North Somerset Council

REPORT TO THE PEOPLE AND COMMUNITIES BOARD

DATE OF MEETING: 30 JANUARY 2017

SUBJECT OF REPORT: UPDATE ON CHILDHOOD OBESITY

TOWN OR PARISH: ALL

OFFICER/MEMBER PRESENTING: NATALIE FIELD, DIRECTOR OF PUBLIC HEALTH

KEY DECISION: NO

RECOMMENDATION

(1) Note the progress to date on taking forward the delivery of the Childhood Obesity Action Plan

(2) Continue to support the system-wide approach to Healthy Weight in North Somerset.

1. SUMMARY OF REPORT

1.1 This paper reports the progress and challenges on taking forward the delivery of the Childhood Obesity Action Plan that was developed following the Board’s Appreciative Inquiry on childhood obesity (October 2015).

1.2 Developments arising from the Appreciative Inquiry have been:

- Producing the Childhood Obesity Action Plan.
- Reforming of the Childhood Obesity Strategy Group from the original group set up to develop the actions from the “3 wishes”. The new form of the Childhood obesity strategy group is monitoring progress against the action plan and delivering the actions.
- Developing a system-wide healthy weight programme that is integrated into programme areas across the Council and its Partners.

2. POLICY

2.1 Reducing rates of childhood obesity in North Somerset is a priority, as identified through the JSNA chapter on obesity and the draft People and Communities Strategy. Reducing rates of obesity is a national priority identified in Childhood obesity: A plan for action, published in August 2016.

2.2 Data published in November from the National Child Measurement Programme demonstrates a slight reduction in rates between 2013/14 and 2014/15. In 2013/14, 26.1% of reception age children were overweight or obese and 30.8% of Year 6 children. In 2014/15, 21.6% of reception age children and 29.4% of children in year 6 were classed as
overweight or obese. Although this slight reduction is welcome it remains a concern that 1 in 5 North Somerset children are overweight by the time they reach secondary school. These children are at higher risk of developing a number of health conditions including, type 2 diabetes, sleep apnoea, musculoskeletal problems and heart disease. The overall rates mask inequalities within North Somerset, with some areas having significantly higher rates than the North Somerset average. This underlies the importance of continuing to deliver North Somerset’s multi-agency childhood obesity strategy.

3. DETAILS
3.1 The North Somerset People and Communities Board held an Appreciative Inquiry on October 19th 2015 on the topic of childhood obesity. The Director of Public Health oversaw the development of a strategic action plan on childhood obesity through the Childhood Obesity Strategy Group.

3.2 The Childhood Obesity Action Plan was approved by the People and Communities Board in June 2016 for delivery by the reformed Childhood Obesity Strategy Group.

3.3 The Childhood Obesity Strategy Group was transformed into a delivery group and met in its new form for the first time on 7th September 2016.

3.4 The next meeting of the Childhood Obesity Strategy Group was held on the 6th December 2016. The group updated progress and challenges against the Childhood Obesity Action Plan (Appendix 1). Key progress updates include:
   • Development and delivery of early years healthy weight and nutrition training to Children Centre Staff
   • Pilot ‘Off to a flying start’ programme delivered in Children’s Centres
   • Review of maternal healthy lifestyles care pathway
   • ‘Raising the issue of weight’ training to Health Visitors is currently being developed
   • Joint working between Public Health and Development and Environment teams to progress work in relation to the wider influences on obesity
   • UNICEF Baby Friendly reaccreditation for NSCP and WHAT and good progress to Stage 1 accreditation for Children Centres.

3.5 The Director of Public Health and lead officer for Obesity have worked with the Development & Environment Directorate within the Council to develop a programme of work which incorporates whole system obesity prevention interventions.

3.6 The lead officer for obesity attended the PHE National Whole System Obesity Conference on 17th and 18th October 2016 to represent North Somerset as a lead member of the wider knowledge network. The delivery of whole system obesity strategies is still at an early stage of development nationally. The lead officer has linked the National programme to the local System Thinkers professional development network and is highlighting North Somerset’s advanced approach in this area of work.

3.7 On 31st October North Somerset Council Public Health team hosted the South West Professional Development Workshop on obesity prevention in the early years.
4. **CONSULTATION**

4.1 The stakeholders engaged through the Childhood Obesity Strategy Group oversee the delivery of the Childhood Obesity Action Plan and represent their service users and organisations on the delivery and development of the action plan. The group of stakeholders engaged is reviewed on an ongoing basis.

5. **FINANCIAL IMPLICATIONS**

5.1 Given wider financial and organisational capacity constraints, there is an ongoing need for partners to consider the most efficient and effective use of resources to deliver the actions within the Childhood obesity action plan.

6. **RISK MANAGEMENT**

6.1 The action plan is reviewed on a regular basis to ensure delivery to the suggested time scales and to identify associated risks to delivery.

7. **EQUALITY IMPLICATIONS**

7.1 Childhood obesity is associated with deprivation and is an indicator associated with multiple other health inequalities. Some BME groups are also at higher risk of adverse outcomes associated with obesity. The action plan aims to target support to those families and communities most at risk of developing childhood obesity, and seeks to reduce health inequalities within the North Somerset population. Data available for North Somerset indicates that populations living within Weston-super-Mare and Clevedon have the highest rates of Childhood obesity.

8. **CORPORATE IMPLICATIONS**

8.1 The Childhood Obesity Action Plan supports the delivery of North Somerset Council Corporate Plan, reducing rates of childhood obesity has been proposed as a strategic action in the draft People & Communities Strategy.

9. **OPTIONS CONSIDERED**

As contained within the report.

**AUTHOR**

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**DATE**

11\(^{th}\) January 2017

**BACKGROUND PAPERS**

Childhood Obesity A Plan for Action
Public Health Outcomes Framework: www.phoutcomes.info

Local Health Map www.localhealth.org.uk

Whole system obesity programme www.leedsbeckett.ac.uk/wholesystemsobesity

APPENDICIES