

**HERTFORDSHIRE COUNTY COUNCIL**

**HEALTH AND WELLBEING BOARD  
THURSDAY, 5 MARCH 2015 AT 10.00 a.m.**

**HERTFORDSHIRE'S OBESITY PROGRAMME – 1 YEAR ON**

Report of: The Director of Public Health

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**1.0 Purpose of report**

1.1 The purpose of this Report is to:

- Highlight the significant progress made implementing Hertfordshire's Healthy Weight Strategic Plan to date, since September 2013
- Identify forthcoming priority actions

**2.0 Summary**

2.1 Obesity is now a critical social, economic and health issue. Its impact has been the subject of major national policy commentary in recent months.

2.2 Action is needed at scale through a range of interventions following a multi-sector approach. Education and personal responsibility are key elements, but changes to the environment and to social norms are also important.

2.3 The latest figures for Hertfordshire (2012) show that around one in five adults are obese, below national levels, but almost double levels in the best area in England. In 2013/14 the percentage of obese children in year 6 (15.1%) was close to double the percentage in those of reception age (8.0%).

2.3 [Hertfordshire's Healthy Weight Strategic Plan](#) guides an ambitious programme of work. This report sets out key aspects of progress achieved, including: establishing weight management services (more than 4,550 adults referred), improved uptake of NHS Health Checks

(44,800 people have received a check), delivering a healthy workplace programme (51 businesses), and commissioning a virtual behavioural support programme. Other promising initiatives have also recently been developed. Working towards achieving a step change in physical activity promotion will be an added focus over the coming year.

### **3.0 Recommendation**

3.1 The Board is asked to consider and comment on progress made delivering Hertfordshire's Obesity Programme, and its future strategic direction.

### **4.0 Background**

4.1 Obesity is now a critical social, economic and health issue. The Chief Executive of the NHS likens obesity to "...a slow motion car crash. If as a nation we keep piling on the pounds around the waistline, we'll be piling on the pounds in future taxes just to keep the NHS afloat"<sup>1</sup>. With more than two thirds of the adult population in England overweight or obese, the NHS has now committed to backing "hard hitting national action on obesity".<sup>2</sup>

4.2 Individuals who are overweight or obese are at greater risk of developing serious long-term conditions, such as cancer, heart disease and diabetes. Fewer years are spent in good health, quality of life is poorer, and death is more likely at an earlier age. Some population groups are at greater risk of being obese, such as people living in disadvantaged circumstances, people from certain ethnic groups, individuals with a learning disability and people with a mental health condition. This will contribute to experiences of health inequalities in these groups.

4.3 There are also clear links between obesity and social care, as highlighted in a Local Government Association report, with major cost implications for local authorities<sup>3</sup>. The situation is likely to deteriorate further, unless there is concerted and comprehensive action across society. Nationally, more than half of men and women may be obese by 2050<sup>4</sup>.

4.4 A recent report by the McKinsey Global Institute<sup>5</sup> identified the following key issues for tackling obesity:

- A systematic and sustained portfolio of initiatives delivered at scale is needed to address the growth in obesity

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<sup>1</sup> <http://www.england.nhs.uk/2014/09/17/serious-about-obesity/> (September 2014)

<sup>2</sup> Five Year Forward View for the NHS (October 2014)

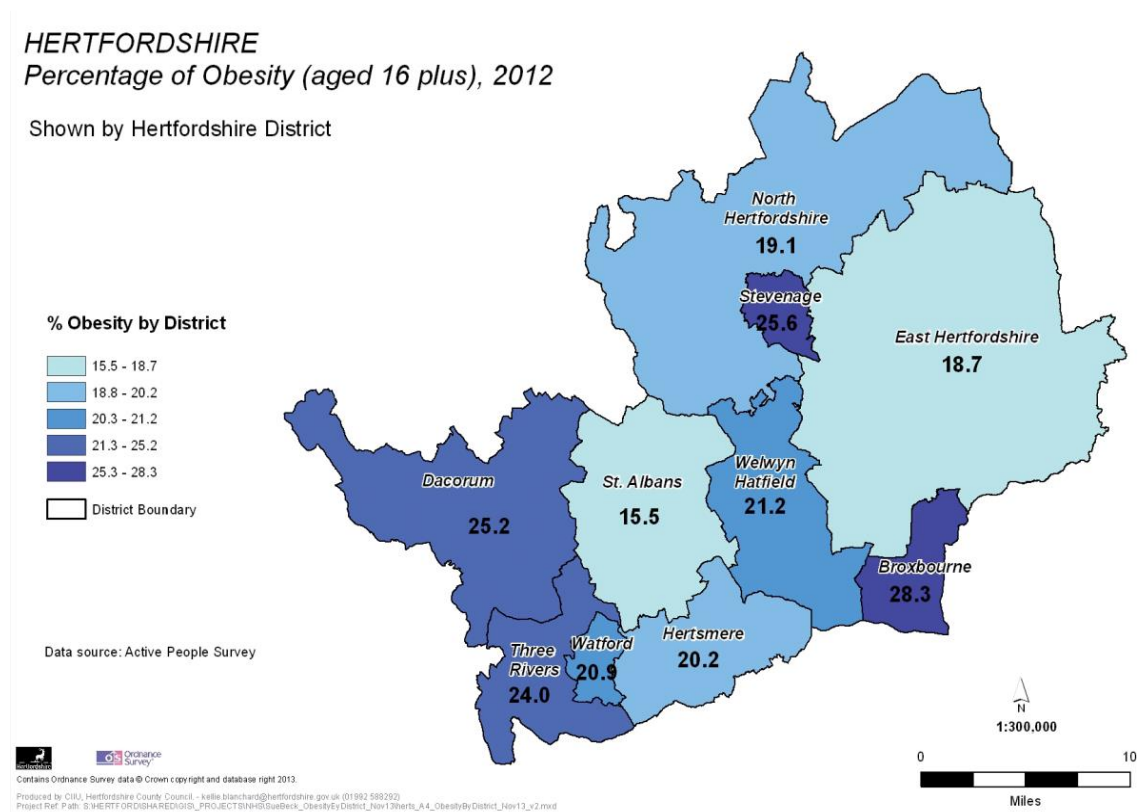
<sup>3</sup> Social Care and Obesity. A discussion paper (2013)

<sup>4</sup> Foresight Report (2008)

- Education and personal responsibility are key elements of tackling obesity, but they are not sufficient on their own – changes to the environment and societal norms are also needed
- A multi sector approach is needed
- Implementing a programme to address obesity at the required scale will not be easy – many interventions need to be deployed

## 5 The situation in Hertfordshire

5.1 Hertfordshire's [Director of Public Health Annual Report](#) details the latest figures on obesity and overweight in Hertfordshire. One in five adults (21.5%) were estimated to be obese in 2012, compared to 23.0% nationally and 11.2% in the area with the lowest obesity rates in England. The map below shows that obesity levels vary across Hertfordshire, with the average rate ranging from 15.5% in St Albans to 28.3% in Broxbourne.



5.2 The percentage of children aged 4-5 who are overweight or obese has been falling in recent years in Hertfordshire, but levels among those aged 10-11 remained similar between 2006/7 and 2013/14. The proportion of obese children was close to twice as high in year 6 compared to those entering school in 2013/14 ([15.1% of children](#)

<sup>5</sup> Overcoming obesity: an initial economic analysis (November 2014)

[compared to 8.0% in reception year](#)), highlighting the key role for schools in tackling obesity long term.

## 6 Action in Hertfordshire since September 2013

- 6.1 The Public Health team has led on the development of an ambitious workplan for tackling obesity in Hertfordshire since September 2013. This included developing Hertfordshire's Healthy Weight Strategic Plan, which was approved by this [Cabinet Panel](#) and [Full Cabinet](#) in May 2014 following extensive consultation and engagement. The plan follows a life course approach, as ill health results from risk we accumulate across our lives, and there is a need to develop health interventions tailored for people at different stages of life. The plan also draws on the best available evidence, adopts a system wide approach, and embeds partnership working throughout.
- 6.2 Significant progress has been made across a range of areas. For the purposes of this brief report, four key initiatives with the potential to reach large numbers of people are highlighted in the tables below. These initiatives were all identified in the Healthy Weight Strategic Plan. These tables are followed by an update on the breadth of work in place.

<b>Initiative 1</b>	<b>Adult weight management</b> – Slimming World & Weight Watchers – free access for those meeting eligibility criteria
<b>Sept. 2013</b>	Nothing in place
<b>One year on (as at 30/11/14)</b>	<b>4,559</b> people referred to the programmes. Evaluation of 1358 adults found that 62% completed the programme and almost two thirds of completers (63%) lost more than 5% of their body weight – a significant benefit to their health
<b>Future plans</b>	Continue to commission service. Increase range of professionals who can refer into the programme to improve access.

<b>Initiative 2</b>	<b>NHS Health Checks</b> – health MOT for those aged 40-74 without pre-existing conditions, with lifestyle change support
<b>(April 2013)</b>	(Ranked 138/152 local authorities for health checks delivered)
<b>September 2013</b>	<b>5,411</b> health checks delivered in previous quarter (Q2), ranked 115/152 local authorities. No training delivered. No outreach programme targeting lower uptake areas.
<b>One year on (as at 30/09/14)</b>	<b>8,999</b> health checks delivered in previous quarter (Q2), a 66% increase compared to the previous year (now ranked 46/152 for checks delivered). 46 primary care professionals trained. 2,000 outreach health checks completed. 44,800 health checks since April 2013.
<b>Future plans</b>	Continue providing checks through GP surgeries, and through targeted outreach. Work with primary care to

	improve quality & ensure good pathways to public health interventions
<b>Initiative 3</b>	<b>Healthy Workplace Programme<sup>6</sup></b> – offering a suite of effective interventions to businesses with more than 50 employees
<b>September 2013</b>	Nothing in place
<b>One year on (as at 30/11/14)</b>	51 businesses engaged. 140 workplace champions trained to develop further action in their workplace. 239 staff have received mental health first aid lite training
<b>Future plans</b>	Re-commission programme in 2015/16

<b>Initiative 4</b>	<b>Do Something Different<sup>7</sup></b> – virtual behaviour change support (healthy lifestyles, emotional wellbeing, stress, healthy weight)
<b>Sept. 2013</b>	Nothing in place
<b>One year on</b>	<b>745</b> people have been through the open access programme up to October (113 on the healthy weight option available since August 2014). <b>131</b> vulnerable residents on referral. Evaluation involving 99 people found improvement across a range of measures (e.g. wellbeing, physical activity, alcohol) and half of respondents had been to visit local amenities.
<b>Future plans</b>	To be re-commissioned in 2015/16

6.4 A selection of other important programmes that have started or have recently been commissioned are set out below. Each initiative is being evaluated. Collectively the initiatives described in this report will contribute to the aim of the Healthy Weight's Strategic Plan, to increase the proportion of children & adults in Hertfordshire maintaining a healthy weight.

<b>Initiative</b>	<b>Description</b>
<b>For all children</b> (Tier 1: widely accessible prevention)	Working with Herts Catering across schools to develop school menus, and provide chefs clubs for families
<b>For obese/ overweight children aged 5-15</b> (Tier 2: targeted programme)	<b>Beezee Bodies</b> – whole family approach to physical activity, health eating and cooking over 17 weeks

<sup>6</sup> Further information on the Workplace Programme is available at: <http://www.hertsdirect.org/docs/pdf/p/phworkplaceguide.pdf>

<sup>7</sup> Further information on Do Something Different is available at: <http://www.hertsdirect.org/services/healthsoc/dosomething/>

<b>Men's Weight Management</b>	Watford Football Club will be addressing the gap in male participation in weight loss programmes locally
<b>Public Health in the Districts/Boroughs</b>	£2 million programme over two years – many Districts are developing relevant healthy lifestyle initiatives
<b>Years of Cycling &amp; Walking</b>	Programmes of activities to increase awareness and participation running across Hertfordshire
<b>Weight management for adults with learning disability</b>	A ground breaking initiative supporting people with learning disabilities to access mainstream activities. Also review of menus in residential establishments
<b>Master Classes in Obesity</b>	Successful expert led session for professionals run for County Council & District Members on 26 <sup>th</sup> January

## **6 Future developments for the obesity programme**

- 6.1 The foundations for effective action are now in place across a number of key areas. Monitoring and building on this progress will be a key focus for the programme over the coming years. This will include social marketing to highlight what people can do for themselves, as well as working with partners to make healthy choices easier where people live and work.
- 6.2 But it is clear that a step change in physical activity levels is now needed. This will require close work with healthcare providers to promote physical activities that can be easily built into daily routines. This work can be enhanced through campaigns using simple messages that resonate with groups who are less likely to be active. One in four adults in Hertfordshire (25.3%) take less than 30 minutes physical activity a week. This rises to more than 30% of adults in Broxbourne – the highest levels (Director of Public Health Report, 2013-14).
- 6.3 Addressing this issue is the focus for the draft Physical activity and Sport Framework, as well as a unique initiative being pursued for the Chief Cultural and Leisure Officers Association, reporting to Hertfordshire's Lifestyle and Legacy Partnership (the countywide partnership with shared objectives around public health, sport, recreation, culture and volunteering). An action plan is being developed as part of this initiative to better align the local health and physical activity systems, focusing on the following strategic principles:
- Identify and network physical activity advocates, especially clinicians

- Deliver community wide inspirational hooks/campaigns to entice less active people to become more active long term – including the Years of Cycling & Walking
- Implement effective practice linked to healthcare – brief advice in primary care is a core focus
- Develop and build on local initiatives that address barriers & improve access to physical activity, at scale – including Health Walks
- Provide training and support for promoting physical activity
- Provide essential physical activity information on one website for Hertfordshire

## 7 Financial Implications

7.1 The current and future initiatives outlined in this report are funded through the existing public health budget, as well as through the budgets of partners. Investment in effective obesity prevention initiatives has been identified by the NHS as a key priority. Obesity is also directly relevant to the projected increased spend on social care services in the coming years.

7.2 The cost of key interventions outlined in this report are as follows:

- Adult Weight Management Programmes: current one year contract for **£288,000**
- NHS Health Checks: budget in 2014/15 of **£1.2M**
- Health Workplace Programme: current one year contract for **£180,000**
- Do Something Different: one year contract to be renewed for **£120,000**
- Public Health in the Districts/Boroughs: budget in 2014/15 equally split across the districts/boroughs of **£1M**
- Work with Herts Catering Limited in schools: baseline budget in 2014/15 of **£295,000**
- Working with obese/overweight children & their families (*Beezee Bodies*): budget in 2014/15 of **£147,000**

<b>Report signed off by</b>	Jim McManus
<b>Sponsoring HWB Member/s</b>	Teresa Heritage, Jim McManus
<b>Hertfordshire HWB Strategy priorities supported by this report</b>	Promoting a healthy weight and increasing physical activity
<b>Needs assessment:</b> informed development of Hertfordshire's Healthy Weight	

Strategic Plan	
<b>Consultation/public involvement:</b> carried out in the development and approval of Hertfordshire's Healthy Weight Strategic Plan	
<b>Equality and diversity implications</b> An Equality Impact Assessment was carried out for Hertfordshire's Healthy Weight Strategic Plan in April 2014 as part of its approval process. This Equality Impact Assessment has been reviewed for this report. Previously identified mitigations still apply, with good progress on specific elements of the action plan relating to children & young people (preventative interventions are in place, as well as a targeted service for obese children), people with learning disabilities (support to access the adult weight management programmes is being piloted), and for men (a specific weight management service has been commissioned). Further actions will be taken over the course of this 5 year strategy and no additional mitigations are currently needed.	
<b>Acronyms or terms used</b>	
Initials	In full