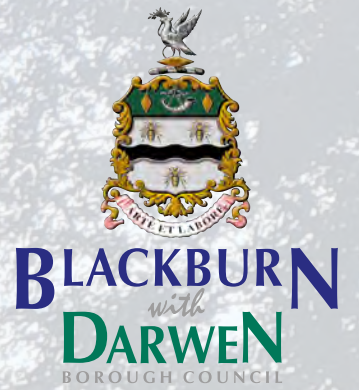


October 2021

Blackburn with Darwen Eat Well Move More Strategy 2022-2025

The Food, Physical Activity and Healthy Weight Strategy for Blackburn with Darwen



Foreword

Welcome to the refreshed 'Eat Well Move More' strategy! Tackling unhealthy weight and physical inactivity remains a local priority. Through this strategy and partnership, we aim to ensure that moving more, eating well and being a healthy weight is everybody's business.

We are continuing to strive for a whole system approach through collaborative working. Working in this way 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.

Now more than ever there is the need to increase national and local focus and commitment to people's health, wellbeing, and quality of life and this has been highlighted by the COVID pandemic. During this time, we have seen the Health and Care sector and communities face considerable challenges. The pandemic has also highlighted the health inequalities, which exist within our communities in Blackburn with Darwen. However, we know that by improving access to good food and creating opportunities to be physically active, these health inequalities can be reduced significantly.

The strategy provides a timely opportunity to drive forward system change and support leaders to advocate local decision making, which reflects the needs and priorities of people who live, work, and go to school or college in our borough. Long-term, sustainable change can only happen when we work in partnership with our local community. Supporting and encouraging conversations around physical activity and good food across the system not only benefits health on an individual level but also impacts positively on other local agendas including, employability, productivity and reducing the demand on social care.

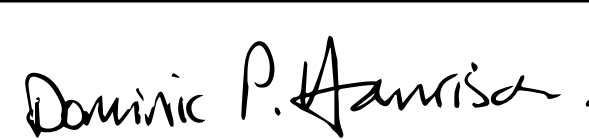
We are better together, and we can all do our bit as individuals, within our communities and the places that we live and work to make a difference. Together we can work to create food and physical activity environments, which encourage and enable our communities to make a healthier choice.



*Cllr Damian Talbot
Executive Member for
Public Health and Wellbeing*



*Cllr Mohammed Khan CBE
Leader of the Council*



*Dominic Harrison
Director of Public Health*



*Dr Mohammed Umer
Clinical Director Blackburn with
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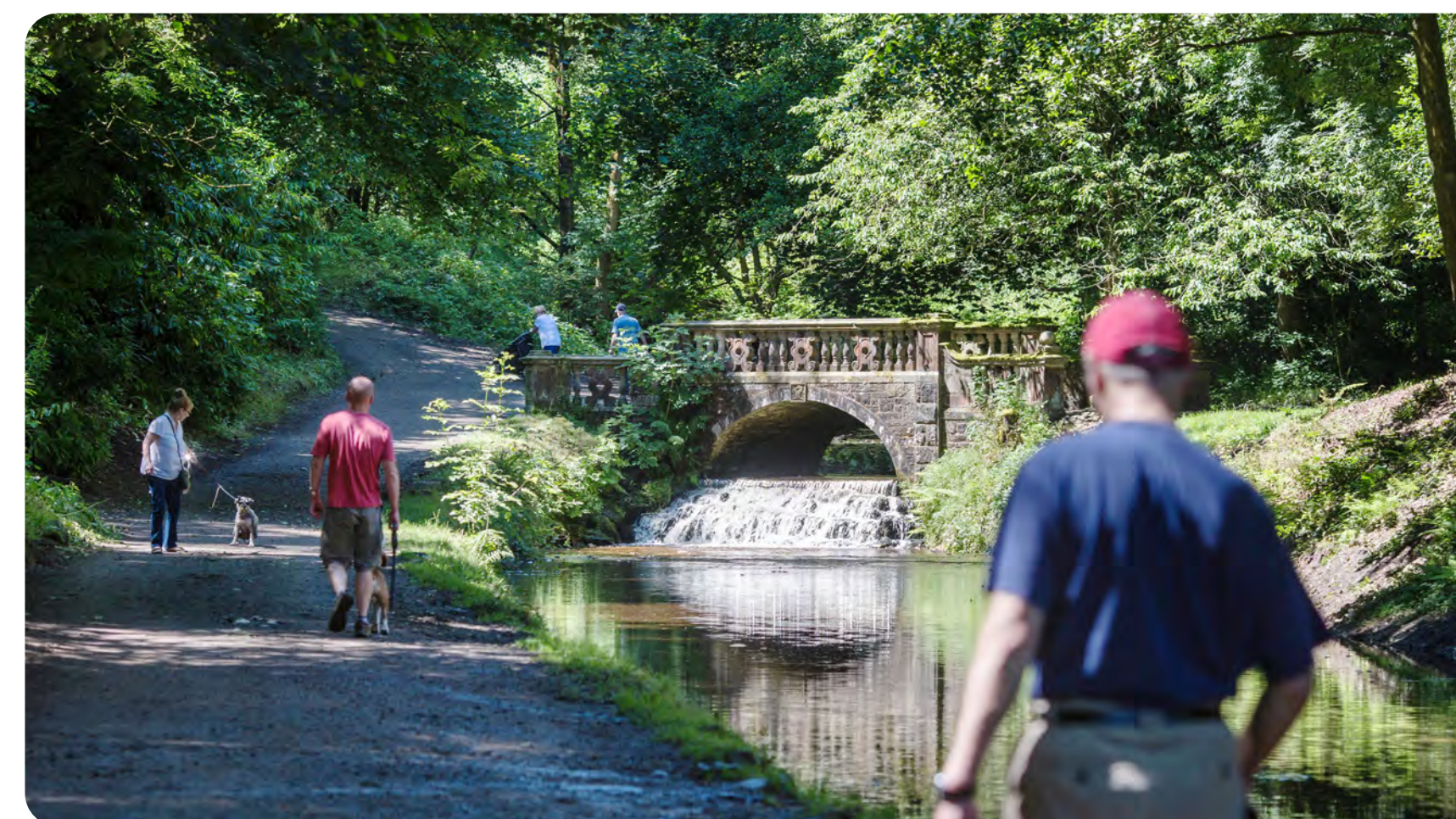
Executive Summary

As we begin to think about planning for COVID recovery, we are now looking to intensify and redouble our efforts to increase physical activity levels, ensure access to healthier and affordable food and promote healthy weight for our communities in Blackburn with Darwen.

The **'Eat Well Move More Shape Up Strategy 2017-2020'** made significant progress in embedding the three key work streams of the strategy through the development of the Active BwD Network, Blackburn with Darwen's Food Resilience Alliance and the Healthy Weight Declaration. The strategy brought together key people and organisations with a shared purpose of getting Blackburn with Darwen moving more, eating well and aiming for a healthy weight. With the refresh of the strategy, there is now an opportunity to shift to a collective strategic approach, which advocates for sustainable change across the whole system and supports ongoing development and delivery.

Effectively engaging with senior leaders and decision makers is critical to implementing this whole system change. The **'Eat Well Move More'** strategic partnership aims to facilitate access to healthier, affordable and more sustainable food, increase opportunities to increase physical activity and promote a healthy weight environment through a whole system approach, whilst ensuring that this is everyone's business. The eleven 'Guiding Principles' within the refreshed strategy gives a framework for this and encourages an evidence based, intelligence led and community focussed way of working to improve the health and wellbeing of our residents and to tackle health inequalities.

The refreshed and rebranded **'Eat Well Move More'** strategy will support the recovery from the COVID-19 pandemic and build on the learning and opportunities presented during this time and the partnerships developed during the last 18 months with the ambition to embed 'Eat Well Move More' guiding principles through the borough's COVID recovery plans.



Background



The purpose of the strategy has now shifted following on from the successful implementation of three key workstreams:

- **The Food Resilience Alliance**
- **Active BwD Network**
- **The Healthy Weight Declaration**

These work streams have brought together people and organisations with a shared purpose and principles that cuts across and provides motivation for our combined work. The collaborative work has enabled successful bids for national funding for the Department of Health and Social Care funded Childhood Obesity Trailblazer Programme 'Healthier Place Healthier Future' and The Sport England Local Delivery Pilot – 'Together an Active Future'.

The focus was on delivery of the vision '**For everyone in Blackburn with Darwen to move more, eat well and maintain a healthy weight**'. The shift is now to a more strategic approach and how we embed sustainable, cultural and systemic change.

Positive behaviour change in individuals needs to be supported by the whole system. In order to achieve system change across sectors, infrastructure and places, we must work collaboratively to develop a shared vision.

We are exposed to an environment which promotes unhealthy weight from an early age, where high calorie, nutrient poor food is easily accessed, cheap and abundant and physical activity is not the '**go to**' choice. A key driver moving forwards with the new strategy is looking at the 'place', the wider built environment and transport systems. These play a crucial role by either promoting or hindering access to physical activity and good food.

Disadvantaged areas tend to have a higher density of main roads, poorer air quality and higher collision rates this combined with more prevalence of an obesity causing environment exacerbates health inequalities and further discourages walking, cycling and being active. Active travel planning influences numerous local drivers in BwD including health inequalities, high levels of deprivation, long term conditions, social isolation and air quality. The built environment is key to maintaining independence and mobility and supporting active ageing.

Building strong collaborations across the sector is key to influencing and creating a healthier built environment where the easy choice is the healthy choice.

The journey so far 2017-2020

There have been a number of successes during the life of the original strategy which have provided a platform for future activity and developments. Some key highlights include:



Breastfeeding Friendly Borough

BwD became a Breastfeeding Friendly Borough in 2018. The continued good work and maintenance of the initiative has recently led to the revalidation of the Gold level Baby Friendly award. This highlights the work undertaken to provide a practical and effective way for health services to improve care provided for all mothers and babies, including the highest level of breastfeeding support.



The Summer Holiday Activity Fund Programme

In 2019 Spring North led the bid to bring the Holiday Activity Fund to BwD. The programme reached around 2,500 children and young people who were eligible for free school meals. The four week summer programme provided a programme of activity and food across the borough in a range of settings delivered by the local youth organisations and the Council's Childrens Centres and Young People Services.



The Healthy Weight Declaration

BwD was the first borough in the country to have Local Authority and Clinical Commissioning Group to sign a joint Healthy Weight Declaration. This emphasises the responsibility to develop and implement policies which promote healthy weight.

The journey so far 2017-2020



Child Obesity Trailblazer Programme

Department of Health and Social Care funded Healthier Place, Healthier Future programme continues to address some of the drivers of unhealthy weight across Pennine Lancashire taking a population and targeted approach. Successful work so far includes: the development of a series of resources for elected member development alongside a regular Pennine Lancashire elected Health & Wellbeing forum and two rounds of social movement, #getshangry campaigns.

Together an Active Future



Together an Active Future

In 2017 Pennine Lancashire was successfully in becoming a Sport England Local Delivery Pilot site to help to tackle physical inactivity trends across the 6 boroughs. The proposed £10 million funding will see the pilot being delivered until 2025.



BwD Stride and Ride Group

In response to the Emergency Travel Fund announced by the Government at the start of the COVID-19 pandemic an active travel partnership was set up to manage the fund and develop walking and cycling infrastructure in the borough. This group has now gone on to develop a Walking and Cycling plan for the BwD which was signed off in September 2021.

The journey so far 2017-2020



Eat Well - Blackburn with Darwen Food Resilience Alliance

BwD Food Resilience Alliance (FRA) aims to help us all, whatever our age or background, to have a better relationship with food; to learn how we can manage what and how much we eat. Most of all it will make sure that good food is available to all who need it when they need it; it will do this by encouraging more collaboration between those organisations which provide food to the vulnerable and those in crisis.

The FRA is a social and community movement, which will bring communities together to end food poverty in its many forms. It will transform the way we think about, source, provide and consume food.

The FRA will link up those who grow our food locally with those who eat it. We want to understand and change the waste caused by food surpluses in the shops. We want to help our communities cook and eat together.



Recipe 4 Health

Blackburn with Darwen Borough Council's Environmental Health team support local food business, including cafes and takeaways, schools, nurseries and care homes to achieve the 'Recipe 4 Health' healthier catering award. Settings can achieve Bronze, Silver or Gold with all award holders being showcased on the www.BeWellBwD.com webpage.

The journey so far 2017-2020



Blackburn with Darwen Social Prescribing Alliance

The BwD Social Prescribing Alliance is an important partnership which formed in September 2020 as part of a community based early intervention and prevention offer within the four neighbourhoods of Blackburn with Darwen. It plays a crucial role help improve the physical and mental well-being of local people access & receive the best offer of support as soon as possible. Consisting of over 80 community-based representatives including the Social Prescribing Link Workers, the Alliance meets on a monthly basis to build rapport, make connections, share local knowledge and ensure referral mechanisms are as efficient as possible.



The impact of the COVID-19 pandemic

The past year has seen the health and care system and local communities face considerable challenges. The COVID-19 pandemic has highlighted the health inequalities that exist within our communities. Those living in the most deprived areas are more susceptible to the effects of COVID and this further widens the health inequality gap.

Attitudes towards the place that we live changed significantly during this period. The pandemic created increased opportunities for walking and cycling, with more value placed on our green and blue spaces. However, it has also highlighted the fragility of our food system, increased opportunity for an increase in availability of unhealthier takeaway food and increasing weight across our population during this period. The physical activity and the food environment system plays a vital role in improving public health and wellbeing and widening access to healthy choices.

We need to harness the focus and momentum created in light of COVID-19 and use this as a conversation starting point partners, stakeholders, businesses and individuals. We also need to review our policies, systems and activities to ensure that those most at risk of health inequalities are supported in an appropriate and timely way.



Health & Social Care System Changes

Since the first strategy was developed, there have been significant changes across the health and social care system and a number of key strategies released which have supported emerging work across the food, physical activity and healthy weight agendas (Table on page 20). The developing Lancashire and South Cumbria Integrated Care System and Pennine Lancashire Place based Partnership along with the four local Primary Care Neighbourhoods are providing significant opportunities to embed prevention as a 'must do' and to tackle health inequalities.



Integration and Innovation: working together to improve health and social care for all

Published 11 February 2021

The Department of Health and Social Care's legislative proposals for a Health and Care Bill

In February 2021, a new [DHSC White Paper](#) was released which builds on the NHS Long Term Plan and aims to support recovery from the COVID pandemic. The paper focusses on integration and collaboration across the system bringing opportunities to influence commissioning and place based, evidence driven interventions.

This strategy aims to align with changes across the system to promote a culture change in promoting and embedding good food, increased physical activity and healthy for all.



Our Ambition

‘We will work together to provide the encouragement, opportunity and environment for everyone in Blackburn and Darwen to lead active, healthy and fulfilling lives. Through collaboration and innovation across the whole system, we will work to build a fairer future supporting good health and wellbeing for everyone.’

Our Mission

Tackling obesity and physical inactivity is a priority for the whole Eat Well Move More partnership. A whole system approach can add value by providing the opportunity to engage stakeholders across the wider system to develop a shared vision and be stronger together.

We will support 'community power' and 'social movement', ask what people and places need to succeed not what targets need to be met or services the local authority can offer. Systems not a single organisation create change.

What we will do:

Provide the encouragement, opportunity and an environment that empowers people to make physical activity and healthy eating the easy choice throughout the course of their lives

Create and support opportunistic interventions. Understand the complexities around uncomfortable conversations, raising the issue of weight, inactivity and food insecurity

Work collaboratively with all partners and the community to encourage positive lifestyle changes that enable the people of Blackburn and Darwen to improve their physical and mental health and wellbeing

Use the power of physical activity and good food to build a fairer future for everyone in the recovery from the COVID-19 pandemic

Empower the most vulnerable and at risk of poor health in our community to make positive behaviour changes

Building community resilience and capacity, through strength and asset based approaches, to ensure inclusivity and accessibility

Support the workforce of Blackburn with Darwen to make every contact count



Our Guiding Principles

The strategy and guiding principles will reflect the approach of the Health and Wellbeing Strategy and the underpinning Guiding Principles by taking a:

LIFE COURSE, PLACED BASED, WHOLE SYSTEM APPROACH TO MAKE HEALTH EVERYBODY'S BUSINESS

They are also designed to support delivery of existing local action plans and frameworks relating to food, physical activity and healthy weight (page 20).

Collectively we will:

- ➔ We will raise the profile and awareness of the strategy with decision makers across the Council, health and social care and across the voluntary, community and faith sector.
- ➔ Commit to delivering our Healthy Weight Partner Pledges to take a whole system approach
- ➔ Promote a strength based and community led approach to enabling residents to know where to go to ask for help or support or to access activities which promote health and wellbeing
- ➔ Strive for quality in everything we do and be able to demonstrate the impact on our communities
- ➔ Ensure everyone in the borough is able to access programmes and services which are suited to their own needs
- ➔ Support the borough's recovery from the COVID-19 pandemic
- ➔ Use evidence, data and insight from communities to guide what we do
- ➔ Embed the guiding principles within Primary Care Neighbourhoods priorities
- ➔ Take a partnership approach to support and compliment existing pathways and ways of working
- ➔ Influence commissioning opportunities to ensure food, physical activity and healthy weight is a 'must do'
- ➔ Embrace and support opportunities to develop our workforce

'Together we are greater than the sum of our parts'

The deep-rooted inequalities in accessing good food and being physically active highlight the lack of opportunities for some people and some communities. The complex reasons behind this are linked to where we live, work and are educated.

We must take a whole system place based approach and look at the physical and social environment around us, organisations and institutions that support us and local, regional and national strategies and policies which impact ourselves and our communities.

1

Promote being 'Stronger together' across all sectors. PH will support organisations to take steps to make food, physical activity and healthy weight as must do for health and wellbeing.

A whole system approach should be adopted through agreement with leaders from across the system.

The language of the strategy must be understandable to all to support and influence other portfolios and to encourage conversations and interactions between sectors.

Create a clear understanding of the Healthy Weight Partner Pledge, harness its importance and encourage sign up and delivery across sectors.

2

3

Ensure that people and communities are involved in local decision making involving their 'place'.

Be responsive and adaptable around their needs and priorities and maintain open channels of communication.

Enable easy access to the right service at the right time.

Promote the ethos of 'doing with' and not 'doing to'.

Consistent and persistent messaging to promote health and wellbeing across all organisations.

Highlight the importance of learning and development, sharing skills, knowledge and the importance of robust evaluation and accountability.

Recognise failure and support learning from this.

4

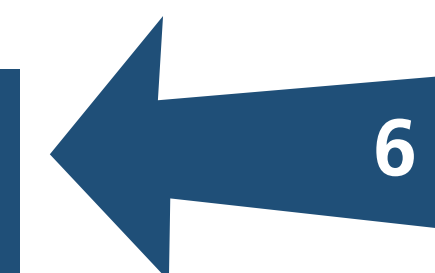
'Together we are greater than the sum of our parts'



Clear communication channels and transparency between service providers and stakeholders to ensure service delivery models and referral systems are clear.

Individuals to be able to access the right service at the right time.

Harness the momentum created by the pandemic around wider impacts on health including obesity, long-term conditions, access to good food and deconditioning.

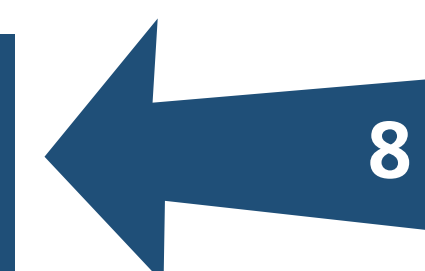


Understand barriers and enablers through working closely with communities and providing the support that they need.

Ensure quality data is available which is reliable and relevant to the diverse communities and above all any evidence based resource is useable within that community.

Public Health will support dissemination of advice and information from a national and local level, including partner insight, JSNA's and health needs assessments.

We will work closely with and support Primary Care Neighbourhoods priorities. Linking in with the Primary Care Network Delivery Group and the Clinical Commissioning Group to work collaboratively where opportunities arise e.g. the Adult Weight Management Direct Enhanced Service Specification and NHS Health Checks programme



Promote and develop existing collaborations and support the growth of new ones. Reduce the risk of duplicating work and ensure the strengths and skills of all partners involved are fully utilised.

Create efficient pathways with clear access information, which work to provide an effective service to all.

Establish strong links with mental health pathways and healthy weight.

'Together we are greater than the sum of our parts'

10

Use existing resources to ensure staff have the skills, knowledge and confidence to engage in conversations around food, weight and physical activity. Provide training and learning opportunities for role models/champions and harness peer to peer influencing.

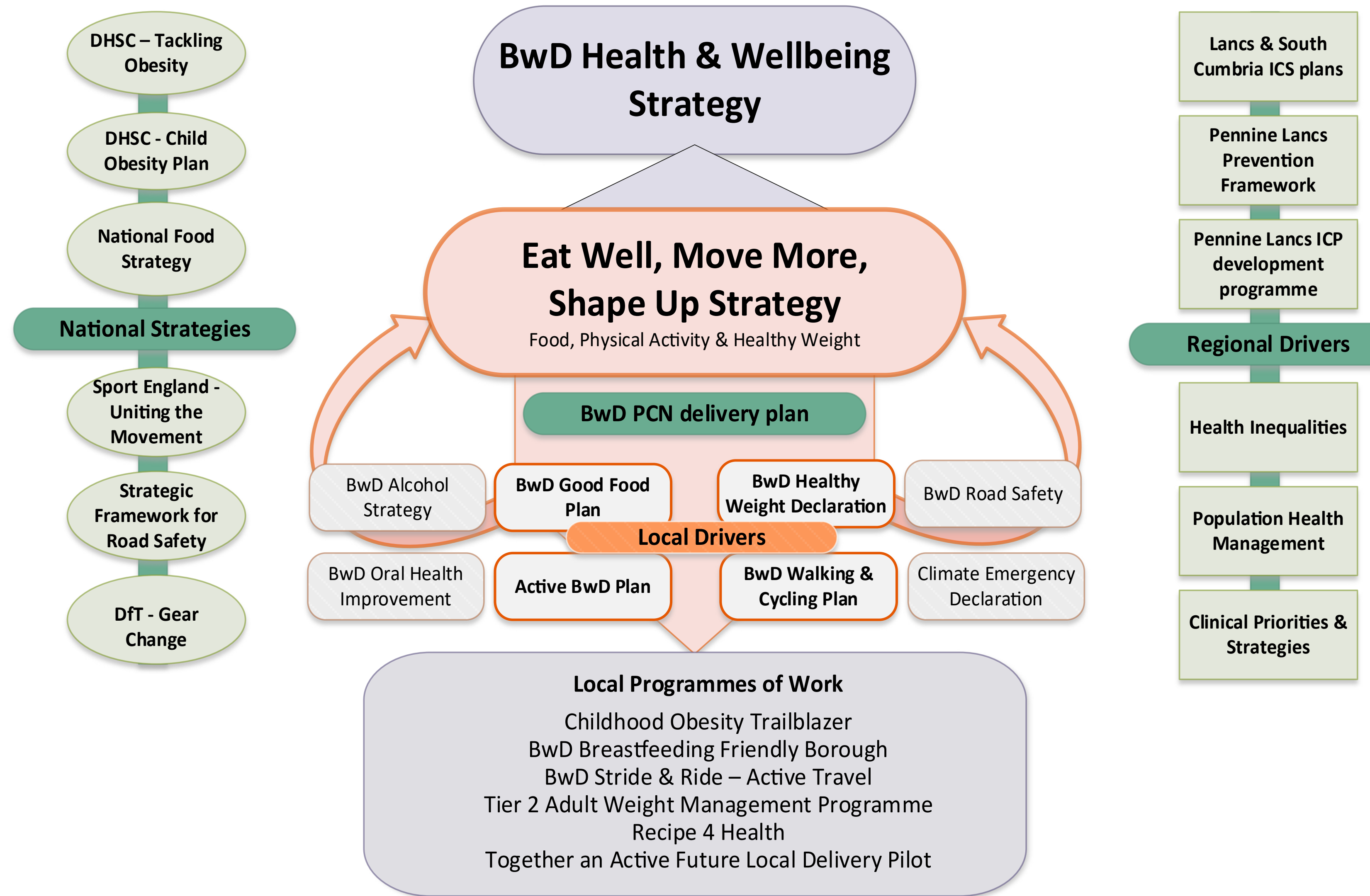
Encourage organisations and their staff to have clear and shared responsibilities to be eating well, being active and being a healthy weight.

Find opportunities across the Council and Health & Social Care and support finding a shared purpose across the system and effective ways to work together. Use this platform to influence commissioners and provide the evidence to include health in all commissions.

As a Public Health function support and input into commissioning and provide communication links between relevant forums and groups.

11

National, Regional and Local Drivers and Supporting Strategies and Plans



What does success look like?

What does success look like?

We will have participation from all key public, voluntary, community and faith sector organisations

All partners will be delivering their Healthy Weight Pledges to support taking a whole system approach

We will support the development and implementation of a comprehensive workforce development offer available to all frontline workers and volunteers which upskills around physical activity, healthy weight and access to good food

All partners will be using the evidence, data and community insight to develop relevant and effective programmes and interventions

All existing and new Council commissions and policies will be reviewed to ensure health is included as a 'must do'

All Equality Impact Assessments and Health Impact Assessments will be reviewed and comments for action provided by Public Health



Recommendations

Collectively we will scan the horizon, constantly scoping where upcoming developments sit, being prepared for what is coming next.

Supporting Primary Care Neighbourhood Development

To link closely with Primary Care Neighbourhoods to support their priorities. A key area being the Healthy Weight Direct Enhanced Service.

Supporting Population Health Management

Embed and increase the coverage of local health relevant policies and improving the quality of decisions that protect and promote population health.

Tackling Health Inequalities

Take the recommendations from the Lancashire and South Cumbria Marmot Healthy Equity Review to shape our developments to tackle health inequalities.

Making Health Everybody's Business

All professions, partners, communities and individuals need to recognise and acknowledge the wide impact of poor nutrition and inactivity. Everybody has a part to play in creating healthy environments and influencing decisions that impact on their 'place'. Enable others to come together to understand the system and focus on what can be achieved together.

Targeting and Supporting Workforce Development

Work with health and social care colleagues to develop a robust induction process across all sectors which prioritises health and wellbeing and changes the culture around food and physical activity.



How will we monitor progress on this strategy?

The Eat Well Move More Strategy Group meets every other month to discuss progress and to receive updates from the BwD Food Resilience Alliance and Active BwD Networks. In these meetings, the partners will provide the strategic steer and scrutiny to ensure we are on track for success. The Eat Well Move More group will provide regular progress updates to the Children's Partnership Board, Live Well Boards and Age Well Partnership and an annual report to the Health and Wellbeing Board.

This strategy was developed in consultation and partnership with:

- » **BwD Food Resilience Alliance**
- » **BwD Active Network**
- » **Age Well Partnership**
- » **Children's Partnership Board – to follow**
- » **CVS Community Network**
- » **BwD Council Senior Policy Teams – Adults and Health, Children and Education, Place and Resources**

Call to Action...

To achieve the ambition for people in Blackburn with Darwen outlined within this strategy will need a true partnership approach. All organisations, services, businesses, employers and individuals within our local communities have a role to play so please do think about how you can contribute, influence and support the achievement of our aims. As the borough and its residents recover from the impact of the Covid-19 pandemic we really do have a once in a generation opportunity to help people improve their health and wellbeing and live their best lives. We hope that you have found this strategy inspiring and will join us in this ambition.



Vicky Shepherd,
Chair of the Eat Well,
Move More Strategy Group
and Chief Executive, AgeUK BwD

National, Regional and Local Drivers and Supporting Strategies and Plans

| | Local BwD and ICP footprint (Pennine Lancashire) | | Regional ICS and Pan Lancs | National |
|--------------------------|--|--|---|--|
| | Strategy/Plan | Programme | Strategy | Strategy/Plan |
| Food | BwD Good Food Plan | BwD Breastfeeding Friendly Borough Recipe 4 Health | | National Food Strategy Pt1 |
| Physical Activity | Active BwD Plan Walking and Cycling Plan | Together an Active Future BwD Stride & Ride Active Travel Programme Connecting East Lancashire BwD Connect | Local Transport Plan 4 | Uniting the Movement (Sport England) Gear Change (DfT) |
| Healthy Weight | BwD Healthy Weight Declaration | Healthier Place, Healthier Future – Childhood Obesity Trailblazer Programme Tier 2 Adult Weight Management Programme | | Tackling Obesity (DHSC) Childhood Obesity Plan Pt 1, 2 and 3 (DHSC) |
| Cross Cutting | BwD Oral Health Improvement BwD Alcohol Strategy BwD Road Safety (development commencing in September 2021) Climate Emergency Declaration | National Diabetes Prevention Programme NHS Health Checks Programme Get Stuck In - Holiday Activity and Food Programme (DfE funded) Community Long COVID programme 5 Ways to Wellbeing Primary Care Networks | Lancashire and South Cumbria Health Equity Commission | |

Supporting Reading

For further information on the evidence which underpins this refreshed strategy, please go to this link for the original Eat Well More Shape Up strategy 2017 - 2020

www.blackburn.gov.uk/health/eat-well-shape-move-more

Our Partners

