

## HEALTH & WELLBEING BOARD

**Subject Heading:**

Havering Obesity Prevention Strategy

**Board Lead:**

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**The subject matter of this report deals with the following priorities of the Health and Wellbeing Strategy**

- Priority 1: Early help for vulnerable people
- Priority 2: Improved identification and support for people with dementia
- Priority 3: Earlier detection of cancer
- Priority 4: Tackling obesity
- Priority 5: Better integrated care for the 'frail elderly' population
- Priority 6: Better integrated care for vulnerable children
- Priority 7: Reducing avoidable hospital admissions
- Priority 8: Improve the quality of services to ensure that patient experience and long-term health outcomes are the best they can be

### SUMMARY

Very large numbers of Havering residents, both adults and children, are obese and/or could improve their health by being more active and eating more healthily.

The preventable harm caused by obesity, sedentary behaviour and poor diet is enormous and will only increase unless effective action is taken now.

The obesity epidemic is the result of a complex array of interacting factors. Some can only be addressed through national if not international action. However some are in the gift of local partners to address and it is only by taking every opportunity that we will collectively achieve the scale of change required.

The Havering Obesity Prevention Strategy sets out what participants in the Havering Health and Wellbeing Board will do. The local approach to prevent people becoming



obese, and enjoy the additional benefits of being more physically active and eating healthily is presented as three interlinked work streams to: -

- Shape the environment to promote healthy eating and physical activity;
- Support a culture that sees physical activity and healthy eating as the norm;
- Prompt individuals to change, primarily through self-help.

We will focus on early years as weight is difficult to lose once gained and attitudes and behaviours established during childhood shape lifestyle in later life.

Our approach will consciously seek to remedy the inequalities in obesity, physical activity and healthy eating that affect specific communities and population groups.

Specialist health improvement and/ or treatment services may have a role in supporting high risk individuals achieve improvements in nutrition, physical activity and weight but their impact on the prevalence of obesity across the population as a whole is modest and thus they represent only a small part of our overall approach to obesity prevention.

The Executive Summary of the Havering Obesity Needs Assessment, which brings together the best available evidence and authoritative guidance underpinning the Strategy, is included as an Appendix.

A set of KPIs is suggested to monitor progress over time.

A detailed action plan with milestones and timescales is provided.

Given the wide range of activities proposed, straddling most if not all Council services and NHS partners, its suggested that the task and finish group established to inform development of this strategy is strengthened to become a permanent working group reporting to the H&WB and responsible for delivery of action plan.

## RECOMMENDATIONS

The Board is asked to: -

- Discuss the Strategy
- Suggest any amendments and additions needed
- Subject to there being general agreement with the approach proposed, and that any changes suggested by members are made, agree that the Chair of the Health and Wellbeing Board can approve a final draft of the Strategy without further reference to the Board

- Further agree that an obesity working group is established to periodically refresh and oversee delivery of a rolling annual action plan.
- Subsequently receive an annual report describing progress made implementing the action plan and changes in levels of obesity, physical activity and healthy eating locally.

**REPORT DETAIL**

Obesity Strategy including a detailed action plan and KPIs is attached.

**IMPLICATIONS AND RISKS**

**Financial implications and risks:**

Any significant decisions arising from this strategy have or will be subject to normal governance processes within the relevant organisation. There are no additional significant implications arising from adoption of this strategy.

**Legal implications and risks:**

Ditto

**Human Resources implications and risks:**

Ditto

**Equalities implications and risks:**

Ditto

**BACKGROUND PAPERS**

The Executive Summary of the Havering Obesity Needs Assessment is included as an appendix to the Strategy.