



# Sefton Council Healthy Weight Declaration

Pledges & Project Action Plan  
2017 - 2018

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Sefton Council 

# Declaration on Healthy Weight?

## **Why is obesity an issue for Sefton**

- Two thirds of adults and third children in year 6 overweight or obese
- Obesity links to many poorer health outcomes inc CVD, diabetes

## **What is the Declaration:**

- A tool developed by Food Active to help local authorities tackle obesity

## **Why a Declaration:**

- Highlight the importance of tackling obesity
- Bring together action across whole system
- Build on the good work that Sefton has already (see position statement)
- Use pledges to galvanise action at a individual, population & system level

# Position Statement

There are many examples of good work in Sefton which promote and enable healthy weight, key aspects include:

- Sefton's Local Plan 2017-2032 includes several policies to make sure that development in the borough contributes to the health and wellbeing of local communities, by maximising opportunities for people to lead a healthy and active lifestyle.
- Sefton has 8 leisure centres, and over 30 sport, exercise and health programmes which operate under the banner of 'Active Sefton'.
- Sefton has over 30 parks across the borough, as well as 61 play areas and 183 open spaces which encourage informal activity as well as planned activities such as tennis, park runs, walking and cycling and football leagues.
- There is work planned throughout 2017 to maximise opportunities for health promoting activities and campaigns as part of Sefton's 'Year of the Coast 2017'
- A new integrated 0 to 19 years service started April 2017, this has a strong focus on health promotion.
- Sefton has an Integrated Wellness Service which brings together lifestyle services into a holistic model which includes support on wider influences on health e.g. debt.
- Rolling out programme of 'making every contact count training' for frontline staff across Sefton.
- Delivery of Health Promotion Campaigns for example GULP, Change for Life. Campaign help to both counter commercial messages and promote healthy choices.

## Sefton Declaration Pledges

1. Engage with the local food and drink sector where appropriate, to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products.
2. Set out how commercial partnerships with the food and drink industry may impact on messages communicated to the local community.
3. Make healthy food and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks in all council premises, events and encourage partners to do the same.
4. Adopt supplementary guidance for hot food takeaways, specifically in areas around secondary schools and further education centres and where there is already a proliferation of hot food takeaways.
5. Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on achieving a healthy local environment.

6. Encourage our partners including the NHS and all agencies represented on the Health and Wellbeing board to play a full role in tackling obesity. This could include; organisational plans, workforce development, customer / patient weight assessment and advice.
7. Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities.
8. Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that promote healthy weight.
9. Provide clear and comprehensive healthy eating and physical activity messages which are consistent with national guidelines to enable local residents to make informed healthier choices.
10. Ensure all adults, children and families have the information, advice and support to maintain a healthy weight by committing to providing access to a variety of opportunities and services, including specialist support for people who are very overweight to reduce their health risks.
11. Monitor the progress of our plan against our commitments and publish the results.

Action Plan Actions	Start position April 17	Pledge link	Who Will be Responsible	Who else will be involved	Resources	Timeline By	Progress Update 07/06/17
To ask Cabinet to sign up to Healthy Weight Declaration & action plan	Cabinet member briefing on pledges	All	Public Health		Time	August 17	Cabinet July 17
Map healthy weight support from universal to specialist. Identify referral criteria & pathway - include neglect criteria. Promote pathway to stakeholders.	Have children & adult healthy weight programmes	10	Public Health	Active Sefton, CCG, dietetic services	Time	Produced by July 17 Shared Aug – Dec 17	Mapping started
Review PH funded Active Sefton offer, develop specification and implement any changes working with the service & stakeholders.	Range of programmes delivered.	9, 10	Public Health	Active Sefton, Env health, Locality services, Schools, CVS	Time, new spec within existing financial envelope	Sep 17	Review started.
Development and delivery of plan to increase breast feeding.	NWB Health Care & Breastfeeding Support Sefton	9,10	0 to 19 service (NW Boroughs Healthcare Trust )	Public Health	Within contract of commissioned service	Oct 17	
Develop & roll out primary school health promotion offer which brings together policy, activities & services , led by evidence based practice & intel data e.g. NCMP.	No. of school activities / 0 to 19 service	2, 3, 6, 9,10	Active Sefton	Public Health, 0 to 19 service, Schools NCMP grp.	Time, offer within existing financial envelope	Develop: Aug – Sep Rollout: Sep plus 17	Linked to Active Sefton review, childrens offer started to map at physical activity group

Action Plan Actions	Start position April 17	Pledge link	Who Will be Responsible	Who else will be involved	Resources	Timeline	Progress Updates 07/06/17
Develop healthy food and drink guidelines - include events / meetings / vending / procurement	No current guidelines	2, 3, 6, 9	Public Health	Active Sefton, Environmental Health,	Time, printing costs ,	Dec 17	Initial meeting & scoping of current practice & examples from other areas
Deliver public health training session with Sefton's Planning department to support the implementation of health policies in Sefton plan	Sefton plan adopted & SPG being adopted	5	Public Health		Time	July 17	Session held 04/07/17
Ensure Choice of Travel Merseyside SPD promotes Active Travel & links with workplace support	SPD being refreshed	5	Sefton Planning	Public Health	Time	To be added	
Delivery of training & engagement of GP practices to promote healthy weight (MECC training, PHE – PA training)	MECC programme in place	8, 9	Public Health, Living Well Service (CVS)	CCG, PHE	PHE training - no cost	Dec 17	Contacted locality leads & PHE
Develop health promoting training for 0 to 19 staff - links with NCMP, healthy weight offer and how to raise the issue	Training plan under development	9, 10	0 to 19 Service, Living Well Service		Within training budgets	Delivered over 17/18	

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Sefton council to work toward Workplace Wellbeing Charter (inc standards promote & enable healthy weight)	Workforce grp, Active Sefton workforce prog – focus on PA	3, 6, 8, 9	Public Health	Occ Health, Healthy & Safety, HR, Active Sefton, Comms	Time Allocati on in PH budget	Sign up – Sep 17 Full Accredi- tation – 2018/19	Info on charter & process from Health@work, shared with steering grp
Support Marine Football club to be health promoting, based on healthy stadia concept. Use learning to roll out to other clubs.	Sports council, interested clubs	2, 6, 9, 10	Active Sefton	Sefton Sports Council, Living Well Sefton	Time	17/18	
Explore options to encourage food outlets to offer and promote health options	FSA rating visits	1	Environmental Health	Public Health		July – Sep 17	To be raised at team meeting July 17
Update of the public health elements of the 2012 commissioning framework to include action to influence healthy weight	2012 commissioning framework in place	3,6,	Public Health	Commissioning		By Dec 17	
Delivery of Making Every Contact Count Training to approx 1000 people a year	Programme running since Jan 17.	6,8,9,	Public Health	Living Well Sefton (CVS)	Within LWS budget	Ongoing	