

***An update on the whole systems approach to healthy weight, including action plan achievements with a focus on support.***

## **1. Purpose**

HIB members are asked to note:

1.1 A brief update against Oxfordshire's Whole Systems Approach to Healthy Weight action plan.

1.2 An overview of most recent related data and how this is being incorporated into targeting prevention and work related to the healthy weight environment.

1.3 Detail around the 'support' pillar: Public Health will advise the Health Improvement Board of progress towards a new Tier 2 healthy weight service for Oxfordshire followed by the ICB on their work at Levels 3 and 4.

1.4 To continue to encourage partners to take action where they can particularly, related to prevention and wider environment, as these are the most challenging aspects that require collective support and input from partners.

## **2. Background**

2.1 In Oxfordshire an estimated 60% of people aged 18 or over are classified as overweight or obese (21/22), lower than the average for England (64%)<sup>1</sup>, although this gap is reducing. There are variations across the County with highest prevalence in West Oxfordshire (68%) and Cherwell (65%)<sup>2</sup>. Latest available data shows 19% of Oxfordshire women are already obese in early pregnancy<sup>1</sup>.

2.2 In Oxfordshire, 19% of Reception-aged children (4-5 years old) and 31% of Year 6-aged children (10-11 years old) are overweight or obese (2022/23)<sup>3</sup>. These figures are favourable compared to England averages at 21% and 37% respectively. However, the prevalence of childhood overweight has increased in Oxfordshire in recent years and obesity varies across the 86 Oxfordshire Middle Layer Super Output Areas (MSOAs) (small areas of around 5,000-15,000 residents<sup>4</sup>). Some MSOAs have consistently higher rates of excess weight in children than the Oxfordshire average and in some cases the England average, up to 28% for Reception-aged children and 44% for Year 6<sup>5</sup> (2019-2022).

2.3 The whole systems approach (WSA) to healthy weight is an evidence-based approach developed by Leeds Beckett University and Office for Health Improvement and Disparities (OHID). Oxfordshire Health Improvement Board endorsed using this approach in April 2019.

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<sup>1</sup> [Obesity Profile - Adult Data - OHID \(phe.org.uk\)](https://www.phe.org.uk/publication/obesity-profile-adult-data)

<sup>2</sup> [Obesity Profile - Adult Data by District - OHID \(phe.org.uk\)](https://www.phe.org.uk/publication/obesity-profile-adult-data-by-district)

<sup>3</sup> [National Child Measurement Programme, England, 2022/23 School Year - NHS Digital](https://www.nhs.uk/press-releases/2023/02/23/nhs-digital-national-child-measurement-programme-england-2022-23-school-year)

<sup>4</sup> [Census 2021 geographies - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/census/2021-geographies)

<sup>5</sup> [Obesity Profile - NCMP Y6 by MSOA - OHID \(phe.org.uk\)](https://www.phe.org.uk/publication/obesity-profile-ncmp-y6-by-msoa)

2.4 Oxfordshire are currently at phase 4 of this model, 'Action', following successfully building and mapping the local picture for healthy weight across the system.

2.5 The action areas are split into four pillars:

- Prevention – start well, live well and age well (primary prevention)
- Healthy weight environments – health promoting food and built environment
- Support – services for residents to achieve and maintain a healthy weight (secondary prevention)
- System Leadership – working in partnership to lead work across the system.

2.6 In February 2023, a refreshed WSA healthy weight action plan (see Appendix 1) was presented to HIB which had incorporated findings from the 2022 Health Needs Assessment on promoting healthy weight<sup>6</sup> and associated Director for Public Health Annual Report 'Healthy weight, healthy communities, healthy lives'<sup>7</sup>. The need to shift focus from a primarily support focussed action plan, towards prevention and the healthy weight environment was highlighted. The shift in focus for the action plan since it's conception in 19/20 is evidenced in the figure 1 below.

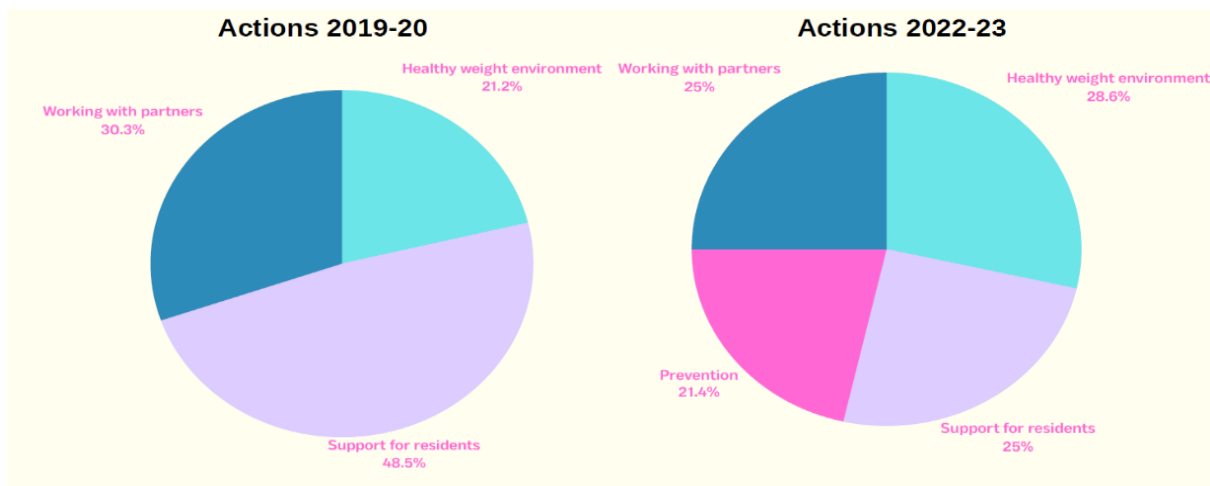


Figure 1: Pie charts showing the shift of WSA to HW actions for Oxfordshire from 19/20 to 22/23

2.7 Key achievements for 2022 were listed in the previous HIB update paper. See appendix 2 for a summary table.

2.8 The WSA action plan supports, aligns, and delivers on a number of national and local strategies, including:

- National Childhood Obesity Strategy<sup>8</sup> (2016) and Update<sup>9</sup> (2018)
- Sport England strategy<sup>10</sup> (2021)
- NHS Long Term Plan<sup>11</sup>
- Oxfordshire Health & Wellbeing Strategy 2024-2030<sup>12</sup>

<sup>6</sup> Oxfordshire County Council (2023) Health Needs Assessment on Promoting Healthy Weight. Available [here](#)

<sup>7</sup> Oxfordshire County Council (2023) Director for Public Health Annual Report 22/23; 'Healthy weight, healthy communities, healthy lives'. Available [here](#)

<sup>8</sup> DHSC (2016) Childhood obesity: a plan for action. Available [here](#)

<sup>9</sup> DHSC (2018) Childhood obesity: a plan for action, chapter 2. Available [here](#)

<sup>10</sup> Sport England (2021) Uniting the Movement. Available [here](#)

<sup>11</sup> [NHS Long Term Plan > Obesity](#)

<sup>12</sup> Oxfordshire Health and Wellbeing Strategy 2024-2030. Available [here](#)

- Oxfordshire Food Strategy<sup>13</sup>
- Oxfordshire County Council strategic plan 2023-2025<sup>14</sup>

### 3 Key Issues

3.1 During 2023 the primary approach for the WSA to Healthy Weight has been identifying geographically targeted priority neighbourhoods to best progress work related to the prevention and healthy weight environment pillars. The learning from the HNA and DPH report has also supported developing the approach to procuring a new Tier 2 healthy weight contract for 2024.

3.2 Key achievements of the WSA to healthy weight action plan for 2023 are summarised within the table in Appendix 2. Some examples include:

- Undertaken a deep dive into small area data and identified areas with consistently high levels of excess weight for a targeted prevention approach.
- Delivered a systems workshop with a broad range of partners to springboard action related to prevention and environment.
- Developed detailed evidence-based briefing to support District Councils to word their Local Plan in line with recommendations from the HNA related to opening of new hot food takeaways
- Recruited a new post of Strategic Schools Physical Activity and Food Advisor to support the development of work in schools in priority neighbourhoods related to healthy weight and physical activity
- Commissioned Good Food Oxfordshire to undertake a review of cooking and healthy eating initiatives, with recommendations for future approaches
- Commenced the Good Food Retail Project, engaging with retail businesses in priority neighbourhoods, to adopt '100 healthier lines' allowing greater affordable healthy choices to residents.

3.3 The WSA to healthy weight focuses on the system approach to making change, and the biggest shift is likely to be from socio-environmental factors – the tiers of prevention and environment. However, providing support for those already experiencing overweight and obesity an important part of the approach.

3.4 The remainder of this update focuses on the support pillar of action plan, looking specifically at Tier 2 healthy weight provision. An overview of the Tiers of healthy weight support is given below in Figure 2. Colleagues from ICB will be presenting the current picture related to Tier 3 healthy weight provision. It should be noted that there is also an NHS Digital Weight Management Programme available to support adults living with obesity (BMI 30+) with a diagnosis of diabetes and/or hypertension with referral from GP or pharmacy<sup>15</sup>.

<sup>13</sup> GFO (2022) Oxfordshire Good Food Strategy. Available [here](#)

<sup>14</sup> Oxfordshire County Council (2023-2025) Available [here](#)

<sup>15</sup> [NHS England » The NHS Digital Weight Management Programme](#)

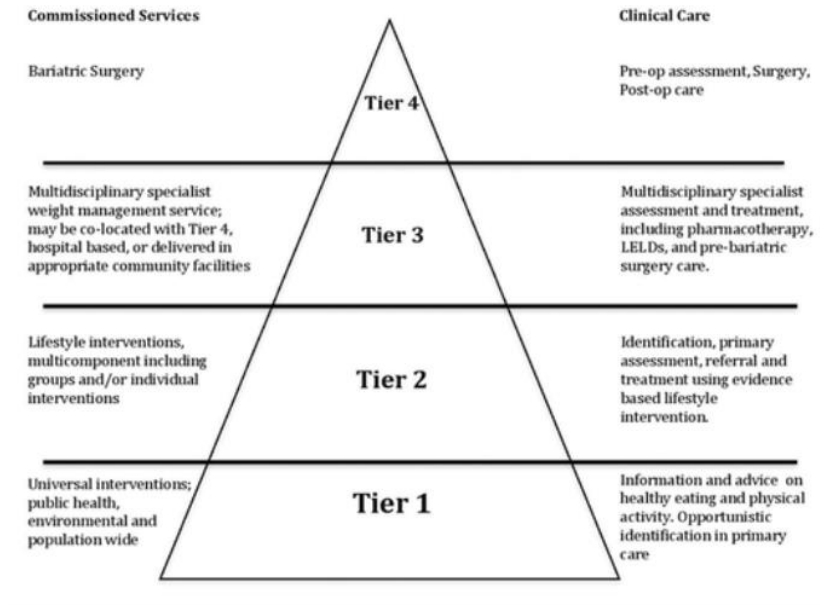


Figure 2: Outline of Tiered Healthy Weight Commissioned Services in England

## Current Support Services in Oxfordshire – Tiers 1 and 2

3.5 Oxfordshire currently has two separate contracts for provision of Tier 1 and 2 healthy weight services, funded by Public Health; one focuses on overweight (BMI>28) residents aged 16 and above; the other service is a pilot service for children (4-12) and their families, implemented in 2022 following a notable increase in childhood excess weight. Both contracts expire end August 2024.

3.6 The current adult healthy weight service, delivers provision in line with national guidelines. Tier 1 prevention includes health promotion and training on how to talk about weight using a non-judgemental, compassionate approaches to a range of front-line professionals.

Tier 2 behavioural change programmes include a ‘traditional’ 12-week face to face and group programme, as well as commercial weight loss programmes such as Slimming World and Weight Watchers. Targeted provision includes ‘Swim to Slim’, Man V Fat (men only session), and pilot programmes working with ethnic minority groups within mosques, women only sessions and one to one sessions with individuals with mild-moderate mental health conditions.

3.7 The children and families programme, Gloji Energy was originally commissioned as a pilot for 18 months. It is delivered in priority neighbourhoods with highest prevalence of overweight and obesity, with participants with a BMI above the 91<sup>st</sup> centile. The programme is delivered in a group setting to children and their parents/carers, with separate educational sessions for accompanying adults whilst the children participate in physical activity. To date, the children’s service has enrolled 160 children and their families onto the service. In year 1 the service met the target of 75% of completers maintained or reduced their BMI/z-score.

3.8 The adult service performs well on outcomes and KPIs which are set in line with NICE guidance<sup>16</sup>. The service enrolls up to 5000 participants per year on a programme with a 75% target for any weight loss, and 30% target for 5% weight loss both of which have been achieved through the lifetime of the contract. Where 6 month follow up is undertaken there are also good outcomes.

3.9 A health equity audit we undertook in 2023 found that some programmes offered performed better than others with relation to weight loss outcomes; however, it also found that this varied by participant type and that a range of programmes is required to ensure we are meeting the diverse needs of Oxfordshire population (e.g. men and women only sessions, specific groups for some ethnic minority groups).

### New support services – Tier 2

3.10 We are in the process of recommissioning a new Tier 1 and 2 service for Oxfordshire. Alongside a review of current national guidance, recommendations from the Health Needs Assessment and learning from performance of both the adult and child services has been applied when developing the approach for a new Tier 2 contract. This will be a single contract taking a lifecourse approach for delivery. This allows for, a streamlined referral between children and adult services, and supports joined-up system working with relation to partnerships and development of innovation within the contract.

3.11 The new lifecourse healthy weight service will be delivered against the following aims as outlined in table 1 below;

Aim	Description
<b>Training and capacity building</b>	<b>Healthy Weight administration and referral hub</b> including ‘talking about weight’ training for a wide range of professionals in both health and social care, and broadly across community settings (countywide, bespoke, reactive)
<b>Tier 1 &amp; 2 Behavioural Healthy Weight Support</b>	<p><b>Tier 1 Service</b> providing age-appropriate information, advice and appropriate signposting for adults and families.</p> <p><b>Tier 2 universal lifestyle healthy weight service</b> across the life-course. Adults (aged 18+) and children (aged 4 to 12 years old).</p>
<b>Community development and innovation pilots</b>	<p><b>Targeted Tier 2 innovation pilots</b> to support residents with high levels of obesity and challenging to reach as identified in the HNA:</p> <ul style="list-style-type: none"> <li>• Early Years 0-3</li> <li>• Antenatal/postnatal women</li> <li>• Young adults (13-18 years old)</li> <li>• Ethnic minority groups</li> <li>• Mild to moderate mental health conditions</li> <li>• Priority neighbourhoods</li> </ul>
<b>Integrated leadership and partnership</b>	<b>Leadership and expertise contributing to local WSA</b> to healthy weight, and building robust, established partnerships to further develop the service and system working.

<sup>16</sup> [Overview | Weight management: lifestyle services for overweight or obese adults | Guidance | NICE](#)

*Table 1; Outlining service aims for new lifecourse healthy weight service for Oxfordshire (September 2024)*

- 3.12 Learning from the current contracts, as well as national evidence base, NICE guidance and examples of best practice from elsewhere in Country have been applied to develop the new specification. Tier 1 will provide health promotion opportunities as well as training frontline professionals across a range of organisations in ‘talking about weight’, with the aim to break down weight stigma, bias and promote a non-judgemental, compassionate approach across the County. The ‘universal’ Tier 2 offer will ensure delivery of a ‘proportionate universalism’ approach for a traditional 12-week programme for those who need it.
- 3.13 Innovation pilots have been included within the specification to support addressing unmet need as identified within the aforementioned HNA on healthy weight. They also give opportunity for community development, co-production of services, and a route to allow the provider to test and learn from novel approaches on how and where to engage these populations. Some of these innovation pilots will continue learning from the current service, such as working with ethnic minority groups and individuals with mild to moderate mental health conditions. Numbers through these innovation pilots are likely to be small; however, the process and outcome evaluation will inform future service development throughout the lifetime of the contract.
- 3.14 Integrated leadership and partnership will ensure that the service is embedded across the healthy weight system, bringing join up, promotion and development of the programmes on offer, as well as contributing to the WSA action plan, and more broadly to relevant local strategies as outlined in 2.6.

## **4 Budgetary Implications**

- 4.1 Funding for the new lifecourse healthy weight service comes from the Public Health ringfenced grant.
- 4.2 The Public Health budget also contributes to a number of programmes related to the WSA to healthy weight.
- 4.3 The remainder of the WSA to healthy weight actions do not have budget attached and are required to be driven and supported across the system through partnership work.

## **5 Equalities**

- 5.1 Ensuring voices and experiences of underrepresented and the most deprived communities are heard was a key priority of the Healthy Weight Community Insight Project completed in 2022. The findings of this work have contributed towards the HNA and recommendations.
- 5.2 Both the current and planned healthy weight services incorporates bespoke offers to diverse and multi-ethnic communities.
- 5.3 Both the DPH report and the HNA have highlighted the need to consider specific groups where the burden of excess weight is greatest, and work will focus around these areas. This includes some (but not all) areas of deprivation and specific target populations such as those with learning disability.

## 6 Communications

6.1 Communications related to the successful bid for the lifecourse healthy weight contract will include a press release, forging partnerships and embedding within existing working groups.

6.2 The WSA action plan includes work to consider how best to ensure the population and relevant professionals are aware of the support programmes available and other aspects related to WSA

## 7 Key Dates

7.1 The healthy weight tender closes on Friday 23<sup>rd</sup> February 2024.

7.2 It is anticipated that the successful provider will be announced in May 2024, with the new service commencing 1<sup>st</sup> September 2024.

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## Appendix 1 - WSA to Healthy Weight Action Plan 23/24



20230823 WSA  
Action Plan Summary



**Appendix 2 – Table summarising progress for 2022/2023 against the WSA to healthy weight action plan pillars**

Pillar	2022 Achieved/Completed Actions	2023 Achieved/Completed Actions	2024 Next Steps/Progress
Prevention	<p>Implemented a pilot of Active Schools Framework for a whole school approach to physical activity</p> <p>Comissioned You Move (physical activity for children receiving FSM)</p>	<p>Began a review of evidence-based approaches to preventing excess weight in Early Years</p> <p>Local Healthy Start social marketing campaign developed to increase uptake of scheme supporting access to free milk, fresh vegetables and vitamins for those eligible</p>	<p>Plan evidence based approach to preventing excess weight in Early Years</p> <p>Evaluate effectiveness of Active Schools Framework</p> <p>School Food Advisor to identify and engage with schools within priority areas.</p>
Healthy weight environments	<p>Achieved Sustainable Food Places Silver Award for the County</p> <p>Completed a community insight project on healthy weight to inform HNA/DPH report and future commissioning</p>	<p>Identified key priority neighbourhoods for programmes and for partners to work together to achieve collective action</p> <p>Supported development of Food Action Working Groups related to Food Strategy</p> <p>Developed detailed information to support District Councils to word their Local Plan in line with recommendations from the HNA related to opening of new hot food takeaways</p> <p>Recruited a new post of Strategic School Food and Physical Activity Advisor to support the development of work in schools in priority neighbourhoods related to healthy weight and physical activity</p> <p>Commenced the Good Food Retail Project, engaging with retail businesses in priority neighbourhoods, to adopt '100 healthier lines' allowing greater affordable healthy choices to residents</p>	<p>Began working towards an Oxfordshire wide programme of support for existing eateries to provide a healthier offer to local residents.</p> <p>Working towards County level Sustainable Food Places Gold award.</p> <p>Explore recommendations from cooking and healthy eating report.</p> <p>Work with BiteBack to ensure youth voice of Oxfordshire is heard on healthy weight environments in leisure centres, advertising spaces.</p> <p>Continue to support Planning colleagues with wording or information required relating to Local Plans</p> <p>Work towards restriction of High Fat, Salt and Sugar advertising.</p>

Pillar	2022 Achieved/Completed Actions	2023 Achieved/Completed Actions	2024 Next Steps/Progress
		Commissioned Good Food Oxfordshire to undertake a review of cooking and healthy eating initiatives, with recommendations for future approaches	
Support	<p>Expanded the adult healthy weight service to include bespoke programmes for diverse and multi-ethnic communities and those with mental health conditions;</p> <p>Commissioned a healthy weight support service for 4-12 year olds</p>	Undertaken a review of current services, health equity audit and current evidence base to inform planning for new services at Tier 1 & 2	<p>Recommission all age, Tier 1&amp;2 Healthy Weight service for Oxfordshire</p> <p>Review adult healthy weight pathway across the system</p> <p>Tier 3 proposal to ICB Board</p> <p>Work with dietetics to develop a specific offer pregnant women experiencing overweight and obesity</p> <p>Work with Learning Disability team to explore upskilling workforce to support healthy weight in residents with LD.</p>
System Leadership	<p>Finalised WSA Action Plan</p> <p>Formed a core-working group for the WSA</p> <p>Supported development of the Food Strategy</p>	<p>Completion of Health Needs Assessment and Director Public Health Annual Report 22/23</p> <p>District Council and wider partners championed and attended a systems workshop to springboard related actions in June 2023</p>	Explore working with Food Active to develop system leadership on healthy weight for Oxfordshire, including sign up to the Local Government Declaration to Healthy Weight