

Appendix 2 - Oldham Obesity Improvement Strategy, 2017-2019

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1. Background

- 1.1 Overweight and obesity have been increasing over the past 30 years or more and are now becoming the 'social norm'.

The current situation in Oldham is that:

- One in 10 children in Oldham in primary school reception year (aged 4-5 years) is obese (9.8%). Almost one in 4 of 4-5 year olds has excess weight (that is, they are either overweight or obese).
- Two in 10 children aged 10-11 years in Year 6 in Oldham are obese (20.0%). 7 out of 10 children (70%) children aged 10-11 years have excess weight (that is, they are either overweight or obese).
- Almost 3 in 10 adults in Oldham are obese (28.5%) and around 7 in 10 adults have excess weight (that is, they are either overweight or obese) (66.8%)

- 1.2 The impact of obesity includes physical, psychological and social effects in children, young people and adults. It contributes to a wide range of health conditions including chronic liver disease, hypertension, type 2 diabetes, musculoskeletal disease, stroke and coronary heart disease, osteoarthritis and back pain, reproductive complications, sleep apnea and breathing problems. There is also a strong link between being overweight and obese and an increased risk of various cancers.

- 1.3 Obese people are at increased risk of hospitalisation and place an increased demand on social care. Obesity reduces life expectancy by an average of three years, or eight to ten years in the case of severe obesity (body mass index (BMI) over 40kg /m²).

- 1.4 The benefits of reducing obesity in children are:
- Improvement of academic performance
 - Improvement of behaviour
 - Raising self- esteem and self- image
 - Development of social responsibility and citizenship
 - Improvement in activity levels and in health

- 1.5 The benefits of reducing obesity in adults are:
- Reduced cardiovascular risk

- Reduced blood glucose and insulin levels
- Reduced blood pressure
- Reduced LDL and triglycerides and increased HDL
- Reduced severe sleep apnoea
- Reduced symptoms of degenerative joint disease
- Improved gynaecological conditions
- Increased life expectancy

2. Developing a new Obesity Strategy for Oldham

- 2.1 Tackling obesity is complex and requires action at every level, from the individual to society, and across all sectors.
- 2.2 Local Authorities are responsible for commissioning nationally mandated activities in relation to obesity (the National Child Measurement Programme and the NHS Health Checks) and are well placed to develop coordinated action to prevent and manage obesity.
- 2.3 The previous childhood obesity strategy, 'Healthy Weight, Healthy Lives for Children in Oldham, 2010-2015' led to some action, however, it was recognized that more needs to be done.
- 2.4 To revitalise local activity to tackle obesity, a stakeholder event was held in November 2015. Around 80 attendees from a range of organisations attended.
- 2.5 The priorities identified were:
- A multi-agency strategy with steering group
 - Communication, education and positive health promotion messages
 - Co-ordinated or collated information on services that can be easily accessed
- 2.6 Oldham Council, at its meeting on 9th November, 2016, debated an obesity motion and resolved that action should be undertaken including campaigning to promote healthy lifestyles, eating and drinking, and limiting access to high sugar foods and drinks.

3. Recent and current actions to address obesity

Supporting the creation of healthy environments and enabling healthier behaviours are key areas of work. Recent and current initiatives which will contribute to improving oral health, to addressing obesity and to reducing the risk of developing Type 2 diabetes include the following:

3.1 Weight Loss Voucher Scheme

Public health is in discussion with Oldham Clinical Commissioning Group regarding the potential for future integrated commissioning of weight

management services. In the interim, funding has been allocated for short term group weight loss support for approx. 900 eligible individuals to be referred by primary care health professionals, the Early Help scheme and 'Fit for Oldham', the Council Employee Health Scheme.

3.2 Cooking Skills Project

A programme of cooking classes to support Oldham residents to raise awareness of the role of diet in health and in the prevention of obesity and diabetes and to enable them to develop healthier cooking skills has been commissioned from a local experienced chef/ nutritionist/ health educator. Volunteers will be trained to become 'Cooking Champions' to support them to roll out knowledge, skills and healthier cooking activity to their local communities.

3.3 Healthy cookbook

The well-received 'Chapatti and Chat' cookbook of healthy recipes developed by the Arts Development Team with the CHAI ladies community group is to be reprinted and distributed to communities across Oldham.

3.4 Healthy Living Pharmacies

A commission has been awarded to CHL (Community Pharmacy Greater Manchester Healthcare Ltd) to roll out the concept of Healthy Living Pharmacies across Oldham. Pharmacies will provide brief interventions on healthy lifestyle topics. Outcomes will be monitored to inform the potential future roll out of the concept to other primary care providers (including dentists).

3.5 Oral Health Book for Early Years

The Senior Oral Health Practitioner (a member of the Right Start Service) has been working closely with a local dentist to develop a book on oral health care, healthy drinking and eating habits to be distributed to parents of all children aged 2- 2 ¹/₂ years across Oldham. Funding has been allocated to cover the cost of production. It is intended that 10,000 will be printed to provide a supply for approx. 3 years, to be distributed via the Book Smart initiative and local libraries.

3.6 Replace sugary drinks with water campaign

A small working group is developing a project to raise awareness of the sugar content of drinks and encourage a group of secondary school pupils to replace sugary drinks and energy drinks with water. The project also intends to train the teenagers to become peer educators and support them to roll out health messages to fellow pupils and younger children in feeder primary schools.

3.7 Change4life 'Be Food Smart'

Public Health has supported the launch of the Public Health England's Change4 Life 'Be Food Smart' app in Oldham.

The 'Be Food Smart' campaign helps parents identify the health harms of children eating and drinking too much sugar, saturated fat and salt, including becoming overweight or obese and developing tooth decay.

The roadshow team visited the Spindles Shopping Centre, Oldham on Monday 27th and Tuesday 28th February 2017. Visitors to the stall received a free information pack, making it easier to make the healthier choices at home. On the 28th February (Shrove Tuesday, 'Pancake Day') Public Health focussed on promoting healthy cooking to accompany the 'Be Food Smart' display. A local chef/ nutritionist was funded to cook healthy recipes and offer samples to the public, whilst staff from Public Health, Right Start Service and Sports Development were on hand to talk with people about healthy food and drink choices, and healthy lifestyle options.

4. Development of the Obesity Improvement Strategy and Action Plan

- 4.1 The strategic approach to addressing obesity in Oldham will take a 'whole system approach' involving a range of actions required from prevention through to obesity management, involving various partners including Council departments, the NHS, the community, voluntary and faith sector, and partner organisations in Oldham. It will link to the Oral Health Improvement Strategy and the Physical Activity Strategy.
- 4.2 Obesity improvement interventions will be aimed both at the whole population and at specific groups or individuals at risk, and will be developed over a five year period.

5 Proposed objectives and actions

- 5.1 For 2017-2019, the action plan will focus on the following:
- **Review what activity works well and what can be improved/ extended**
 - **Raise awareness of the need to make positive eating, drinking and physical activity habits**
 - Promote the national Change4life (healthy eating and drinking) campaign
 - Promote the planned national campaign on new Early Years setting's voluntary guidelines when launched
 - Undertake a 'reducing sugary drinks project' for teenagers
 - Promote breastfeeding
 - **Make healthier options available in the public sector**

- Oldham Council to adopt the Government Buying Standards for Food and Catering services (GBSF)
 - Consider signing the 'Declaration on healthy weight'
 - Explore feasibility of including healthy food and drink provision in contracts for commissioned services
- **Support schools to recognise and increase their contribution to preventing obesity**
 - Promote and support the implementation of the planned national healthy rating scheme for primary schools when produced
 - Promote PHE schools advice when released
 - Encourage all schools to commit to the soon-to-be-updated School Food Standards
 - Implement the Get Oldham Growing project 'Growing Entrepreneurs'
- **Work with the NHS and frontline staff to support families and individuals**
 - Support training for staff in the public sector to undertake training around both raising the issue of overweight and obesity, and what services are available to signpost/ refer people to
- **Limit availability to low quality food and increase access to affordable, healthy food choices**
 - Explore the feasibility of initiatives to limit the number of outlets selling low quality foods
 - Explore the feasibility of initiatives to assist in improving the quality of foods provided by restaurants, cafes and hot food takeaways and street vendors
 - Promote and encourage the uptake of the Healthy Start Voucher scheme
 - Support the provision of cooking classes to develop knowledge and practical skills
 - Build on the work of Get Oldham Growing
 - Continue to provide support for breast feeding (including peer support and the Breast Feeding Welcome Scheme)
- **Explore opportunities to enhance the contribution of Council departments to addressing obesity** (e.g. planning, licensing, and parks departments)
- **Contribute to the provision of effective weight management services and their promotion**
 - Lead or contribute to review weight management services for pregnant women, children, adolescents and adults and the care pathways between different tiers and other services in Oldham (e.g. the new NHS 'Healthier You', National Diabetes Prevention Programme and Early Help.)

- Commission evidence based co-ordinated, integrated weight management services and care pathways for children, pregnant women and adults in partnership with Oldham CCG.
- Promote and signpost to services
- **Support the creation of a ‘social movement for change’**
 - Create the conditions for the development of a positive social movement for healthy food and drink by taking an asset based approach – build on the knowledge, skills, interest and enthusiasm of people who want to make a difference.

6. Targets

The intended direction of travel is a sustained downward trend in obesity figures for both children and adults.

The aim is by 2020:

- To reduce the gap in both Reception year and Year 6 between the Oldham average NCMP figures for obesity and the average for England.
- To reduce the gap in both Reception year and Year 6 between different schools in Oldham such that no school has a rate significantly higher than the Oldham average.
- To reduce the gap in adult obesity between Oldham average and England average (using National Survey for England data or an equivalent data source)
- To reduce the gap in adult obesity between different wards in Oldham and the Oldham average

7. Timeline

The strategy will be shared with the Health and Wellbeing DMT at the end of April/ beginning of May. It will be shared with partner organisations at the following Health and Wellbeing Board (in June).