

## Paper for Health Improvement Board - 27<sup>th</sup> October 2015

### Oxfordshire County Council work for the prevention and treatment of overweight and obesity in children and adults

#### 1. Commissioned Services:

##### a. Prevention

**The School Health Nursing (SHN) Service:** includes the National Child Measurement programme (NCMP) which measures BMI rates for children in Reception and Year Six. This is fed back to the Health and Social Care Information Centre (HSCIC) and allows trends to be tracked both locally and nationally.

The SHN service provides promotion, advice and support to children about healthy eating and how to achieve a healthy weight.

From the 1<sup>st</sup> October 2015, Public Health is responsible for the **Health Visiting Service** which leads the delivery of the Healthy Child Programme 0-5. A key aspect of this work is to promote and support breastfeeding, healthy weight, healthy nutrition and physical activity for parents and children in the early years.

##### b. Treatment

The Council commissions a referral hub (coordinated by Morelife), for GPs to refer obese patients (BMI more than 30). Patients are either offered 12 weeks of Slimming World or Weight Watcher vouchers. There are 1500 vouchers available a year (Sept to Sept). The Slimming World programme is available to young people from age 11 accompanied by a parent.

Patients with a BMI of more than 40 are eligible for the MoreLife specific weight loss service. This is 14 weeks of weekly weigh in sessions and lifestyle advice, with a significant psychological therapy input. They then attend two weekly sessions, followed by monthly sessions, to complete a full year intervention. There are 580 places available for a year (Sept to Sept), again there is significant demand. The Morelife service will see Young People from 16 years and they will tend to offer 1:1 session.

##### c. Grants

Public Health funded training for children's centre and health staff in 14/15 to deliver **HENRY** (Health, Exercise, Nutrition for the Really Young) programmes across children's centres. Additional funding from Public Health supports the annual licence fee, and a part time co-ordinator of the group delivery and supervision for staff.

We make a contribution to the running costs of play day events, and community playback organised by the **Oxfordshire Play Association** to promote physical activity through active play in the community. These engage many different partners and stakeholders and are very well attended.

**London Welsh** rugby club were also granted some money to deliver physical activity and nutrition sessions in Primary Schools across the County.

We grant fund the **Oxfordshire Sports and Physical Activity Partnership** who run schemes targeting people who are inactive. Initiatives include Go Active, Get Healthy (for individuals aged 16+ who are achieving less than 30 minutes physical activity daily) and Sportivate (6 week programme of sport for 11-25 year olds). A specific programme that PH funding contributes towards is The Workplace Challenge, which aims to increase PA in workplaces and includes active travel.

In 2014/2015 we helped to fund **Cropredy Primary school** to improve consumption of locally grown vegetables using a 'school farm' approach. It provided 80 hours of teaching and project work to encourage children to grow and consume produce grown on the school premises. This helped to address healthy eating, engaging in the natural environment and physical activity.

## **2. Partnerships and Influencing**

Public Health is a member of the Strategic Physical Activity Group which was re-launched in 2015. This compliments the priorities and actions of the healthy weight steering group. This will be explained in more detail by OXSPA

Since PH has been part of the Local Authority it has given the opportunity to work more collaboratively with other Directorates that can have an influence on the wider determinants of healthy weight. This includes:

### **a. Children, Education and Families**

- Working with the School Food Trust and Facilities Management to 'Make School Meals Count' (increase the uptake of school meals in middle and secondary schools) through the delivery of improved marketing and kitchen facilities.
- Attending the Children and Young People's Wellbeing group which covers positive activities for young people
- Children's centre representative on the healthy weight steering group
- Primary school Headteacher representative on the healthy weight steering group

### **b. Environment and Economy**

- Addressing the obesogenic environment with E&E and District Planning departments through the healthy weight steering group
- Linking spatial planning with public health; engaging in commenting on planning applications (e.g. Oxford City's Northern Gateway Masterplan). This includes the development of a formal response template with which to comment (in progress).
- Part of the Smart Cities partnership, and works with the NHS Healthy New Town expression of interest/bids
- Consulting and commenting on Local Transport Plan 4 (LTP4), including a section on the health benefits of cycling.
- Ensure that green infrastructure is maximised

### **c. Fire and Rescue**

- Working in collaboration on their child friendly 'Drago the Dragon' books to incorporate healthy eating and physical activity messages.
- d. Social and Community Services
- Partnering with the library service to display campaign material such as information on sugar sweetened beverages
- e. Corporate services
- OCC 'Well at Work' initiative which is aimed at raising awareness improving employee health, including physical activity and access to healthy eating choices.

f. Wider partners

Public Health is supporting the development of a **Workplace Wellbeing Network** across the County. This will be private sector led by Unipart, with core members consisting of both NHS Trusts, OCCG, OCC (HR and PH), and BMW. This will provide employers with evidence based health and wellbeing targets to make workplaces a supportive and productive environment. In return for commit resources to improve workplace wellbeing participating employers will benefit from access to pooled resources, services, training and events/campaigns.

### 3. Information and advice

Public Health has dedicated webpages providing advice, information and signposting on the [County Council website](#)

Young people can access information on the [OxMe website](#) which PH have been involved in re-designing and re-launching in 2015.

### 4. Campaigns

The Public Health team actively adopts national PHE campaigns such as 'Change 4 Life', aimed at raising awareness of healthy weight in families. Locally the PH team have implemented the 'Eat Well Move More' campaign using the Oxfordshire Play Association Play Days as a springboard, as well as working with local communities and partnerships to design their own social media including 2 videos - '[Sugar Love](#)' (2014) and 'Can the Can' (due in October 2015) .

Other campaigns to promote physical activity include 'Well at Work' at OCC (health kiosk, step jockey), and a joint campaign with Oxfordshire Sport and Physical Activity Partnership in Pharmacies to encourage individuals to sign up to their Go Active Get Healthy programme.

We have dedicated 'Healthy Oxon' [Facebook](#) and [Twitter](#) pages, which promote campaigns, programmes of work and latest evidence and policy change.

### 5. Co-ordination of Steering Group / countywide strategy and action plan

Public Health led the consultation and subsequent development of a countywide [Healthy Weight](#) strategy. The approach of this strategy is;

- Influencing choice, addressing social norms and cultural values

- Working with local partners across the County
- Embedding healthy weight into a life course approach

Public Health chairs the multi-agency Healthy Weight Steering Group which has a lead role in overseeing implementation of the countywide action plan. The three main priorities for this year are:

- Focus actions on all children and young people to reduce levels of overweight and obesity
- Explore how workplaces can contribute to working aged adults healthy weight
- Work in collaboration across agencies to ensure the built environment contributes in a positive way towards healthy weight (e.g. connectivity, infrastructure, giving choices where possible, and community safety)

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