

# HEALTH AND WELLBEING BOARD



<b>TO:</b>	Health and Wellbeing Board
<b>FROM:</b>	Director of Public Health
<b>DATE:</b>	30 November 2021

**SUBJECT: Eat Well Move More Strategy Refresh 2022-25**

## 1. PURPOSE

To bring the refreshed food, physical activity and healthy weight strategy for Blackburn with Darwen 'Eat Well Move more' to the Health and Wellbeing Board for ratification.

## 2. RECOMMENDATIONS FOR THE HEALTH & WELLBEING BOARD

- Note the key issues and challenges related to access to good food and physical activity across Blackburn with Darwen and acknowledge the opportunities to support COVID recovery and tackle health inequalities.
- Acknowledge and support the need for wider system change and cross sector leadership buy in and continue to champion the collaborative work already in place.
- Approve the refreshed, three year 'Eat Well Move More' Strategy.

## 3. BACKGROUND

The original 'Eat Well Move More Shape Up' strategy had the vision for everyone in Blackburn with Darwen to 'move more, eat well and maintain a healthy weight'. Over the last 3 years the strategy predominantly focussed on local population level interventions based on evidence of effectiveness and building on existing assets using available resources. Three key strands of work were embedded:

- Active BwD Network
- BwD Food Resilience Alliance Good Food Plan (Appendix 3)
- Local Authority Declaration on Healthy Weight (Appendix 4)

The Active BwD Network and Food Resilience Alliance have created strong partnerships and a platform for communication and support across Blackburn with Darwen for various organisations and communities. Cross-sector collaboration and building on new and existing partnerships have been critical in implementing the successful streams of local work.

The refreshed partnership strategy continues to strive for a whole system approach and through supporting collaborative work brings the opportunity to engage stakeholders from the wider system to support in the shared vision. Using a 'place based' and whole system approach is key to making health everybody's business in every setting.

## **Key Drivers**

There have been a number of key national strategies released over the past 18 months, which have been driven largely by the COVID-19 pandemic. These strategies are highlighted in the refreshed strategy. Along with regional and local activity, including the Marmot Health Equity Review for Lancashire and South Cumbria and the emerging priorities of our Primary Care Neighbourhoods, the pandemic has further thrown the spotlight on the need to ensure our residents have access to healthier, more affordable and sustainable food and opportunities for physical activity. This strategy provides a mechanism to ensure that this national, regional and local activity is focussed in a place based, whole system way

## **4. RATIONALE**

Having access to nutritious food and being physically active is essential to maintain positive health and wellbeing. Unfortunately, not everyone has the opportunity or means to access healthier, affordable food due to many factors. This strategy aims to provide a set of guiding principles to enable partner organisations to prioritise food, physical activity and healthy weight as a 'must do' for improving health and wellbeing. The strategy aims to focus on driving up quality of delivery and ensuring it is evidence based and uses insight from local communities to inform delivery to ensure it is accessible to all.

## **5. KEY ISSUES**

The COVID-19 pandemic has highlighted the health inequalities within our communities in Blackburn with Darwen. Those living in the most deprived areas are more susceptible to the effects of COVID-19 and this further widens the health inequality gap. By increasing physical activity levels across our population and improving access to healthier and more affordable food, we can improve quality of life for everyone.

COVID-19 has also highlighted other key issues for the population such as physical deconditioning due to long term shielding and the impact of obesity on the risk of serious complications from COVID.

Capacity across the system to engage in the strategy continues to be a risk making the importance of senior level buy in and advocating for a culture change across our statutory and voluntary organisations crucial for a sustainable whole system approach.

## **6. POLICY IMPLICATIONS**

The strategy advocates for the creation of a system which supports improved access to healthier, more affordable and more sustainable food and increased opportunities for our community to be more physically active. As part of this system change a review of all policies and contracts will be required to embed the 'guiding principles' wherever possible.

## **7. FINANCIAL IMPLICATIONS**

There are no direct financial implications with the refreshed strategy due to the change to a strategic focus. Delivery of any activity associated with the strategy will be funded through the

Public Health grant, the Sport England Local Delivery Pilot funds and partner contributions.

## 8. LEGAL IMPLICATIONS

This proposal will help improve one of the Council's eight corporate priorities (2019-2023) **i.e.** "Reducing health inequalities and improving health outcomes"

## 9. RESOURCE IMPLICATIONS

The strategy will continue to build on and develop improved partnerships/collaborations and communication across multi sector organisations to make the most of reduced resources by reducing duplication and applying for any funding in a coordinated manner and to be able to target those most in need of extra support.

The facilitation of the strategic steering group and work stream will be supported by the Public Health team.

## 10. EQUALITY AND HEALTH IMPLICATIONS

By taking the approach outlined in the refreshed strategy, we aim to take a system wide approach to support the health and wellbeing of everyone in Blackburn with Darwen. Through each of the strands of work we will work to target those with greatest need.

We will be working with partners to evaluate the effectiveness of the refreshed strategy to ensure it is impacting positively across the population.

## 11. CONSULTATIONS

The revised Eat Well Move More strategy is a partnership strategy rather than a public facing document and therefore public consultations were not required.

The strategic document has been presented to Senior Policy Teams, sub groups of the Health and Wellbeing Board, Eat Well Move More Strategic delivery groups and VCFS partnership groups between May and October 2021.

This includes:

- Senior Policy Team meetings – Adults & Health, Environment, Children's Services & Education, Public Health & Wellbeing
- Executive Member Board – Growth & Development, Digital & Customer Services, Finance & Governance
- Blackburn with Darwen Integrated Operational Group, CVS Network Group, Age Well Partnership, Children's Partnership Board
- Leader of the Council and Chair of the Health and Wellbeing Board

**VERSION:**

**CONTACT OFFICER:**

Beth Wolfenden [beth.wolfenden@blackburn.gov.uk](mailto:beth.wolfenden@blackburn.gov.uk)

Amy Greenhalgh [amy.greenhalgh@blackburn.gov.uk](mailto:amy.greenhalgh@blackburn.gov.uk)

<b>DATE:</b>	01/11/2021
<b>BACKGROUND PAPER:</b>	Appendix 1 - <a href="#">Eat Well Move More Shape Up Strategy 2017-2020</a> Appendix 2- Eat Well Move More Strategy 2022-2025 Appendix 3 - BwD Food Resilience Alliance Good Food Plan Appendix 4 - Local Authority Declaration on Healthy Weight

