

COMMITTEE: HEALTH SCRUTINY COMMITTEE

DATE: 7TH SEPTEMBER 2010

REPORT TITLE: UPDATE ON HEALTHY WEIGHT STRATEGY

| 2006 ADULT LIFESTYLE SURVEY – AGED 18+ RESIDENT IN: | | | | | |
|--|--------------------|-----------------------|------------------|--------------------------|-----------|
| Obesity | Bramhall & Cheadle | Heatons & Tame Valley | Marple & Werneth | Stepping Hill & Victoria | Stockport |
| Not overweight or obese | 54.7% | 51.9% | 53.8% | 51.3% | 52.9% |
| Overweight only | 35.1% | 33.7% | 34.2% | 34.7% | 34.5% |
| Obese | 10.3% | 14.4% | 11.9% | 14.0% | 12.6% |
| Sample Size | 2,406 | 1,813 | 1,592 | 2,406 | 8,573 |

- Using the findings of the Lifestyle Survey we can estimate that there are **27,100 obese people aged 18+** in Stockport. **(12.6%)**
- National data from the Health Survey for England suggests that this data may under-represent the levels of obesity in adults. In 2004 **23.7% of 16+ years olds nationally were found be obese;** This is a rate almost double that found in the local survey.

Applying the national age-sex specific rates to the population of Stockport we estimate that there should be **52,450 obese people aged 16+** in the area.

Healthy Weight Strategy Key Aims - Each Aim has now been allocated a strategic lead.

1. Capture extent and profile of obesity and overweight in Stockport (Steering group)
2. Children (Donna Sager/Lynne Percival- Early Years)
3. Promote Healthier Food (Jane Jefferson)
4. Build Physical Activity Into Our Lives (Denise Irving)
5. Develop Supportive Environment and Green Infrastructure (Sue Stevenson)
6. Support Health at Work (Jerry O’Keeffe NHS STOCKPORT and Jayne Merron SMBC)

7. Commission Treatment Services for Adults and Children (Jane Jefferson and Lynne Percival)
8. Communications - Effective Promotion and Coordinated Health Messages (Steering Group)

Partners: NHS Stockport; Foundation Trust; Leisure; Arts and Culture; Sports Trust; Parks; Environmental Health; Trading standards; Transport; CYP; Spatial Planning; Workforce Health; Third sector; Chamber of Commerce etc

Healthy Weight Strategy – progress report for the last twelve months

- Whole-system, multi agency approach across the entire life course. Launch and awareness-raising amongst the public, multi agency practitioners plus our workforces.
- We have a clearly defined set of targets published in the strategy/ framework of which there is common understanding & awareness amongst colleagues contributing to the Obesity agenda. Lynne maintains an overview of performance against the targets and actively flags up any problems. This may also involve working with colleagues to address performance.
- Ongoing implementation through partnerships. Good Progress: Established Ownership of all Key Aims and structures agreed for delivery and monitoring through key strategic groups
- Development of exemplar workforce - NW Healthy catering guidelines – SALT and other national campaigns.

New:

- Regenerated Active Stockport Alliance now has a PA lead for adults and has recently appointed a 2012 Olympic/paralympic legacy co-ordinator
- Breastfeeding week in June. C4Life Best start 4 life publicity utilised and Stockport promotions organised. Collaborated with the Foundation Trust and Chamber of Commerce – focus on SMBC Foyer/ the Foundation Trust
- Lynne has established a High Level Early Years Strategy group which has been set up in March 2010 to drive Strategy Actions and co-ordinate agenda partners from NHS Stockport, Stockport NHS, CYP Services etc. This Strategy group set up to plug strategic gap and to provide a developmental arena and share leadership in Early Years arena.
- Strategic Food and Health group plans led by Jane Jefferson
- Communications Strategy – internal /external - calendar – Working on just one calendar of annual events bike and scoot week etc
- Covalent performance monitoring. Strategy approach was to align with current business plans therefore a single system of monitoring creates efficient cross referencing. Set up monitoring pilot for Key Aims 1 and 2 to track progress via Covalent - training offered for key multi agency staff where necessary.

Healthy Weight Strategy Examples

- A2A (alltogether active children's weight management programme) Evaluation report – nationally recognised now features on National Obesity Observatory website
- Early Years group to host HENRY TRAINING – The HENRY programme (Health Exercise and Nutrition for the Very Young) has been offered to staff in Children's Centres and Early Year's settings. LP is co-ordinating this programme is working with regional trainer Jane Brophy and has marshalled the support of Senior managers. Helen Hayes - Service Manager Early Years & Children's Centres. It is an evidence-based programme and is widely used to not only promote knowledge and information to staff particularly about working with parents, but also developing skill bases around managing obesity in early years. All information and skills gained to be widely disseminated in the borough.
- 'Love food Hate Waste' collaboration with cultural events/Adult ed Cooking on a Budget
- WoW for schools – Lynne has secured WOW (Walk once a Week) national funding to target selected schools (those with less than 50% records of walking to school) to enhance their Active Travel programmes and has worked closely with School Travel Adviser Rosie Fearon to implement. WOW scheme is all set up and ready to go with the 7 schools from September even got 2 of these schools to become bike it schools for next year which means that they will be actively engaged in a number of ways. It is also envisaged that we can conduct a longitudinal study to track progress and collect evidence of any weight loss.
- Workplace initiatives – Canteen, Active Volunteering – working to incorporate 2012 legacy activities and focus on the cost benefits of an effective corporate health programme.
- Ongoing Promotion and dissemination of C4Life materials which boosts all the messages in our strategy and has got more than 75 staff and practitioners signed up as local supporters.
- Very good Greater Manchester network to disseminate and share good practice and updates from national arena. Liaison with Greater Manchester Healthy Weight Leads and new G.M. Physical Activity rep Louise Robbins who has a colleague who specifically deals with Early Years.