



EXECUTIVE BOARD DECISION

REPORT OF:	Executive Member for Health and Adult Social Care
LEAD OFFICERS:	Director of Public Health
DATE:	13 April 2017

PORTFOLIO/S AFFECTED:	All
WARD/S AFFECTED:	All
KEY DECISION:	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

SUBJECT: Local Authority Declaration on Healthy Weight

1. EXECUTIVE SUMMARY

In February 2017, Blackburn with Darwen's Executive Board approved the Eat Well Move More Shape Up strategy and action plan. As described in the strategy, addressing unhealthy weight is a priority for Blackburn with Darwen. The impact of high levels of obesity on the borough and its residents is outlined in the strategy. The economic cost of obesity and physical inactivity is significant and with the increasing pressure on the health and social care system, prevention must be a priority. Within this strategic action plan there is a priority to sign up to the Local Authority Declaration on Healthy Weight.

There is a growing consensus that preventing childhood and adult obesity is key to achieving healthy lives in adulthood and ultimately to reversing obesity prevalence. To achieve this we need to change our approach as a society to food, drinks and physical activity and the Council has an important role to play in prioritising and advocating healthy weight in all policies which is driven through this Declaration.

The Local Authority Declaration on Healthy Weight will see the Council taking the lead in promoting healthy weight across the borough. Signing up to the Local Authority Declaration on Healthy Weight will ensure health is a focus in all policies across the portfolios and shows a commitment from senior leaders to address the obesity issues in the borough and to enable our staff, residents and visitors to have an environment that provides healthy options.

The local commitments identified as priorities for the Blackburn with Darwen Local Authority Declaration on Healthy Weight are:

1. Support the introduction of 'Mile a Day' and 'Couch to 5k' in primary and secondary schools respectively
2. Support Early Years settings to enable a structured physical activity offer and healthy food policy
3. Develop a Food Poverty Network to reduce food poverty and tackle malnutrition in all settings
4. Support the introduction of school food policies including lunchbox policies
5. To be a designated Sugar Smart Town

6. Develop a Food Charter for the borough to promote healthy and sustainable food in the local economy
7. Promote Active Travel across the borough to increase physical activity, for social and employment opportunities and minimise air pollution
8. Support 'Street Play' initiatives through exploring the implementation of periodic temporary street closure orders and other innovative sites for play
9. To be a designated Breastfeeding Friendly Town
10. To achieve Sustainable Food Town status

The full Local Authority Declaration on Healthy Weight that is being proposed can be viewed in full in Appendix 1.

2. RECOMMENDATIONS

That the Executive Board:

- Approves adoption of the national and local commitments in the Local Authority's Declaration on Healthy Weight.

3. BACKGROUND

Public Health, Blackburn with Darwen Borough Council, has been working with Food Active to develop the Local Authority Declaration on Healthy Weight. Food Active is a collaborative programme launched by the North West Directors of Public Health in November 2013. The purpose of the collaboration was to tackle the increasing levels of obesity; focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour. The three key objectives agreed by the Directors of Public Health were:

1. Sugary drinks duty.
2. Stronger national regulatory controls on junk food marketing.
3. Improved spatial planning measures.

A key focus of Food Active has been to develop a Local Authority Declaration on Healthy Weight. The Declaration is a statement that the Council encapsulates a vision to reduce obesity and improve the health and wellbeing of the population by being a responsible Local Authority by continuing to advance existing strategies. By signing the Declaration the Council would show a commitment to reducing unhealthy weight in our communities, protect the health and wellbeing of staff and the population and make an impact on health and social care. Neighbouring local authorities Blackpool Council and Lancashire County Council have adopted the Declaration over the last twelve months. Learning will be shared between the Council's to ensure a unified approach to tackling obesity across Lancashire. Recent developments include Blackpool Council's Healthier Vending guidelines for both Council and public vending machines which can be viewed here <https://www.blackpool.gov.uk/Residents/Health-and-social-care/Documents/Health-and-wellbeing-board/Blackpool-Healthier-Vending-guidelines-v3-Aug-16.pdf>. The key themes of the Declaration are detailed in Appendix 1.

The Council has developed through the Eat Well Move More Shape Up strategy and consultation with partners and the public its own local priorities for tackling the issue of obesity.

The Local Authority Declaration on Healthy Weight seeks to address health inequalities as detailed in the Health Impact Assessment completed for the Eat Well Move More Shape Up Strategy and Action Plan. These documents can be accessed via <http://www.blackburn.gov.uk/Pages/Public-health.aspx>

4. KEY ISSUES & RISKS

Signing up to the Declaration is seen as a core priority with the Eat Well Move More Shape Up

strategy. There is an opportunity to address the determinants of unhealthy weight via the Declaration. Failure to sign up would compromise the future delivery of the strategy.

Compliance with the Declaration requires a multi-agency sign up, where ideas and opportunities are shared and implemented to create a healthy environment, and it is important that the Council leads by example to support its staff and local residents.

5. POLICY IMPLICATIONS

The Local Authority Declaration on Healthy Weight will take into account the following policies and strategies listed below:

- Health & Social Care Act 2012
- Public Health Outcomes Framework 2014-15 (Department of Health, 2014)
- Fair Society, Healthy Lives. A strategic review of health inequalities in England post 2010 (The Marmot Review, 2010)
- Blackburn with Darwen Health and Wellbeing Strategy 2015-18
- BwD Planning for Health Supplementary Planning Document
- BwD Integrated Strategic Needs Assessment

6. FINANCIAL IMPLICATIONS

There are no costs associated to signing up to the Declaration.

7. LEGAL IMPLICATIONS

The Declaration on Healthy Weight supports the Council's statutory duty to deliver the national Child Measurement Programme. This programme requires the local authority to organise and pay for height and weight checks for primary school children.

It would be necessary to ensure compliance with planning laws with regard to improved spatial planning measures. Legal advice would also be required in relation to highways legislation for periodic temporary street closure orders for street play.

8. RESOURCE IMPLICATIONS

The Local Authority Declaration on Healthy Weight will be monitored and driven via the Eat Well Move More Shape Up Steering Group. Public health chair the strategy Steering Group and will coordinate the reporting against the Declaration on an annual basis.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. (*insert EIA link here*)

Option 3 In determining this matter the Executive Board Members need to consider the HIA associated with this item in advance of making the decision.



Eat Well Move More
Shape Up HIA v1.0.p

10. CONSULTATIONS

EBD: V1/16

Extensive consultation around both the Eat Well Move More strategy and Local Authority Declaration has taken place over the last 12 months.

The consultation has included the following:

- Public Online Consultation – 110 responses
- Health Professional Online Consultation – 27 responses
- Stakeholder Engagement event in June 2016 and face to face/email engagement with individual stakeholders
- Senior Policy Team Briefings across all relevant portfolios
- Quarterly Eat Well Move More Shape Up Steering Group meetings
- Primary School Catering Managers
- Clinical Commissioning Group Protected Learning Time event and Clinical Commissioning Group Operations Group and Clinical Commissioning Group Governing Body Policy Development Session
- Bangor Street Ladies group & Inter Madrassah Organisation Women 4 Women group
- Families Health & Wellbeing Consortium
- Older People's Forum and Age UK consultation
- Learning Disabilities Partnership Board
Blackburn with Darwen Health and Wellbeing Board, Live Well Board and Children's Partnership Board.

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded in the Summary of Decisions published on the day following the meeting.

VERSION:	1.0
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DATE:	02 March 2017
BACKGROUND PAPER:	Local Authority Declaration on Healthy Weight, Health Impact Assessment and Blackpool Council's Healthier Vending Guidelines.