



Health Scrutiny Committee 6 April 2022

Childhood Obesity Strategy and action plan

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Introduction

1. The following information has been provided to respond specifically to the questions set out in paragraph 3 of the covering report.

What are the priorities in the current strategy? What is working well and what could be improved?

Strategic Priority 1: Improve access to affordable, healthier food for children, young people, and their families by creating healthy food and drink environments both in and out of home.

2. Working Well:

- Sugar Reduction through the Sugar Smart campaigns, Sugar Reduction Fund, reduction of sugar in school meals.
- b) Healthy Eating Eat Out Eat Well/Take Out Eat Well schemes, cooking classes for parents, HENRY (Healthy Eating & Nutrition in the Really Young) programme in Children's centres, development of the Suffolk Food Plan, links to the emerging Poverty Strategy and Food Justice Plan, initiatives with food banks and social supermarkets.
- c) School Programmes OneLife Suffolk universal weight management offer to schools, the Holiday Activity Fund, Relationships, Sex and Health

- Education (RSHE) curriculum, support to schools and supervised brushing schemes in primary schools.
- d) Start 4 Life Suffolk breast feeding app, increased rates of breastfeeding, oral healthy focus in the early years.

3. Concerns:

- a) Sustainability of initiatives owing to system prioritisation and system capacity, realising the potential for wider system partners to work collaboratively over time to address overweight and obesity.
- b) Progress affected by COVID-19 pandemic
- c) Overweight and obesity levels increasing during pandemic
- d) The recent and forthcoming rises in cost-of-living expenses such as food, fuel and heating, and changes to national insurance payments, are likely to make it more difficult for some families to make healthy diet and food choices.

4. Areas of Focus:

a) Further exploration as to how the wider Suffolk system can address the obesogenic environment, looking at wider opportunities to improve the food environment and promote affordable healthy food. This includes addressing the concerns such as the number and location of fast food take aways and clear messaging about healthy diet.

Strategic Priority 2: Improve access to safe environments that encourage physical activity participation by children, young people, and their families, including active travel

5. Working well:

- a) Interventions within Children and Young People Settings including the promotion of the daily mile in schools, walk to school week, junior park run, Sammy the Sea Squirt book, Movement and Mental Health Zcards, Doorstep Sport and Healthy Movers. Physical Activity alone cannot solve the problem, but the wider benefits of children and young people being active, include better mental health, improved confidence and motivation, creating a holistic approach to healthy lifestyle, that will support children and young people becoming healthier adults.
- b) County initiatives including the Keep Suffolk Moving Campaign, Active travel initiatives and Bikeability training. Public Health in Planning guidance has been drafted and is currently being tested by Babergh and Mid Suffolk Councils.

6. Concerns:

 High proportion of children who do not meet recommended physical activity guidelines (in Suffolk almost 6 in every 10 children). The pandemic has exacerbated this.

7. Areas of Focus:

a) Evidence shows that children and young people who are more active have more confidence, higher self-esteem, less anxiety and stress and better social skills. Positive attitudes towards physical activity have also been associated with children being happier. There is also an association between physical activity and academic achievement, improved concentration, and attention. We have a focus on providing more opportunities for children to walk, run and play and to promote active travel.

Strategic Priority 3: Improve support to children and young people to maintain healthy lifestyle behaviours that promote health and wellbeing

8. Working well:

- a) Targeted work OneLife Suffolk (OLS) schools programme, Tier 2 (targeted community group programme) child weight management service and the pilot Tier 3 (specialist community treatment) child weight management service.
- b) Universal Offer Making Every Contact Count (MECC) train the trainer programme to heads of school kitchens, delivery of the National Child Measurement Programme (NCMP) and support provided to families through the school nursing service.

9. Concerns:

- a) Current OLS contract is due to end September 2023. Co-production and engagement underway to reimagine future child weight management offer, along with other services currently provided by OLS. Tier 3 service is a pilot until April 2023 and future funding is uncertain.
- b) The number of children in the reception year across Suffolk who are classified under the National Child Measurement Programme (NCMP) as extremely obese has increased in recent years. The data suggests that this has more than doubled between 2019-20 and 2020-21 though this should be treated with caution owing to data collection issues owing to COVID-19 (see table 3).

10. Areas of Focus:

a) Engaging partners, stakeholders, families, children and young people in the healthy behaviours consultation to inform future service delivery. Further develop a joint health/social care/public health commissioning arrangement for child weight management provision.

What has been the impact of COVID-19 on the success of the Strategy?

- 11. The pandemic has stalled the implementation of some initiatives in the action plan and system working. Key leaders, managers, officers, and partners have been directly involved in the Covid-19 response, reducing availability and capacity.
- 12. However, there has been satisfactory progress in some smaller and local projects such as Healthy Movers; and we have had the opportunity to try out some innovative ideas such as digital delivery of Tier 2 and Tier 3 child weight management programmes.
- 13. We have also produced a blueprint for place working in Lowestoft (and potentially other localities) through the Shaping Places for Healthier Lives bid process.
- 14. The Shaping Places for Healthier Lives (SPHL) fund is a joint grant programme with the Local Government Association and the Health Foundation, for councils to work with partners from their local area to improve health and address health inequalities.

- 15. Suffolk's bid got to the final round (discovery phase) of the bidding process with 11 other local authorities (there were over 100 initial applications); unfortunately, we were not successful in securing the funding, which went to just 5 local authorities.
- 16. The problem that we sought to address through the grant programme was: The deprivation gap in childhood weight in Lowestoft through a whole system approach to addressing the environmental influences that affect healthy eating and physical activity amongst children and young people.
- 17. Looking ahead, the Strategy would benefit from dedicated champions at a political and system leadership level. The champions would be able to articulate the Suffolk narrative around approach to childhood obesity, make links across organisations, services and other themes linked to children, young people and families. They would also advocate for resource, where appropriate.

To what extent are the current initiatives sustainable?

- 18. There is dedicated officer time within the Public Health team to support the whole system approach, the strategy and partnership working. The work spans the individual, the community, and the system, so is wide ranging. Lowestoft Community Partnership are an example of how working across the system is a positive approach, they have set childhood obesity as a priority with a commitment to work with us and other system partners to create environments to address the issue. The Public Health and Communities team also work with One Life Suffolk to oversee the delivery and performance of the child weight management services.
- 19. The key to success of the whole system approach to obesity is collaborative and co-ordinated working with partners across the system and in places. This is dynamic and ever-changing depending on personnel, priorities and opportunities to engage the community. Therefore, consistency is not always possible. So, there is a balance between making gains when we can and pausing initiatives if needed.
- 20. There are already many initiatives in Suffolk which link to childhood obesity, which the Public Health and Communities team continue to map. Nationally, there is a very limited evidence base of 'what works' and it would be helpful to develop a consistent approach to evaluating projects locally, which collates all of the findings. We also need to acknowledge that the complex nature of obesity, means that we need to evaluate approaches and initiatives differently. Over the last 3 years we have been working with Leeds Beckett University on research bids to grant funding bodies including the Medical Research Council. These bids have incorporated new ways of mapping the obesogenic environment through data as well as innovative evaluation frameworks for whole system approaches. To date, unfortunately, no new funding has become available.
- 21. We need a sustained plan of work, and some elements of the work will need to be repeated such as sugar reduction and healthy eating campaigns. There are also opportunities to tighten our links and communications to national campaigns. There is a strategic responsibility of the Council to support initiatives and raise the profile of healthy behaviours.

What does the data tell us about which children are most likely to be affected by being overweight (in terms of geography, socio-economic or other factors?)

22. Measurements are taken from the National Child Measurement Programme (NCMP), which is a nationally mandated public health programme. Children are measured in Reception Year (aged 4 to 5) and Year 6 (aged 10 to 11) in mainstream state-maintained schools in England. NCMP data enables local areas to plan services to tackle child obesity and monitor progress.

The latest data for Suffolk is taken from the NCMP for 2019-20:

Table 1: National Child Measurement Programme data 2019-20.

Area	Overweight Recep (%)	Overweight Year 6 (%)	Obese Recep (%)	Obese Year 6 (%)	Severely Obese Recep Year (%)	Severely Obese Year 6 (%)	Number of children measured Recep	Number of children measured Year 6
Suffolk	12.9	13.1	8.7	18.6	1.9	4.0	4155	7405
East of England	12.8	13.6	9.0	19.0	2.1	3.9	42060	57420
England	13.1	14.1	9.9	21.0	2.5	4.7	399470	491138

- 23. Evidence from NCMP suggests that the prevalence of childhood obesity is strongly correlated with socioeconomic status and is highest among children living in the most deprived areas. A child living in the most deprived 10% of areas in England today is more than twice as likely to be obese than a child living in the least deprived 10% of areas in England (NHS Digital, 2022).
- 24. Local data from Suffolk shows that more deprived areas such as Ipswich and the former Forest Heath Council area have higher levels of overweight and very overweight children compared to more affluent areas.

Table 2 - National Child Measurement Programme data from 2018-19

Area	Reception year Overweight and Obese combined (%)	Year 6 Overweight and Obese combined (%)		
East of England	21	31.4		
England	22.6	34.3		
Babergh	20.6	29.8		
Forest Heath	23.5	31.1		
Ipswich	22.2	33.9		
Mid Suffolk	20.6	28		
St. Edmundsbury	20.4	29.5		
Suffolk	19.8	30.3		
Suffolk Coastal	19.2	30.8		
Waveney	13.2	27.1		

^{*} Due to COVID-19 and data quality measurements this was the latest Suffolk data to breakdown local areas.

25. Due to the Covid-19 restrictions during 2020-21, and difficulties in completing the measurements due to limited access to schools, the NCMP national team have

only been able to produce a limited dataset. However, in Suffolk, we have published data for Reception year.

Table 3: National Child Measurement comparison data – reception only

Date	Area	Under weight Recep	Health Weight Recep	Overw eight Recep	Obese Recep tion	Severely Obese Recep Year	Overweight and Obese combined Recep	Number of children measured Recep
2020- 21	Suffolk	0.4	69.8	15.2	10.1	4.5	29.7	6210
2019- 20	Suffolk	0.7	77.7	12.9	8.7	1.9	21.6	4155
2018- 19	Suffolk	1.0%	79.2%	11.7%	8.1%	1.8%	19.8%	7489

- 26. Suffolk's Reception year data shows an increase from 21.6% (CI 20.4-22.9) in 2019/20 to 29.7% (CI 28.6-30.9) in 2020/21.
- 27. However, as alluded to above, participation for Reception Year was 71% (17/11/2021 data report), and we have previously recorded 97-98% participation so levels may have been more balanced with previous participation levels.

What has been learnt from the Amsterdam pilot project taking place in Lowestoft and Brandon?

28. There has been fantastic engagement and partnership working with East Suffolk Council, Lowestoft Community Partnership and Lowestoft Rising. Initially a framework for a school's approach was developed in collaboration with partners, but developing the Shaping Places for Healthier Lives offer, has provided us with a blueprint for system working in Kirkley and Harbour Wards, and has allowed us to develop in-depth knowledge of the local area, residents and the system that supports them. The development of system maps and community insight has aided this work. The Amsterdam work has been impacted by the pandemic, resources and focus has been directed towards the COVID-19 response but the priority for addressing childhood obesity remains key across the system partners and now is an opportunity to refocus that priority and reinvigorate the momentum and identify figure heads at a political and senior leader level.

What levers do anchor organisations have which could assist in accelerating progress in addressing the rising levels of childhood obesity in Suffolk? Are there levers which are not currently being used?

- 29. As a Suffolk system, we need to improve the health and wellbeing of all children by making sure that everyone can get affordable, healthy food and has the opportunity to run and play.
- 30. Our anchor institutions can build and develop options and opportunities for families which affect how healthy and active we are. See <u>Thinking Differently Anchors September (sneeics.org.uk)</u>. Anchor organisations can acknowledge childhood obesity as a priority and as everyone's issue/concern. If we create a systematic approach of acknowledgement and ownership of the issue, we create a systematic response.

- 31. Our anchor organisations have many levers to improve children's health and wellbeing. Identifying and using these levers is integral to the whole system approach to obesity. As described above, this is a dynamic process.
- 32. One example of organisations using their levers is the funding and commissioning of the Tier 3 pilot service, which is a collaborative arrangement with the CCGs in East and West Suffolk.
- 33. The Lowestoft Community Partnership identified childhood obesity as a priority and the Public Health and Communities teams work alongside them to support this priority. The local councillors and the East Suffolk Councils community team have been instrumental in developing the approach and working with their residents to implement projects to support this.
- 34. Public Health and Communities have also worked with East Suffolk Council to jointly fund the Healthy Movers project in 8 early years settings in Lowestoft. Healthy Movers is designed to support the development of physical literacy in children aged 2-5 years old. It consists of physical resources and training to develop the knowledge, skills and confidence young children need to develop physically, socially and emotionally. The project also promotes school readiness and social mobility. It is delivered by the Youth Sports Trust. The Early Years team in Suffolk County Council have played a pivotal role in facilitating the recruitment of the early year's settings.

Are there opportunities to seek delegation of policy decisions through a county deal?

- 35. Suffolk is one of nine areas invited to negotiate an early County Deal. It is currently in the early stages of this negotiation, which could result in a range of powers being devolved, dependant on the level of devolution achieved. These could include pooling delivery of certain public services, control of local transport functions and devolution of the adult education budget. These could provide a useful avenue for moving this work forward. Being aware of how other areas have used this to leverage policy change will be something we can monitor and take learning from moving forward.
- 36. There are examples of how devolved powers can support a call for action with Childhood Obesity. In 2018, the Mayor of London, Sadiq Khan, brought together a London Child Obesity Taskforce, which was made up of experts and professionals with a diverse set of experiences and perspectives who worked to develop 'Every Child a Healthy Weight Ten Ambitions for London, to identify what actions were needed for London's Children to be a healthy weight:

Every Child a Healthy Weight (London.gov.uk)

What influence can be bought to bear by planning authorities? Are there examples of good practice elsewhere in the Country?

37. There is a national policy framework and robust evidence on healthy places that cleverly designed built environment can support local communities lead healthier lifestyle, thus enable opportunities to have a good quality and happy life. Planning can play a crucial role to facilitate and enable healthy living despite its limitations. Based on national and regional evidence and best practice, Suffolk Public Health Guidance for Planning has been developed in close working with SCC and District planning colleagues and to be finalised in April 2022. The webpage can be found here Public Health and Planning - Healthy Suffolk.

38. It sets out a series of key public health principles and aspirations across seven domains — active travel, air quality, food and healthy choices, housing development and design, local economy and employment, quality open space and neighbourhood and community spaces. The guidance will be used as a set of expectations both from developers and planners to improve health and reduce inequalities among local population.

What influence can be bought to bear on schools to make educating for healthy weight a priority?

- 39. Teaching about healthy eating is a requirement within statutory Relationship Sex and Health Education (RSHE) curriculum. This covers what constitutes a healthy diet (calories/nutritional content), principles of planning and preparing healthy meals and the characteristics of a poor diet and associated risks including tooth decay, cancer, and obesity.
- 40. Implementation of the RSHE curriculum is assessed during OFSTED inspections.
- 41. The Schools Engagement Co-ordinator based in the Public Health and Communities Team supports Suffolk schools to implement the RSHE curriculum. This includes training, focus events, one to one discussions and promotion of the schools Portal which holds a huge number of resources that schools can access to support teaching.

Are there examples of good practice in schools which could be promoted more widely?

- 42. The Daily Mile™ encourages primary school children to either jog or run for around 15 minutes every school day which on average equates to approximately one mile and is in addition to scheduled physical education lessons and timetabled break times. In Suffolk around 50% of primary schools are signed-up to The Daily Mile. While growth has slowed over time it is encouraging to note that 30 new schools signed up to the Daily Mile during the COVID-19 pandemic.
- 43. Research, published in the International Journal of Obesity, compared children attending schools who participated in The Daily Mile with children who attended schools who did not do the Daily Mile. Over 12-months, children in both sets of schools gained weight but those who attended The Daily Mile schools gained less weight than children who attended the Control schools.
- 44. There are good practice examples which are available to schools via the School's Portal, which were part of a mapping exercise around healthy eating, and gardening/growing projects these are still being explored but will be promoted more widely as required.

To what extent do we understand the views of local communities about childhood weight management?

45. To date we have undertaken 2 pieces of community engagement. In Brandon, we worked with Healthwatch Suffolk to understand barriers to a healthy lifestyle. We looked to build a response from professionals, parents and young people This took the form of online questionnaires, due to the pandemic restrictions at the time. In Lowestoft, we worked with C3 Collaborating for Health, using their CHESS (Community Health Engagement Survey Solutions) Tool to gather the views of the community about lifestyle, exercise, healthy eating, and their environment. This approach involved recruiting community members, and then walking with them through their communities to gather information in the form of

surveys from the CHESS Tool, but also gathering anecdotal and qualitative data from the conversations that were had. Currently the public health and communities' team is working with partners, families, parents, and young people to gather their views and ideas about healthy lifestyle services as part of the 'reimagining healthy behaviours' programme.

- 46. This work includes the review of barriers to families to have healthier behaviours but also gain a greater understanding of what support they would need to be ready for sustainable changes.
- 47. This work will inform the shape and style of future service delivery beyond the One Life Suffolk contract. We need to understand the communities we work with better and allow them to help shape the response to the issue.
- 48. The whole system approach to obesity includes our individual relationships with food and diet. This can be an emotive topic and many people report experiencing weight stigma. We have worked with Professor Stuart Flint, a national expert on weight stigma, to explore our use of language and to frame our approach during the community consultations, so that we can avoid further stigma and increase engagement. We have also worked with Wednesdays Child, a local eating disorders charity, to sense check the narrative

What can be done to refresh the "healthy eating" message?

- 49. Unhealthy food options are in the spotlight. Aggressive advertising aimed at children and fun promotions in supermarkets cast unhealthy options in a starring role in children's minds. Healthier food options get lost in the background or are pushed entirely offstage. We need to set the stage for health for all children, by consistently promoting and sharing simple, clear healthy eating messages. We also need to give more support for regulations on advertising and marketing practices targeted at children.
- 50. As referred to above, we need to develop a consistent and simple local communication campaign with clear messaging including portion size, fruit and vegetables. The messaging also needs to incorporate what we have learned from our community engagement. We can continue to use national resources e.g., NHS Better Health and promote those more widely. In addition, we will investigate levers around advertising that local anchor organisations have e.g., bus shelters.

What are the next steps for refreshing this work, given the current strategy runs to 2023?

- 51. Current strategy plans are underway. We aim to utilise the PHE (Public Health England) Whole System Approach model in completing this as used in the initial development of the strategy. Analysing the current effect of the existing strategy, looking at what actions have been successful and sustainable, what have we learned from what has not worked. The refresh will have 3 strands to it.
 - Strategic workshop bringing system leaders together to understand and utilise their levers to help create the high-level system change that is needed. This will include leaders across the statutory, voluntary and private sectors
 - b) Elected Members Workshop bringing together elected members across all forms of local government, County, District, Parish councils, to understand and use their levers to create change across the political system

- c) Operational Workshop providing a workshop for those who work with families and children, to understand what is happening in that space and what we could do moving forward. This will include stakeholders from statutory, voluntary and private sectors
- d) Family intervention utilising information gathered from existing insight work. Working with services like OneLife Suffolk to engage with families and gain a better understanding of their barriers and ideas on what as a system we can do to better support and ensure that they are part of this journey is tackling childhood obesity.
- 52. We plan to use external partners to facilitate the workshops. The findings from all 3 strands will be collated and themed and actions agreed.

How will co-production be used to inform the new Strategy/refresh?

53. Co-production across the system and with communities will be integral to the refreshed action plan. Co-production will be embedded within the refresh, as highlighted in action we will be working with colleagues and stakeholders to develop this through facilitated workshops and with parents/carers and children through a variety of mediums e.g., surveys, interviews etc.

Officer recommendations

- 54. The Committee may wish to consider the following areas for potential recommendations:
 - a) Identify the barriers of having elected members and system leaders to act as champions for this programme of work.
 - b) How can we better align and sustain our resources including, people, funding and opportunities, across the wider Suffolk sysem.
 - c) To consider how best to balance targeted place-based approaches, such as that in Lowestoft and Brandon with the need to tackle childhood obesity at a county level.
 - d) Are we, as public sector partners, doing enough to address the wider determinants of obesity and creating opportunities for children to run and play, including the promotion of active travel and improve the food environment including access to affordable healthy food?
 - e) Consider how recent and future rises in the cost of living influence diet, lifestyle, and healthy eating, and encourage the wider system to seek to mitigate some of the impact.
 - f) Encourage colleagues across the Suffolk system to engage in the consultation on re-imagining our approaches to Health Behaviours and to scrutinise this work going forward.

Glossary

CHESS tool – Community Health Engagement Survey Solutions

CYP – Children and Young People

HENRY – Healthy Eating and Nutrition in the Really Young (HENRY) is a universal parenting programme. It is for parents of children between the ages of 0 and 5. It is delivered in children's centres and aims to improve outcomes for both children and their parents, including improved diet, increased physical activity and improved parental skills and emotional wellbeing.

MECC – Making Every Contact Count

NCMP – National Child Measurement Programme

Obesity –The NHS defines obesity as a person who is very overweight, with a lot of body fat and a BMI above 30.

OLS - One Life Suffolk

RSHE – Relationship, Sex and Health Education

SNEE ICS – Suffolk and North East Essex Integrated Care System

The Daily Mile - the Daily Mile is physical activity and health and well-being in a social, outdoors context.

Tier 2 weight management services - Tier 2 services are delivered by local community weight management services, that provide community-based diet, nutrition, lifestyle and behaviour change advice, normally in a group setting environment.

Tier 3 weight management services - specialist weight management clinics that provide non-surgical intensive medical management with an MDT approach.

Supporting information

Suffolk Health and Wellbeing Board (26 September 2019); Agenda Item 7 <u>Healthy</u> Weight in Childhood and the Whole Systems Approach to Obesity includes:

- a) "Tackling Childhood Obesity in Suffolk 2019-23" a whole system approach to tackle childhood obesity in Suffolk to achieve the long term aims of reducing the prevalence of overweight and obese children and young people, improving health and decreasing health inequalities; and
- b) Ten Point Suffolk Sugar Reduction Plan Appendix 2, Agenda Item 7.

<u>Suffolk JSNA State of Suffolk report on Obesity</u> provided by Suffolk County Council Public Health and Communities Department.

Public Health England (25 July 2019). PHE Whole systems approach to obesity quidance.

The Amsterdam Healthy Weight Approach, UNICEF 2020 <u>report</u> and video <u>presentation</u> from Karen den Hertog (19.07.2019) The King's Fund.

The Active Lives Survey on physical activity levels amongst children and young people in Suffolk https://www.activesuffolk.org/uploads/children-and-young-people-active-lives-survey-academic-year-202021.pdf?v=1639390370.

Physical activity guidelines for children and young people - NHS (www.nhs.uk).

The National Child Measurement Programme (NCMP) for England for the 2019/20 school year and has been provided by NHS Digital https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme

Suffolk Public Health in Planning guidance 2021 <u>Public Health and Planning - Healthy</u> Suffolk.

Shaping Places for Healthier Lives - https://youtu.be/F20Axf2zAwU.

Lowestoft System Map Shaping Places for Healthier Lives:

a) Overarching Map: https://bit.ly/3wkQrPD

b) With Barriers: https://bit.ly/3vagby7

Thinking Differently Anchors - September (sneeics.org.uk) 2021

Every Child a Healthy Weight: Ten Ambitions for London. Sustain. Online at Every Child a Healthy Weight (London.gov.uk)