

Appendix 4. Joint Health and Wellbeing Strategy: Healthy Weight and Good Nutrition. Update 31st July 2014

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Brief overview of needs:

This paper outlines the key activities implemented in Brighton and Hove since the development of the Joint Health and Wellbeing Strategy priority to promote healthy weight and good nutrition in the city. Healthy weight and good nutrition was identified as a high impact issue in the JSNA.

Overweight and obesity is a significant public health issue. Excess weight is a major risk factor for diseases such as type 2 diabetes, cancer and heart disease. The economic burden of ill health due to poor diet, obesity and physical inactivity is substantial. The Government's call to action on obesity published in October 2011 identifies Health and Wellbeing Boards as key to bringing together a range of partners to tackle obesity.

In recent years we have seen a positive change in Brighton and Hove with more children recorded as having a healthy weight. The National Child Measurement data showed a significant rise in the proportion of Brighton & Hove Year 6 children who are a healthy weight, from 67.5% in 2007/08 to 72.4% in 2012/2013. Figures for Reception children are steady at 78% of children being recorded as healthy weight. However there are still areas for concern across the city and a significant proportion of children are overweight and obese. Although the overall number of children referred to healthy weight services has increased (92 children referred in 2013/2014 compared to 70 in 2012/2013), this number does not reflect the level of needs. More work is required to increase referrals, particularly from primary care professionals.

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For adults, the most recent data from 2012 show that the prevalence of overweight and obesity in Brighton and Hove (49%) is lower than in the South East region (65% in East Sussex, 64% in West Sussex and 66% in Medway). In 2013/14 a total of 806 adults were referred to the Healthy Weight Referral Service, an increase of 44 adults compared to the previous year.

The positive trend in healthy weight in Brighton and Hove must be seen in the context of the UK having one of the highest levels of obesity in Europe. Even in areas with the lowest prevalence of people who are overweight and obese, levels are still worryingly high. Therefore it is important that we continue our work to promote healthy weight, good nutrition and support those with overweight or obesity.

Public health Outcomes Framework and Brighton and Hove City Council KPIs:

We are achieving our Public Health Outcomes Framework indicators to reduce the prevalence of excess weight in children and adults. In 2012 Brighton and Hove had a significantly higher proportion of adults achieving the recommended 150 mins of moderate activity per week than both the South-East and England average (Brighton and Hove 63.4%; South East 59.7%; England 56%). There is no national measure of physical activity levels for children and young people; however, we are able to measure rates locally through the annual Safe & Well at School Survey (SAWSS). In 2013 29% of primary school pupils took part in three or more hours of physical activity in school and 20% took part in more than five hours out of school. 32% of pupils aged 11-14 years took part in three or more hours of physical activity per week in school (38% of boys and 25% of girls). Boys, both in and out of school, are more likely to be physically active. There is little difference in participation by ethnic group for low physical activity participation within school.

New activities:

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The Healthy Weight Programme Board was established in September 2012 with the key objective of strengthening local action to promote healthy weight and prevent overweight and obesity through a life course approach. The Board ensures the delivery of the Healthy Weight Action Plan and brings together a range of partners from the voluntary, private and public sectors who work together on specific actions under the domain groups of:

- **Healthy eating** led by the Food Partnership: key actions include promoting healthy eating and good nutrition in early years and implementing the national school food plan. This supports the Community and Voluntary Sector Forum/Food Partnership (CVSF/FP) recommendation for continued work on early years so that the promotion of good nutrition at an early stage becomes embedded in working practice.
- **Physical activity** led by Public Health: key actions include supporting primary schools in selection of how the premium (about (9K) is spent for sports and physical activity and increasing access to opportunities for physical activity e.g. community allotments, park exercise trails, improved play areas, improved pedestrian and cycle facilities. The work under this domain group helps address the gaps identified by the CVSF/FP in increasing physical activity in children and young people.
- **Management and treatment of obesity** led by Public Health: key actions include the annual implementation of NCMP and pro-active follow up of parents of overweight children for support and advice.

New community weight management services: The recent procurement and award of the contract for community weight management services to a partnership between the Food Partnership and Albion in the Community has resulted in a wider range of services for children, young people and adults. This addresses the gap identified by the CVSF/FP in terms of having more age appropriate services for children and for young people who can be difficult to engage. The work led by the Youth Advice Centre (YAC) and Portslade Health Centre with young people to better understand the types of services young people

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are more likely to engage with is contributing to inform the development of healthy weight services for young people, for example the Teen Shape Up programme.

The Shape Up Group programme includes tailored group options for women post pregnancy and the Shape Up with the Albion is designed especially for men. Further support is offered for up to one year after completing the weight management programmes to help continue achieving weight loss, maintaining a healthy weight and achieve healthy lifestyle goals.

The community weight management programmes follow NICE guidance and best practice standards and are multi-component combining nutrition, physical activity and behaviour change. NICE guidance recommends that weight management programmes should use a variety of behaviour-change methods. These should include problem solving; goal setting; how to carry out a particular task or activity; planning to provide social support or make changes to the social environment; self-monitoring of weight and behaviours that can affect weight; and feedback on performance. For individuals with more complex needs (including emotional needs) and eating disorders referrals will be to more specialist services for example the dietetics service at BSUH or referral to SPFT.

Access to the weight management service is targeted in line with local Joint Strategic Needs Assessments and there is a target of 50% of individuals achieving outcomes coming from wards in the city with significantly higher rates of obesity, for example in East Brighton (Whitehawk, and Moulsecomb).

Services can be tailored for adults who find accessing services difficult or who need extra support (e.g. people with learning disabilities). For example Albion in the Community offer an individual service with their weight management coaches and Shape Up One-to-One offers tailored clinic appointments including Lydie Lawrence, Public Health Programme Manager, 31st July 2014.



longer sessions for people attending with their support workers. The Eat Well workshops delivered in community groups provide advice about healthy eating on a budget and eating well throughout the life course including as we age. These actions will help address the concerns from the CVSF/FP around reductions in benefits that may lead to an increase in food poverty, the lack of support offered to people around emotional eating and people with learning disabilities having less access to information, support and advice around healthy eating and nutrition.

The responsibility for commissioning specialist services (Tier 3 Services are provided by a multi-disciplinary team) lies with the Clinical Commissioning Group (CCG). Public Health will be working with the CCG to explore the feasibility of expanding the current dietetics provision at BSUH to a more multi-disciplinary team approach for severe and complex obesity.

Healthy Weight Champions: Dr Abi Fry, GP at Mile Oak Medical Practice is the GP Healthy Weight Champion. Abi sits on the Healthy Weight Programme Board and is also a member of the domain group on management and treatment of overweight and obesity. This role assists the domain group's work to provide support to GPs in addressing the sensitive issues of weight with children and their families. This begins to address the CVSF/FP's suggestion of developing a programme of nutrition champions in GP practices. Experience of working with GP practices in the city on a local enhanced service for overweight and obesity as well as for other public health priorities indicate that it would be very challenging and resource intensive to get practices to sign up to having a nutrition champion in each practice. There would also be financial implications. The Healthy Weight Board members are doing more work to identify a champion for good nutrition in care homes and hospitals which was another recommendation from the CVSF/FP. The Food Partnership already works with care homes to promote good nutrition through the Healthy Choice Award scheme.

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Other new work: through the new Public Health Schools Programme, a number of primary and secondary schools are working on healthy eating and physical activity interventions and guidance. For example Albion in the Community is delivering the Zip Zap clubs for children aged 5-7 years in schools outside of school hours. Children learn the value of healthy eating, alongside games that encourage activity and movements. Once a term parents and carers are invited to join in and learn new skills together. The programme started in 3 schools in areas on inequalities and is being rolled out to 10 schools across the city. In addition health promotion and healthy lifestyles events are being held in several schools during school fairs and parents' evenings to ensure greater engagement of parents and carers. A health promotion event has taken place at the schools' connected hub for young people who are not successfully engaging in mainstream education (at risk of exclusion) and their parents/carers. Albion in the Community and Active for Life are promoting activities to increase the participation of girls in physical activity. These actions address the priorities identified by the CVSF/FP in terms of increasing participation of children, parents and schools in physical activity and for more health promotion for children and young people.

Partnership working with local providers of sports and leisure activities is helping increase access to sports and physical activity. For example Freedom Leisure operates a scheme on behalf of Brighton and Hove City council with a leisure card available to residents in receipt of certain state benefits that gives a discount of approximately 40% on selected activities at six leisure centers across the city. CVSF/FP suggested that the costs involved in leisure activities are a barrier for people, especially those on low incomes.

There has been a renewed promotional push to increase the number of children taking up the free swimming offer in all swimming pools in Brighton and Hove for children and young People 16 and under, with targeted promotion being done in schools and community settings to increase the number of children from areas

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of inequalities. This has resulted in a 35% increase in the number of children and young people registering for free swimming in the period April – June 2014, compared to the same period last year. There is no funding to extend the free swimming offer to adults as suggested by CVSF/FP.

There has been more work to promote health in the workplace as part of the Workplace Health programme and several businesses have adopted the Workplace charter. Through the Public Health Schools Programme, a school workplace health programme is being offered to everyone who works at the schools with the opportunity for individual health assessments and support from Health Trainers.

Community education initiatives to promote healthy, sustainable food choices and the skills to cook, including for those in care support roles is being delivered by Brighton and Hove Food Partnership. For example the Eat Well Workshops for community groups; helping people start new community gardens ; healthy eating advice and workshops and advice on food poverty and support for food banks. Some of the cookery workshops are part of the new contract for community weight management services.

Outline proposals going forward.

The activities described above are relatively new and require sufficient time to be established in communities and to produce health outcomes. The contract for the new weight management services is for three years. It is not therefore anticipated that new management services will be developed within that time apart from those already included in the contract.

Further work needs to be done with local retailers to promote healthy weight and good nutrition. The work will build on existing initiatives for example the Food Hygiene Status Check and the Healthy Choice Award in order to reduce salt
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consumption including implementation of 5-hole salt shaker post (versus the usual 17 holes); menus illustrated with calorie calculations; portion control; reduced sugar (removal of full sugar soda drinks) and reduced trans fats.

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