

National Plan, Local Action

How Local Councils are meeting the obesity challenge

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- What responsibilities do local councils have?
- Our journey in Hackney
- Some further examples of local initiatives
- Work in progress and where to next?
- Useful resources

Childhood Obesity: A Plan for Action

- Government published Childhood Obesity: A plan for Action in August 2016.
 - “We aim to significantly reduce England’s rate of childhood obesity within the next ten years....the launch of this plan is the start of a conversation, rather than the final word”.
 - Obesity is a complex problem with many drivers, including our behaviour, environment, genetics and culture.
 - Long-term, sustainable change will only be achieved through the active engagement of schools, communities, families and individuals.
 - *But, limited mention of local councils....*
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Some Key Statistics in the Plan

- Today nearly a third of children aged 2 to 15 are overweight or obese, and younger generations are becoming obese at earlier ages and staying obese for longer.
 - One in five children are already overweight or obese before they start school
 - obesity rates are highest for children from the most deprived areas and this is getting worse.
 - Children aged 5 and from the poorest income groups are twice as likely to be obese compared to their most well off counterparts and by age 11 they are three times as likely
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Obesity and Children's Health

- Impact on emotional and behavioural health (stigmatisation, bullying, low self esteem)
- 533 children and young people in England and Wales have type 2 diabetes (adults disease)
- 80% of children do not eat recommended “5-a-day”
- England's young people have highest consumption of sugary drinks in Europe

As adults...

- Obese children are more likely to develop a variety of health problems as adults including: cardiovascular disease, musculoskeletal disorders (especially osteoarthritis - a highly disabling degenerative disease of the joints), some cancers (endometrial, breast and colon), insulin resistance (often an early sign of impending diabetes) and disability.
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14 Key Areas of Action in the Plan

1.. Taking out 20% sugar in products

2.. Supporting innovation to help businesses to make their products healthier

3. Developing a new framework by updating the nutrient profile model

4. Making healthy options available in the public sector

5. Continuing to provide support with the cost of healthy food for those who need it most

6. Clearer food labelling

7. Improving the co-ordination of quality sport and physical activity programmes for schools

8. Creating a new healthy rating scheme for primary schools

10. Making school food healthier

11. Helping all children to enjoy an hour of physical activity every day

12. Supporting early years settings

13. Harnessing the best new technology

14. Enabling health professionals to support families

Public Health Funding

- Councils will face significant spending reductions to their public health budget up to 2020/21
 - public health funding will be cut by 9.7 per cent by 2020/21, in cash terms £331 million
 - £200 million cut in-year for 2015/16 announced in November 2015
 - Ring fence on public health budget maintained until 2017/18
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Local Council Responsibilities

- Transfer of public health responsibilities to councils in 2013 (upper tier and unitary authorities); duty to improve the health of the people living in their area.
 - This includes the public health of school aged children 5 -19.
 - National Child Measurement Programme: measuring the height and weight of children in reception and year 6 and return of data on this is mandatory.
 - From October 2015, transfer to councils of commissioning responsibility for public health of children aged 0-5.
 - Healthy Child Programme led by health visitors working with other professionals
 - Transfer is a real opportunity; there has been a surge in innovative programmes
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What drivers of obesity can local councils influence?

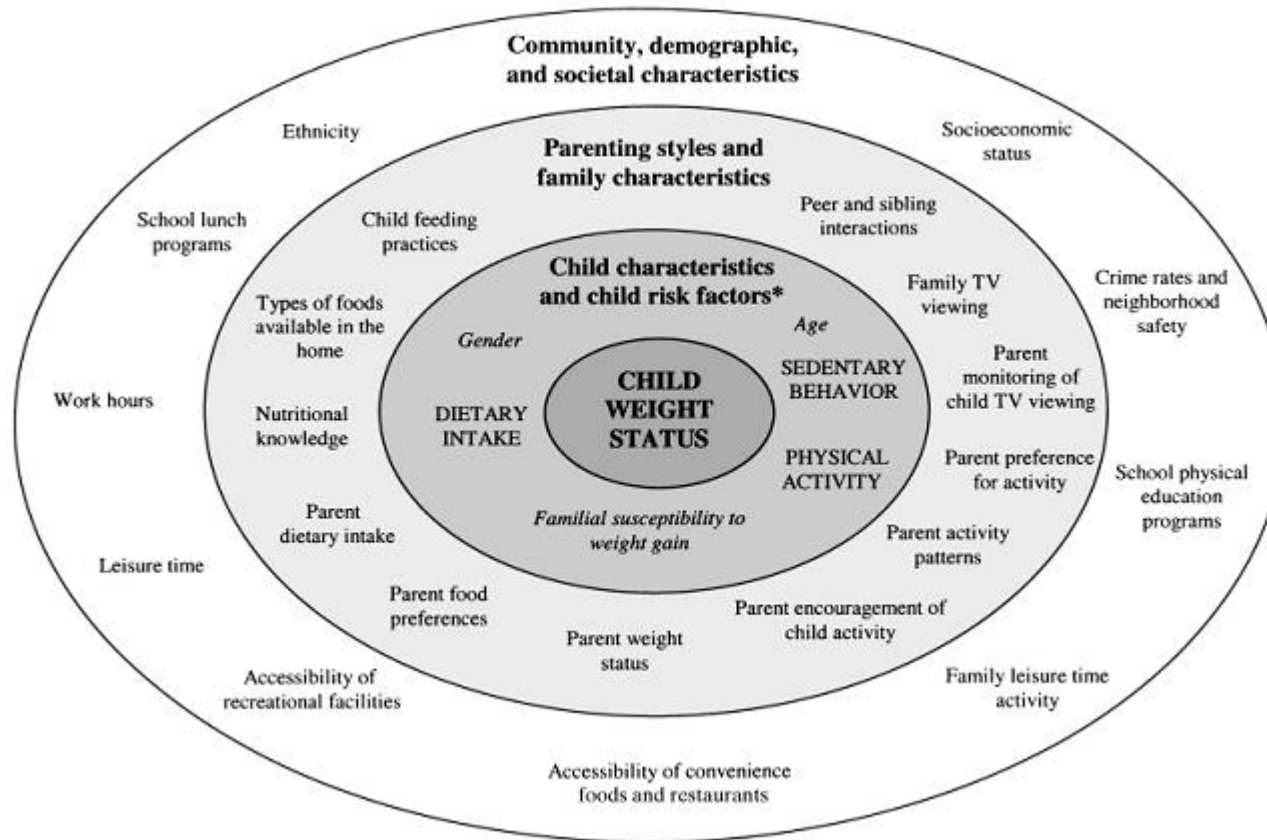


Figure 1: Ecological model of predictors of childhood overweight Davison and Birch 2001

Our journey in Hackney

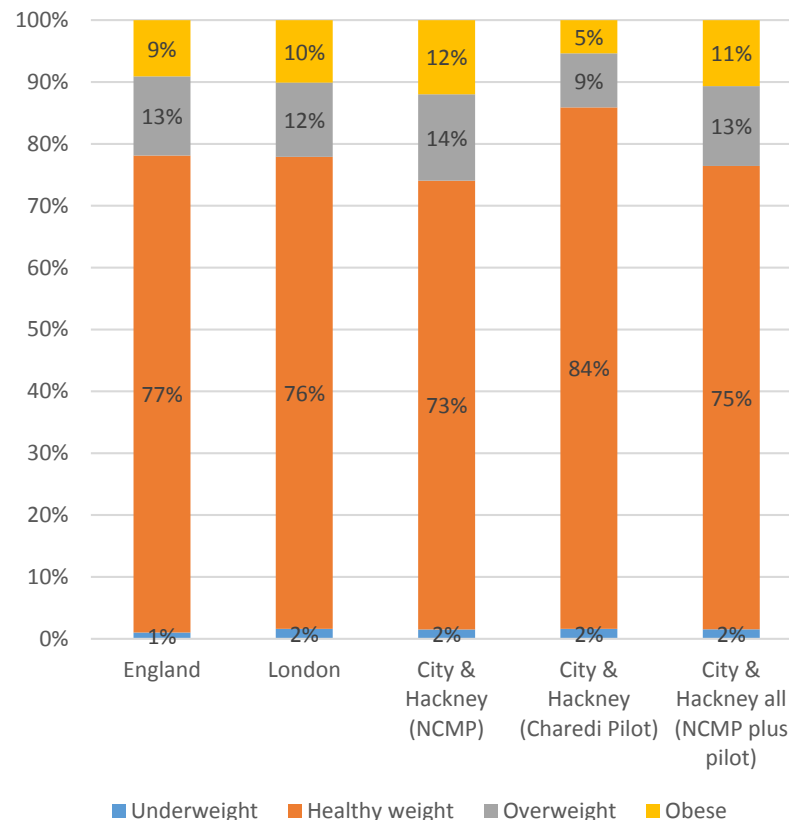
- Densely populated inner London borough
- Relatively young population
Greater proportion of the population is under 40 than nationally
- Diverse communities
 - As many Black young people as White British young people
 - Large Orthodox Jewish community
 - Large Turkish community
- High level of deprivation
11th most deprived local authority
10th highest prevalence of child poverty



Childhood obesity: Hackney

- **Hackney has the 7th highest obesity rate in reception children** based on NCMP 2014/15 data alone; an improvement from the highest rate in 2013/14
- Since the NCMP began (2007/08), **City and Hackney obesity rate has been in decline** In 2014/15, the obesity rate was recorded at 12%.
- **NCMP is only mandated in state-maintained schools**
22% of Hackney's children are Orthodox Jewish (Charedi)
Most Charedi children are educated in independent Jewish schools
- **Pilot scheme to measure Charedi children**
689 of 793 Hackney's Charedi school reception children measured
12% of Hackney's state-maintained reception children obese
5% of Hackney's Charedi children obese

NCMP 2014/15 comparison national, regional, City & Hackney, plus charedi pilot

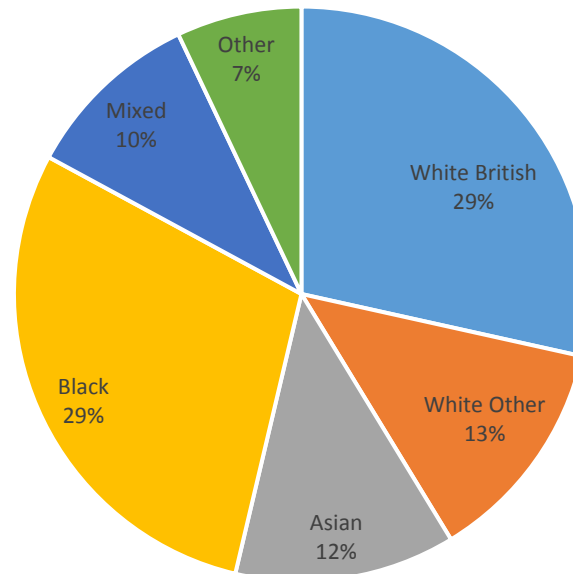


Our challenges

Ethnic Diversity

- A high level of ethnic diversity in the borough, especially in our young population, means that given the continuing uncertainty over the validity of the BMI tool and subsequent weight classifications for non-white ethnic groups, ***we are not fully confident in NCMP child obesity rates***

Ethnicity: Hackney aged 0-19



Our challenges

Hackney 'A Place for Everyone'

- Fast changing demographic, economic and population growth
- Rise in health inequalities
- Challenge to address this gap by targeting services to meet the needs of our most vulnerable communities

Financial challenge

- Reduction in public health budget and local authority cuts
- Have to be smart about where we invest and direct resources

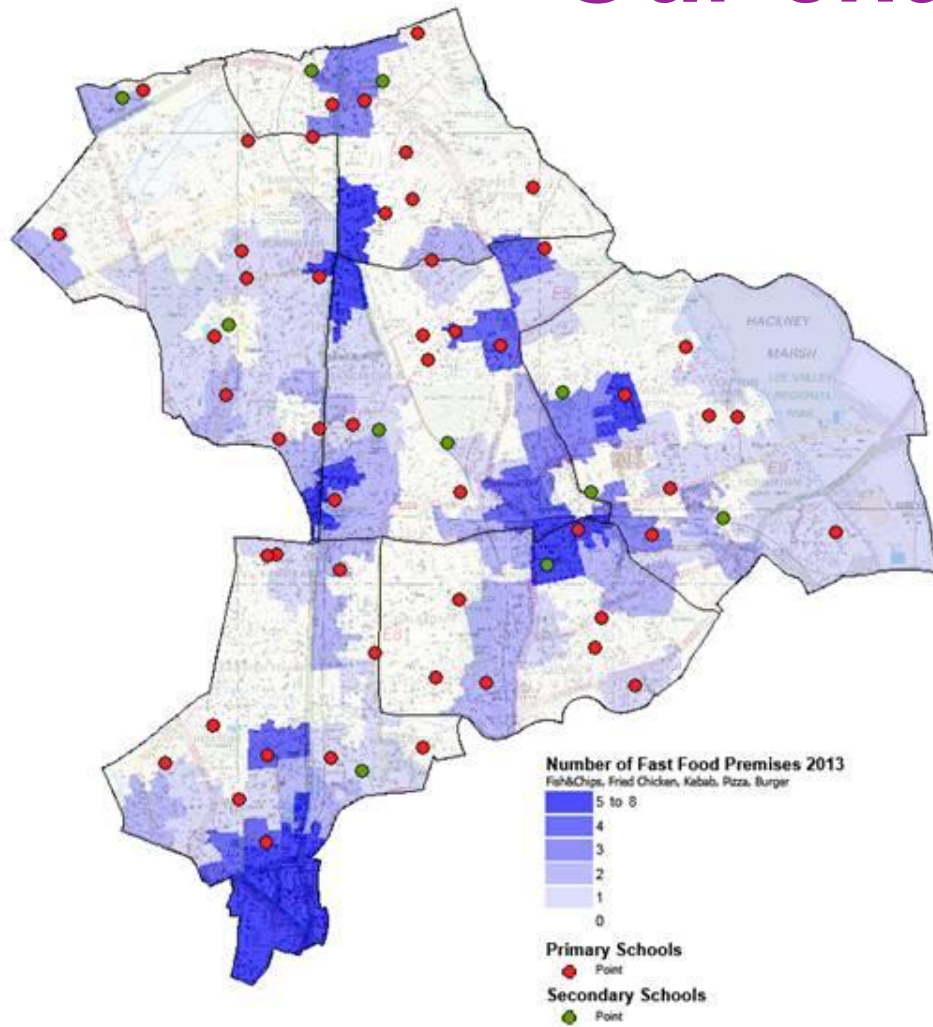
Evaluation of programmes

- Limited available evidence about 'what works' at local level to address the wider causes of obesity

Commissioning

- ambiguity over who has responsibility for commissioning some tier 2 and tier 3 obesity services (CCG or LA?)

Our challenges



How do we influence the wider
'obesogenic' environment?

- high proliferation of hot food takeaways across the borough.
- The challenge is enforcing our new planning policy on potential hot food takeaways - would rejection of planning permission on these grounds be supported on appeal?

Our local response

- Leadership and buy-in from senior council officers and elected members through the **Health and Wellbeing board**

Since the Public Health transition in 2013:

- **Childhood obesity remains priority number 1** in the Joint Health and Wellbeing Strategy
- We have implemented '**Get Hackney Healthy**' a borough-wide work programme with an **investment in the early years** centred around a family approach (£500K a year and up to £1.5million across wider council on physical activity, sports and healthy eating)

Project activities

A	Development of borough-wide child obesity framework
B	Communications campaign and small grants for community and voluntary organisations
C	Training programme and support for key professionals working with children and young people, e.g. supporting implementation of Eat Better Start Better in Early Years settings
D	Roll-out of interventions <ul style="list-style-type: none">• Health Heroes programme in primary schools• HENRY (Health Exercise Nutrition for the Really Young)• Play Streets
E	Literature reviews of 'what works' to tackle obesity in the pre, ante- and post- natal periods, and in the first two years of life

Our local response

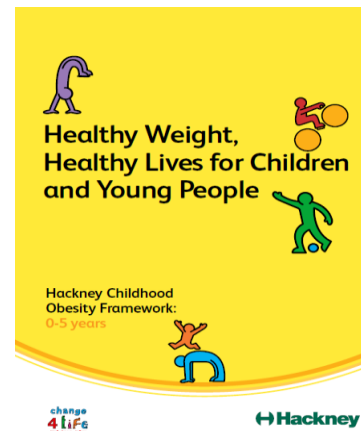
Get Hackney Healthy key achievements to date:

- 40 active **play streets** are now operating in the borough with 2,000 children taking part in Play Streets in 2014/15 and 1,000 adults; with 341 volunteer stewards.
- An Early Years dietician and Early Years Consultant worked with 47 settings (children's centres) and 15 childminders in 2014/15 to implement the **Eat Better Start Better** Voluntary Food and Drink guidelines, reaching approximately 2200 Hackney children
- £5K yearly **Healthy Lifestyles grant** to strategic children's centres
- Wide ranging borough-wide **communications** campaigns, tapping into national Change4Life, alongside the development of local campaigns e.g. Hackney Wild Walks maps around three locations distributed to all Hackney residents in Hackney Today July 2014, and 50,000 Hackney Active Kids Guides through children's centres, GPs and other community settings



Our local response

- 7 primary schools took part in **Health Heroes** between 2013-2015 with a wide range of interventions taking place from gardening clubs, catering reviews, food co-ops and targeted physical activity clubs, with children showing increased physical activity levels recorded at break-times and afterschool, and increased knowledge of food groups and healthy eating
- Development of local whole borough **framework** for 0-5s
- **Literature review** recommendations are being considered in the commissioning of our new 0-19 childhood obesity pathway
- **HENRY** programme tailored to reach vulnerable communities (e.g. Orthodox Jewish, Turkish, hard of hearing)



New Opportunities

- **0-5s transfer of public health services** to local authorities allows greater focus on prevention and joined up commissioning for 0-19s (Health Visiting and Family Nurse Partnership)
- **New Early Years service** (Health Visiting service) with emphasis on maternal and child obesity in new service specification – started in July 2016
- Full 0-19s **child obesity pathway review** complete with recommendations for commissioning services along the full pathway in 2016
- **Establishing and coordinating a whole-systems approach** – Obesity Strategic Partnership launched in February 2016,
- **ADPH Child obesity peer review workshop February 2016** – completed ADPH self-assessment framework for child obesity and peer review workshop looking at council-wide approach to tackling child obesity
- **Evaluation** – working with academic partners through the Obesity Strategic
- **Investing in programmes to tackle the ‘obesogenic’ environment** - The Hackney Healthier Catering Commitment is being rolled out across the borough

National Plan, Local Action:

Action in other local areas

Local Action: Early Years

Mum:

"I found pregnancy overwhelming and had got into some bad habits, but with the support of her adviser she kept to the 10kg weight gain limit...As a result I'm now a more active person and ensure I take part in some form of activity each day. This could be a walk to the shops, playing at the park or jumping around playing with my little girl. As a family we're a lot healthier and mealtimes are more considered rather than rushed and thrown together".

Telford and Wrekin – Getting in Early

- Focus on early intervention including **working with pregnant mums**.
- Healthy Mums was piloted in 2009 and has since become a crucial part of the Telford and Wrekin Council's approach to tackling obesity.
- **Midwives refer women with a BMI of over 30** on to the scheme at their first assessment.
- **Currently 50 referrals are being made each month** with between a third and half of them accepting the offer of support.
- The scheme works with them through the rest of pregnancy and on to when the baby is six months old.
- A **healthy lifestyle's adviser visits them at home once a month**. The first session normally starts by discussing diet and by the second goals are set.
- The **course aims to limit a pregnant woman's weight gain to 10kg and the latest figures show two thirds of women achieve that**.
- **HENRY** (Health Exercise and Nutrition in the Really Young) for those mums who need extra help.

Local Action: Early Years

Nutritionist, Laura:

“the response has been encouraging. Childcare providers are working really hard to give children great food and to help them build good habits, setting them up for a lifetime of enjoying healthy eating and cooking. We’re looking forward to building on this success.”

Medway - Working with Partners

- Medway Council has set up a **local obesity network** to bring the public, private and voluntary sectors together.
- The partnership has led to successful projects being run with organisations as diverse as Tesco and local early years providers.
- Focussed work with **local nurseries, childminders and other early years providers in partnership with the Children’s Food Trust.**
- The two-year **Eat Better Start Better programme** provides training and support to staff on planning healthier menus and helping children to use mealtime to learn social skills.
- Some cooking sessions have also been held with parents.
- A total of **60 settings were given help in the first year** of the programme with an **evaluation finding a ‘significant’ improvement in the food being offered.**
- Another key partner has been Tesco – **“Farm to Fork”**

Local Action: Early Years

Lambeth - training up the front line

- **Lambeth has trained over 900 of its local front-line** staff in how to identify and deal with weight problems in children.
- **Children's centre and early years staff have been given nutrition training to help the youngest children.** This includes tips on common issues, such as dealing with fussy eaters and how to promote healthy eating.
- **Food workers linked to children centres** also run cook-and-eat sessions to give parents and staff ideas about how to provide tasty, health snacks and meals on a budget.
- **Lambeth's Natural Thinkers programme** is aimed at early years providers and has helped create **outdoor areas at 20 sites across the borough** that children can learn and play in.
- It includes **allotment areas for food growing and wooded areas where children can be active** in a natural environment.
- Vouchers are also being offered to families at children's centres at risk of food poverty, which can be exchanged for fruit and vegetables.



Local Action – Early Years

Cornwall Council – working with early years providers

- Cornwall Council has established a **healthy eating scheme aimed at the under-fives**.
- The **Nippers' Nutrition Programme** targets nurseries, child-minders and pre-school settings.
- Those who sign up are asked to commit to improving their practices under **four different criteria**.
- **Certificates are provided** when each level is achieved and are valid for two years.
- The programme, which employs two members of staff part-time, supports providers by offering advice on menus from snacks to meals, how to control portion size and providing recipe suggestions.
- There are now **75 settings on board, including 45 day nurseries** – 40 per cent of the total in the county.
- An evaluation of thirty settings involved in the programme demonstrates that **100% of participants reported very good or excellent understanding of the different food groups**, compared to 30 per cent before they took part in the programme.



**Nippers' Nutrition
Programme**

A range of initiatives

Blackpool Council

Stoptober style campaign to get kinds to give up fizzy drinks. Children to commit to stopping drinking pop for 21 days to break the habit.

Hillingdon Council

Passed a resolution prohibiting ice cream vans from trading in the vicinity of schools.

Blackburn with Darwen Council

Partnership between leisure and health offering free or subsidised community health and wellbeing activities.

Waltham Forest

Five year Healthy Weight for All strategy with work taking place across a number of work-streams and partners.

Stockport

School Sport Partnership run through schools and community hubs, findings ways for all children to be involved in sports.

Wigan

Making Health Everyone's Business; spreading the word about importance of healthy lifestyles, by training up champions from all walks of life.

Hertfordshire

Healthy Children's Centre Programme created, and health visitors, children's centre staff, and public health working on a new integrated service delivery model.

Leeds

Bespoke programme for children with learning disabilities and their families, delivered by health trainers.



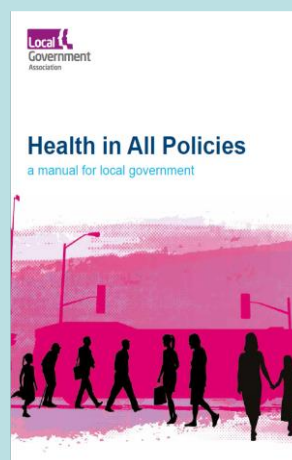
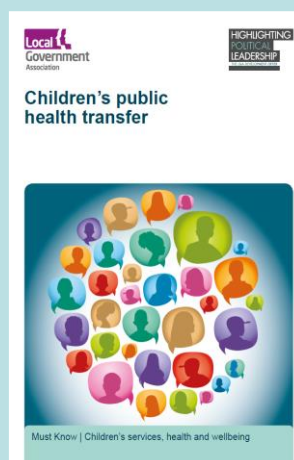
**Early Years and
Beyond**

Work in Progress and Next Steps

The LGA has called for fundamental reforms in its response to the Soft Drinks Industry Levy Consultation:

- ✓ Mandatory reduction of sugar in soft drinks
 - ✓ Better sugar labelling on food and drinks products
 - ✓ Calorie counts on menus in chain restaurants
 - ✓ Councils to be given powers to ban junk food advertising near schools
 - ✓ Sugar tax levy to be administered by councils
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Some Useful Resources



**Visit the LGA
website:
www.local.gov.uk**

Any Questions?
