



Bristol Health and Wellbeing Board

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| Title of Report | Alive Bristol and the Healthy Weight Declaration |
| Author (including organisation): | Mark Allen, Public Health, Bristol City Council |
| Date of meeting: | 25.09.19 |
| For: | Discussion and oversight |

1. Purpose of this Paper

1. To gain support for adoption of the Local Authority Declaration on Healthy Weight and NHS Partner Pledges by February 2020
2. To provide information on the Alive Bristol healthy weight programme
3. To discuss how the Board can help drive this agenda

2. Executive Summary

1. A third of children and over half of adults in Bristol are overweight or obese, and there are wide inequalities between the most and least deprived areas of the city
2. There are huge financial costs to social care, the NHS and the wider economy
3. Alive Bristol is our 'whole city' approach to healthy weight and will require collective action across the local authority, NHS, education settings, food businesses, leisure & sport providers, workplaces and communities
4. Priorities include working with food businesses and public sector food procurement; influencing the built and natural environments; commissioning high quality leisure facilities and physical activity programmes; developing whole settings approaches for schools, early years, health and care settings; partnership with Feeding Bristol
5. The Local Authority Declaration on Healthy Weight gains commitment to promoting healthy weight and implementing policies which influence the whole city
6. We are also seeking Partner Pledges from local NHS organisations, building on existing partnerships and preventative policies

3. Recommendations

1. Support adoption of the Local Authority Declaration on Healthy Weight and Partner Pledges by February 2020
2. Support this work in your organisations and identify Champions to work with us

4. Evidence Base

[Public Health England – what good healthy weight looks like](#)

[Joint Strategic Needs Assessment](#)

1. A third of children and over half of adults in Bristol are overweight or obese
2. There are wide inequalities, for example adults in the 10% most deprived areas of the city are 2.5 times more likely to be obese than the 10% least deprived
3. Obesity increases the risk of heart disease, stroke, type 2 diabetes, some cancers and depression
4. There are huge financial costs to social care, the NHS and the wider economy
5. Research indicates that structural and environmental changes can have the greatest impact on reducing inequalities

5. City Benefits

1. Reduced levels of overweight and obesity across the city
2. Reduced food poverty
3. Reduced inequalities in health e.g. between the most and least deprived areas of the city
4. Reduced impact on health and social care
5. Reduced impact on the wider economy from reduced productivity and people unable to work
6. Improved sustainability in the food system
7. Increased active travel

6. Appendices

The commitments of the Healthy Weight Declaration

1. Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) 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. Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;
3. Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible);

4. Increase public access to fresh drinking water on local authority controlled sites;
5. Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives is limited;
6. Advocate plans with our 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;
7. Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites;
8. Support action at national level to help Local Authorities reduce obesity prevalence and health inequalities in our communities;
9. Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer;
10. 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 normalises healthy weight;
11. Invest in the health literacy of local citizens to make informed healthier choices;
12. Ensure clear and comprehensive healthy eating messages are consistent with government guidelines;
13. Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity;
14. Monitor the progress of our plan against our commitments and publish the results.

Partner Pledge commitments

1. Drive commitment across the organisation from leadership level downwards to embed a preventative approach to unhealthy weight, addressing behavioural, environmental and cultural risk factors
2. Support the health and wellbeing of our staff and increase knowledge and understanding of risks associated with overweight and obesity, and to create a culture and ethos that promotes healthy weight, eating well and being active
3. Commit to developing infrastructures, schemes and environments conducive to physical activity, including active travel and active design
4. Support action at national level to work in partnership with Local Authorities to promote healthy weight and to reduce health inequalities in our communities
5. Make healthier choices available, convenient and affordable and limit access to high calorie, low-nutrient foods and drinks on-site, including catering, vending and meeting/event provision
6. Promote and provide access to free drinking water

7. Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities
8. Monitor the progress of the plan against commitments and publish the results

Alive Bristol governance structure

