

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Children and Young People Select Committee
Date:	21 November 2018
Title:	Hampshire Healthy Weight Strategy - Update
Report From:	Director of Public Health

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1. Recommendation

- 1.1. That the Children and Young People Select Committee notes the progress on the Hampshire Healthy Weight Strategy 2015-2019 and supports the systems approach to tackling the issue of childhood obesity.

2. Summary

- 2.1. The purpose of this paper is to update the Children and Young People Select Committee with progress on the Hampshire Healthy Weight Strategy. This is set within the current national policy context and the latest data from the National Child Measurement Programme for Hampshire.
- 2.2. The National Childhood Obesity plan gives detail of potential changes to legislation on food formulation and food advertising, as well as support for schools and health professionals. The Hampshire Healthy Weight Strategy has three key objectives that focus on improving the environment in which we live as well as individual support and behaviour change. This recognises that change to the wider environment in which we live is key to tackling the obesity epidemic.
- 2.3. In Hampshire 23% of children in Reception and 29% of children in Year 6 are classed as having excess weight. This means that excessive weight gain is starting in early childhood and can continue into adulthood.
- 2.4. A number of key actions have been taken by HCC and partners to tackle obesity. These have been in the areas of planning, the food environment, the Healthy New Towns initiative, communications and marketing, work with professionals working with children and families and improved commissioning of tier 2 weight management services.
- 2.5. Future priorities are focussed on continued partnership working with District and Borough Councils and other partners, improving the food offer in the

commercial sector, decreasing the proportion of people who are physically inactive and continued work to upskill professionals in this area.

3. Contextual information

National and local policy

- 3.1. The National Childhood Obesity Plan was published in 2016 and updated in 2018. The plan is focussed on reducing sugar consumption through the sugar levy and reformulation, supporting early years and school settings to provide healthier food, increasing physical activity in schools and enabling health professionals to support families.
- 3.2. In 2018 the government announced a national ambition to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030. The updated plan committed to the government to review legislation on sugar content in food, advertising of food products high in fat, sugar and salt to children and calorie labelling in the out of home food sector. Further measures to support schools were also announced, including strengthening the school foods standard, a national ambition to have the Golden Mile or equivalent in every school and investment to support walking and cycling to school.
- 3.3. The Hampshire Healthy Weight Strategy has been developed with the recognition that the causes of obesity are complex and that the pace of technological change has outstripped any possibly associated human evolution; weight gain for most people is the consequence of our modern lifestyles. Therefore to tackle obesity, we need to take action on a number of levels. Making changes to the environment in which we live is key to tackling the obesity epidemic, focussing on individual behaviour change will not have a population health impact.
- 3.4. The Hampshire Healthy Weight Strategy has three key objectives which are supported by a multi-agency action plan:
 - 1 Support an environment that enables people to make physical activity and healthy eating the easy choice
 - 2 Encourage positive lifestyle changes that enable people to improve their health and have a healthy weight
 - 3 Enable access to evidence based interventions for people who are already overweight and obese.

All the actions in the strategy benefit children and young people and as part of the implementation of the strategy there is a multiagency sub-group specifically focussed on for children and young people.

Intelligence on excess weight and obesity in children and young people

- 3.5. The National Child Measurement Programme measures the height and weight of every child in reception and Year 6 in state schools in Hampshire. Each child's Body Mass Index centile is calculated using a nationally

determined standard. Parents receive individual feedback on their child and schools receive aggregated results.

- 3.6. In 2016/17 3,520 (23%) children in Reception were classed as having an excess weight, and of these 1,319 (7%) children were classed as being obese. In the same year 3,900 (29%) children in Year 6 were classed as having an excess weight. Of these children 2,091 (16%) are classed as being obese. This demonstrates that weight gain starts from early childhood.
- 3.7. Looking at trends over time we see an increase in the proportion of children who have excess weight in Reception in Hampshire, in contrast to the national trend. The proportion of children in Year 6 who are classed as having excess weight is lower than the regional average (Appendix A).
- 3.8. National data suggests that in the 16-24 year age group 40% of men and 37% of women are classed as having excess weight. Overweight and obese children are likely to stay obese into adulthood and more likely to develop long-term conditions such as diabetes and cardiovascular diseases at a younger age.
- 3.9. Children in low income households are more than twice as likely to be obese than those growing up in high income households. Children from black and minority ethnic families are also more likely than children from white families to be overweight or obese. This inequality gap has consequences for children now and for their future health and wellbeing.

4. Performance

The Hampshire Healthy Weight Strategy is overseen as part of the governance for the Hampshire Public Health Strategy. An action plan has been developed and key priorities are identified on an annual basis. The key deliverables for each objective are detailed below.

- 4.1. Key achievements for objective 1: Supporting an environment that enables people to make physical activity and healthy eating the easy choice:
 - Worked with County and District planners to incorporate wider health considerations such as urban environments that encourage walking and cycling, access to quality green space and limits on poor quality retail into local development plans and in response to major planning applications
 - Rolled out Making Every Contact Count to frontline workers including people from HCC, district authorities, NHS organisations and the voluntary sector and worked within HCC to incorporate healthy weights work including with libraries, the active travel team and others
 - Used local data and evidence of effective interventions to maximise the effectiveness of the capital spend allocation from the sugar levy on projects with local schools and with Energise Me to enable schools to use the sports premium effectively. Energise Me, with the County Sports Partnership have also promoted and supported the Daily Mile in Hampshire schools

- Worked with H3CS to maximise opportunities to provide healthy school meals and develop healthier food options for other catered sites, including 'sugar smart' offer for secondary schools
- Used the Healthy New Towns initiative to showcase a whole systems approach, including working with partners to develop junior and senior park runs, couch to 5K, bike and scooter training in schools, and a healthy community café.

4.2. Key achievements for objective 2: Encourage positive lifestyle changes that enable people to improve their health and have a healthy weight:

- Publicised national evidence based campaigns locally such as Sugar Smart, Active 10, Train like a Jedi with schools, the public and other partners
- Developed an awareness campaign on the normalisation of being overweight, with a focus on men using targeted social media advertising and linking to self help support
- Worked with multi-agency partners developed consistent approaches to messages for parents on infant feeding.

4.3. Key achievements for objective 3: Enable access to evidence base interventions for people who are already overweight and obese

- Commissioned public health nursing to focus on childhood obesity through their high impact areas. This has resulted in the continued provision of HENRY a behaviour change initiative delivered with families at high risk of obesity and work to improve the care pathway between maternity and health visiting teams, to encourage new mothers to breastfeed
- Developed the tier 2 weight management offer for adults, focussing on ensuring people working with parents are aware of the service and signposting, and making the offer available for 16 and 17 year olds
- Developed a weight management offer for pregnant women with a pathway that ensures they can access the adult offer postnatally to continue their support for healthy weight.

5. Future priorities 2019 onwards

- 5.1. Since the start of the strategy the issue of obesity has been increasingly recognised as one of the most important public health issues of our time and a risk to the future health of our population.
- 5.2. The Hampshire Healthy Weight Strategy will be reviewed in 2019 to inform the future direction of this work in the medium term. There remain many opportunities to improve the environment in which children and young people live, encourage positive behaviour change and skill up the professionals who work with them. For 2019 the focus will be on:

- Further partnership working with District and Borough councils and other partners via the Health and Wellbeing Board on their response to obesity, including maximising the potential from planning, providing quality green and blue spaces, commissioning of leisure services and service provision
- Develop a Hampshire wide 'light-touch' healthy eating award for takeaways, cafes and restaurants
- Implement the HIOW Physical Activity Strategy in partnership with Energise Me, including developing an understanding of girls perspectives on physical activity, to tackle the reductions in physical activity levels seen as girls grow older and scale up initiatives to encourage physical activity in young children (Create real play) and young mums (This Mum Can).
- Continue working in the Whitehill Borden area on a whole systems approach including enabling schools and early years settings to provide healthy environments and use the learning to inform Hampshire wide approaches
- Invigorate work with early years settings and schools to encourage whole 'setting' approaches to healthy eating and physical activity, building on historically successful work including implementing national menu planning guidance for early years and engagement to review the Healthy Early Years audit tool
- Work with professionals working with children to ensure consistent information giving to families from antenatal to school age and beyond including the development of online training resources for health and non-health professionals around how to talk about healthy weight with families
- Refine the healthy weight pathway for children and young people.

6. Consultation and Equalities

- 6.1. No specific consultation has been undertaken
- 6.2. As this paper is an update paper and does not concern a project or proposal, an Equality Impact Assessment is not required.

7. Recommendation

- 7.1. That the Children and Young People Select Committee notes the progress on the Hampshire Healthy Weight Strategy 2015-2019 and supports the systems approach to tackling the issue of childhood obesity.

CORPORATE OR LEGAL INFORMATION:**Links to the Strategic Plan**

Hampshire maintains strong and sustainable economic growth and prosperity:	yes
People in Hampshire live safe, healthy and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	no
People in Hampshire enjoy being part of strong, inclusive communities:	no

Other Significant Links

Links to previous Member decisions:	
Executive Member for Adult Social Care and Public Health	27 January 2015
Executive Member for Health and Public Health Decision Day	17 December 2015
Direct links to specific legislation or Government Directives	
Not applicable	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equality Duty

1.1. The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act;

Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;

Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Due regard in this context involves having due regard in particular to:

The need to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;

Take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;

Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity which participation by such persons is disproportionately low.

1.2. Equalities Impact Assessment:

As this paper is an update paper and does not concern a project or proposal, an Equality Impact Assessment is not required.

2. Impact on Crime and Disorder:

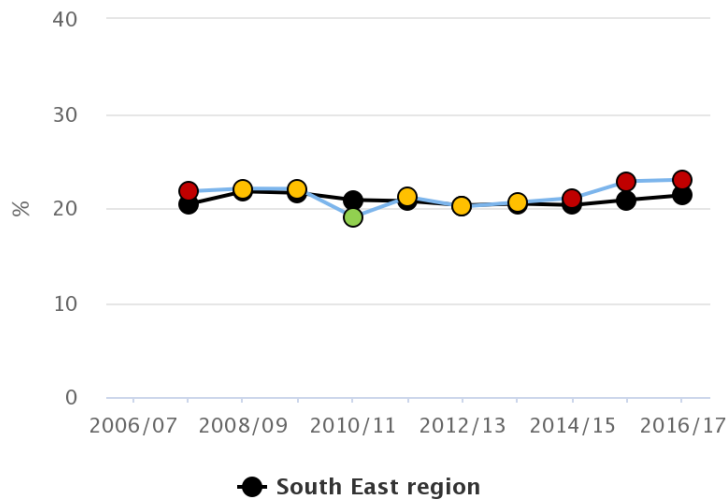
None

3. Climate Change:

Not applicable

Appendix C: Proportion of children with excess weight in Hampshire (Years R and 6) 2006/07 – 2016/17 (Source: National Child Measurement Programm)

2.06i – Child excess weight in 4-5 and 10-11 year olds – 4-5 year olds – Hampshire



2.06ii – Child excess weight in 4-5 and 10-11 year olds – 10-11 year olds – Hampshire

