

**Report to the Cabinet Member for Health and Wellbeing**  
**Report submitted by: Head of Health, Equity and Partnerships**  
**Date Wednesday, 18 January 2017**

**Part I - Item No. insert  
number**

Electoral Division affected:  
(All Divisions);

**Healthy Weight Declaration**  
(Appendices 'A' and 'B' refer)

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**Executive Summary**

Local Authority Declaration on Healthy Weight is to support local government to exercise their responsibility in developing and implementing policies which promote healthy weight. The declaration requires senior level local authority commitment in order to bring together a corporate vision to promote healthy weight and improve the health and well-being of the local population.

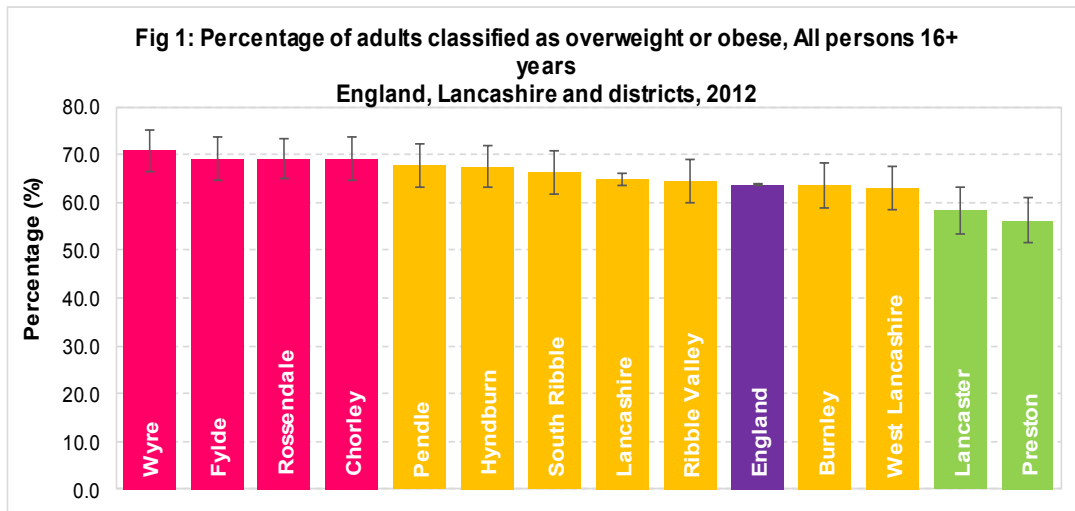
**Recommendation**

The Cabinet Member for Health and Wellbeing is asked to approve the promotion of healthy weight and physical activity in Lancashire by endorsing the declaration as detailed in Appendix 'A'.

**Background and Advice**

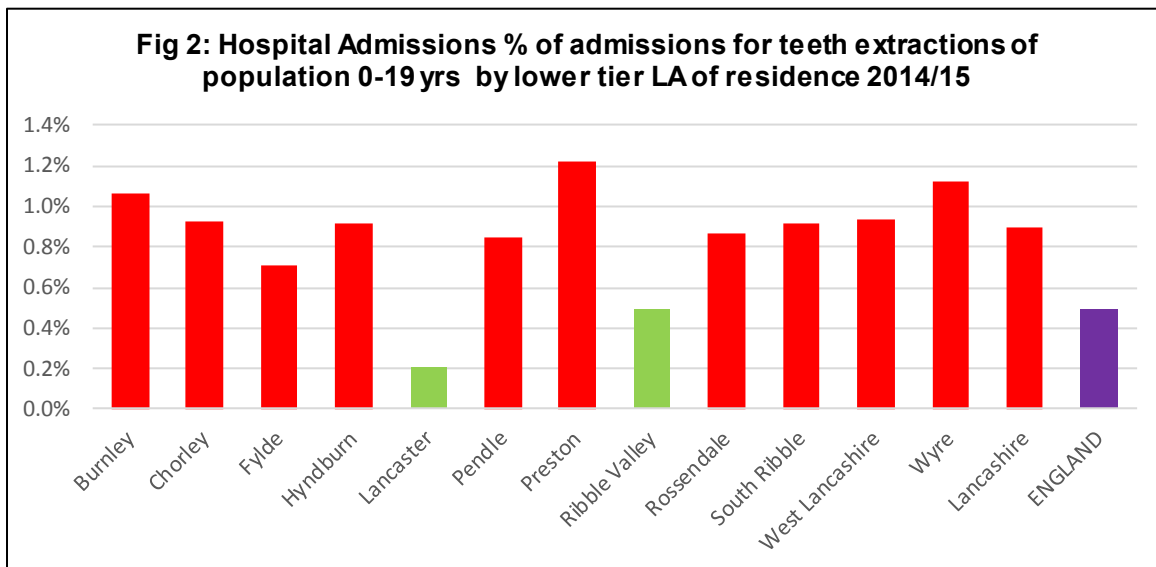
Obesity is a serious Public Health problem for the County and contributes significantly to poor health. Not only does obesity result in an increase in chronic disease leading to distress and sickness, there are also deleterious consequences in terms of impacts on the broader economy of Lancashire through the indirect costs of disability, unemployment and burden on the social care system. The best cost estimates to the UK of obesity is £27 billion in 2007 prices. The government takes this estimate from the National Obesity Observatory which is now part of Public Health England.

Unfortunately, rates of overweight and obesity are increasing faster here than in other parts of the UK but these rates do appear to be starting to level off. In Lancashire, the percentage of overweight and obese adults in 2012 is higher than the national average by 0.9%, with significantly higher rates in Wyre, Fylde, Rossendale and Chorley (see Fig1 overleaf).



The picture for children in Lancashire is a major concern. The data from the National Child Measurement Programme for 2015/16 shows that 22.5% of reception children have excess weight (overweight or obese). The children are also weighed in year 6 and for the same year, unfortunately 33.2% have excess weight.

High levels of sugar consumption, particularly in the form of sugary drinks, are increasingly being recognised as a key driver of obesity levels, but is also a major contributor to poor levels of dental health in our children. In some areas we are seeing high numbers of admissions of children to hospital for tooth extraction under general anaesthetic (Fig 2 below refers). A staggering 2,302 children aged 0-19 years were admitted to hospital for a simple tooth extraction in 2014/15. Hospital admissions can be seen as the visible iceberg of tooth decay in Lancashire children, and a broader picture of tooth decay is evident, for example, of 39 North West Regional Authorities, Preston is ranked 36<sup>th</sup> and is the worst in Lancashire for children with decayed, missing or filled teeth with only 56% of 5 year olds decay free.



There is a growing consensus that preventing childhood obesity is key to achieving healthy lives in adulthood and ultimately to reversing obesity prevalence. To achieve this we need to change our approach as a society to food, drinks and physical

activity and prioritise the creation of 'healthy-preference learning environments' for children. Also highlighted is that a relatively quick way to reduce inequalities is by enabling disadvantaged communities to express healthy food preferences across all age groups by ensuring access to healthy food, skills and social support.

Public Health teams within Health, Equity, Wellbeing and Partnerships (WPEH) has been working with Food Active to develop the Local Government Declaration on Healthy Weight. Food Active is a collaborative programme launched by the North West Directors of Public Health in November 2013. The purpose of the collaboration was to tackle the increasing levels of obesity. Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour. The declaration is a statement that the Council embraces a vision to reduce obesity and improve the health and wellbeing of the population by being a responsible Local Authority by continuing to advance existing strategies. To sign the Declaration would mean the Council would show a commitment to reducing unhealthy weight in our communities, protect the health and wellbeing of staff and our population and make an impact on health and social care. The key themes of the declaration are:

- Protecting residents from the commercial pressures and vested interests of the food and drink industry supplying high fat, salt and sugar products.
- Consider how commercial partnerships with the food and drink industry may impact on messages communicated around healthy weight to the local community.
- Review provision in all our public buildings, facilities and providers to make healthy foods and drinks more convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (to include all public institutions such as schools, hospitals, care homes, leisure facilities).
- Increase public access to fresh drinking water on local authority controlled sites.
- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited.
- Advocate plans with partners including the NHS and all agencies represented on the Health and Wellbeing Board, healthy cities, academic institutions and local communities to address the causes and impacts of obesity.
- Strive to protect our children from inappropriate marketing by the food and drink industry.
- Support the government in taking action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities.
- Ensure food provided at public events includes healthy provisions, and supporting food retailers to deliver this offer.
- Support the health and well-being of local authority staff and increase knowledge and understanding of overweight and obesity to create a culture and ethos that de-normalises unhealthy weight.
- Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity.
- Monitor the progress of the plan against commitments and publish the results.

In addition to the broad themes outlined the Council will work to a set of local priorities, these are:

- Improving the quality of packed lunches by developing local agreement with schools to implement guidance in line with school food plans.
- Working with community organisations and stakeholders in order to increase effectiveness and approaches to identify, advise, refer and support those at risk of food poverty and adverse nutritional status.
- Supporting workplaces to increase engagement with staff around physical activity, healthy weight and healthy eating.
- Promoting access to healthier food and drinks in canteens and vending machines, and advocating to reduce access to unhealthy food and drinks.
- Provide opportunities to grow, cook and eat good food by increasing knowledge and skills to all age groups.
- Working with schools to achieve 'walk to school' recommendations as part of School Food Plans and increase physical activity for children and young people.

Improve communication through partnerships and scale up interventions using digital technology across Lancashire to increase opportunity, knowledge and motivation for people to lead healthier lifestyles, move more and eat healthily.

### **Consultations**

In support of the declaration, and statements specific to Lancashire held within the declaration, they have been written mindful of the public response to the recent and extensive Active Lives Health Weight consultation. Indeed, explicit feedback was received concerning healthy eating and barriers, and included references to other wider and structural influences on opportunities for healthy eating. Other discussions were held with the schools and residential catering team at Lancashire County Council with respect to procurement and implications for support from school food plans. In addition, discussion has also taken place with the Teacher Advisory Service at Lancashire County Council. External advice and support has also been taken from Food Active. Many of the local priorities have been identified from the consultation and engagement report attached at Appendix 'B'.

### **Implications:**

This item has the following implications, as indicated:

The signing of the declaration will coincide with the promotion of Public Health England's new campaign Change 4 Life in January, for which the issue may attract public interest. The campaign displays large posters in the community, at bus stops and local shops/petrol stations) in our target areas. Longer term implications are the development of a culture and environment more consistent with reaching and maintaining health weight.

### **Risk management**

In following the recommendations, there are no anticipated risks and any resultant harms are anticipated to be nil. The strength of the council's position to lead by

example and influence the local environment is a positive benefit. The overall health and social impact of the declaration will be positive in the long term and offset any theoretical but highly unlikely marginal risks. In not following the recommendations there is a risk that the current trajectory for unhealthy weight and obesity increases or is maintained, with its concomitant societal economic costs. If the flow of people with long term conditions is to be stemmed then a change of culture and environment is required.

**Finance**

There are no financial implications.

**List of Background Papers**

N/A

Reason for inclusion in Part II, if appropriate

N/A

**Decision Taken: Declarations**

**Cabinet Member for Health and Wellbeing**

**Healthy Weight Declaration**

Original recommendation, as set out in the report, approved without amendment. Yes/No \*

Original recommendation amended and decision as follows: insert details or delete instruction as appropriate Yes/No \*

I have a pecuniary/non-pecuniary interest in this matter. Yes/No \*

If an interest is declared please give details below:  
insert details or delete instruction as appropriate

.....  
Cabinet Member for Health and Wellbeing

Date insert date

**Chief Officer**

I certify that this is an appropriate and accurate record within the terms of Standing Order 35(2) and (3) of the decision taken by the Cabinet Member. ....

Date insert date

\*Delete as appropriate