

ADULTS AND HEALTH SCRUTINY COMMITTEE	AGENDA ITEM No. 9
19 SEPTEMBER 2023	PUBLIC REPORT

Report of:	Val Thomas, Deputy Director of Public Health	
Cabinet Member(s) responsible:	Councilor Wayne Fitzgerald, Leader of the Council and Cabinet Member for Adults Services and Public Health	
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JOINT HEALTH AND WELL BEING (HWB) /INTEGRATED CARE PARTNERSHIP (ICO) STRATEGY - PRIORITY ENVIRONMENTS FOR HEALTHY LIVING – OBESITY UPDATE REPORT

RECOMMENDATIONS	
FROM: Val Thomas, Deputy Director of Public Health	Deadline date: N/A
<p>It is recommended that Adults and Health Scrutiny Committee</p> <ol style="list-style-type: none"> 1. Consider the progress that has been made in addressing the HWB/ICP Priority Environments for Health Living – Obesity and make comments as it sees fit for future service delivery 	

1. ORIGIN OF REPORT

1.1 This report is being made in response to a request by the Director of Public Health by the Group Representatives.

2. PURPOSE AND REASON FOR REPORT

2.1 This report is to ensure that members are fully informed of the progress made against the Joint HWB/ICB Strategy priority Environmental for Healthy Living – Obesity

2.2 This report is for the Adults and Health Scrutiny Committee to consider under its Terms of Reference Part 3, Section 4 - Overview and Scrutiny Functions, paragraph No. 2.1 Functions determined by Council –

2. The Health and Wellbeing including the Health and Wellbeing Board; and

3. Scrutiny of the NHS and NHS providers;

2.3 Addressing childhood obesity is key ambition for the Children in Care Promise. We know that rates of obesity are high amongst vulnerable children. Any interventions will ensure that the needs of these children are met.

3. TIMESCALES

Is this a Major Policy Item/Statutory Plan?	NO	If yes, date for Cabinet meeting	N/A
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4. BACKGROUND AND KEY ISSUES

- 4.1 The Cambridgeshire and Peterborough Joint Health and Well Being Strategy/Integrated Care Partnership Strategy has four priorities. The report describes progress made against the 2023/24 delivery plan for its priority: the Environmental impact upon health, which focuses upon obesity. The action plan and its progress are outlined in the slides attached to this paper.
- 4.2 The Environment/Obesity Action in its first year is focused upon children and young people along with obesity related cardio-vascular risk factors.
- 4.3 This first year is about collecting intelligence to inform and develop interventions but also engagement with partner organisations from across the system that have key roles in delivering the obesity ambition.
- 4.4 We reviewed the evidence base for interventions especially in relation to environmental factors that influence behaviours. In support of this we have commissioned behavioural insight research that will provide an understanding of the motivators for health-related behaviours. Later in the year we will be undertaking a needs assessment for the re-commissioning of our current behaviour change services that will include qualitative research which will increase the richness of the intelligence. These developments will be triangulated to inform interventions.
- 4.5 Schools are key environments for shaping children and young people's behaviours. We have completed a survey of the policies and practices relating to the school food environment in schools across Cambridgeshire and Peterborough. The key results can be found in the slides that accompany this paper.
- 4.6 In terms of new specific projects an innovation fund for primary schools across Cambridgeshire and Peterborough has been established for them to introduce physical activity and nutrition interventions in schools. Schools with projects that evaluate positively will receive an incentive payment.
- 4.7 In recent years there has been a focus upon Active Travel which has been further developed this year and a project that addresses car use in the vicinity of schools will shortly be launched.
- 4.8 Work is underway with planning authorities to influence their Local Plans, which can shape local food environments as well as opportunities for Active Travel. This however is a longer-term ambition due to the need to garner support from different stakeholders and schedules for new plans are long term and do necessarily align with the Strategy timetable.
- 4.9 Addressing obesity related clinical risk factors has been progressed through working with primary care. A GP contract has been developed whereby practices will weigh their patients and identify any high blood pressure (hypertension) and high cholesterol levels. This will receive final sign off by the Local Medical Committee and ICB in September for implementation from October.
- 4.10 The expansion and focus upon NHS Health Checks through different commissioning approaches and the NHS Forward Plan also impacts on obesity and associated risk factors.
- 4.11 The strategic approach for obesity is weighted towards prevention but it does include treatment. Additional weight management services/interventions have been commissioned for adults and children. For adult services this includes the introduction of new NICE approved drug treatments that are associated with improved outcomes but there are concerns about demand and cost along with the potential for longer term treatment being considered.
- 4.12 Also planned for this year.
 - NHS/LA workforce programme: workplace support for weight management
 - NHS food environment: reducing fast food options.

- 4.13 Securing the support of partners across the system and identifying leads from different sectors has been part of the process of ensuring system wide support and participation in delivering the action plan. These leads represent the key areas and will review and reflect on the information collected during this first year to develop and implement plans for subsequent years.

To socialise this work across the system we are planning a Summit for the autumn/new year that will bring together our collected local evidence with national and local leads from academia along with organisations that have implemented innovative new approaches. It will provide the opportunity to review and reflect on the intelligence which will inform and clarify our focus, interventions, and the barriers.

- 4.14 The evidence/intelligence that we have collected, and the planned interventions require support from the HWB and ICP along with the wider system. The immediate priorities are found in the accompanying slide set and include organisational/planning policies, specific interventions, and engagement challenges.

There are system wide challenges that all organisations and local communities are experiencing. Workforce capacity and cost living/inflation pressures can be demotivating and affect the development of new initiatives. These cost-of-living pressures also affect the choices people make about what they eat and the activities in which they participate. The Local Plans that can shape the built and food environments have lengthy timescales and considerable efforts are necessary to ensure that all partners support any evidence-based recommendations.

- 4.15 A challenge shared by all the priorities is to ensure that their interdependencies are identified. That there is a commitment where ambitions are shared to delivering interventions that complement and increase impact across the different priorities. Work has commenced but delivery groups are at different stages which makes it important that communication between the priority groups is proactive and transparent.

5. CORPORATE PRIORITIES

- 5.1
1. *The Economy & Inclusive Growth*
 - *Environment: Overall, the impact of this Report will be neutral. However, in two key areas, active travel and increases in physical activity in the city, the impact will be an overall positive decrease on reliance of transport that produces carbon emissions.*
 - *Homes and Workplaces*
Obesity is long term health condition and is associated with work absenteeism and unemployment. We will work with employers to ensure that they are able to support those experiencing obesity to improve their health and remain in employment.
 - *Jobs and Money*
Addressing adult obesity will reduce the risk of unemployment of sickness absenteeism.
 2. *Our Places & Communities*
 - *Places and Safety (including any rural implications)*
There is stigma attached to obesity with children and adults experiencing bullying and exclusion. Addressing obesity will include work to reduce stigma and the associated behaviours.
 - *Lives and Work*
Addressing obesity will increase the number of people in work and reduce sickness absence.
 - *Health and Wellbeing*
Obesity is associated with poor health outcomes reflecting unhealthy behaviours and increased risk of poor clinical risk outcomes. Preventing and treating those who are obese will contribute to an overall improvement in health outcomes.
 3. *Prevention, Independence & Resilience*
 - *Educations and Skills for All*

There is a focus in the priority on the prevention of obesity. Childhood obesity is associated with poor physical and mental health along with poor attainment at school. Similarly, obesity in adults it is associated with poor health and more limited opportunities to take up education and skills development. Adults who are obese are more likely to experience poor health along with decreased mobility and independence. The interventions aim to prevent obesity and poor health, which will ensure independence and resilience.

- *Children: Tackling childhood obesity is essential to prevent poor physical and mental health to ensure that can maximise their ability to learn and become independent resilient adults.*

4. Sustainable Future City Council

- *How we Work: We know that obesity requires the whole system including the Council to work together as the causes are multifaceted. We can increase the impact of interventions if the whole Council works to address obesity of its staff and communities along with its partner organisations.*
- *How we Serve: The Council can ensure that its structures and services support the prevention and management of obesity.*
- *How we Enable: The Council collects data on obesity that helps inform how it puts communities at the centre of its interventions to address obesity.*

6. CONSULTATION

6.1 In the development of the actions to address obesity partner organisations have been consulted and this will be ongoing.

6.2 Also planned is behavioural science research that will involve working with community members to identify the barriers and motivators for adopting healthier lifestyles.

7. ANTICIPATED OUTCOMES OR IMPACT

7.1 This Report is to ensure that members are aware of the progress that is being made against the obesity priority area and to identify how they might work with their communities to engage them in supporting this work.

8. REASON FOR THE RECOMMENDATION

8.1 The committee is asked to consider this report for it:

- To be assured that progress is being made against the Joint HWB/ICP Environment Impacts upon health – obesity.
- To increase support for any interventions amongst communities in Peterborough.

9. ALTERNATIVE OPTIONS CONSIDERED

9.1 N/A

10. IMPLICATIONS

Financial Implications

10.1 This report does not include any financial information or implications.

Legal Implications

10.2 This report does not include any financial information or implications.

Equalities Implications

10.3 In Peterborough:
Around 60% of adults are overweight or obese.
Around 37% of 11-year-olds are overweight or obese.

Although this suggest that obesity is affecting all the population, we know that there are higher rates associated with deprivation, certain groups, and cultures.

The interventions are shaped to address any particular needs found amongst groups where obesity rates are higher.

Children and Care Leavers.

- 10.4 Vulnerable Children are at risk of higher rates of obesity. It will be important to consider their needs when developing interventions.

11. BACKGROUND DOCUMENTS

- 11.1 Cambridgeshire and Peterborough Joint Health and Well Being / Integrated Care Strategy (Priority 2 Strategy and Action Plan)
[Joint Health and Wellbeing Integrated Care Strategy - Cambridgeshire County Council](#)

NHS Forward Plan. [NHS England » NHS Long Term Plan](#)

A Review into Early Years & School Food Provision June 2023. PAG Consultancy - not yet published.

12. APPENDICES

- 12.1 Appendix 1 - Presentation Slides Environmental Health Impacts upon Health/Obesity

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