

## **Appendix 1 – Healthy Weight Strategy Group Future Ideas**

### **[Nice guidelines ‘Obesity: Working with communities’](#)**

Key points to take into account;

- Identifying and addressing barriers to access and participation, for example, by keeping costs low to ensure affordability, and by taking account of different working patterns and education levels.
- Using community resources to improve awareness of, and increase access to, interventions. For example, they involve community organisations and leaders early on in the development stage, use media, plan events or make use of festivals specific to black and minority ethnic groups.
- ensuring the strategy defines long-term goals and also includes short and intermediate measures
- cross-sector and [two-tier](#) (as appropriate) coordination and communication between transport, planning and leisure services at strategic level and better involvement of local communities in each of these policy areas
- All of the above should ensure all strategies, policies and activities that may impact on the obesity agenda (whether intended or not) are monitored in a proportionate manner. *Monitoring arrangements should be built into all relevant contracts.*

### ***Future Ideas***

The following are potential commissioning ideas for both PA and Nutrition to contribute towards healthy weight, and prevention of OW and obesity (rather than a treatment based approach). These are based on the themes that were identified during the Healthy Weight Workshop in July 2014. This also incorporates feedback from the Childhood obesity sounding board report from 2013, and the Healthy Eating Report in Aug 2014, both undertaken by the Engagement Team at OCC.

### ***Physical Activity***

Physical activity levels are lower in low-income households<sup>1</sup> and cost has been identified as a major barrier to PA for adults<sup>2</sup>. The Department of Health<sup>3</sup> has identified reducing sedentary time and increasing number of adults reaching a target of 150 mins of PA per week. Sedentary time is associated with increased weight gain from childhood to adulthood, including increased risk of mortality<sup>4</sup>. Meeting the recommended target of PA per week may help contribute towards a healthy weight<sup>5</sup>.

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<sup>1</sup> Moving More, Living More (2012)

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/279657/moving\\_living\\_more\\_inspired\\_2012.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/279657/moving_living_more_inspired_2012.pdf)

<sup>2</sup> Childhood obesity report (2013) Engagement Team, OCC (internal publication).

<sup>3</sup> DH (2011) Physical Activity Guidelines for Adults. Available from:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/213740/dh\\_128145.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/213740/dh_128145.pdf)

<sup>4</sup> Owen et al (2011) Sedentary Behaviors and Subsequent Health Outcomes in Adults: A Systematic Review of Longitudinal Studies, 1996–2011. DOI: 10.1016/j.amepre.2011.05.004

<sup>5</sup> Donovan et al (2010) The ABC of Physical Activity for Health: A consensus statement from the British Association of Sport and Exercise Sciences Journal of Sport Sciences, 28(6), DOI: 10.1080/02640411003671212

Children aged 5-18 should be meeting 60 minutes of PA per day<sup>6</sup>, however 40% of children watch more than 2 hours of television per day on weekdays<sup>7</sup>. Oxfordshire Engagement Team's report highlighted that parents found it difficult to get children away from screen viewing to go outside to play.

- 1) One idea is to explore future partnerships echoing successful London Borough engagement with [Our Parks](#). This provides free physical activity classes in local parks for prevention of obesity and maintenance of healthy weight to adult populations, particularly in rural areas of the county. Initial reports from Our Parks on their boroughs indicate successful take up of the initiative with the majority of their classes being run at capacity. In addition, the Hackney Boroughs have recruited healthy weight (n=378), overweight (n=297) and obese (n=247) participants to their classes, indicating that the model has appeal and potential across both the prevention and treatment of obesity. OPFA are keen to be engaged in physical activity initiatives using a community centred approach that incorporates local outdoor, green spaces with physical activity, which would fit well with the Our Parks model. This initiative would give the opportunity of partnership working, with potential collaborations between District Councils, OPFA, OSP and the County Council. As well as increasing physical activity in the local population it has the potential to increase footfall to local parks and outdoor spaces and create a sense of community in these areas.
- 2) Commission programmes that work with local businesses to engage employees to actively commute using [Active Travel Planning](#). This uses a sustainable model so that on-going funding is not required for many years.
- 3) Walking rates have dropped 30% since 1995<sup>8</sup>. Ideas to increase walking rates could be to use [Living Streets](#) or similar to encourage walking to work/school, and time this with 'Walk to Work month' in May 2015.
- 4) The Engagement Team (OCC) Obesity Report (2013) outlined that parents found it difficult to get their children to reduce screen viewing and get outside to play. [Playing Out](#) and 'Reclaiming the Street' initiatives in Bristol and Hackney aim to increase the number of children playing outside through temporary play street policy which is supported by local councils and volunteers. This model would work with other partners such as Oxford Play Association, local District councils and Fire & Rescue Service as it crosses over to engaging communities and road safety.

## Nutrition

The most recent Diet and Nutrition Survey<sup>9</sup> indicates that the UK population over consumes saturated fat, sugar and salt, and under consumes fruit and vegetables

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<sup>6</sup> DH (2011) Physical Activity Guidelines for Children. Available from:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/213739/dh\\_128144.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/213739/dh_128144.pdf)

<sup>7</sup> Health and Social Care Information Centre (2013). Health Survey for England 2012. Volume 1: Chapter 3 – Physical activity in children. Health and Social Care Information Centre: Leeds.

<sup>8</sup> Department for Transport (2013) National Travel Survey, Available from: <https://www.gov.uk/government/publications/national-travel-survey-2013>

<sup>9</sup> PHE (2014)

National Diet and Nutrition Survey: Results from Years 1-4 (combined) of the Rolling Programme (2008/2009 – 2011/12)

Available from:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/310997/NDNS\\_Y1\\_to\\_4\\_UK\\_report\\_Executive\\_summary.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/310997/NDNS_Y1_to_4_UK_report_Executive_summary.pdf)

and oily fish. When combined with exercise, a healthy diet is likely to improve health of those with overweight or obesity, and can also help to maintain a healthy weight<sup>10</sup>. To reduce obesity in children particularly, it has been recommended to use environments that support healthier food choices and activity, and giving parents support through professional bodies such as schools<sup>11</sup>

- 1) The research by the Engagement Team highlighted encouragement of role models such as teachers & parents/carers to eat healthy so this behaviour is modelled to children. In addition they suggested free cooking lessons so that families can learn fast food favourites. [The Lighter London - Flagship Boroughs of the School Food Plan](#) are trialling local businesses paying for schools to stay open in the evening to use schools for cooking lessons for local communities. In light of free school meals to years 1&2 pupils and many parents being time scarce, this model could work in providing and utilising specific spaces for cooking lessons. This could work in collaboration with the Children's Food Trust using the [FEAST training kitchen at Rose Hill Community Centre as an example](#); could we roll out this model further afield across the county? This also links into the work that is currently on-going between Children Education and Families (CEF) Directorate and PH Directorate around the ethos of the Healthy School Programme.
- 2) [Food for Life Partnership](#) to work in schools to engage children, young people, families & communities in benefits of healthy eating and growing own vegetables for example. This has the potential for a wide reach and could potentially work with the ideas in point 1. A good local example of this is the Cropredy Primary School Farm project (details to follow). This could be expanded to be used across different primary schools across the county, as it engages school children, parents and local communities in the benefits of growing your own and healthy eating.
- 3) [The Real Junk Food Project](#) in Leeds engages with local business to use otherwise wasted food in a café in exchange for donations from customers. Something similar could work using [Cultivate](#) / [Good Food Oxford- Feeding the Gaps](#) to prevent food waste, engage local communities and businesses, and also work in collaboration with other district departments such as recycling, love food hate waste etc. This could also tie into reducing inequalities, food bank use, homeless shelters and the 'reducing the cycle of deprivation' work currently undertaken by Public Health Directorate.

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<sup>10</sup> Shaw et al (2009) Exercise for overweight and obesity, Cochrane Database of Systematic Reviews, 4, DOI: 10.1002/14651858.CD003817.pub3

<sup>11</sup> Waters et al (2011) Interventions for preventing obesity in children, Cochrane Database of Systematic Reviews, 12, DOI: 10.1002/14651858.CD001871.pub3