

Draft Healthy Weight Strategy 2024-2029: Everybody's Business

Summary of consultation report findings



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Size of the problem

In Havering, more than **1 in 5 children aged 4-5 years** are overweight or obese.
Havering is **in line** with London and England averages



This **doubles to 2 in 5** by the time children 10-11 years of age.
Havering is **above** London and England averages



By adulthood, approximately **68%** of Havering residents are overweight or obese
Havering is **significantly above** London and England averages



Draft Healthy Weight Strategy 2024-2029: Everybody's business in a nutshell

Havering has an ambition to eradicate childhood obesity in the next 20 years

The strategy acknowledges there is no-one single cause of obesity, therefore proposes to implement a whole system approach working to make the healthy choice the easiest choice

Aims

1. Introduce a whole system approach in Havering
2. Introduce a targeted whole system approach in Harold Hill

Outcomes:

1. The development of the Borough as a place that promotes healthy weight
2. An improvement in healthy weight levels in reception aged children across the Borough
3. An improvement in measures of excess weight among year 6 children in the targeted neighbourhood of Harold Hill

Strategic themes:

There are 3 themes and 7 objectives



Resources

engaging the whole system and working together on the many drivers of obesity



Healthy borough

working to make it easy and affordable to eat healthy and be active



Healthy people

Taking a life course approach and ensuring that key life settings support healthy weight

We asked residents and other stakeholders for their thoughts and comments on the approach for addressing obesity to achieve the vision of eradicating childhood obesity in 20 years.

The consultation opened on 17 January 2024 and closed on 3 March 2024.

660 responses were received; mostly positive of proposals.

Demographics

- 86% (572/660) of respondents were residents followed by 11% (73/660) who work for a public sector organisation. Other respondents included councillors, community groups/charities, businesses
- 69% (457/660) of respondents aged between 35-74 (note that additional engagement took place with young people)
- 60% (399/551) of respondents were women
- 88% (487/552) of respondents were from White backgrounds followed by 4% (24/552) from Asian/Asian British backgrounds

Opinions on obesity

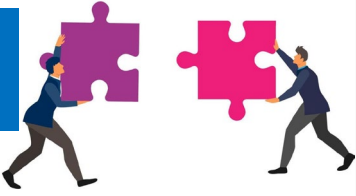
- 98% (644/658) of respondents said it is important to them that themselves or family and friends maintained a healthy weight
- 70% (461/656) of respondents said it was not easy to maintain a healthy weight
- 87% (573/659) of respondents said there are negative attitudes about obesity
- 93% (616/659) of respondents think that individuals who are obese themselves are responsible – but 47% (312/659) also stated they think local authorities have responsibilities and 60% (399/660) of respondents stated that they think healthcare professionals have responsibilities

Policies to address obesity

- 68% (451/658) of respondents said they supported restricting availability of fast food outlets
- 89% (590/657) of respondents said they supported working with local food outlets to have healthier food available and make current options healthier
- 89% (587/651) of respondents said they supported making active travel safer and more accessible in the borough
- 87% (571/657) of respondents said they think it is important to have a joined up approach that focuses on obesity prevention

1. At the moment, many things push us to have an unhealthy lifestyle. This is a problem with “the system”. The system is the circumstances where we live, work and play and the current system means it’s difficult to eat healthy and to be physically active. For example, the advertising of unhealthy food, coupled with the types of foods that are available and affordable in local shops & restaurants influence decisions people make about their diet.
- Anything else? **(279/660)**
2. The strategy puts forward actions to encourage people to be more physically active. Do you support the following? - Anything else? **(206/660)**
3. The strategy says that some people are more likely to be overweight or obese than others. Do you have any comments about how to reduce these health inequalities? - Please comment below **(356/660)**
4. Do you think it is important to have a joined up approach that focuses on preventing obesity, such as this strategy? - Please comment **below (179/660)**
5. If you have any further comments about overweight and obesity, the draft strategy, or types of actions that you feel are needed locally, please use the space below - Please comment below **(280/660)**

6



Overall, respondents were supportive of the joined up approach set out in the Havering Healthy Weight Strategy

Of the 183 people who responded

- 84 approved of a joined up approach (with recurrent calls for working with the NHS and schools)
- 19 thought it was more about individual responsibility
- 79 answered the question with an unrelated comment.

7



In approx. 43 answers respondents reported that exposure to fast food outlets in Havering is too high and that this should be addressed. Respondents suggested:

- reducing the number of fast food outlets near schools and on high streets
- existing food businesses provide healthier options and reduce the amount of fat, sugar and salt on their menus.

1



Approx. 272 answers reported that healthier foods cost more than unhealthy, processed, or packaged foods. This makes it difficult for people to choose the healthier options. Respondents suggested:

- More free school meals
- Subsidies on healthy food particularly fruit & veg i.e. a voucher system

2



Approx. 264 answers reported that more education initiatives are needed to help support people maintain a healthy weight, the most common suggestion being healthy cooking workshops (highlighted in 110 responses) to learn how to make quick, healthy, & budget-friendly meals

3



Approx. 237 answers commented on affordability of leisure centre memberships and sport pitches and mentioned subsidies/concessions for:

- whole households
- children and young people
- older people
- people on low incomes.

4



Approx. 143 answers suggested focussing efforts on creating safe and accessible outdoor spaces for physical activity including

- more outdoor gyms
- more or better playground equipment
- affordable sports pitches/courts
- cheaper or free activities incl. sports clubs, fitness classes & park runs
- no car parking charges at parks
- making parks inclusive for everyone by having safe pathways, toilets and changing rooms

5



Approx. 125 answers suggested focussing efforts on promoting safe active travel in Havering and encouraging fewer car journeys, including:

- better walking and cycling infrastructure
- more children walking to school
- lower speeds in residential areas and by schools
- restricting parking by schools

- Feedback analysed
- Consultation report prepared
- Changes made to the final draft of the Healthy Weight Strategy and Action Plan.
- Specific suggestions made by respondents either added to the Healthy Weight Strategy Action Plan or planned to be revisited during the lifetime of the strategy
- Responses to questions and comments raised included in the consultation report
- Summary of consultation report presented to HWB

- Request for Cabinet approval of Healthy Weight Strategy 15 May 2024
- June 2024 – Assuming Cabinet approval, strategy launched
- July 2024 – first Healthy Weight System Network meeting with HWS published