

Report for Health Improvement Board 1st May 2018 Healthy Weight in Oxfordshire

Summary

This report includes an update of the work of the partners involved in delivering the Oxfordshire Healthy Weight Action Plan for 2017-18 and information about the national activity. **The Health Improvement Board is asked to note the national updates and approve continuing the actions of this year's plan for the remainder of 2018, with a view to refreshing the plan in 2019.**

Background

A healthy weight reduces the chance of people suffering ill health through diabetes, cancers, joint pain and cardiovascular disease. Oxfordshire's population is 65% overweight (a BMI of more than 25), with 27% being Obese (BMI more than 30). At a population level much of weight gain and subsequent loss is related to the amount of calories consumed¹. Physical activity plays a smaller part in preventing weight gain / helping with weight loss but has additional other benefits such as improving mental wellbeing and reducing high blood pressure². Oxfordshire has a lower prevalence of childhood obesity in Reception than the national average - the local level is 7% whereas for England it is 9.6%. In Year 6, locally it is 16.9% compared to 20% in England.³

This issue is a priority in the Oxfordshire Joint Health and Wellbeing Strategy;
Priority 9: Preventing chronic disease through tackling obesity.

In April 2016 the Health Improvement Board held a workshop on what partners could contribute to tackling obesity. In October 2016 the HIB was updated on the action plan which included the need to consider longer term progress and identified the national changes at the time as well as the launch of the Governments Childhood Obesity Plan. The Board received updates on progress in February 2017 and endorsed the suggestion that OxSPA should put together a Children's and Young Peoples physical activity plan.

Oxfordshire Action Plan Update

Progress has been made in most of the actions, across all of the four subject areas;

- Healthy Eating
- Environment
- Schools
- Workplaces.

Some highlights of good progress include:

- work on improving design to reduce obesogenic environments through providing planning guidance and policy for new developments
- The formation of the Oxfordshire wide Catering and Procurement Group.

¹ WHO. Obesity: preventing and managing the global epidemic. Report of a WHO Consultation. WHO Technical Report Series 894. Geneva: World Health Organization, 2000.

² Guidance Physical activity: applying All Our Health
<https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health>

³ Oxfordshire Joint Strategic Needs Assessment 2018

- Oxford becoming a Sugar Smart city, which involves a host of local activities, such as food businesses signing up to being “Sugar Smart” with the Turl Street Kitchen being the first business to sign up.
- Physical Education conference for schools was run by OxSPA was on 2nd February 2018 to support schools in their local offer.
- A Cooking Skills Framework has been produced which will be launched at this meeting.

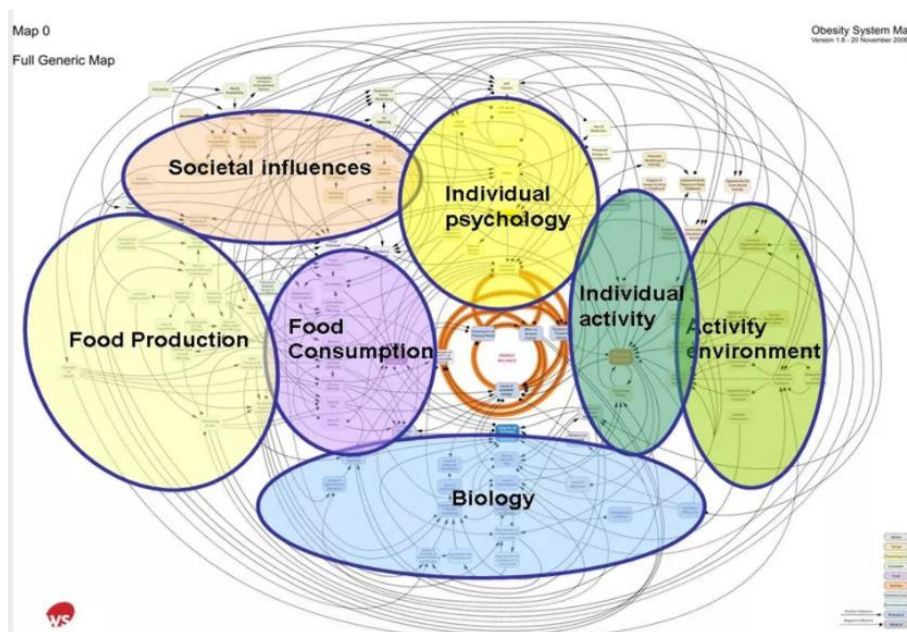
Details of the plan and updates, along-side a RAG rating of progress against the original action can be found in Appendix 1.

Strategic Developments

1) Whole Systems Approach to tackling obesity

This is an approach which has been around since 2007, but has been gaining more traction recently.

The following diagram demonstrates the complexity of obesity.



Foresight Report 2007

Foresight has published a report entitled ‘Tackling obesity; future choices’ which states that the causes of obesity are multiple, complex and interlinked. They reach far beyond any one organisation or subject area. Traditional approaches that focus on single interventions do not tend to work at a population level. The whole system approach uses the lens of “systems”, to understand the complex relationships and circumstances in public health and health care. The conclusion is that everybody has a part to play in tackling obesity but we need to look at different ways that this is done.

The Whole System Obesity (WSO) programme was commissioned by Public Health England in 2015 to develop a practical guide to help councils create a Whole Systems Approach (WSA) in their local area. It builds on learning from current national and international practice. The guide, to be published in 2019 will take the form of a ‘route map’ with supporting material and tools. The programme is keen to emphasise the need

to create the right environment for change in the local area, including collaborative working across the local system and the ever-changing nature of the local system.

This new approach is now being promoted. This is illustrated in the figure below.

Figure 2: The draft route map: key elements involved in taking a WSA



Early research has confirmed that having the support of elected members and chief executives is vital to achieve this change of approach. More information can be found in the 25 page, easy to read LGA guidance, 'Making Obesity Everybody's Business: A Whole Systems Approach to Obesity'⁴ (WSA) which includes several case studies of how other local authorities are progressing.

How the Oxfordshire Plan compares to the Whole Systems Approach

It was thought that it would be useful to compare the areas of activity which are set out in the whole systems approach with our current action plan, to see if there are any potential areas of work we should consider in Oxfordshire. This comparison is set out in the table below. The conclusion is that actions of the local plan map fairly well to the areas identified from the national pilots.

Note that the access to weight management support is delivered through the adult weight management contract commissioned by Oxfordshire Council, Achieve Healthy Weight Loss, provided by Thrive Tribe and specialist weight management services are commissioned by Oxfordshire Clinical Commissioning Group.

The table provides a comparison between the 4 sections of Oxfordshire's healthy weight action plan (the top row) and the topic areas identified within the Whole Systems Approach document (list in the left column). The numbers in the table below relate to the local action plan number for each of the four headings.

⁴ <https://www.local.gov.uk/sites/default/files/documents/15.6%20Obesity-05.pdf>

Common areas of obesity activity identified by the pilots (WSA)	Oxfordshire's Local Action Plan Headings			
	Healthy Eating	Environment	School	Workplaces
Planning a healthier food environment	1,2 & 5	3	2 & 3	3
The school and childcare setting	2 & 3		1,2,3	
Increasing healthy food consumption	1, 2, 3 & 5			3 & 7
Planning and creating an environment that promotes activity including active transport		1,2 & 3	1 & 3	4, 5 & 7
Providing access to weight management support				
Creating healthy workplaces	2			1, 2, 3, 4, 5,6, 7 & 8
Educating people about the benefits of healthy eating and exercise and promoting opportunities in the local community	2, 3 & 4	2 & 3		1, 4 & 8

This review of our current plans have suggested some points to note:

- a. The lack of impact the current environment actions seem to have on increasing healthy food consumption across the County.
- b. There has been good progress in the interventions for improving physical activity but less good progress on actions to reduce calorie intake. There is greater impact on preventing weight gain and supporting weight loss through limiting the number of calories consumed than by increasing physical activity.
- c. Where an action has been executed well, it has been where it has aligned well with an enthusiasm and commitment of a few individuals and their respective organisation.
- d. Areas where actions haven't been completed or only partially so, have been due to a lack control over partners priorities and the appropriate levers to secure buy in.
- e. Some of the actions where no or limited progress have been made, could be due to the actions being vague ("learn", "explore" "engage"), lacking a specific outcome and/or lacking a deadline for completion and associated report.

2) Launch of Oxfordshire Cooking Skills Framework

Cooking skills programmes have been demonstrated to improve nutritional intake, enable social interaction and address anxiety about getting enough food (food insecurity)⁵, the latter of which has become more prominent over recent times of austerity as families struggle to source and afford healthy food options⁶.

⁵ Lacovou (2013) social health and nutrition impacts of community kitchens: a systematic review, *Public Health Nutrition*, 16(3), 535-543.

⁶ Loopstra et al (2015) Austerity, sanctions and the risk of food banks in the UK, *BMJ*. doi: 10.1136/bmj.h1775 Available from: <http://researchonline.lshtm.ac.uk/2145730/1/bmj.h1775.full.pdf>

Although a variety of cooking courses have been running within Oxfordshire, there are issues with consistency of what is on offer, funding, evaluations and measuring and reporting results. The healthy weight action plan, as agreed with the Health Improvement Board in June 2016, identified cooking courses as one of the main priorities to achieve in supporting the local population to achieve a healthy weight.

After consulting with Public Health England, who confirmed there is currently no widespread use of cooking skills guidelines and no one example that is used effectively, Oxfordshire County Council Public Health team decided to produce some guidelines to fill this gap. Good Food Oxford were commissioned, to produce a resource that provides overarching guidance for organisations (third sector or otherwise) to use when delivering a 'cooking skills' programme to support consistency and building an evidence base across the County.

Today that guidance has been published online at <http://goodfoodoxford.org> and is being launched at the Health Improvement Board meeting on the 1st May 2018.

3) National Childhood Obesity Plan

The long awaited national Government plan for [Childhood Obesity](#)⁷ plan was published in summer 2016.

The Obesity Health Alliance (OHA), a coalition of over 40 health organisations, marked the Government's progress in tackling childhood obesity over the past year. Below are the comments of the OHA on the degree of progress made over that year.

Bringing in the Soft Drinks Industry Levy

The Government has made progress over the last year with the soft drinks industry levy agreed by Parliament and came into force in April 2018. Several soft drink manufacturers and retailers have already made promising moves to reduce sugar from their drinks.

Removing sugar, salt and saturated fat from everyday foods

The sugar reduction programme led by Public Health England has started and are awaiting results showing an initial 5% reduction in sugar from foods most commonly eaten by children in March 2018.

Reducing junk food marketing to children

No action to close loopholes related to junk food adverts during peak family TV viewing time has yet been taken.

Equalities Implications of local plan

Obesity prevalence is higher in groups who live in deprived areas. Work with schools and through the planning environment are likely to have a universal benefit.

⁷ <https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

Recommendations

- 1) For the HIB to endorse the current approaches which are in line with Whole Systems Approach and to plan for a more comprehensive adoption of the Whole Systems Approach from April 2019.
- 2) For the board to continue to monitor the progress of the existing actions in the current plan.
- 3) To refresh the existing plan once more is understood about WSA.

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Appendix 1 – Oxfordshires Health Weight Action Plan 2017-2018 Update

A	Healthy Eating for Healthy			Progress
	Action	Responsibility	Progress April 2018	RAG
Eat.1	Public Health England (PHE) South East Obesity, Healthy Eating Network and Physical Activity Network to explore the offer a workshop of how to implement the nutrition framework of the Government Buying Standards for Food (GBSF) to District Councils and Leisure providers in Oxfordshire.	PHE and Districts	Reformulation work outlined in the Childhood Obesity Plan (COP) taking priority for PHE National Team. Updates on approaches to healthy eating across the South East Network are provided at each meeting.	R
Eat.2	<p>Learn from other Local Authority's to develop a coordinated approach to introduce GBSF 'healthier vending' standards into Council buildings, Leisure centres, schools and community buildings.</p> <p>This should include consistent communications/campaign strategies across venues.</p>	<p>PHE and extended partners</p> <p>Good Food Oxford (GFO), partners and District partners</p>	<p>Oxfordshire representation at Regional PHE network on Healthy Weight, where other local authorities share experiences around healthy vending and catering. Public Health monitor local guidance and research that is published.</p> <p>Oxford City Council - Through Sugar Smart Oxford we are working with Fusion Lifestyle to introduce sugar content information for vending machines via floor stickers.</p> <p>Oxford "business commitments" are being implemented in 6 Oxford leisure centres, Town Hall café and Parks kiosks, and with Town Hall caterers.</p> <p>The options are:</p> <ul style="list-style-type: none"> • Promote free tap water • Make healthier options more visible • Adopt a traffic light sticker system on canteen/café drinks menus • Make 80% of drinks offered sugar free • Display sugar content information on vending machines • Introduce a 10p sugar tax on sales of sugary drinks, to go to a children's health fund 	A

			<p>In leisure centres, the following have been taken up:</p> <ul style="list-style-type: none"> • Free tap water stations in all leisure centres • Floor sticker in front of all vending machines displaying sugar content of drinks • Traffic light sticker system on drinks <p>No traction yet with schools or County Hall caterer. GFO coordinates a Catering & Procurement Working Group to discuss ideas, challenges and opportunities to improve procurement in catering with local businesses and organisations. Topics so far have included food waste, healthy eating, GBSF and Sugar Smart commitments. Members include:</p> <ul style="list-style-type: none"> • Oxford University • Oxford Brookes University • Oxford City Council Economic Development • Oxfordshire County Council Public Health • Oxford University NHS Foundation Trust (John Radcliffe Hospital) • The School Lunch Company • Blenheim Palace • A&J Catering • Said Business School • Environmental Change Institute • Lady Margaret Hall • Vaults & Garden Café • Trax • Turl Street Kitchen 	
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Eat.3	Explore cooking courses for adults utilising community based assets such as community centres, primary schools and leisure centres. Target in areas of deprivation where levels of obesity are highest. Work with local supermarkets to provide food for cooking groups in community venues.	All partners	In order to help commissioners and local practitioners provide quality education and training in delivering local cookery courses, an Oxfordshire Cooking Skills Framework has been produced, which will be launched imminently Oxford Brookes provides cookery courses to students on how to make sweet recipes without using sugar.	G
Eat.4	Adopt national PHE campaigns to work alongside the above actions. For example; One You – making a campaign relevant to individuals Eat well Plate – in local settings Use the opportunity to educate local populations about how long it takes to see a change/establish a maintained behaviour change.	All Partners	Oxford City Council – Engaging with the One You campaign through our corporate social media account and linking in to Sugar Smart where relevant. Local weight loss service Achieve running the national 400-600-600 campaign, supported by HealthOxon Facebook page.	G

Eat.5	<p>Good Food Oxford have successfully bid for funding to run a Sugar Smart City campaign across Oxford City.</p> <p>This will include</p> <ul style="list-style-type: none"> • Sugar Debate with declarations by partners to reduce sugar • Public consultation on sugar • Deliver content/materials in the following locations: <ul style="list-style-type: none"> ○ Schools (assemblies/debates) ○ Business (commitments from business) ○ Leisure centres (vending) <p>If successful this could be replicated across other areas in the County</p>	Good Food Oxford and relevant partners	<p>665 individuals took part in Oxford's Great Sugar Debate</p> <p>Two thirds of respondents thought they had too much sugar</p> <p>92% of people were concerned about the amount of sugar in drinks in particular</p> <p>99% of people thought action was needed in Oxford's cafes, canteens, workplaces, restaurants and leisure centers</p> <p>5 businesses have signed up so far to Sugar Smart Business commitments (Target = 10)</p> <p>Turl Street Kitchen has been awarded the first Sugar Smart award.</p> <p>6 leisure centers are taking part across Oxford.</p>	G
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B	Environment and Healthy			
	Action	Responsibili	Progress	RAG
Env 1	<p>Partners to engage with and comment on relevant Local Plans, Neighbourhood Plans and planning applications via district websites and through engagement with district planning teams (links below):</p> <p>http://www.cherwell.gov.uk/planning</p> <p>https://www.oxford.gov.uk/info/20000/planning</p> <p>http://www.southoxon.gov.uk/services-and-advice/planning-and-building</p> <p>http://www.whitehorsedc.gov.uk/services-and-advice/planning-and-building</p> <p>http://www.westoxon.gov.uk/residents/planning-building/</p> <p>Refer to the Town Country Planning Association (TCPA) Healthy Weight Checklist (summary on p12&13) http://www.tcpa.org.uk/pages/planning-out-obesity-2014.html, the Oxfordshire JSNA http://insight.oxfordshire.gov.uk/cms/joint-strategic-needs-</p>	All Partners	<p>Work has been done with influencing Supplementary Planning Documents to include physical activity content.</p> <p>Liaison with Oxford City to include a policy to include Health Impact Assessments for all developments of more than 1000m² or 9 dwellings. The Health Impact Assessment requires the developers to consider how the development might impact on obesity. South Oxfordshire District Council already has such a policy. Discussions have started with Vale of the White Horse District Council about adopting a HIA policy for developments.</p>	RAG
				G

Env 2	Partners to identify opportunities to encourage building activity into everyday life e.g. encouraging active travel on websites and meeting invites, walking meetings, design of new buildings/towns to encourage health e.g. positioning of stairs.	All partners	The Active and Healthy Travel Steering Group (AHTSG) brings together partners from across the County including representation from Districts and County planning teams, Public Health and representation from the cycling and walking community including Oxford Pedestrian Association, Oxfordshire Cycling Network and Oxfordshire Sport and Physical Activity. The group meets on a quarterly basis to share good practice and lessons learnt. Oxfordshire County Council have produced separate Walking Design Guidance and Cycling Design Guidance which are aimed at influencing the development process and can be found here . Eg planners, developers,	G
Env 3	Partners to continue working on the NHS Healthy New Towns (HNT) programme for Bicester and Barton Park. Learn from these projects and upscale to other new developments.	NHS Healthy New Towns Partners hips	Partners continue to work together to deliver the HNT programmes. There was a Bicester and Barton HNT joint learning event on 24 th April 2018 to bring together key stakeholders from across the whole County. HIB members were invited to attend the event.	G

C Schools and Healthy				
	Action	Responsibilit	Progress	RAG
Sch 1	Children & Young People Physical Activity Plan to be developed. To include increasing physical activity in the most inactive young people.	Oxfordshire Sport and Physical Activity	OxSPA led a Physical Education Conference in February 2018 for schools and provided information about the Pupil Premium Allocation. Work on the Children and Young People Physical Activity plan is ongoing.	R
Sch 2	School Health Nursing Service to include healthy eating initiatives in School Health Improvement Plans (SHIPs) and explore opportunities with the school according to population need. Collaborate with GFO on using Sugar Smart City materials for assemblies in Oxford City schools during 17/18 Include in SHIPs: <ul style="list-style-type: none"> • 10 primary schools/300 children • 5 secondary schools/150 young people 	Oxford Health NHS Foundation Trust GFO	SHIPs include a healthy eating section. There is a core offer around healthy eating assemblies, display boards and healthy events for year 7s. Topics focused on energy drinks, encouraging drinking water, and awareness of sugar in good. Several schools have ran breakfast clubs and encouraged pupils to eat breakfast. Some schools have removed unhealthy options from vending machines, such as sugary drinks as well working with canteens to reduce sugary drinks and consider portion sizes. SHNs have also worked with tutors and food technology staff to promote healthy eating messages and cooking skills. GFO produced an assembly plan for Sugar Smart that has been e-mailed to SHNs to use.	A

Sch 3	Explore with schools their experience of catering contracts, spending pupil premium and how they promote and share good practice with relation to healthy eating and physical activity.	Healthy Eating Network and Oxfordshire Sport and Physical Activity	<p>There is opportunity to work with catering contracts since the changes in Carillion. Contact has been made internally within Oxfordshire County Council to take these discussions forward.</p> <p>Pump priming funding to Walk Once A Week (WOW) for primary schools to then use PE Pupil Premium to fund Living Streets, 'WOW' year-round walk to school programme</p> <p>Since the first 21 Oxfordshire schools started the programme in September 2017:</p> <ul style="list-style-type: none"> • active travel rates (walking, cycling, scooting, park & stride and getting off the bus early) have increased by 20 percentage points from 65% to 85% • walking rates have increased 12 percentage points, from 45% to 57% • park and stride has increased 7 percentage points, from 9% to 16% 	R
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D	Workplaces for Healthy			
	Action	Responsibility	Progress	RAG
Work 1	Utilise workplaces to adopt national and local Public Health campaigns around healthy weight issues.	Workplace wellbeing network	Oxford City Council – These are promoted through the Oxfordshire Employee Wellbeing website which has been pulled together by local partners and hoping to launch in the Spring. The Oxfordshire Workplace Wellbeing LinkedIn group also promotes and advertise national campaign material for businesses. There are currently 142 members so quite a wide reach.	A
Work 2	Encourage workplaces to sign up to the Workplace Wellbeing Charter – a free, national framework for workplaces to self-assess against demonstrating commitment to employee health.	Workplace wellbeing network	The Workplace Wellbeing Charter is currently being redeveloped with a launch due in Spring 2018.	R
Work 3	Influence workplaces to sign up to Government Buying Standards for Food (GBSF) to adhere to nutrition and vending guidelines providing a standardised approach across the County as far as	Workplace wellbeing network	Discussions with PHE needed about how the GBFS fits with the national 400-600-400 campaign.	R
Work 4	Scale up existing resources and initiatives to be advertised and delivered in workplaces	Workplace wellbeing network Service providers	Resources related to healthy weight and physical activity in the workplace are shared on the LinkedIn group	A
Work 5	Make offers to small and medium-sized enterprises similar to those of larger business (e.g. corporate	Leisure Providers and Districts	On-going work	R

Work 6	Encourage workplaces to have wellbeing champions. Demonstrate evidence of best practice via the	OxSPA Workplaces & network	On-going work	R
Work 7	Workplaces to encourage healthy weight behaviours; Walking meetings Healthy snacking Organised lunchtime walks Social eating (not at desks) Inter-company competitions Organisational support for staff to attend health related benefits Cycle storage, showers	Workplace wellbeing network Businesses Workplaces Senior management Human Resources OxSPA	Workshop on physical activity and healthy eating within the workplace took place in January 2018. Over 50 delegates heard a range of examples of active travel, Physical Activity initiatives and Sugar Smart in the workplaces.	G
Work 8	Encourage businesses in Oxford (including the Network) to engage in the Sugar Smart City campaign by making pledges. These may include: Providing free tap water Traffic light system on food and beverages 20% maximum sugary drinks	GFO Workplace network	5 businesses signed up so far (Target = 10) Showcasing so far: <ul style="list-style-type: none"> - Oxford Mail front page - That's Oxford TV BBC Radio Oxford	A