders for making things happen. For example, that is exactly what they are doing in Wolverhampton where their population experiences a number of health problems and none more compelling than obesity. (.....) the City council is tackling this as a whole city priority. Led by Ros Jervis, their Director of Public Health, everyone across

the city is getting involved including the Acute Trust and the CCG. I was met at the station by three councillors, two of whom had between them lost a number of stones and they have all been sharing their experiences with their communities through tweets and blogging. They are not just 'warning and informing', they are actually leading from the front and they are determined to turn things around.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/401940/DS_Friday_message_6_February_2015_final.pdf

3.6 Wolverhampton Action Plan to tackle obesity

The detail of the action plan is still being finalised, and a draft plan will be presented at the June meeting of the board. However, the high level content of the action plan is given below:

Aim of the action plan

The overall aim of the action plan is:

'To deliver a whole systems, asset based approach to make Wolverhampton a place that helps to prevent people of all ages from gaining weight and supports them to lose weight'.

Strategic 5 year aspiration

The action plan itself will be for a one year period. However, this is set within an overall strategic timeframe of five years to achieve (for example) the following outcomes:

- 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

It is proposed that the annual action plan will be refreshed and updated yearly and that the board will receive an annual update based on evaluation of evidence and lessons learnt.

Underpinning principles

The action plan will be based on and reflect the following principles

- A whole systems approach – a city wide, inclusive plan
- An asset based approach - using our assets better and differently to achieve better outcomes
- A life course approach – to benefit all ages, sustained as people grow up and grow older
- Use behaviour change approaches – finding out what works for our residents

Main elements of the action plan

As noted above, the pledges are a key element of a city wide action plan to tackle obesity in Wolverhampton. Following the summit, a number of key work streams have now been identified and these will form the backbone of the plan. These are:

1. Workplace health
2. Communication and engagement
3. Community call to action – this work stream includes the Call to Action involvement with Working Well Week in March
4. Development of a physical activity and weight management pathway across the life course

A Call to Action Strategic Group oversees the work stream task and finish groups. The Health and Wellbeing Board is invited to nominate members to attend this group and the task and finish groups, although each work stream task and finish group has a wide membership across Wolverhampton organisations, including input from businesses and the voluntary sector.

Outcomes and Outputs

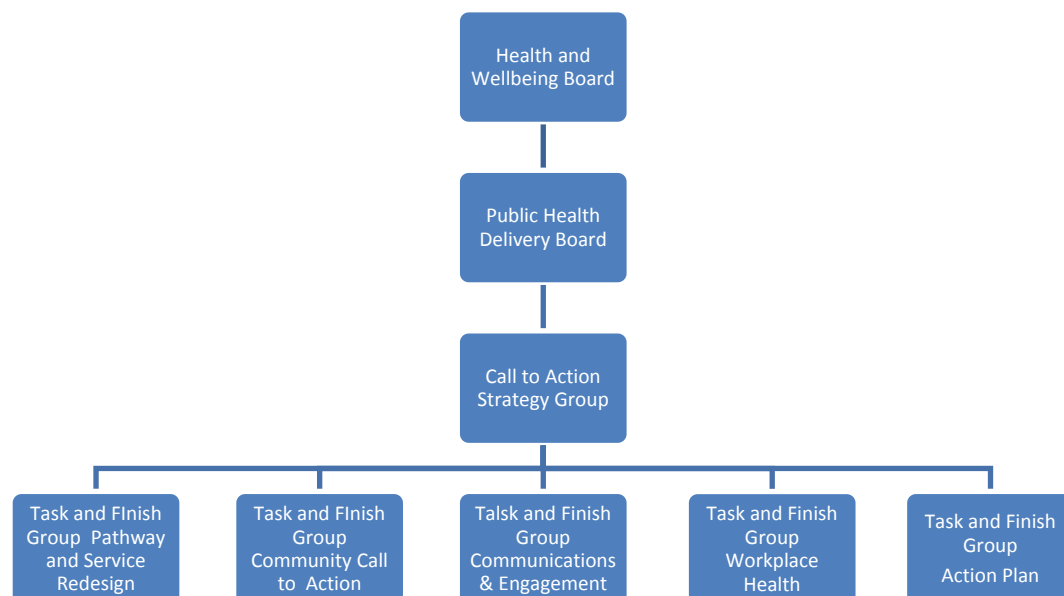
The action plan will contain outputs and outcomes that are realistic within the timescale of 12 months, but set within the context of a 5 year strategic framework. The action plan will seek to develop measures, both qualitative and quantitative, and including the development of local tools, to record progress in the following areas:

- Increases in physical activity/ reducing levels of inactivity
- Weight loss and better health outcomes
- Childhood obesity and physical activity
- Indicators relating to work stream outcomes. This will include a range of intelligence and social marketing insights, including barriers and enablers related to each of the work streams

Governance

- The governance structure for the Call to Action programme is shown in Figure 1:

Figure 1:



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 2014/15 is £19.3 million.
- 4.2 Any costs incurred for the initiatives commissioned by Public Health will be met from within this allocation.

[NM/18022015/T]

5.0 Legal implications

- 5.1 The report contains no legal implications

[Legal Code: TS/16022015/Q]

6.0 Equalities implications

- 6.1 The obesity priority will consider equalities implications and especially the impact of obesity on those in poverty, on different ethnic groups and social class. A full equality impact assessment is not considered necessary at this stage but will be considered as the action plan takes shape.

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