



## Bristol Health & Wellbeing Board

<b>Healthy Weight Strategic Plan Progress Report</b>	
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Report for Information/Discussion	

### 1. Purpose of this Paper

This paper provides an update for members of the Health and Wellbeing Board on progress in developing a Healthy Weight Strategic Plan for Bristol. It is intended that a draft version of the Strategic Plan will be circulated to the HWB in June and the final version will be approved in October 2017.

### 2. Context

Healthy Weight is one of the Health and Wellbeing Boards three key priorities that have the potential to reduce health inequalities and improve the long term health of Bristol residents.

Unhealthy diet, and lack of physical activity are contributors to early death (75 or under) through the four main disease groups that cause early death in Bristol are cancers, cardiovascular diseases (heart disease and stroke), respiratory diseases and liver disease. Many of these deaths are considered preventable through known public health interventions such as supporting people to follow healthy lifestyles.

- 57.8% adults are overweight
- 35.4% children are overweight
- 47% adults not eating five portions of fruit or vegetable a day
- 39% physical inactive adults

There is great deal of work already underway in Bristol which contributes to the Healthy Weight agenda. We were awarded Silver Sustainable Food City in 2016 and are the European City of Sport 2017.

Despite this there has, to date been no strategy to ensure activity is joined up and cohesive; driving forwards to improve health and reduce inequalities.

The Public Health team are leading on the development of a Healthy Weight Strategic Plan for Bristol. The initial plan for this work was brought to the Health and Wellbeing Board in December 2016. This report provides an update on progress to date.

### **3. Main body of the report**

Our vision

Our vision for Bristol is for every citizen to have information available to them to make an informed choice and have access to the necessary facilities to enable them to live a healthier lifestyle. By 2022 we want to see the trend in the number of people recorded as being overweight and obese stop rising and start declining.

To achieve this we have done the following:

#### **a) Use of the London branding – The Great Weight Debate**

We have collaborated with the Greater London Authority who coordinated the London Great Weight Debate. We are using the same branding for our Great Weight Debate reflecting a consistent message across the country where possible, although our scope is slightly different in that it focuses on the whole population, rather than childhood obesity.

The new branding is:

## **The Great Weight Debate**

**a Bristol conversation and action plan  
towards healthier lifestyles**

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#### **b) The establishment of The Great Weight Group.**

This steering group is responsible for leading the strategic direction of creating a city which promotes and enables healthy weight. It has a remit to lead the development and implementation of the Strategic Plan and will steer the work-programmes of new and existing sub-groups to deliver the Strategic Plan.

The Group is formed of senior leaders bringing relevant expertise and representing organisations across the City. The membership may be expanded as the work programme develops to include broader representation, in particular from sport and physical activity and businesses.

The membership is as follows:

<b>Organisation/department</b>	<b>Name</b>
Public Health, BCC	Becky Pollard (chair), Sally Hogg, Jo Williams, Beth Bennett-Britton, Wendy Parker
Health and Wellbeing Board / Cabinet Member	Councillor Asher Craig
Children and Families Board / Bristol CCG	Dr Kirsty Alexander
Planning, BCC	TBC
Regulation (EHOs/Ts), BCC	Nick Carter
Environment (parks, allotments etc.), BCC	Gemma Dando
Education	Head of Schools Partnerships (role starting in May 2017)
NBT, Facilities and Catering	Simon Wood
Chamber of Commerce/WoE LEP	James Durie (associate member) // Steve Ashworth
Academic representative, UWE	Judy Orme
Voluntary sector, VOSCAR	Mark Hubbard
Early Years, BCC	Sally Jaeckle
Sport and Physical Activity, BCC	Guy Fishbourne
Food agenda	Joy Carey
Transport, BCC	Peter Mann
National Diabetes Prevention Programme	John Moore, Practice Nurse and Clinical Lead for NDPP

### **The establishment of a working group**

A working group has been established from members of the Public Health team to provide operational delivery of the Strategic Plan.

#### **c) A first draft of the Strategic Plan**

A first draft of the Strategic Plan is currently being considered by the Great Weight Group. A summary of the key aspects of the draft Strategic Plan is provided below for comment by the Health and Wellbeing Board.

### **Partnership approach**

The causes of overweight and obesity are a complex combination of our individual biology and psychology, the environment we live in and societal and cultural influences. In order to achieve this change we need collective action across each of these factors at a local, regional and national level. This will only be possible through a collaborative, partnership approach across agencies.

Therefore, the aim is for this strategic plan to be developed in collaboration with multiple partners, across health, local authority, business, education and child care, sport and recreation, community groups, charities and government agencies. We want these partners to commit to achieving the proposed 18 objectives identified by this strategic plan.

### **Strategic Objectives**

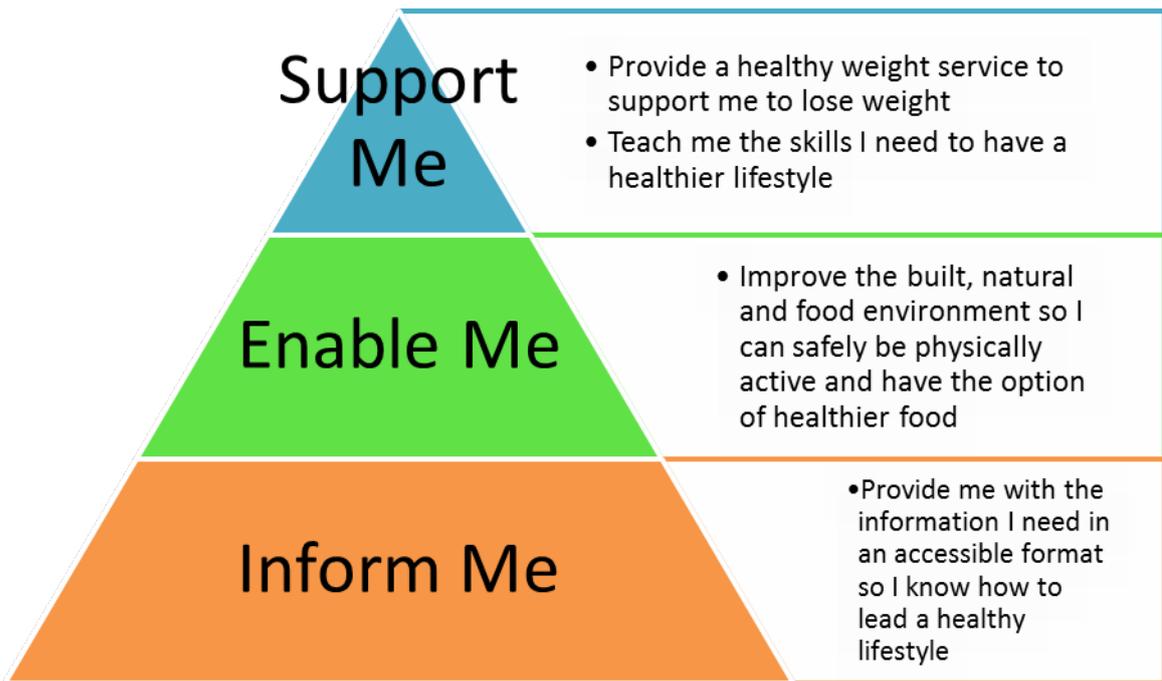
The proposed 17 strategic objectives address the breadth of modifiable factors that contribute to overweight and obesity, from individual behaviour to the built, natural and food environment and social and cultural influences. They have been formed from a review of national guidance published by the Department of Health, Local Government Association, Public Health England, Sport England and the National Institute for Health and Clinical Excellence and in consultation with our partners.

<b>What we aim to do</b>		<b>How we will do it</b>
Create an environment which promotes healthy weight	1	Improve the built and natural environment to encourage physical activity.
	2	Improve the food environment to enable people to make informed, healthier choices.
	3	Ensure spatial planning processes support promoting a healthy weight.
	4	Enable and empower workplaces to be competent, confident and effective in promoting healthy weight.
Offer effective support for children and adults who want to lose weight.	5	Provide an evidence based, family focussed service to support children who are overweight.
	6	Provide the tools and support through a behaviour change programme to enable adults who are overweight / obese to make adjustments to their lifestyles to address their weight..
Give all children the best start in life and address the generational cycle of lifestyle factors in families.	7	Engender healthy lifestyles throughout life with evidence based early intervention during the critical 1001 days of a child's life, from conception to age 2.
	8	Ensure early years, schools and other education settings promote the skills for life required to lead healthy lifestyles.
Address causes that put particular groups at greater risk of obesity.	9	Enable and empower communities to improve individuals and families' relationship with food.
	10	Enable and empower communities to improve individuals and families' physical activity levels.

	11	Make sport and recreational clubs and groups are inclusive and accessible to all.
	12	Ensure interventions are targeted towards and accessible to vulnerable groups at highest risk of overweight.
Build local knowledge and partnerships to effectively implement changes	13	Develop a comprehensive healthy weight strategic plan which is led by the Health and Wellbeing Board and owned by a partnership of stakeholders across the City.
	14	Establish a network of stakeholders to deliver the healthy weight strategic plan for Bristol.
	15	Develop training programmes to ensure professionals are aware of the causes and support available to people to maintain a healthy weight, linking with the Making Every Contact Count programme.
Influence the regional and national agenda to promote healthy weight	16	Work with Public Health England, the West of England Partnership and across our STP footprint to develop consistent messages and approaches to promote healthy weight.
	17	Influence the national agenda to implement evidence based policy to promote healthy weight.

### ***Approach to achieving the Strategic Objectives***

Different people will require different approaches to achieving or maintaining a healthy weight. The majority of people will only require the information on what constitutes a healthy lifestyle to achieve this goal. Others will require enablers such as changes to their environment. A smaller group will require more face to face support to get them into a position where they are able to take action and make healthier lifestyle choices. This model, described in Figure 2, will be used to design the approach we take to achieving our strategic objectives.



#### **d) Webpage**

We have a new webpage on the Bristol City Council site which will host up to date information about the progress of our Strategic Plan and how people can get involved - <https://www.bristol.gov.uk/social-care-health/get-involved-in-the-great-weight-debate>.

#### **e) Event**

We are hosting our Great Weight Debate, a partnership event on 23<sup>rd</sup> May, 9.30-2pm, the Conference Hall, City Hall. This will be an opportunity to consult on our Strategic Plan and start to develop our Action Plan.

We will also be launching the Bristol Eating Better Award and be promoting the Sugar Smart campaign and European City of Sport amongst other initiatives.

### **4. Next Steps**

A draft Strategic Plan will be presented to the HWB for comment in June.

A three month public consultation will commence from July to September 2017 and the intention will be bring the final version of the Strategic Plan to the Health and Wellbeing Board in October 2017.

### **5. Evidence informing this report.**

The Strategic Plan has been informed by Bristol's Joint Strategic Needs Assessment.

## **6. Recommendations**

The Board is asked to comment on the progress to date and next steps in the development of the Strategic Plan.