

Report to:	Cabinet	Date of Meeting:	27 July 2017
Subject:	Healthy Weight Declaration		
Report of:	Head of Health and Wellbeing	Wards Affected:	(All Wards);
Portfolio:	Cllr Ian Moncur		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

The purpose of this report is to seek endorsement of the Local Authority Healthy Weight Declaration as a tool for tackling obesity in Sefton.

Recommendation:

(1) Members of the Cabinet are recommended to endorse the Sefton Healthy Weight Declaration pledges and the associated local actions (as set out in the Appendix to this report).

Reasons for the Recommendation:

Obesity is a significant public health issue for Sefton. The Healthy Weight Declaration for Sefton sets out 11 pledges and an action plan which will form the basis of a cross cutting preventative approach to tackling high levels of obesity in Sefton.

Alternative Options Considered and Rejected: (including any Risk Implications)

Alternative options considered were:

Do nothing: This option has been rejected because of the need to address obesity levels in the borough to improve health and wellbeing. Taking action will help to reduce the burden of future costs to health and social care and the wider economy due to poor health and long term conditions associated with obesity.

Development of an Obesity Strategy: This option was rejected in favour of adapting the Healthy Weight Declaration as a more visible and participatory approach to developing a cross cutting plan to tackle obesity.

What will it cost and how will it be financed?

(A) Revenue Costs

There is no additional cost to the Council. Any actions will be funded from existing resources

(B) Capital Costs

Not applicable

Implications of the Proposals:

<p>Resource Implications (Financial, IT, Staffing and Assets):</p> <p>The proposed pledges and associated actions would not require additional financial, IT, staffing or asset commitment from the Council as delivery is part of existing funded programmes and activities.</p> <p>Local studies shared by Public Health England has shown where changes have been made to the food environment by offering greater healthier choices there has not been any negative financial implications.</p>
<p>Legal Implications:</p> <p>It is not expected there will be legal implications from committing to the pledges or associated actions.</p>
<p>Equality Implications:</p> <p>There are no equality implications.</p> <p>(Please delete as appropriate and remove this text)</p>

Contribution to the Council’s Core Purpose:

<p>Protect the most vulnerable:</p> <p>Committing to the Declaration pledges will help protect the most vulnerable through improving access to healthy weight information and services and promoting an environment where healthy choices are easier.</p>
<p>Facilitate confident and resilient communities:</p> <p>The Declaration pledges commit to supporting residents to be able to make informed choices through education and creating an environment where healthier choices are easier.</p>
<p>Commission, broker and provide core services:</p> <p>The Declaration includes a pledge to ensure adults, children and families have information, advice and support to maintain a healthy weight by committing to providing access to a variety of opportunities and services.</p>
<p>Place – leadership and influencer:</p> <p>The Declaration demonstrates Sefton Council’s commitment to tackling obesity and</p>

influencing others to also play their part.
Drivers of change and reform: The Declaration demonstrates Sefton Council's commitment to tackling obesity and influencing others to also play their part.
Facilitate sustainable economic prosperity: not applicable
Greater income for social investment: not applicable
Cleaner Greener: The Declaration includes commitment to a pledge to consider how strategies, plans and infrastructures for regeneration and town planning positively impact on achieving a healthy local environment.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD 4729/17.) and Head of Regulation and Compliance (LD 4013/17.) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Public Health has brought together a multi-agency steering group which have endorsed the proposed Sefton pledges and is driving the development and delivery of actions against the pledges. Members of this quarterly steering group include representation from council departments of health and wellbeing, environmental health, planning and representatives from Sefton Clinical Commissioning Group. Additional members will be co-opted to this group as necessary.

Implementation Date for the Decision

Immediately following the Committee / Council meeting.

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Appendices:

The following appendices are attached to this report:

Sefton Healthy Weight Declaration Pledges and Action Plan

Background Papers:

There are no background papers available for inspection.

1. Introduction

A Local Authority Declaration on Healthy Weight has been designed and developed by the Health Equalities Group Food Active project in order to address the factors which contribute to obesity. This project is funded by the North West Directors of Public Health. The Declaration has been adopted by Blackpool, St. Helens and Knowsley and a number of other local authorities are also seeking to adopt it.

The Declaration sets out why tackling obesity is important and a number of pledges which local authorities can make to address obesity. For example this includes ensuring catering provision in council buildings is healthy; supporting the health and wellbeing of local authority staff and adopting supplementary guidance for hot food takeaways.

Sefton has many existing assets, services and programmes which all help to promote good health. This includes the delivery of 'making every contact count' training to staff to help staff pass on health information, local assets of good quality leisure centres, parks and open spaces and a range of services which help support local residents to reach and maintain a healthy weight.

The advantages of having a Sefton Healthy Weight Declaration are that it provides an opportunity to bring together the good work that Sefton is already doing to promote healthy weight and galvanise new action at an individual, population and system level.

2. The importance of tackling obesity in Sefton

Obesity is a significant public health issue for Sefton. Having a poor diet and a high body mass index are the highest risk factors to health after tobacco. Being overweight or obese increases the risk of a wide range of chronic diseases, principally Type 2 diabetes, hypertension, cardiovascular disease (including stroke), and cancer.

Figures from 2013 to 2015 estimate that 69.7% of Sefton adults are overweight or obese, this is higher than both the North West comparator (66.6%) and England overall (64.8%).

In 2015/16 24.5% of Reception year children in Sefton were overweight or obese - this is higher than the North West comparator (23.2%), and England average (22.1%). In year 6 35.1% of children in Sefton were overweight or obese - this is similar to the North West comparator (35.2%), and higher than England overall (34.1%).

The estimated annual costs of obesity in England total around £32.5billion, if no action is taken to tackle it then the cost of obesity is expected to increase.

The benefits of tackling obesity are far reaching. A Public Health England review on obesity identified taking action to enable and promote healthy weight can; reduce health inequalities, create greater social cohesion, support a stronger local economy, reduce demand on health and social care services, improve quality of life, reduce discrimination and bullying, reduce the number of people with long term conditions and help improve the local environment.

3. Development of a Sefton Healthy Weight Declaration and Delivery Plan

Public Health has brought together a multi-agency steering group which supports the Declaration proposed pledges and is driving the development and delivery of actions against the pledges. Members of this quarterly steering group include representation from council departments of health and wellbeing, environmental health, planning and wider partnership stakeholders such as Sefton Clinical Commissioning Group and the community voluntary and faith sector including Sefton CVS.

Additional members will be co-opted to the steering group as necessary and task and finish groups formed with wider stakeholders to progress individual actions.

The action plan which has been developed (please see appendix) is a working document for the current year. It has been designed to capture progress and new actions will be added as this work builds momentum.

4. Accountability of the Declaration and Delivery Plan

To ensure continued progress and accountability an update will be submitted to the Health and Wellbeing cabinet member at least once a year.

The Sefton Declaration pledges and action plan associated with the pledges are detailed in the appendix of this report.