

North Tyneside Health & Wellbeing Board Report Date: 14 February 2017

ITEM 10

Title: Healthy Weight Action Days

Report from: North Tyneside Council

Responsible Officers

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1. Purpose:

The purpose of this report is to provide feedback to the Health and Wellbeing Board from the actions days on healthy weight held on 7th September 2016 and 20th October 2016 and to highlight the areas for action which were identified by key stakeholders.

2. Recommendation(s):

The Board is recommended:

- To note the detail of the action days
- To endorse the next steps and key priorities for action

3. Policy Framework

This item relates to the following priorities of the **Joint Health and Wellbeing Strategy 2013-23**

- Improving the health and wellbeing of families
- Improving mental health and emotional wellbeing
- Addressing premature mortality to reduce the life expectancy gap
- Improve health life expectancy

3.1 National Policy drivers

National Planning Policy Framework 2012

Identifies how the planning system can play an important role in promoting healthy communities, leading to reductions in health inequalities, better access to healthy food, reduced obesity, more physical activity, better mental health and wellbeing, and improved air quality. The policy highlights how local plans should:

- support people of all ages in making health choices
- help to promote active travel and physical activity
- promote access to healthier food, high quality open spaces and opportunities for play sport and recreation

Everyone Active Every Day 2015

Public Health England's 'Everybody active, every day' is a national, evidence-based approach to support all sectors to embed physical activity into the fabric of daily life and make it an easy, cost-effective and 'normal' choice in every community in England. The framework was produced with over 1,000 national and local leaders in physical activity and is calling for action from providers and commissioners in: health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector, as well as public and private employers. To make active lifestyles a reality for all, the framework's 4 areas for action will:

- change the social 'norm' to make physical activity the expectation
- develop expertise and leadership within professionals and volunteers
- create environments to support active lives
- identify and up-scale successful programmes nationwide

National Childhood Obesity Plan 2016

The government's plan to reduce England's rate of childhood obesity within the next 10 years by introducing a soft drinks industry levy, taking out 20% of sugar in products, supporting innovation to help businesses to make their products healthier, developing a new framework by updating the nutrient profile model, making healthy options available in the public sector, continuing to provide support with the cost of healthy food for those who need it most, helping all children to enjoy an hour of physical activity every day, improving the co-ordination of quality sport and physical activity programmes for schools, creating a new healthy rating scheme for primary schools, making school food healthier, clearer food labelling, supporting early years settings, harnessing the best new technology and enabling health professionals to support families.

3.2 Local Policy drivers

North Tyneside's Local Plan 2015

North Tyneside has submitted its local plan on the 30th of June 2016 with a key policy relating to health and wellbeing. Following an inspection from a national government inspector a formal consultation is now underway on proposed modifications. Several work streams have been established to support strategic developments and a health work stream has been established to ensure that new developments are informed by best practice and create healthy places for residents to live and work within. The plan can be viewed online from the following link: [Local Plan Examination Main Modifications](#).

4. Information:

Following a Local Government Association led peer review of the Health and Wellbeing Board in February 2015, the Board agreed to hold a number of action days to enable Board members to develop a deep understanding of priority areas and to agree where collective action is required.

Health and Wellbeing Board action days focussed on health weight were held on 7th September and 20th October of 2016 and were organised and led by North Tyneside Council's engagement team. The action days aimed to develop awareness and understanding among board members about the importance of healthy weight and the challenge of obesity in North Tyneside. The action days built on two previous

stakeholder workshops held between January 2016 and June 2016 in relation to Creating Healthy Places and Food and Health: Let's Talk about Food.

Key organisations involved in the action days included the Local Authority, North Tyneside Clinical Commissioning group, Northumbria Healthcare Foundation Trust, Northumberland and Tyne and Wear Mental Health Trust, Tyne Health, Healthwatch and the community and voluntary sector. A range of stakeholders were in attendance planning and transport officers, elected members, catering services, leisure and weight management staff and health professionals.

During action day 1 attendees learned from some experts about the definition of healthy weight and its importance and explored the health impact and complexities related to overweight and obesity. There were a number of formal presentations, discussions and panel questions. The purpose of action day 2 was to consider the question: What more could be done in North Tyneside to promote healthy weight and reduce obesity levels? A summary of both action days can be found in Appendix 1.

4.2 Next steps

In order to address the issues and challenges that were identified by the action days it is recommended that a Healthy Weight Alliance be formed in North Tyneside under the leadership of the Director of Public Health and that the following priorities form the basis for the development of a shared action plan for North Tyneside:

- I. Strengthen the Joint Health and Wellbeing Strategy to reflect the impact of the environment on healthy weight as reflected in the National Planning Policy Framework
- II. Strengthen planning policy to support the 6 principles for creating healthy weight environments
- III. Translate national policy at a local level in relation to the national childhood obesity plan
- IV. Develop the wider workforce in North Tyneside to offer effective information and advice to support residents and patients to achieve a healthy weight
- V. Provide effective interventions which promote a healthy weight for children and families.
- VI. Create healthy workplaces that promote healthy eating and active lifestyles by supporting the healthy choice to be the easy choice
- VII. Promote Everyone Active Everyday (PHE strategy for physical activity) in North Tyneside) across the disciplines of transport, public health leisure schools and colleges eg Joined up and visible walking and cycling campaigns/initiatives

5. Decision options:

- I. Do nothing
- II. Note the report and endorse the key priorities (preferred option)

6. Reasons for recommended option:

Option II is the recommended option for the Board in order that an action plan can be developed to promote health weight across the borough and tackle obesity.

7. Appendices:

Appendix 1 Summary of action days 1 and 2 on healthy weight

8. Contact officers:

Dawn Phillips, Senior Manager Public Health and Wellbeing North Tyneside Council
Wendy Burke, Director of Public Health North Tyneside Council
Jackie Laughton Head of Corporate Strategy

9. Background information:

The following background documents have been used in the compilation of this report and are available from the author: -

Joint Health and Wellbeing Strategy 2013-23

http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=537759&p_subjectCategory=387

National Planning Policy Framework 2012

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

Everybody Active Every Day 2015

<https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life>

National Childhood Obesity Plan 2016

<https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

North Tyneside's Local Plan 2015

https://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=182

COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

10 Finance and other resources

There are no financial implications arising directly from this report.

11 Legal

There are no legal implications arising directly from this report.

12 Consultation/community engagement

The information has been shared with statutory partners and key stakeholders who attended the event.

13 Human rights

There are no human right implications arising directly from this report.

14 Equalities and diversity

There are no equalities and diversity implications directly arising from this report.

15 Risk management

There are no risk management implications directly arising from this report.

16 Crime and disorder

There are no known implications directly arising from this report.

SIGN OFF

Director of Public Health

Chair/Deputy Chair of the Board

Chief Finance Officer

Head of Law & Governance

APPENDIX 1

North Tyneside Health and Wellbeing Board Healthy Weight Action Day 1 Wednesday 7th September 2016 Summary

The aim of the action day was to understand the scale of the problem and explore what could be done to enhance local efforts across North Tyneside. The recently published national Childhood Obesity Plan provided some guidance to help achieve this aim.

The event was supported by 43 people including council staff and key partners from the region and partners explored the challenge of obesity through formal presentations, questions and wider discussion. This would be the first of two action days planned for the HWBB and was chaired by Cllr Margaret Hall (chair of the Health and Wellbeing Board. The event was a half day event and held in the council chambers.

Counsellor Margaret Hall welcomed delegates to the event and highlighted how Obesity was now a global threat to wellbeing. The Director of Public Health Wendy Burke provided an overview of the financial costs related to obesity for individuals, communities as well as health and social care costs. Three guest speakers showcased their work and raised some thought provoking points for board members and key partners to consider as they develop their plans. Guest speaker presentations were followed up with examples of local work programmes and local collaborations which highlighted actions that had been taken to date in North Tyneside.

Wendy Burke – Director of Public Health for North Tyneside

The opening presentation by Wendy Burke set the context of the Healthy Weight agenda and highlighted the challenge of Obesity in North Tyneside. The Director of Public Health made specific reference to the complexity of Obesity and how we are living in an obesogenic environment where the healthy choice is not always the easy option. National Child Measurement profiles and adult health data was shared with the group illustrating how obesity affects our more deprived communities. The Director of Public Health referred to the national Childhood Obesity Action Plan and emphasised that collective action was needed to improve the physical environment, encourage more breastfeeding, and address the harms from a poor diet as well as support children and families to be more active.

Duika Burgess Watson – Lecturer Durham University

The link between rising food prices, issues of food security and rising inequalities in health were highlighted by Duika who referred to the “Heat or Eat” choices faced by some members of our communities. Duika described the nutrition transition as referred to by Popkin¹ with an increased consumption of processed food leading to increased fat and added sugar in the diet, an increase in animal food products and a fall in the intake of fibre. Duika highlighted that we may often not know what we are eating and Duika described how flavour and taste could be altered with chemicals in the processed food industry. The presentation was summed up by suggesting the obesity epidemic and poverty in our communities alongside opportunities within North Tyneside Council created a “perfect storm” to set the climate for change and increase access to healthy nutritious food. Duika suggested we need to plant more fruit trees and actively promote grow your own schemes in the borough highlighting some good examples in North Tyneside for the board to consider.

Angela Jones – Lecturer Newcastle University

Angela reported on the “Map Me” project a 3 arm randomised study of overweight children which involved capturing a parent’s perception of what an overweight / obese child looked like. Findings from the study suggested that parents often did not perceive their own children to be obese however were more able to recognise an obese child that was not their own.

Michael Chang – Planning and Policy Officer at the Town and Country Planning Association

Michael talked about re-uniting public health with planning and described the need for council to “health proof” the local plans as well as highlighting the need to ensure that Joint Strategic Needs Assessments have reference to the built /physical environment and make reference to planning. Michael reported back on his most recent work with local authorities up and down the country and listed the 6 elements for better planning of healthy weight environments:-

- Movement and access,
- Open space, play and recreation,
- Healthy food,
- Neighbourhood spaces and social infrastructure,
- Buildings and the
- Local economy

Examples of local work programmes and actions to date in the borough included:-

- 1 Healthy4life - Bev Smith and Jodie Norman (NTC Leisure Service)
- 2 School Food - Elaine Robson (NTC School Improvement Team)
- 3 Healthy Places - Andy Flynn (NTC Transport and Dominic Aitken ,NTC Housing)
- 4 Community Action - Phil McGrath (Cedar wood Trust)

Next Steps

Following a short Q&A session the event ended with the Director of Public Health requesting that delegates consider what they have heard today and re-iterated the complexity of the Healthy Weight agenda.

Cllr Margaret Hall thanked all for coming and delegates were invited to contribute to a follow up event in October to identify priorities for North Tyneside.

North Tyneside Health and Wellbeing Board Healthy Weight Action Day 2 **Thursday 20th October 2016 Summary**

The aim of day 2 was to ask the question **What more can we do in North Tyneside to promote healthy weight and reduce Obesity levels? And consider**

- How can we work smarter together and
- What might we do differently

The recently published national Childhood Obesity Plan would provide some guidance to help achieve this aim.

The objectives of the second action day on healthy weight would be to

- Recap on information presented on day 1
- Discuss priority issues and generate ideas and suggested actions
- Key actions would be presented to the health and wellbeing board for consideration

The event was supported by 30 people including council staff and key partners from the area. Partners explored the challenge of obesity through formal presentations, questions and wider discussion.

The event was chaired by Cllr Margaret Hall (chair of the Health and Wellbeing Board). The event was a half day event and held in the council chambers.

Five key people facilitated table discussions around three themes

Summary of table discussion

1. Healthy Places – facilitated by Claire Dobinson Booth and John Cram

The group discussed the following;

- We need to share information about how healthy North Tyneside really is
- How can we make better use of planning to encourage healthy lifestyles
- We need public health evidence that can be used to prevent takeaway shops being opened (obesity strategy)
- Plant fruit trees in residential areas
- Information at bus stops to encourage walking and cycling. Giving people times of journeys etc
- Target small businesses to reduce carbon footprint
- Reduce car use at the school run

2. Moving More – Facilitated by Paul Youlden

The group discussed the following;

- The focus is to get more people involved in physical activity
- We need to target resources where they are needed most
- Partnership working is key to driving everything forward
- Schools could be a great tool, encouraging more after school activities and including physical activity as part of the enrichment programme
- Primary Care plays an important part in get in early and prevention
- Strengthen communication with G.Ps so that they know where to sign post people
- It should be compulsory to do inductions for all activities, particularly swimming
- Knowing what is available for residents is key
- How we market information needs to be right, useful and easy to understand
- We need to make it as easy as possible for people to take part
- We need to tackle peoples fear around joining or visiting leisure centres

3. Eat Well – Facilitated by Jerry Dronsfield and Dawn Phillips

The group discussed the following;

- Education is key
- The controlled school environment should be capitalised on for children and young people make better food choices
- We need to address the culture of giving sweets as rewards/treats
- There is demand for allotments and food growing, we need to be creative and encourage more back door growing
- Raise awareness of calorie content in food and how to burn calories
- Raise awareness of BMI as a guide to achieving and maintaining a healthy weight – people may not be aware of this
- Promote health apps
- Raise awareness of the calories in alcohol
- The public sector should lead by example; healthy options when organising buffets at events

- We need to ensure key groups have access to cookery lessons
 - North Tyneside in Bloom could have a 'Grow your own veg box' competition to encourage people to grow their own produce
 - As we appear to have limited land available for growing. Planting fruit bushes and fruit trees in residential areas
 - A community hub/central information point is needed to provide education and support related to community growing
-