

Item No. 7.	Classification: Open	Date: 2 May 2017	Meeting Name: Health and Wellbeing Board
Report title:		Southwark Healthy Weight Strategy progress report	
Wards or groups affected:		All	
From:		Professor Kevin Fenton, Director of Health & Wellbeing	

RECOMMENDATIONS

1. The board is requested:
 - a) To note progress on delivery of the Southwark Healthy Weight Strategy – Everybody’s Business.
 - b) To note recently published National Child Measurement Programme (NCMP) data on children’s obesity levels.

EXECUTIVE SUMMARY

2. The Health and Wellbeing Board agreed the Southwark Healthy Weight Strategy – Everybody’s Business in July 2016. The strategy is comprehensive, including elements of both prevention and treatment of overweight and obesity with actions across the whole life course including pregnant women, children and adults.
3. Recent NCMP results showed coverage among eligible children remained high at 96% in 2015/16 and the data showed small progress towards all four of the children’s obesity targets included in the healthy weight strategy.
4. Activity over the past six months has included the development of a delivery structure including 2 parallel implementation groups for the ‘people’ and ‘place’ elements of the strategy and a large event to engage wider stakeholders in the strategy. Also during this period, the UNICEF Baby Friendly Initiative certificate of commitment was achieved, a specialist healthy weight school nurse was recruited and work to deliver the Eat Better, Start Better programme in Children’s Centres was progressed.

BACKGROUND INFORMATION

5. Southwark has had consistently high levels of overweight and obesity in recent years, particularly among children and those from the most deprived parts of the borough.
6. The Health and Wellbeing Board convened a senior leadership Group for obesity to oversee development of a new healthy weight strategy for the borough in May 2016 and agreed the new Southwark Healthy Weight Strategy – Everybody’s Business – in July 2016. The strategy was informed by national and local learning and subject to external scrutiny and assurance.

7. The strategy is comprehensive, including elements of both prevention and treatment of overweight and obesity with actions across the whole life course including pregnant women, children and adults. The strategy also aims to influence the environment in which people live in order to make the healthy choices the easiest choices to make. Although the strategy takes a life-course approach it prioritises children and the early years.
8. Crucially the strategy takes a whole systems approach, including partnership working between numerous Council departments, the CCG and other provider organisations. Obesity cannot be tackled in isolation and the strategy aims to make it clear that obesity is 'everybody's business'.

Progress towards targets

9. The strategy set out a number of targets for reducing childhood obesity by 2021. These were:
 - Reduce Reception Year obesity to 11.3
 - Reduce Reception Year excess weight to 23.6%
 - Reduce Year 6 obesity to 24.9%
 - Reduce Year 6 excess weight to 38.9%
10. The latest NCMP data were published in November 2016. Data showed small reductions in each of these levels.

		2014/15		2015/16	
		%	London borough ranking	%	London borough ranking
Year R	Obese	13.0	3 rd	12.2	5 th
	Excess weight	26.4	2 nd	25.2	5 th
Year 6	Obese	27.9	1 st	26.7	6 th
	Excess weight	42.7	2 nd	42.1	5 th

11. In 2015/16, 96% of eligible children in Southwark were weighed and measured, which is substantially higher than the national target of 85%.

Summary of activity

12. Following approval of the strategy by the HWBB, a delivery structure has been established. Two parallel delivery groups have been formed and each have now met twice and agreed terms of reference and membership. One of these groups covers the 'people' elements of the strategy (e.g. weight management services for people that are overweight) and the other covers the 'place' elements (e.g. creating healthy food environments by restricting hot food takeaways).
13. In order to develop the approach of making healthy weight 'Everybody's Business', a Great Weight Debate event was held in November which sought to bring together all local stakeholders in the borough. The event was attended by 86 delegates from a wide variety of organisations, many from the voluntary sector. Workshops were held to gather ideas and input from stakeholders and some of these will be taken forward. For example, the development of a network of healthy weight stakeholders in the borough will enable continued

communication and sharing of ideas and best practice.

14. *UNICEF Baby Friendly Initiative:* The UNICEF Baby Friendly Initiative (BFI) is a key programme of the Healthy Weight Strategy in promoting healthy weight in infants. By supporting breastfeeding and parent infant relationships the initiative enables babies to have the best possible physical and emotional health from the start. The Council commission Guys and St Thomas' NHS Trust (GSTT) to deliver all three stages of accreditation in the Health Visiting Service, working in partnership with the 18 Children's Centres in the borough.
15. Since the healthy weight strategy was agreed by the Health and Wellbeing Board, a BFI Coordinator for Southwark has been recruited and this has enabled a steering group and action plan covering all Baby Friendly standards to be developed. To date, 80% of the Health Visiting workforce have now been trained to support breastfeeding in new mothers and five breastfeeding cafes are in operation in the borough with 881 attendances recorded between April – December 2016. Finally, Baby Friendly champions have been established in each locality of the borough.
16. The action plan was reviewed by UNICEF and satisfied the requirements for receipt of a Certificate of Commitment in October 2016. Work is on track to achieve Stage 1 in early 2017/18.
17. *Healthy Eating: Early Years Nutrition and Dietetics Service:* The Council and the CCG jointly fund a Nutrition and Dietetics Early Years Service which delivers the Eat Better, Start Better Programme (Children's Food Trust) in Southwark's Children's Centres to help promote healthy infant weight. A key focus of the service is capacity building among Children's Centre staff to deliver healthy eating advice and practical workshops for families including Cook and Eat, and Introducing Solid Foods sessions. At the end of September, over 370 families had attended one of these sessions.
18. The Council has collaborated with Sainsbury's to trial their food waste initiative: Waste less, Save more in an urban setting. This initiative commenced in 2016 and part of a five-year plan designed to test, learn and share the best solutions for helping households reduce their food waste and save money. Initially piloted in rural Swadlincote, the aim of this trial is to collaborate with the Camberwell community, particularly in more deprived areas, to spread healthy eating messages, increase cooking skills and change perceptions on eating and cooking more healthily as a means to reducing food waste. The pilot is being followed by the Evening Standard and includes initiatives such as a community fridge at Albrighton Centre and developing local Food Saver Champions. Waste management company Veolia has agreed to conduct waste composition analysis at baseline, after a three-month period, and at the end of the year using previously-agreed frameworks to measure the impact of the intervention on food waste.
19. *School age children:* The Council have funded a specialist healthy weight school nurse post and recruitment was successfully completed in summer 2016. The role enhances the focus of the school nursing service on healthy weight interventions and better integrates the school nursing service with other healthy weight initiatives and the healthy child pathway. The nurse leads on implementation of the NCMP programme in Southwark schools and sends

follow-up letters with an offer of healthy weight clinics to all families identified as above a healthy weight.

20. Schools are also supported to promote healthy weight by adopting a 'whole school approach' through the London Healthy Schools programme. In Southwark there are currently 86 registered schools, 52 bronze awards, 16 silver and 1 gold.
21. *Weight management pathways*: Tier 2 and 3 weight management services for children were grant funded as one year pilots in 2015 and both of these have now completed.
22. A new tier 2 weight management service for children between the ages of 4-17 who are between the 91st and 99th BMI centile for their age has been awarded for 2017/18. This service will be commissioned by way of a variation of the existing seven-year Leisure Management Contract with SLM. Payment will be a combination of block funding for the agreed core costs of delivering the service and performance related payment based on achievement of four targets: number of starters, number of completers, number successfully reducing or maintaining their BMI, and the number of children followed up at 9 months after programme completion. The service will consist of 12-week programmes and is scheduled to commence early May 2017.
23. The CCG have commissioned a new adult tier 2 and 3 weight management service from GSTT with the new service due to begin in April 2017.
24. *Adult physical activity*: In April 2016, the health referral element of the Free Swim and Gym Programme was launched. The FSG offer is enhanced for key health schemes including the exercise on referral scheme (Kickstart and Active Boost) which supports previously inactive residents over 16 years of age with specific health conditions including those who are obese. Active Boost is a twelve week supported exercise on referral programme commissioned from Everyone Active and run in Southwark Leisure Centres. The programme was included in the Free Swim and Gym offer from April 2016 and the results of the first two quarters for this year are below:
 - A total of 344 residents joined the scheme and 208 of these were obese (people with BMI>30).
 - Of the 208 obese participants, 91 completed the programme with 75% reporting they had increased their physical activity levels and 57% successfully reduced their waist circumference.
25. *Healthy weight environment*: The Healthy Weight strategy highlights the importance of tackling the obesogenic environment and includes actions to promote healthy workplaces through the Healthy Workplace Charter, Healthier Catering Commitment and using planning regulations to restrict numbers of hot food takeaways in the borough.
26. Requirements have now been included in contracts for all leisure centres and park cafes in the borough to work towards achievement of the standards required for the London Healthier Catering Commitment. Already 14 businesses have been HCC accredited, and public health has collaborated with the Food Safety Team to signpost all new applicants to the HCC application. Additionally,

29 Southwark Businesses have signed up to the London Workplace Health Charter including some of the biggest employers in the borough.

Policy implications

27. Southwark Council and the Southwark CCG have a statutory duty under the 2012 Health and Social Care Act to produce a health and well being strategy for Southwark. The health and wellbeing board leads the production of the strategy.
28. The Health and Wellbeing Strategy is underpinned by more detailed thematic strategies and action plans – of which the Healthy Weight Strategy is one.
29. The Healthy Weight Strategy sits alongside other Southwark strategies that will themselves impact on levels of overweight and obesity. These include the Physical Activity and Sport Strategy, Transport Strategy and the Children and Young People’s Wellbeing Strategy.

Community impact statement

30. The Healthy Weight Strategy acknowledges that some communities and individuals are both more likely to become overweight or obese and less likely to access services to prevent or treat it. The interventions commissioned to deliver the strategy will be appropriately targeted in the expectation that they will address this issue.
31. A bi annual Healthy Weight Network for local communities will be established to bring together local VCS so that there is ongoing engagement and information sharing, including updates on accessing services.

Financial implications

32. There are no financial implications contained within this report. However, the priorities identified in the Healthy Weight Strategy will have implications for other key local strategies and action plans and the development of commissioning intentions to improve the health and wellbeing of Southwark’s population.

BACKGROUND PAPERS

Background papers	Held at	Contact
Southwark Joint Strategic Needs Assessment	www.southwark.gov.uk/jsna	jsna@southwark.gov.uk
Link: www.southwark.gov.uk/jsna		
Southwark Health & Wellbeing Strategy 2015/20		Public Health 020 7525 0280
Link: http://www.southwark.gov.uk/downloads/download/3570/southwark_health_and_wellbeing_strategy_2015-2020		

APPENDICES

No.	Title
	None

AUDIT TRAIL

Lead Officer	Professor Kevin Fenton, Director of Health and Wellbeing	
Report Author	Russell Carter, Consultant in Public Health	
Version	Final	
Dated	4 January 2017, updated 19 April 2017	
Key Decision?	No	
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER		
Officer Title	Comments Sought	Comments Included
Director of Law and Democracy	No	No
Strategic Director of Finance and Governance	No	No
Cabinet Member	No	No
Date final report sent to Constitutional Team	19 January 2017	