

MEETING NAME	Health Improvement Board
ITEM 11	

Thursday 27 May 2021

Report on the Healthy Weight Story Map for Oxfordshire

Purpose

The purpose of this paper is to present the Oxfordshire Healthy Weight Story Map, an interactive demonstration will be presented during the meeting.

Background

As part of our Whole Systems Approach to Healthy Weight in Oxfordshire we have developed the map to support building a local picture through:

- Data
- Evidence
- Lived experience.

Public Health have created the map using ArcGIS software, working with the Business and Customer Insight Team at Oxfordshire County Council.

The aim was to use this visual data tool to engage cross sector stakeholders. To provide a clear picture and evidence to present the case for healthy weight in Oxfordshire; across the life course and for residents most at risk of been overweight or obese.

Update

The interactive map is hosted on the [Oxfordshire Insight](#) webpage. It allows users to investigate data related to healthy weight; our food and physical activity environment to discover information on different population groups, local areas and factors that make it harder to be healthy.

The open source data on the map includes:

- Population
- Deprivation
- Adult obesity
- Adult physical activity
- Child obesity
- Child physical activity

Next Steps

The next phase of the map is to be completed during Summer 2021 and will include data on our Oxfordshire built environment, see below:

- Hot food takeaway outlets
- Green and blue spaces
- 20-minute neighbourhood (active travel for food accessibility)
- Community food services.

As part of building a local picture we will also deliver a Community Insight Project to understand the reality of healthy weight from the perspective of residents; considering where they live, work, shop, learn and play. There will be a steering group to help shape the project and build upon existing insight.

We ask Health Improvement Board members to share this information across your organisations and with wider partners. If you have any interested people from your organisations for Phase 2 of the Healthy Weight Story Map and Community Insight Project, please get in contact details below.

Report by	Health Improvement Practitioner
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