

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 workstreams, 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 2017/18 action plan. Notable successes during 2017/18 include;
 - Health Impact Assessment of the Local Plan
 - Piloting the Healthy Early Years London awards programme
 - Introduction of Starting Solid Foods sessions in Children's Centres
 - Launch of the Veggie Run app
 - Healthy Schools London programme incorporating curriculum support
- 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.
 - Only 13.8% of young people and 59.0% of adults in Havering achieve the recommended levels of physical activity relevant to their age-group.
 - Half of young people aged 15 (49.2%) and adults (57.1%) 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 2018/19.

RECOMMENDATIONS

The Board is asked to: -

- Review progress made with the action plan during 2017/18;
- Discuss the refreshed action plan for 2018/19 and suggest any amendments and additions;
- 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 2018/19 action plan without further reference to the Board;
- Agree that the next update should be provided at the May 2019 meeting of the Health and Wellbeing Board.

REPORT DETAIL

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

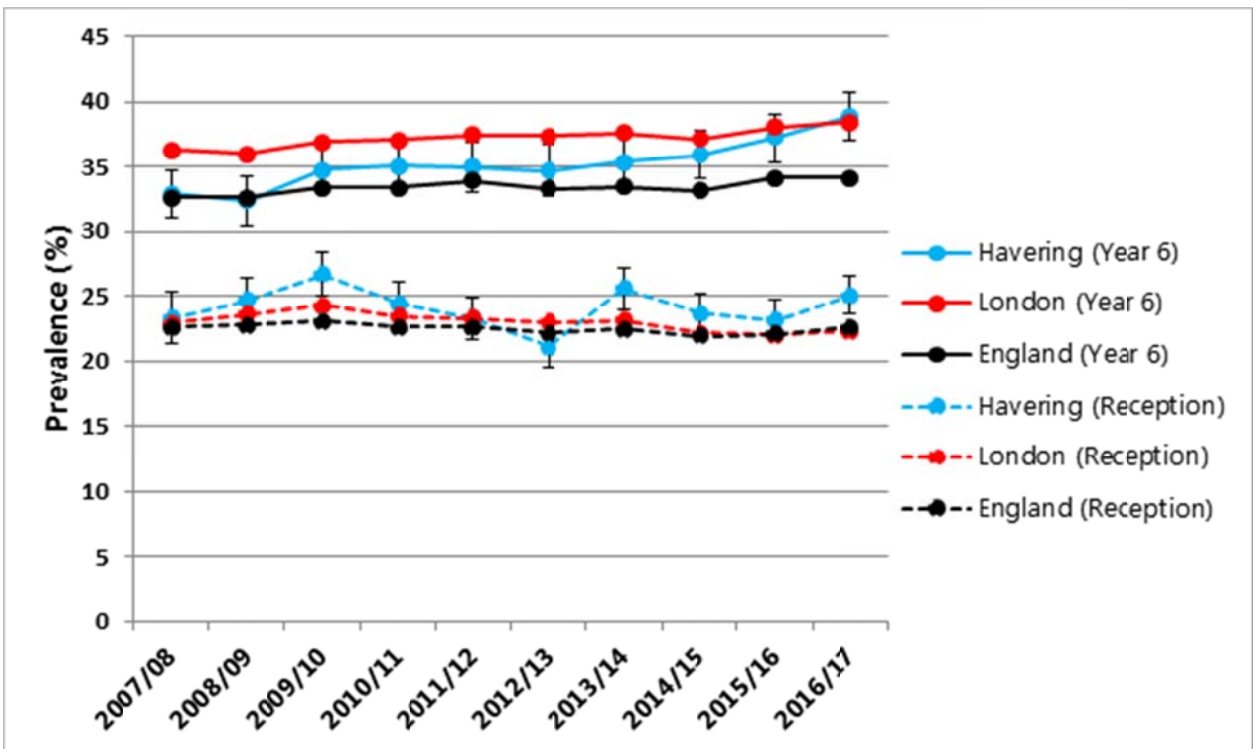
The Obesity Prevention Working Group, led by the LBH Public Health Service and with stakeholders from across the Council and external organisations takes responsibility for delivery of the action plan.

The action plan is provided as Appendix 1. RAG ratings and progress notes have been provided against 2017/18 actions, whilst new actions to be progressed during 2018/19 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 2016/17 prevalence of excess weight (overweight and obesity combined) amongst Reception children (4-5 year olds) in Havering was 25.1%. Trend data shows that prevalence has remained broadly stable since 2008/09. In 2016/17,

prevalence in Havering was significantly worse than England (22.6%) and London (22.3%).

- NCMP data shows that in 2016/17 prevalence of excess weight amongst Year 6 children (10-11 year olds) in Havering was 38.9%. There has been an overall increase in prevalence of excess weight in this age group since 2008/09, in line with the national trend. In 2016/17, prevalence in Havering was significantly worse than the England average (34.2%) but similar to the London average (38.5%).
- Prevalence of excess weight amongst adults in Havering, drawn from self-reported height and weight measurements in the Sport England 'Active Lives' survey, was 57.6% in 2016/17. The survey methodology changed in 2016 and thus trend data is not available. In 2016/17, prevalence in Havering was similar to both England (61.3%) and London (55.2%).

2.2 Physical activity amongst adults and children in Havering

- In 2015, only 13.8% of Havering young people (aged 15) surveyed in the What About YOUth? survey reported that they had participated in the recommended minimum of 1 hour of moderate/ vigorous physical activity every day in the past 7 days, similar to London (11.8%) and England (13.9%). 74.1% reported they had a mean daily sedentary time in the last week of over 7 hours per day, significantly worse than across London (69.8%) and England (70.1%). This survey has only been carried out once so trend data is not available.
- In Havering in 2016/17, 59.0% of adults surveyed in Sport England's Active Lives survey reported that they achieve recommended levels of physical activity (150 minutes per week according to the Chief Medical Officer's guidance). The survey methodology changed in 2016 and thus trend data is not available. Compared to regional and national averages in 2016/17, Havering is significantly worse than London (64.6%) and England (66.0%).
- From 2014/15 to 2016/17, 45% of journeys in Havering were made by active, efficient and sustainable (walking, cycling and public transport) modes of travel. This ranks Havering 17th worst amongst the 19 outer London boroughs, ranging from 65% in Brent to 43% in Bexley and Hillingdon.

2.3 Healthy eating amongst adults and children in Havering

- In 2015, 49.2% of Havering young people (aged 15) surveyed in the What About YOUth? survey reported that they achieve the recommended consumption of fruit and vegetables (5 portions per day). This survey has only been carried out once so trend data is not available. This is significantly worse than the London (56.2%) and England (52.4%) averages.
- In Havering in 2016/17, 57.1% of adults surveyed in the Sport England Active Lives survey reported that they achieve the recommended consumption of fruit and vegetables (5 portions) on a 'usual day'. The survey methodology changed in 2016 and thus trend data is not available. This is similar to the London (56.7%) and England (57.4%) averages.

3.0 Highlights of 2017-18 work to prevent obesity

Since publication of the cross-Government ‘Obesity: A plan for action’ in August 2016 a number of actions have progressed at national level including the introduction of a soft drinks industry levy (“sugar tax”), commencement of a sugar-reduction programme aimed at engaging the food and drink industry in reducing the quantity of sugar in products that contribute most to children’s intakes, and increased investment in school sport and physical activity. Work at national level will be further strengthened following the recent publication of Chapter 2 of the Government plan (see section 4.1).

On a local level in Havering, we have continued to take actions that are within our gift as a local authority and in partnership with other stakeholders. Those described below highlight the successes achieved and challenges faced in our efforts to tackle obesity.

3.1 Successful actions completed during 2017/18

Building on projects and programmes described in the 2016/17 annual report, highlights from actions carried out in the past year include:

3.1.1 Health Impact Assessment of Havering’s Local Plan 2016-2031

The Local Plan for Havering guides future growth and development within the borough over the next 15 years, until 2031. The Plan sets out the Council’s vision and strategy for future housing, employment, retail, leisure, transport, community services and other types of development, and the policies that are needed to deliver them.

The Public Health and Development Planning teams jointly conducted a Health Impact Assessment (HIA) on the Local Plan. HIA is a process that can help to evaluate the health effects of a plan or project. The HIA approach recognises that where we live, how we travel, and how we gain access to green space or leisure activities can all have a significant impact on health and wellbeing. HIA provides an opportunity to ensure that the potential impacts on health and wellbeing, particularly where there may be inequalities in outcomes for marginalised or disadvantaged groups, are addressed from the outset and mitigated where possible.

Through this HIA process, the plan was assessed for its potential impact on reducing Havering’s obesogenic environment. A number of policies were assessed to have a positive impact on preventing and reducing obesity and where this could be further enhanced; where policies were identified as having a potentially negative impact on health and wellbeing, proposals for mitigating these impacts were included. Some examples include:

- Policies which promote access to healthy food and which limit the over-proliferation of hot food takeaways, including a new Policy specifically on Healthy Communities
- Town centre development policies which promote cultural and community cohesion and provision of a range of eating and drinking establishments

- Provision of green infrastructure, open space and recreation; promotion of gardening and allotment space and preservation of green belt land
- Policies to manage and improve air quality, making the environment a cleaner, healthier place in which to take part in active travel
- Transport and connectivity policies to make active travel more accessible

3.1.2 Piloting the Healthy Early Years London awards programme

In May 2017, LBH was successful in its bid to become one of six boroughs to pilot the Healthy Early Years London (HEYL) awards programme. HEYL provides a series of awards (first steps, bronze, silver and gold) by which nurseries and private, voluntary and independent early years providers can develop a whole setting approach to supporting and improving the health of children in their care.

The awards framework includes a number of steps to increase healthy eating and physical activity. These include establishing a food statement demonstrating how the setting meets the Voluntary Food and Drink Guidelines for Early Years Settings in England covering the content, quantity and frequency of food provision, positive role-modelling by staff, growing food and learning about where it comes from, information for parents, promoting Healthy Start vouchers and encouraging settings to welcome and support breastfeeding. Settings also develop a physical activity statement covering following government recommendations for physical activity in relation to a child's age and development, promoting active travel, positive role-modelling, and ensuring that, regardless of the weather, regular physical activity is incorporated into daily activities.

At the conclusion of the pilot, three settings in Havering had achieved 'first steps', three had achieved the bronze award and two the silver.

From June 2018, the HEYL programme will be rolled out across the borough in partnership between Public Health and the Early Years team. Obesity prevalence data for 4-5 year olds has been used to develop a phased rollout, with wave 1 targeting an initial 10-15 settings in South Hornchurch where obesity rates are high.

3.1.3 Introduction of Starting Solid Foods sessions in Children's Centres

Four of Havering's Children's Centres (Collier Row, St Kilda, Elm Park and Rainham Village) host child health clinics delivered by Health Visitors. At Collier Row and St Kilda, infant feeding 'cafés' run by Early Years Practitioners in the adjacent room to the clinics provide support for parents with breast feeding and bottle feeding. Some of the most common questions from parents during these sessions centre around the introduction of solid foods. With the support of the Public Health team, a working group was set up to develop a two-hour 'Starting Solid Foods' workshop for parents.

The session covers what age to introduce solid foods, how to introduce them, safety, cost and convenience factors, and nutrition and health needs.

This workshop has been co-delivered by a Health Visitor and Early Years Practitioner at Collier Row Children's Centre once a month since January and has been well-attended.

An evaluation will be carried out later in 2018, but early indications suggest it has been well-received and is having a positive impact on parents' knowledge and confidence when introducing solid foods. Steps are being taken to consider capacity within the Health Visiting and Early Help services to extend the offer to St Kilda and Rainham Village Children's Centres.

3.1.4 Launch of the Veggie Run app to encourage uptake of healthy school meals

In the past year, Havering Catering Services developed a game app called Veggie Run that encourages children to make healthy choices and promotes uptake of school meals.

During the game, players aim to collect healthy foods and coins and dodge unhealthy foods. The app has been widely promoted across the borough, and prizes are offered to individuals and schools accumulating the most points. Prizes are all linked to physical activity – for example sport and leisure activities, bikes and school sports equipment have been funded or discounted by Everyone Active, Cycles UK and Quorn.

The branding associated with the game is being replicated on school menus and around the canteen areas.

Work is underway to monitor impact on school meal take-up and children's health-related knowledge and behaviours.

3.1.5 Healthy Schools London incorporating curriculum support

At the end of March 2018, 34 schools had a current Healthy Schools London Bronze Award, 15 had achieved the Silver Award and eight the Gold Award.

Obesity prevention runs throughout the bronze award framework via promotion of a whole school approach to health and wellbeing. Healthy Schools have strong leadership and policies on healthy eating and physical activity, provide high quality teaching and learning in an environment that promotes good food and healthy choices, identify and support vulnerable children and young people, support staff with their own health and wellbeing encouraging them to be positive role models, and develop partnerships with their wider communities.

In the past year, the Health and Wellbeing in Schools Service has supported schools to take this whole school approach by:

- Focusing a network meeting on healthy eating with agenda items including developing a whole school food policy, teaching food technology, guidance for parents around healthy eating and packed lunches
- Supporting Havering Sports Collective to deliver healthy eating sessions in four primary schools

- Supporting HES Catering Services to deliver a parent workshop on healthy lunches at one primary school

The service has also supported schools to plan and deliver in-depth projects on healthy eating and/or physical activity as part of their silver and gold award projects. In awards achieved since March 2017, projects have aimed to:

- Increase the percentage of boys reporting that they enjoy cooking and engaging in cooking activities at home and in school.
- Increase the number of pupils choosing fruits and vegetables for snacks and lunches.
- Increase the number of pupils who have a good understanding of where their food comes from.
- Increase the percentage of Year 6 children who say they would make a healthy snack choice, are confident reading food labels, feel confident about sourcing and eating a healthy snack on the way to and from school.
- Increase the percentage of Pupil Premium children who know what the government recommendation is for daily exercise and who participate in at least one after-school activity.
- Increase the percentage of children participating in the school's daily exercise programme (e.g. daily mile).

4.0 Future Opportunities

4.1 Childhood Obesity: A plan for action – Chapter 2 (HM Government, June 2018)

In June 2018, Chapter 2 of the government's 'Childhood Obesity: A plan for action' was published in follow-up to the original plan launched in August 2016. The second instalment sets a new ambition to halve childhood obesity rates by 2030 and to significantly reduce the health inequalities that persist.

The Plan outlines steps that will be taken at national level including clear actions to consider/ consult on:

- Extending the Sugary Drinks Industry Levy to sugary milk drinks and other products if the voluntary sugar reduction programme does not deliver sufficient progress.
- Introducing:
 - Legislation to end the sale of energy drinks to children
 - Legislation to mandate consistent calorie labelling for the out of home sector
 - Further restricting advertising of products high in fat, salt and sugar on TV and online
 - Legislation to ban price promotions (e.g. buy one get one free and multi-buy offers or unlimited refills of unhealthy foods and drinks) in the retail and out of home sector
 - Legislation to ban the promotion of unhealthy food and drink by location (at checkouts, the end of aisles and store entrances) in the retail and out of home sector

Local authorities are applauded for their ambitions to tackle childhood obesity and are strongly encouraged to take bold action. This includes using planning powers to limit over-concentration of fast food takeaways, particularly around schools, as per National Planning Practice Guidance updated in 2017. Further resources will be developed to set out the economic business case for a healthy food environment and up-to-date guidance and training provided for planning inspectors. In 2019 a set of standards will be defined to demonstrate what “good” green infrastructure looks like in order to reduce inequalities in access to the natural environment.

The Plan commits to continuing the NCMP (a mandated function of local government), recommending that local authorities take advantage of the opportunity this creates to connect parents with services that can help them support their children to achieve and maintain a healthy weight. Health and care professionals will be provided with the latest training and tools to better support children, young people and families to reduce obesity, including a digital family weight management service.

The role of the public sector in leading by example is also highlighted, and support will be provided for local authorities, schools and hospitals to adopt the Government Buying Standards for Food and Catering Services once consultation on strengthening the nutrition standards within these is complete.

This steer for action by local government is reflected in Havering’s 2018/19 action plan and will be further developed as more detail becomes available.

4.2 Local Government Declaration on Sugar Reduction and Healthier Food

In March 2017, the Health and Wellbeing Board agreed that LBH should pursue committing to the Local Government Declaration on Sugar Reduction and Healthier Food.

The Declaration aims to achieve a public commitment by local authorities to take actions within their control 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 LBH must commit to take a minimum of one action from each of six key areas. Firm plans are in place in five of the six areas, and work is currently taking place to scope the financial impact of restricting advertising in respect of the sixth area. Progress on actions to date is as follows:

Area 1 Tackle advertising and sponsorship

The ongoing procurement of advertising space on street furniture will quantify the financial impact on the Council of potentially restricting advertising of unhealthy foods and drinks before a final decision is made. “Healthy” and “unhealthy” will be defined using the Government’s Nutrient Profiling Model which is currently used to determine what can be advertised on children’s television.

Area 2 *Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer*

There is already a clause in the leisure contract for Everyone Active to provide healthy food in their cafés and vending. Havering Catering Services is taking action to improve the healthiness of the food on offer in The Pantry which links to the Council's Workplace Wellbeing work. The work done in these settings will be used to inform future work in other Council premises.

Area 3 *Reduce prominence of sugary drinks and actively promote free drinking water*

The Public Health and Waste and Recycling teams are working together to promote the Water Refill app. This workstream will be developed and promoted during 2018/19.

Area 4 *Support businesses and organisations to improve their food offer*

A Breastfeeding Welcome scheme has been soft launched to Council and NHS premises in the borough, in readiness for a public launch in summer 2018. The aim of this scheme is to ensure mothers feel welcome and supported to breastfeed in public places.

Work is underway to enable Romford Market traders to accept Healthy Start vouchers. This central government-funded scheme provides weekly vouchers to pregnant women and children under the age of 5 from low-income families, to be spent on fruit, vegetables, milk and formula milk.

A Sugar Smart scheme will be developed this year, encouraging businesses in across the borough to make Sugar Smart pledges.

Area 5 *Public events*

The Public Health and Communications teams are working together to pilot making the 2018 Havering Show Breastfeeding Welcome.

Area 6 *Raise public awareness*

The Public Health and Early Help teams are scoping introduction of training for Early Help Practitioners and volunteers to enable them to deliver family cooking sessions in the community. The aim is to introduce this in September 2018.

4.3 School Level NCMP results letters

A sub-group of the Obesity Prevention Working Group met this year to focus on bringing together the offers of support available to schools to help them to tackle rising obesity rates. The group included Havering Sports Collective, Havering Catering Services, School Nursing Service, Bedford's Park Walled Garden and Health and Wellbeing in Schools Service. For the first time in 2018, school level NCMP results letters will be issued to Havering schools and, accompanying this, a summary of the support available and encouraging them to use their recently-increased PE and Sport Premium to provide more opportunities for children and their families to be more active and eat more healthily.

4.4 Mayor's Transport Strategy incorporating Healthy Streets vision

The Healthy Streets approach has been embedded into the Mayor of London's Transport Strategy, London Plan and Health Inequalities Strategy. This provides a long-term vision to encourage more people to walk and cycle, by making streets healthier, safer and more welcoming. The three key themes at the heart of the strategy are:

1. Healthy Streets and healthy people

Creating streets and street networks that encourage walking, cycling and public transport use will reduce car dependency and the health problems it creates.

2. A good public transport experience

Public transport is the most efficient way for people to travel over distances that are too long to walk or cycle, and a shift from private car to public transport could dramatically reduce the number of vehicles on London's streets.

3. New homes and jobs

More people than ever want to live and work in London. Planning the city around walking, cycling and public transport use will unlock growth in new areas and ensure that London grows in a way that benefits everyone.

By mode of travel, the amount of time spent being physically active during an average journey is less than one minute when travelling by car, compared to 8-15 minutes by public transport, 17 minutes on foot and 22 minutes by bicycle. The low level of physical activity participated in by children and adults in Havering (outlined above in section 2.2) could be significantly increased if they were to walk or cycle as part of trips they already make.

In addition to significant physical health benefits, the 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.

Local authorities are required to deliver the Mayor's Transport Strategy at a local level through their Local Implementation Plans (LIP 3). The Public Health team is part of a group working with other Council teams, led by the Transport Planning team, to develop this.

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.

As outlined in section 4.2 of this paper, work is underway to scope the financial impact of restricting advertising of unhealthy food and drinks in the borough (in relation to action 2.2 of the action plan).

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

Havering Prevention of Obesity Strategy 2016-19 (2016)

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

HM Government (2018) Childhood Obesity: A Plan for Action, Chapter 2

Available at: www.gov.uk/government/publications/childhood-obesity-a-plan-for-action-chapter-2

Local Government Declaration on Sugar Reduction and Healthier Food:

- Briefing (2016). Available at:

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

- Support Pack. Available at:

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

Mayor of London. (2018). Mayor's Transport Strategy 2018. Available at:

www.london.gov.uk/sites/default/files/mayors-transport-strategy-2018.pdf