

# HEALTH AND WELLBEING BOARD



<b>TO:</b>	Health and Wellbeing Board
<b>FROM:</b>	Director of Public Health and Wellbeing
<b>DATE:</b>	4 <sup>th</sup> December 2019

**SUBJECT: Blackburn with Darwen's Joint Local Authority Declaration on Healthy Weight – 3 years on**

## 1. PURPOSE

To inform the Health and Wellbeing Board about progress to date on the joint Local Authority Declaration on Healthy Weight.

To update the Health and Wellbeing Board on the key learning from the recently completed independent evaluation.

To highlight key issues affecting the effective implementation of the joint Local Authority Declaration on Healthy Weight.

## 2. RECOMMENDATIONS FOR THE HEALTH & WELLBEING BOARD

That the Health and Wellbeing Board:

- Note the contents of the report.
- Note that unhealthy weight 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 and the key issues affecting the effective implementation of the joint Local Authority Declaration on Healthy Weight.
- Support a review and refresh of the local commitments in 2020.

## 3. BACKGROUND

Physical inactivity and unhealthy weight 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.

The economic cost of unhealthy weight 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.

The joint Local Authority Declaration on Healthy Weight (Declaration)

- enables local authorities to review their policies and consider how these may impact on healthy weight
- draws attention to the problems caused by unhealthy weight
- helps the council both to take leadership and to challenge partner organisations to play their own role in addressing healthy weight

Developed by Food Active, the Declaration is a means for local government to take a 'whole systems' policy based approach to tackling unhealthy weight and to date 20 local authorities have signed the Declaration. The Declaration was launched as part of the Eat Well, Move More Shape Up strategy which provides a framework for action to increase the number of people with a healthy weight, to increase physical activity levels and ultimately increase healthy life expectancy. In April 2017 Blackburn with Darwen Borough Council and Clinical Commissioning Group signed the country's first joint Declaration signifying a joined up approach and formal commitment to tackling unhealthy weight in Blackburn with Darwen. East Lancashire Hospitals Trust signing their Declaration then followed this in 2018.

To assess the impact of the Declaration to date and identify recommendations for future action Blackburn with Darwen's Public Health commissioned Food Active to conduct an independent evaluation earlier this year.

#### **4. RATIONALE.**

##### **Key Progress To Date**

Progress against the commitments in the Declaration continues, as can be seen in the full review in Appendix A but with the acknowledgement that there is still much to do to have a significant impact on the population.

Headline achievements are:

- Blackburn with Darwen Food Alliance and Food Poverty Action plan development.
- Blackburn with Darwen was designated a Breastfeeding Friendly Borough in November 2017.
- Borough's first Healthy Weight Summit held at Ewood Park in March 2019 with a subsequent follow up in October 2019.
- Commissioned an independent evaluation with key learning to develop on.

There are two other significant success on a Pennine Lancashire footprint which the Declaration has supported since signing in 2017

- Sport England Local Delivery Pilot – Blackburn with Darwen led the successful bid to become one of 12 Sport England funded sites to test new ways of working with those who are hardest to reach
- Childhood Obesity Trailblazer Programme – Blackburn with Darwen led the success to become one of five national Trailblazers to test the limits of existing powers of local government in tackling childhood obesity and developing solutions to local obstacles aiming to enable ambitious local action and to achieve change at scale.

##### **Evaluation and Key Learning**

Ten participants were interviewed for the evaluation holding a wide range of positions and roles, which provided the opportunity to understand views on both healthy weight in Blackburn with Darwen and the Declaration from a variety of perspectives.

- Obesity is considered an issue in Blackburn with Darwen
- All participants felt that they had a role to play in addressing unhealthy weight in Blackburn with Darwen

- Overall participants were very positive about the impact and the opportunities generated from the Declaration
- Participants felt it was key to ensure momentum continued
- Utilising Elected Members to drive the healthy weight agenda forwards was seen as important
- Working with communities was flagged as important in driving the Declaration forwards
- Participants felt it was important to use the Declaration to continually revisit and review policies and practice
- It was seen as important to ensure impact was continually monitored and evaluated

## **Opportunities**

Following the Declaration evaluation, it is timely to review and refresh the local commitments. Strategically led by the Shape Up sub group and following consultation with the Healthy Weight summit attendees a number of possibilities for inclusion have been identified for further consultation with stakeholders, partners and the public next year including:

- Support partners to sign the partner pledge.
- Closer partnership working with Clinical Commissioning Group and connection to wider Pennine Lancashire Transformation work including connection to districts through the Trailblazer and Sport England programmes.
- Whole System Review using the route map developed by Public Health England to provide a consistent approach partners from policy development to frontline delivery. Unhealthy weight remains everybody's business and requires a coordinated and sustained effort to ensure that the whole system is working together to create a step change in tackling unhealthy weight.
- Sport England Together an Active Future programme in Blackburn with Darwen – increasing physical activity levels in the most inactive by doing things differently. Also ensure that healthy weight is considered in all activity connected with the programme by partners and stakeholders.
- Childhood Obesity Trailblazer – developing system leaders to champion healthy weight, challenging the planning system, supporting businesses to provide a healthier offer and mobilising the community to demand healthier food.

## **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 rather than focussing on service delivery to a targeted group. Ongoing engagement with key partners and ensuring key contacts are maintained within services to maintain momentum in tackling unhealthy weight.

The year on year cut in funding from central government to the Council and Clinical Commissioning Group has led to reduced capacity to support the Declaration commitments. Whilst there remains widespread support for the Declaration from senior leaders within both organisations, full engagement in supporting the Eat Well Move More Shape Up strategy steering group where the Declaration is managed continues to be low priority.

Lack of understanding of the wider determinants affecting unhealthy weight 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. This intention to tackle unhealthy weight will require further awareness of the complexities of unhealthy weight and how some of these issues can be tackled locally. Further work is now planned to raise awareness of the Declaration and the need for a whole systems approach to tackling healthy weight for both elected members and senior managers across the statutory organisations to address this.

## **6. POLICY IMPLICATIONS**

The Declaration 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 Blackburn with Darwen's refreshed Health and Wellbeing strategy. The commitments were developed in line with national policies and guidelines and local priorities as derived from the extensive consultation work undertaken.

The Declaration takes into account the strategies, frameworks and policies listed below:

- Public Health Outcomes Framework 2014-15 (Department of Health, 2014)
- Blackburn with Darwen Joint Health and Wellbeing Strategy 2018-21
- BwD Planning for Health Supplementary Planning Document
- BwD Integrated Strategic Needs Assessment
- Prevention Is Better Than Cure - including Childhood Obesity Plan Chapter 3 (DHSC, 2018)
- Childhood Obesity Plan Chapters 1 (2017) & 2 (2018)
- The NHS Long Term Plan (NHS, 2019)

## **7. FINANCIAL IMPLICATIONS**

There are no financial implications. The Declaration commitments will be supported within existing partner agency budgets and the Department of Health Public Health Prevention grant. Significant funding was secured from Sport England between now and 2025 to develop the Together an Active Future programme focussing on system change in physical activity. A smaller level of funding from the Department of Health and Social Care has been awarded to develop and deliver the Childhood Obesity Trailblazer plan objectives.

## **8. LEGAL IMPLICATIONS**

Transfer of public health from the NHS to local government and Public Health England 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.

## **9. RESOURCE IMPLICATIONS**

Activities relating to the Declaration will be delivered by strategic health and wellbeing board partners, with the council's Public Health and Wellbeing team providing a leadership and co-ordination role.

## 10. EQUALITY AND HEALTH IMPLICATIONS

The Health Impact Assessment associated with the strategy and Declaration has been reviewed and remains valid. Declaration is a population health tool to promote healthy weight across the Borough. Maintaining a healthy weight has positive health implications. The Declaration advocates for policies, strategies and activities, which will positively impact on the most vulnerable and at risk in the Borough.

## 11. CONSULTATIONS

Initial consultation at the Healthy Weight Summit and subsequent follow up event.  
Healthy Weight Declaration Evaluation including comment from a number of Council officers and Elected Members.  
Further consultation to inform the refresh of the Declaration is planned for next year.

<b>VERSION:</b>	<b>1.0</b>
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<b>CONTACT OFFICER:</b>	Beth Wolfenden
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<b>DATE:</b>	13 <sup>th</sup> November 2019
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<b>BACKGROUND PAPER:</b>	LADHW Commitments Update October 2019 (Appendix A)  Blackburn with Darwen's Local Government Healthy Weight Declaration - An Evaluation (Appendix B)  Blackburn with Darwen Local Authority Declaration on Healthy Weight  Eat Well Move More Shape Up Strategy 2017-2020
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