

**TITLE** **Berkshire West Healthy Weight Strategy: developing a localised action plan**

**FOR CONSIDERATION BY** Health and Wellbeing Board on Thursday, 5 April 2018

**WARD** None Specific

**DIRECTOR/ KEY OFFICER** Graham Ebers, Director Corporate Services, Darrell Gale, Public Health Consultant

Health and Wellbeing Strategy priority/priorities most progressed through the report	Priority 3. Reducing health inequalities
Key outcomes achieved against the Strategy priority/priorities	Tackling obesity contributes towards a number of Public Health Outcomes Framework indicators including: <ul style="list-style-type: none"> <li>• utilisation of outdoor space for exercise / leisure purposes</li> <li>• reducing excess weight in 4-5 year olds and 10-11 year olds</li> <li>• reducing excess weight in adults</li> <li>• percentage of physically (in)active adults</li> <li>• reducing obesity related co-morbidities such as diabetes.</li> </ul>

Reason for consideration by Health and Wellbeing Board	For information
What (if any) public engagement has been carried out?	No public engagement has been carried out relating to the development of localising the action plan.
State the financial implications of the decision	It will be an imperative that the action plan drives the efficient use of resources and identifies clear health benefits on investment so as to protect a sustainable local health and care system.

**RECOMMENDATION**

That the Board supports the development of the localised Healthy Weight action plan for Wokingham.

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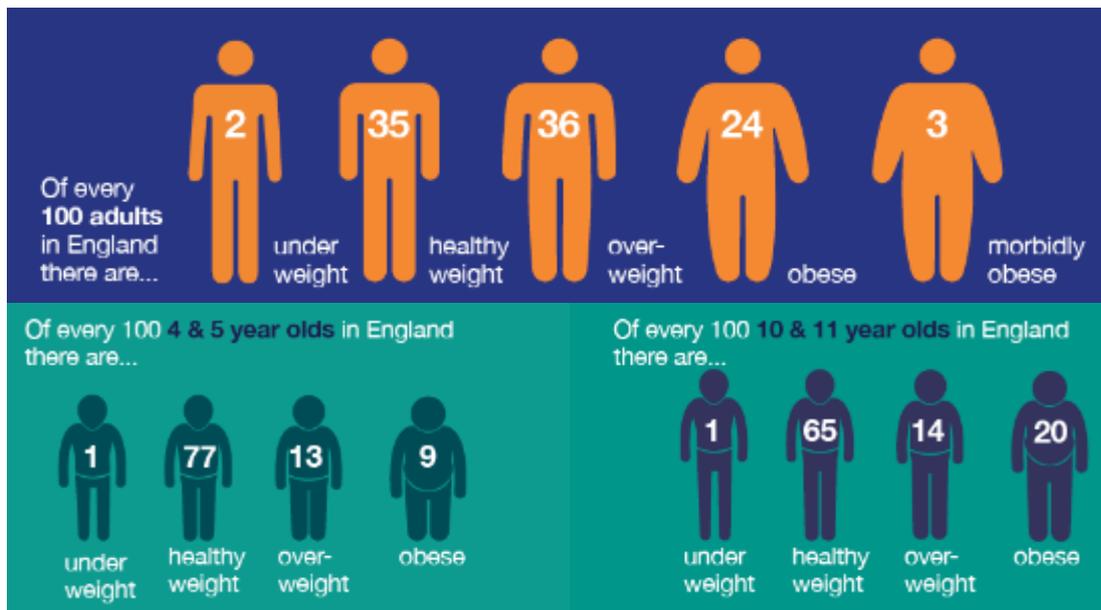
**SUMMARY OF REPORT**

This report seeks the Board’s support in the development of a localised Healthy Weight action plan for Wokingham in order to deliver Berkshire West’s Healthy Weight Strategy 2018-2020. The report provides an outline/framework of the localised action plan for Wokingham and next steps to develop a comprehensive action plan.

## Background

### National context

National data suggests that almost two-thirds of adults in England and approximately one-third of children aged 10-11 were overweight/obese in 2015<sup>1</sup>, see figure 1. Obesity increases someone's risk of developing a number of diseases, for example, three times more likely to develop colon cancer, 2.5 times more likely to develop high blood pressure (a risk factor for heart disease) and 5 times more likely to develop type 2 diabetes.



**Figure 1. Proportion of adults, 4-5 year olds and 10-11 years olds weight (2015, England)**

It is estimated that obesity is responsible for over 30,000 deaths each year in England. Younger generations are becoming obese at earlier ages and staying obese for longer. If this trend continues obesity will overtake tobacco smoking as the biggest cause of preventable deaths.

### Local context

- Berkshire West's Healthy Weight Strategy 2018 – 2020 was endorsed by Wokingham Borough Council's Health and Wellbeing Board in Feb 2018.
- The Strategy provides a framework to co-ordinate work to tackle obesity in the locality.

## Analysis of Issues

The Berkshire West Healthy Weight Strategy 2018 – 2020 identified:

- Six priorities outlined in the Strategy:
- Providing information and support to help people manage their weight
- Helping the least active members of the population move more

<sup>1</sup> Public Health England (2017). Health matters: obesity and the food environment. Available at: <https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2> [Accessed 15/03/2018]

- Working with schools and families to help more children be a healthy weight
- Providing more support for parents in early years settings
- Ensuring our leisure centred offer support and activities to help people maintain a healthy weight throughout life
- key actions relating to unmet needs in the area. These key actions will form the basis of the action plan.

**Tier 1 / Primary prevention: To prevent children and adults from becoming overweight or obese through supporting healthy eating and active lifestyle habits throughout life.**

- Raise awareness of why a healthy weight is important, what a healthy weight is for all ages and how to maintain this
- Promote healthy eating and an active lifestyle for all children in schools and at home
- Enable and encourage people of all ages to move more on a daily basis through structured or unstructured physical activity, in line with Chief Medical Officer Guidelines
- Encourage children and adults to minimise prolonged periods of sedentary behaviour such as screen time
- Ensure that residents can access advice about preparing or buying affordable, culturally acceptable, healthy meals and snacks.

**Tier 2 services / Community Weight Management Programmes.**

- Continue to ensure that commissioned Lifestyle based programmes for overweight or obese adults and children in the community adhere to NICE guidance
- Ensure that providers of these programmes encourage sustainable behaviour change by signposting people to Tier 1 healthy eating and physical activity programmes or to their GP if more intensive support is required
- Work to provide more healthy weight support for families in early years settings and for teenagers.

**Tier 3 services: Commissioned by CCGs**

- Continue to work with our partners to consider how gaps in Tier 3 provision could be addressed
- Ensure that providers of Tier 2 commissioned services recognise when to refer obese patients or those with significant health conditions to their GP to access specialist clinical support; for example Dietetic services or clinical psychology.

**Nest steps:**

- Develop a localised Healthy Weight Management action plan, including engagement/input from key stakeholders and to report back to the HWB in April with a draft action plan.
- To develop a Berkshire West Healthy Weight steering group to ensure co-ordinated action across the locality.

**Partner Implications**

It is important that all partners feel engaged with and contribute the localised action plan.

Given the breadth of influences on obesity, this is an opportunity to maximise use of resources across different partner agencies, in terms of work on the delivery of shared priority agendas.

The outcomes are beneficial for all partners in respect to reducing obesity and thus the impact on the health and social care system.

**Reasons for considering the report in Part 2**

N/A

**List of Background Papers**

Wokingham Borough Council's Joint Strategic Needs Assessment  
Wokingham Borough Council's Health and Wellbeing Strategy 2018 - 2020

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