

HEALTH & WELLBEING BOARD

Subject Heading:

Havering Obesity Prevention Strategy –
Annual Update

Board Lead:

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

- Theme 1: Primary prevention to promote and protect the health of the community and reduce health inequalities
- Theme 2: Working together to identify those at risk and intervene early to improve outcomes and reduce demand on more expensive services later on
- Theme 3: Provide the right health and social care/advice in the right place at the right time
- Theme 4: Quality of services and user experience

SUMMARY

Havering's Prevention of Obesity Strategy 2016-19 and associated action plan was published in April 2016.

The strategy set out our approach to preventing obesity in Havering, and encouraging our local population to be more active and eat more healthily. This was 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.

The action plan detailed how we would use existing assets and new opportunities to progress these work streams, and the Health and Wellbeing Board agreed that an Obesity Prevention Working Group should be formed to periodically refresh and oversee delivery of this rolling annual action plan.

The purpose of this paper is to:-

- Update the Health and Wellbeing Board on progress made with implementation of the 2016/17 action plan. Notable successes during 2016/17 include;
 - Gathering residents' views through the Great Weight Debate
 - Local amplification of national campaigns – Change4Life 'Be Food Smart'
 - Positive impact of multiple transport and travel initiatives
 - Junior Citizen Event Healthy Eating session successfully transitioned to delivery by student volunteers
 - Healthy Workplace steering group established and action plan in progress
- Inform the Health and Wellbeing Board of local trends in levels of obesity, physical activity and healthy eating. Headline information includes:
 - Excess weight remains broadly stable amongst 4-5 year olds and adults but continues to increase amongst 10-11 year olds.
 - 55.4% of adults in Havering achieve the recommended levels of physical activity.
 - Half of young people aged 15 (49.2%) and adults (42.1%) in Havering eat 5 portions of fruit and vegetables per day.
- Highlight new regional and national publications or campaigns launched in the past year that support or guide our local efforts to prevent obesity;
- Request the board's approval of the rolling action plan, refreshed for 2017/18.

RECOMMENDATIONS

The Board is asked to: -

- Review progress made with the action plan during 2016-17;
- Discuss the refreshed action plan for 2017-18 and suggest any amendments and additions;
- Pay particular attention to proposed action 2.3 in the action plan and associated information provided in section 4.2 in this paper, and give approval for the Obesity Prevention Working Group to pursue cross-Council commitment to the Local Government Declaration on Sugar Reduction and Healthier Food;
- Subject to there being general agreement with the approach taken to date, and that any changes suggested by members are made, agree that the Chair of the Health and Wellbeing Board can approve the 2017-18 action plan without further reference to the Board;
- Agree that the next update should be provided at the May 2018 meeting of the Health and Wellbeing Board. The slightly later date will allow for year-end data to be collected and reported.

REPORT DETAIL

1.0 Update on progress made with implementation of the action plan and future planning

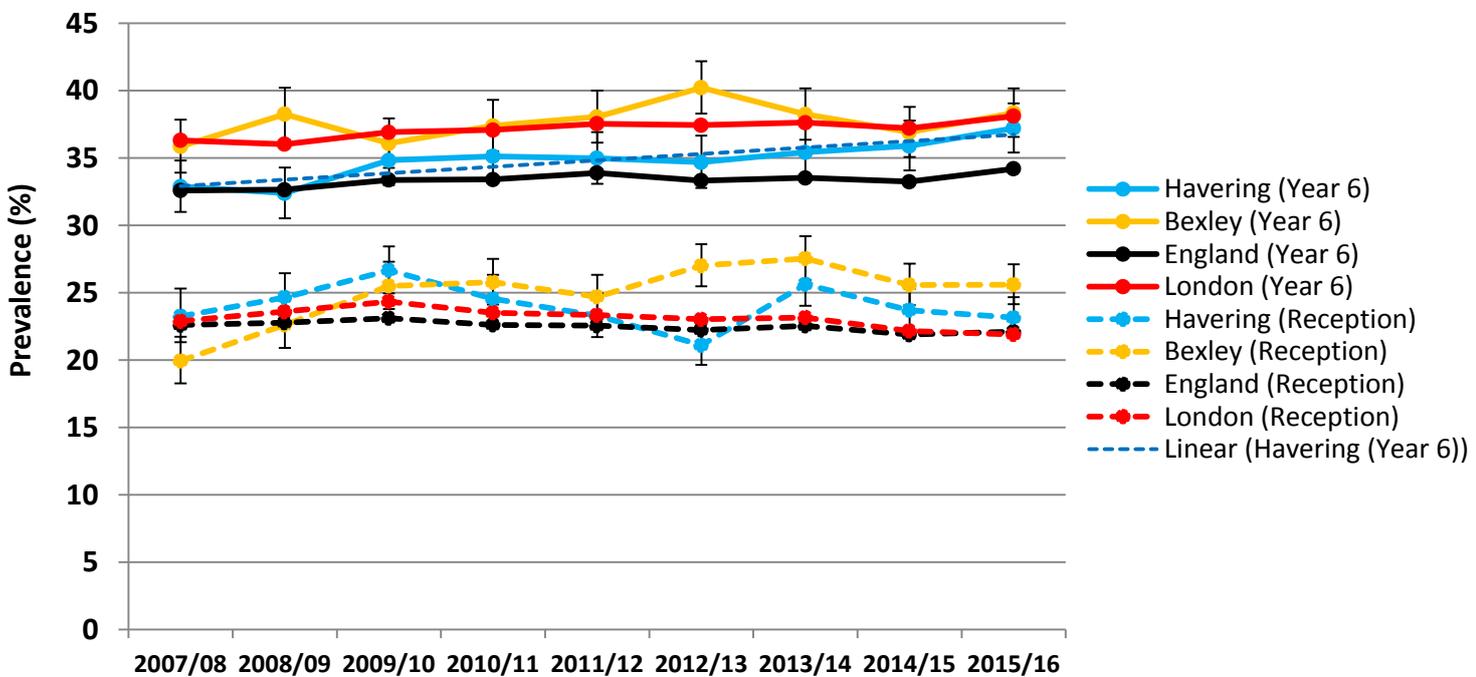
The task and finish group that was established to inform development of the strategy has evolved into an Obesity Prevention Working Group. Led by the LBH Public Health Service, internal and external stakeholders meet quarterly and take responsibility for delivery of the action plan.

The action plan is provided as Appendix 1. RAG ratings and progress notes have been provided against 2016-17 actions, whilst new actions to be progressed during 2017-18 are indicated in blue in the RAG column.

2.0 Update on local trends in levels of obesity, physical activity and healthy eating

2.1 The prevalence of obesity in Havering

Figure 1. Prevalence of Excess Weight (Overweight and Obesity) Time Trend



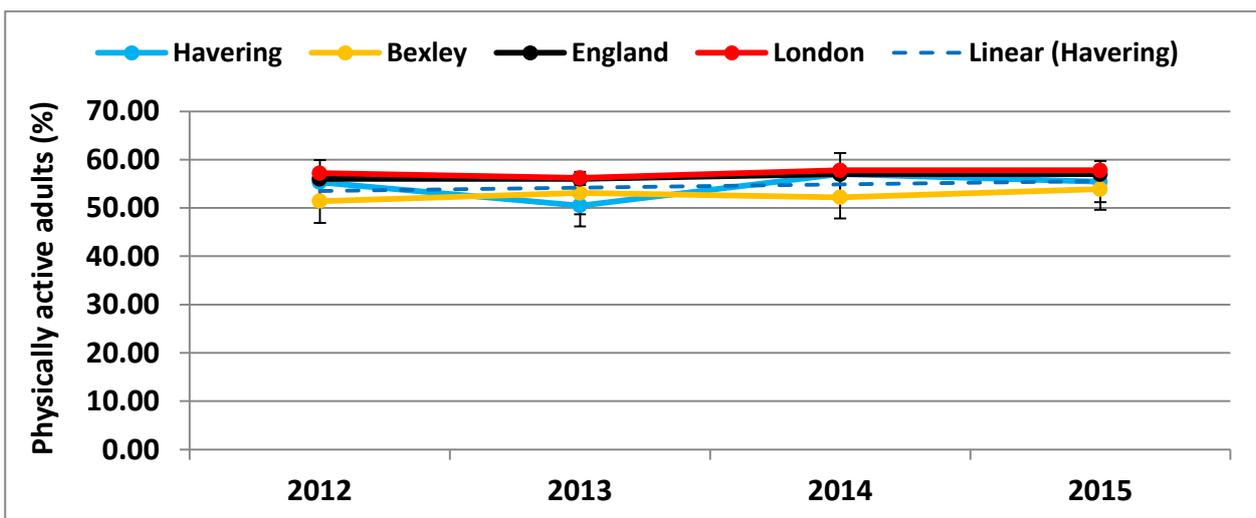
- National Child Measurement Programme (NCMP) data shows that in 2015/16 prevalence of excess weight (overweight and obesity combined) amongst Reception children (4-5 year olds) in Havering was 23.1%. Trend data shows

that prevalence has remained broadly stable since 2008/09. In 2015/16, Havering was similar to England (22.1%) and London (22.0%).

- NCMP data shows that in 2015/16 prevalence of excess weight amongst Year 6 children (10-11 year olds) in Havering was 37.2%. There has been an overall increase in excess weight in this age group since 2008/09, in line with the national trend. In 2015/16, prevalence in Havering was significantly worse than the England average (34.2%) but similar to the London average (38.1%).
- Prevalence of excess weight amongst adults in Havering, drawn from self-reported height and weight measurements in the Sport England 'Active People Survey' is 66.1% in 2015. This has remained broadly stable since 2012 and remains similar to the England average (64.8%). It is significantly higher than the London average of 58.8%.

2.2 Physical activity amongst adults and children in Havering

Figure 2. % of Physically Active Adults Time Trend



- Data on physical activity levels amongst children at Local Authority level is not available.
- In Havering in 2015, 55.4% of adults self-reported that they achieve the recommended levels of physical activity (150 minutes per week according to the Chief Medical Officer's guidance). This data has been collected since 2012 and there are currently not enough data points to calculate reliable trend information. In terms of comparison to regional and national averages in 2015, it is similar to London (57.8%) and England (57.0%).

2.3 Healthy eating amongst adults and children in Havering

- In Havering in 2015, 49.2% of young people (aged 15) surveyed in the What About Youth survey self-reported that they achieve the recommended consumption of fruit and vegetables (5 portions). This is significantly lower than the London (56.2%) and England (52.4%) averages. This data was collected for the first time in 2015 so no trend data is available yet.
- In Havering in 2015, 42.1% of adults surveyed in the Sport England Active People Survey self-reported that they achieve the recommended consumption of fruit and vegetables (5 portions) on a 'usual day'. This is significantly worse than the London (49.4%) and England (52.3%) averages. This data was collected for the first time in 2014 so no trend data is available yet.

3.0 Highlights of 2016-17 work to prevent obesity

Addressing obesity has gathered pace in the past year with the launch of the cross-Government plan for action and a number of new local and regional campaigns that aim to galvanise a whole system approach. Those described below highlight the successes achieved and challenges faced in our efforts to tackle obesity locally.

3.1 Childhood Obesity: A plan for action (HM Government, August 2016)

Since we developed our local strategy, the national childhood obesity prevention plan 'Childhood Obesity: A plan for action' has been published. The plan outlines 14 actions. Those that can be strengthened by local input or action are indicated in *italics*. These have been incorporated into our Havering action plan for 2017-18.

1. Soft drinks industry levy
2. Taking out 20% of sugar in products, achieving salt targets
3. Supporting innovation to help businesses to make their products healthier
4. Updating the nutrient profile model
5. *Making healthy options available in the public sector*
6. *Continuing to provide support with the cost of healthy food for those who need it most*
7. *Helping all children to enjoy an hour of physical activity every day*
8. *Improving the co-ordination of quality sport and physical activity programmes for schools*
9. *Creating a new healthy rating scheme for primary schools*
10. *Making school food healthier*
11. Clearer food labelling
12. *Supporting early years settings*
13. Harnessing the best new technology
14. *Enabling health professionals to support families*

3.2 Successful actions completed during 2016/17

Highlights from actions carried out in the past year include:

3.2.1 Gathering residents' views through the Great Weight Debate

The Healthy London Partnership's 'Great Weight Debate' took place during 2016. The aim of the campaign was to raise awareness of the obesity crisis and hear what changes residents believe could be made in London to help young people lead healthier lives. Opportunities to join the debate included a pan-London online survey and a variety of borough level events. The debate was promoted locally through a number of channels including a direct link to the online survey on the Council's Public Health webpage.

The online survey was completed by 220 Havering residents. Awareness of obesity across the borough was fairly high and residents felt strongly that tackling obesity should be a London priority. However, residents felt that fast food shops and concerns about children's safety made it difficult for them to live healthy lives. They felt that children could lead healthier lifestyles if parents were supported to make healthy meals for their families, schools had more physical education resources, healthy foods and drinks were made cheaper, and families were educated on healthy eating by health professionals.

Respondents to the survey were predominantly female (171 of the 214 who declared their gender) and aged 35-64 (145 of the 216 who declared their age). In order to engage more young people, the Public Health team facilitated a face-to-face debate with Havering's Youth Council to raise awareness of the obesity crisis and discuss what changes could be made in the borough to help young people lead healthier lives. Members of the Youth Council felt that the higher cost of healthy food is sometimes a barrier to them purchasing it and that the types of food shops located near to their schools and homes make buying unhealthy food and drink much easier than healthy options. They also thought more healthy advertising would help boost healthy eating in the borough. They discussed how their social life plays a big role in their eating habits and expressed how difficult it is to be physically active everyday given homework deadlines and the availability, cost and safety aspects of different types of activities. The full report details responses across Barking and Dagenham, Havering and Redbridge and is available on request from the author, Miriam Fagbemi (Public Health Project Officer, Miriam.Fagbemi@havering.gov.uk).

Although the pan-London survey is no longer live online, the Public Health team has developed a local survey that builds on the conversation started by the Great Weight Debate and the topics raised by the Youth Council, and will continue to promote this to young people through schools in 2017/18.

3.2.2 Local amplification of national campaigns – Change4Life 'Be Food Smart'

Public Health England's flagship Change4Life brand is primarily promoted through two annual campaigns – healthy eating in January and physical activity in July. This year's January campaign was themed 'Be Food Smart', with the main focus being promotion of

a new smartphone app which enables people to scan the barcodes of food products to access a simple summary of the sugar, salt and saturated fat content.

Havering benefited from a visit by the 'Be Food Smart' roadshow which spent two days in the Brewery shopping centre. This event was promoted through local communication channels, including the Yellow Advertiser and Romford Recorder. Havering's Health Champions supported Change4Life staff at the event, demonstrating the app to passers by, offering to accompany them during the start of their supermarket shop, starting a conversation about healthy eating and signposting to further support.

3.2.3 Positive impact of multiple transport and travel initiatives

Work to improve the transport and travel environment successfully continues to contribute to the obesity prevention agenda. Sustained investment across multiple initiatives has seen the following successes to date in 2016/17:

- 2286 children participated in Bikeability cycle training
- 183 adults participated in adult cycle training
- Station and public realm improvements continue throughout the borough as a result of Crossrail and TfL investment
- 292 HGV drivers completed Safer Urban Driver training
- 55 schools have an active School Travel Plan

Reach of this area of work is also extending throughout the borough as a result of the Council-developed Sustainable Travel pack for businesses. Two businesses have successfully applied for small grants to support staff to travel actively, and MyPlace, Hornchurch Leisure Centre and Queens Hospital are applying for cycle storage from the TfL Cycling Workplaces scheme.

3.2.4 Junior Citizen Event Healthy Eating session successfully transitioned to delivery by student volunteers

Since 2014, Public Health has supported Havering's Junior Citizen Event run by the Community Safety Team in partnership with the Metropolitan Police. The event for Year 6 pupils focuses on raising awareness and knowledge around staying safe in the community during the transition period from primary to secondary education. The Public Health session focuses on educating children about healthy eating, particularly in relation to food available from fast food outlets which become increasingly available to young people at this age when they begin to travel to school independently, and have more control over their spending and food choices.

Recent budget cuts meant delivery of the session could no longer be funded in 2016 but a successful relationship with London Metropolitan University through the Council hosting dietetic student placements was further developed and five student volunteers were recruited from Human Nutrition and Dietetics courses to deliver the Junior Citizen event healthy eating session. This was welcomed by the university and students as a valuable work experience opportunity.

Feedback from staff and pupils was positive, and we intend to repeat this in 2017 and incorporate monitoring and analysis of impact on pupil knowledge/ behavioural intention.

3.2.5 Healthy workplaces

Havering Council's efforts to create a healthy workplace continue to progress with a strategic workplace health forum now set up and chaired by Councillor Brice-Thompson (Cabinet Member for Adult Services and Health).

Representation and engagement from across Council departments is increasing and a draft Workplace Wellbeing Action Plan is due to be completed by April 2017.

4.0 Future Opportunities

4.1 London Borough of Havering vision

The new vision for the Council launched in January 2017 is themed under communities, places, opportunities and connections.

The action plan for 2017-18 is strongly aligned with these themes, and will continue to build on work commenced in the past year. Examples include:

- **Communities** - Empowering residents to make positive lifestyle choices through promoting healthy workplaces and working towards healthy food offers in Council-run public places. The action plan also focuses on ensuring a good start in life with an increased emphasis this year on opportunities to support early years settings to promote health and wellbeing and to increase access to healthy food for families on low incomes.
- **Places** - Ongoing improvements to parks and leisure facilities, continued work to make it easier and safer to walk and cycle in the borough, and development of thriving town centres provide opportunities for residents to enjoy physical activity and access healthy food.
- **Opportunities** – Close working between Economic Regeneration and Public Health to ensure the health impacts of new developments are taken into account.
- **Connections** - Transport Planning and Development continuing to develop public transport links and walking and cycling opportunities. Public Health England is developing online weight management tools that we will promote locally when they become available.

4.2 Local Government Declaration on Sugar Reduction and Healthier Food

The new Local Government Declaration on Sugar Reduction and Healthier Food aims to achieve a public commitment by Local Authorities to improve the availability of healthier food and to reduce the availability and promotion of unhealthier alternatives. It must be signed by the Leader of the Council, Lead Member for Health and the Director of Public Health.

To sign the declaration the Local Authority has to commit to take a minimum of one action from each of six key areas:

Area 1 Tackle advertising and sponsorship (e.g. advertising and sponsorship policies)

Area 2 Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer (e.g. catering standards, tackle promotions, junk food near tills and queuing areas, vending)

Area 3 Reduce prominence of sugary drinks and actively promote free drinking water (e.g. promote water, voluntary sugar tax)

Area 4 Support businesses and organisations to improve their food offer (e.g. planning, licensing, favourable treatment of healthy businesses, healthier catering awards)

Area 5 Public events (e.g. healthy food at event stalls, welcoming breastfeeding)

Area 6 Raise public awareness (e.g. local or national campaigns, local champions, healthy eating programmes, training)

These commitments require the Council to take a strong lead in promoting healthy eating and physical activity and preventing obesity. The existing obesity prevention action plan includes actions relevant to 5 of the 6 priority areas. Further action would be needed to achieve compliance regarding the sponsorship and advertising commitment that asks the Council to either:

- Develop a coherent policy on future corporate partnerships or sponsorships that welcomes opportunities for investment in the borough and joint working, whilst avoiding those that promote unhealthy foods and drinks and undermine breastfeeding; or
- Develop coherent policy on future marketing/advertising that welcomes opportunities for investment in the borough and joint working, whilst avoiding those that promote unhealthy foods and drinks and undermine breastfeeding.

This can be integrated into existing policies where they exist, adding a clause that takes health into account when planning activities, forming partnerships or promoting businesses and products. Recent activity on the part of the Council that would be subjected to this additional consideration includes utilising a promotional campaign by a soft drinks company to boost footfall in Romford marketplace and taking young people to a fast food restaurant as a reward for public service. The policy would promote consideration of more health affirming options such as offering free leisure centre passes/ sessions as a reward to young people.

The Board is asked to consider whether pursuing commitment to this declaration should be included as an action in 2017/18 Obesity Prevention action plan. If agreed, proposed next steps would be for Public Health to lead on discussions regarding which actions are committed to, involving officers from other relevant teams (e.g. Communications), and submitting the proposed declaration to required signatories (in person or by email, as preferred) for discussion and agreement prior to signing.

4.3 The Mayor of London's 'Healthy Streets for London' vision and transport strategy

The Mayor of London, Sadiq Khan, and the new Walking and Cycling Commissioner, Will Norman, have launched 'Healthy Streets for London' their long-term vision to

encourage more Londoners to walk and cycle, by making London's streets healthier, safer and more welcoming.

This new vision for a healthy London will see increasing physical activity put at the centre of a wide range of GLA and TfL policy. This new approach will be embedded across the full range of Mayoral policy and strategy documents to ensure it is delivered effectively across the city, with the new London Plan, new Mayor's Transport Strategy and the Health Inequalities Strategy taking a leading role in this. A draft of the Mayor's Transport Strategy is expected to be published for consultation in the Spring.

In addition to the substantial physical health benefits, the Mayor's new approach will serve to reduce air and noise pollution, improve mental health, help combat social isolation, and bring economic benefits to local high streets across the Capital. It will also focus on minimising road danger, directly seeking to address the safety fears people have about cycling and walking more.

IMPLICATIONS AND RISKS

Financial implications and risks:

Any significant decisions arising from the ongoing implementation of this strategy action plan have or will be subject to normal governance processes within the relevant organisation.

Action 2.3 (outlined in Section 4.2 of this paper) will result in careful consideration of advertising and sponsorship opportunities associated with food brands, and decisions may increase in significance as the central Government grant continues to decrease and the Council becomes increasingly required to generate its own income.

There are no further significant implications arising from adoption of this action plan.

Legal implications and risks:

Any significant decisions arising from the ongoing implementation of this strategy action plan have or will be subject to normal governance processes within the relevant organisation.

Human Resources implications and risks:

Ditto

Equalities implications and risks:

Ditto

BACKGROUND PAPERS

Prevention of Obesity Action Plan

Havering Prevention of Obesity Strategy 2016-19

Available at: www.havering.gov.uk/achievingahealthyweight

HM Government (2016) Childhood Obesity: A Plan for Action

Available at: <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

Local Government Declaration on Sugar Reduction and Healthier Food

Briefing - Available at:

www.sustainweb.org/resources/files/reports/BoroughDeclaration_Briefing.pdf

Support Pack - Available at:

https://www.sustainweb.org/resources/files/reports/BoroughDeclaration_SupportPack.pdf