

HEALTH AND WELLBEING BOARD



TO:	Health and Wellbeing Board
FROM:	Director of Public Health
DATE:	6 th March 2018

SUBJECT: Eat Well Move More Shape Up Strategy Year 1 Report

1. PURPOSE

To update on the progress made against the Eat Well Move More Shape Up strategic action plan during the first year of delivery.

To inform the Health & Wellbeing Board about the key priorities for year two.

To highlight key issues impacting on effective delivery of the action plan in year two

2. RECOMMENDATIONS FOR THE HEALTH & WELLBEING BOARD

That the Health and Wellbeing Board:

- Note the contents of the report.
- Note that obesity and physical inactivity remains a significant public health issue requiring ongoing senior level leadership and commitment to increasing physical activity levels, improving access to healthy and sustainable food and encouraging self-care from council, partners and stakeholders.
- Note the progress made to date by all partners and the key issues impacting on effective delivery of the action plan.
- Note the priorities for Year 2 of the delivery of the Eat Well Move More Shape Up Strategy.

2. BACKGROUND

Physical inactivity and obesity are major public health problems due to their association with serious chronic diseases and the costs to both the individuals and society as a whole. Levels of participation in physical activity nationally are currently very low in both children and adults. Nationally, over two thirds of the adult population are overweight or obese and data from the National Child Measurement Programme shows that 1 in 10 4-5 year olds and 1 in 4 10-11 year olds are obese.

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. Obesity is a complex, but largely preventable condition which has serious, far reaching physical, psychological and social consequences that affects virtually all age and socioeconomic groups although some groups are affected more than others. Obesity impairs a person's wellbeing, quality of life and ability to earn.

Being physically active has benefits for mental health, quality of life and wellbeing and maintaining independent living in older age. Physical activity can help to play a role in reducing health and social inequalities and as a result of its wide reaching impact has been described as the 'best buy' in public health.

Local partners and stakeholders are committed to reducing the incidence of obesity and increasing physical activity levels in Blackburn with Darwen (BwD). Public Health has provided the strategic leadership and co-ordination, and has a key role in leading the delivery of the Eat Well Move More Shape Up strategy to ensure senior level, multiagency ownership and co-ordinated local action. The three year strategy (2017-20) adopts a life course approach, aligned to the three Health and Wellbeing life stages of start well, live well and age well.

3. RATIONALE

The purpose of the BwD Eat Well Move More Shape Up Strategy is to provide a framework for action to reduce levels of obesity and increase physical activity levels and ultimately increase healthy life expectancy. It draws upon local experience and knowledge, the dedicated health and social care workforce within the borough, a network of passionate volunteers and community groups and research evidence to improve the health and wellbeing of the residents of the Borough.

The three overall strategic objectives are:

- To improve access to healthy, affordable and sustainable food
- To increase physical activity levels
- To increase the number of children and adults of a healthy weight

The strategy provides an approach to health improvement which recognises the contributions that can be made across all sectors of our society. The national obesity and physical activity strategies are clear that it is not the sole responsibility of any one sector alone. It is important that stakeholders and partners work together to help reduce the prevalence of non-communicable diseases such as Type 2 Diabetes, coronary heart disease and stroke through a healthy lifestyle and co-ordinate and deliver interventions with local communities to ensure that they are effective in helping to improve healthy life expectancy in the Borough.

Key Progress During Year 1

During the development of the strategic action plan new partnerships have been forged and a strong sense of working more closely to share resource to prevent the duplication of delivery where possible. Regular sub group meetings and a shared online platform to share information is supporting improved communication between organisations and progress towards meaningful outcomes.

Having an action plan with oversight for food, physical activity and healthy weight has ensured a cross cutting action plan with some partners working across all agendas to ensure a holistic approach is taken in policy and service development. Recognising the impact of each agenda on the other should see a more effective and sustainable approach in delivery of the action plan.

All the partners involved in the delivery of the strategy share a sense of passion and pride in serving BwD and its residents and share the common goals of improving health and wellbeing and helping to reducing the burden on local health care system and, in doing so, protecting precious resources.

There has been significant progress against the action plan this year, as can be seen in the Year 1 Annual Report (Appendix A), but with the acknowledgement that there is still much to do to have a significant impact on the population. There is also acknowledgement that any significant impact on

the high level indicators from delivery of the action plan may take many years to come to fruition.

In engaging with all partners and stakeholders, including council and health leaders, Community, Voluntary and Faith sector organisations, the wider public sector, private business, and local communities themselves; the strategy demonstrates a joint commitment to work together to have prevention as a priority in all that we do. This strategic approach that will enable us to make a significant difference to the health and wellbeing of the residents of Blackburn with Darwen.

The annual report also details the priorities identified for the second year of delivery, including a significant programme with Sport England as part of the Local Delivery Pilot programme across Pennine Lancashire. This offers a significant opportunity to tackle physical inactivity in the Borough and to support the development of a national blueprint for increasing physical activity across England.

5. KEY ISSUES

Tackling obesity requires a whole systems approach from all partners and stakeholders. Taking a population approach through policy change and development will have the greatest impact on obesity and not focussing on service delivery to a small number of people. Ongoing engagement with key partners and ensuring key contacts are maintained within services to maintain momentum in delivering against the action plan. The ongoing cut in funding from central government to the Council and Clinical Commissioning Group (CCG) has led to reduced capacity to support the strategy. Whilst there has been widespread support for the strategy from senior leaders within both organisations, full engagement in supporting the steering group meetings and in the delivery of the action plan has not been a priority.

Lack of understanding of the wider determinants affecting obesity can lead to a tendency to focus on one issue as the root cause e.g. hot food takeaways, rather than looking at the whole system and mechanisms involved e.g. poverty. Supporting the drive to ensure healthy weight is included in all policies is part of the Local Authority Declaration on Healthy Weight which was signed in April 2017 by both the Council and CCG. This intention to tackle unhealthy weight will require further awareness of the complexities of obesity and how some of these issues can be tackled locally. Further work needs to be done to raise awareness of both the strategy and the Healthy Weight Declaration for both elected members and senior managers across the statutory organisations to address this.

6. POLICY IMPLICATIONS

This strategy has been aligned to both local and national recommendations and guidelines for improving access to healthy and sustainable food, increasing physical activity levels and achieving a healthy weight and BwD's Health and Wellbeing strategy. The action plan has been developed in line with national policies and guidelines and local priorities as derived from the extensive consultation work undertaken.

The strategy and action plan take into account the strategies, frameworks and policies listed below:

- 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
- Food Active's Local Authority Declaration on Healthy Weight

7. FINANCIAL IMPLICATIONS

There are no financial implications. The strategy and action plan will be delivered within existing partner agency budgets and the Department of Health Public Health Prevention grant.

8. LEGAL IMPLICATIONS

Transfer of public health from the NHS to local government and Public Health England (PHE) has introduced a significant extension of local government powers and duties and represents an opportunity to change focus from treating sickness to actively promoting health and wellbeing. Section 12 of the Health and Social Care Act inserts a new section 2B into the NHS Act 2006 to give each relevant local authority a new duty to take such steps as it considers appropriate to improve the health of the people in its area. This section also gives the Secretary of State a power to take steps to improve the health of the people of England and it gives examples of health improvement steps that either local authorities or the Secretary of State could take, including giving information, providing services or facilities to promote healthy living and providing incentives to live more healthily.

Local authorities have considerable discretion in how they choose to invest their grant to improve their population's health, although they have to have regard to the Public Health Outcomes Framework and should consider the extant evidence regarding public health measures.

It will be necessary to ensure compliance with planning and licensing laws with regard to activities in the strategy and plan such as applications relating to the operation of food takeaways. Legal advice will also be sought in relation to highways legislation and pilot programmes planned including temporary street closures for street play.

9. RESOURCE IMPLICATIONS

The strategy and action plan will be delivered by strategic health and wellbeing board partners, with the council's Public Health team providing a leadership and co-ordination role.

10. EQUALITY AND HEALTH IMPLICATIONS

The Health Impact Assessment associated with the strategy has been reviewed and remains valid. Progress against the agreed action plan is being made to support health improvement for residents in Blackburn with Darwen.

11. CONSULTATIONS

Extensive consultation around the strategy took place during the 18 months preceding its adoption. An initial period of consultation and insight work took place during 2015 and involved a Start Well and Age Well consultation along with a commissioned consultation around the issue of food poverty in the borough. There was also an initial online public consultation in 2015 which had 201 responses.

From this work the draft action plan was produced and further targeted consultation has taken place during 2016, particularly concentrated between May and September. 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 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
- 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

Intelligence gathered through the BwD Integrated Strategic Needs Assessment (ISNA) and subject specific ISNAs has also informed the action plan.

VERSION:	1.1
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CONTACT OFFICER:	Beth Wolfenden
DATE:	24 th January 2018
BACKGROUND PAPER:	<p>Eat Well Move More Shape Up Strategy and Action Plan, Plan on a Page and Year 1 Report:</p> <p>http://www.blackburn.gov.uk/Pages/Eat-Well-Shape-Up-Move-More-Strategy.aspx</p> <p>Health Impact Assessment</p>

