

Health Overview and Scrutiny Committee

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Work to improve Healthy Weight

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Work to improve healthy weight in Bristol

Outline of presentation

- Background of overweight and obesity in Bristol
- Description of a whole systems approach to healthy weight
- An example of three areas of work to address healthy weight in Bristol, and how these fit into a whole system approach
 - Whole systems work to address healthy weight in Children and young people
 - An 'asset-based community development' approach to targeted weight management support for Bristol
 - The Food Equality Action Plan

Background and context in Bristol

At a **population level**, increased population weight is associated with:

- Reduced life expectancy
- Cardiovascular disease
- Type-2 diabetes
- 12 type of cancer
- Mental health problems
- Worse health outcomes from COVID-19

At the **individual level**, increased weight may be associated with:

- Weight stigma
- BMI is an imperfect measure not always correlated to health
- Negative physical and mental health outcomes driven by the **stigma**

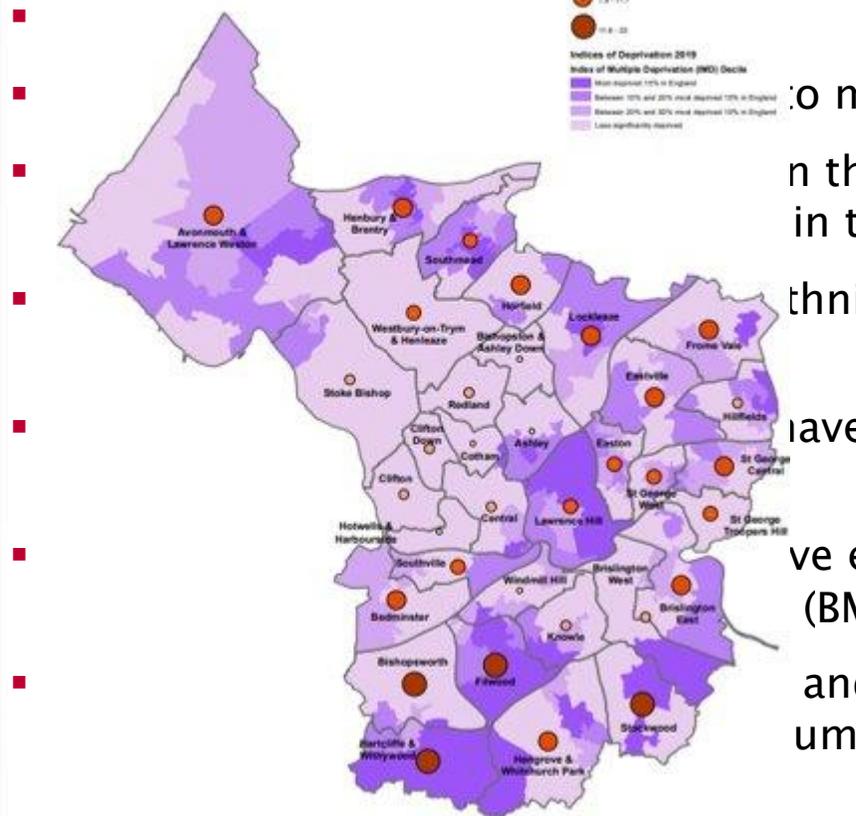


We need to focus at a population level without perpetuation or worsening stigma

Background and context in Bristol

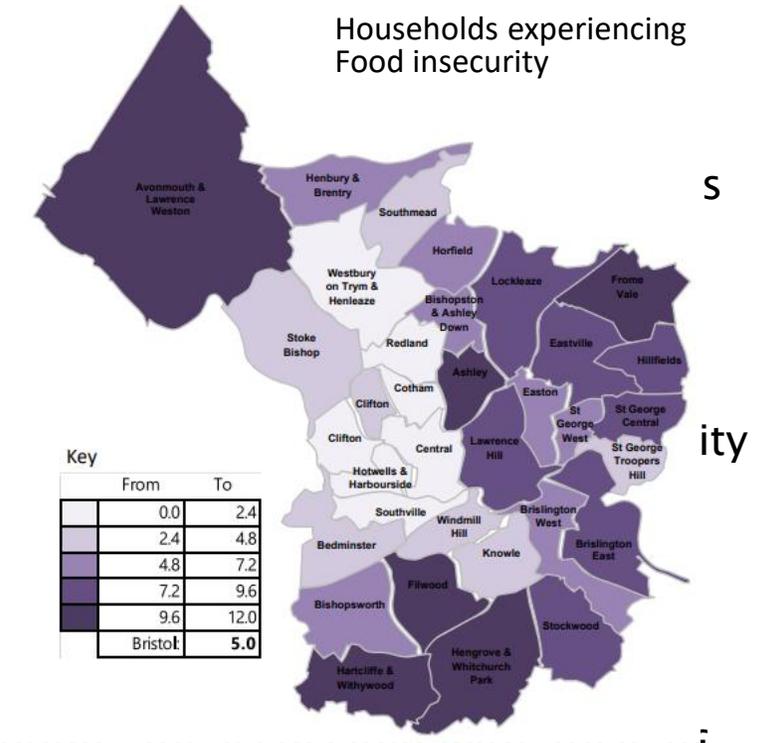
- Over half of adults in Bristol are overweight or obese (57.3%)
- This shows an increase compared to the two previous year's survey. (54.8%)

Inactivity in adults



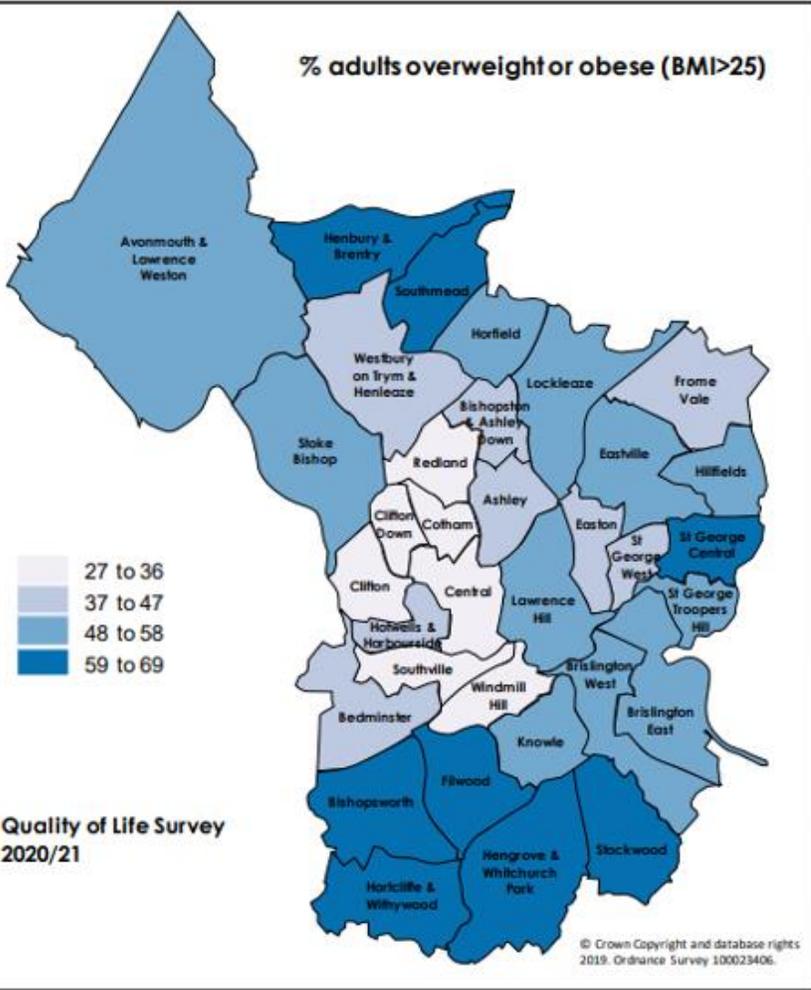
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Households experiencing Food insecurity



- Maternity – women booking for maternity care with a BMI of 30 or more increased from 18.8% in 2013 to 20.2% in 2020

% adults overweight or obese (BMI>25)



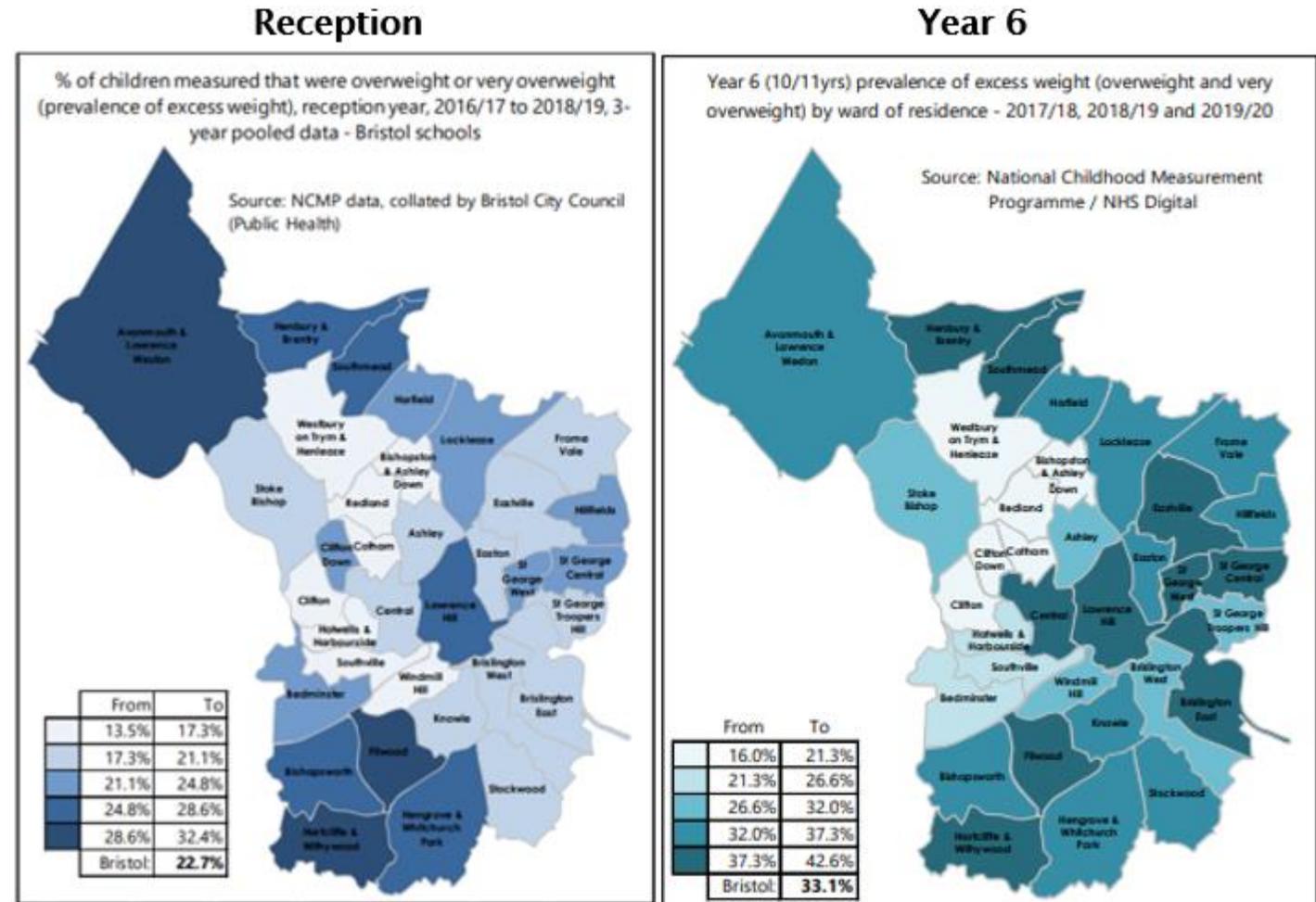
Background and context in Bristol

- The prevalence in Bristol is similar to the national average, but still shows inequalities:

- **Deprivation**
- **Ethnicity** – disparity seen especially in year 6 between white and Asian, Asian British, Black, Black British, and Mixed ethnicity pupils
- **Diet Quality** – only 28% of primary and 22% of secondary school students reported eating at least five portions of fruit or vegetables
- 11% primary and 9% secondary students reported having no fruit or vegetables at all the previous day.

We expect a **worsening of trends** due to the **COVID-19 pandemic** but the data and review is ongoing

Note: Data for children is recorded in a different way than for adults (through the national childhood measuring programme)

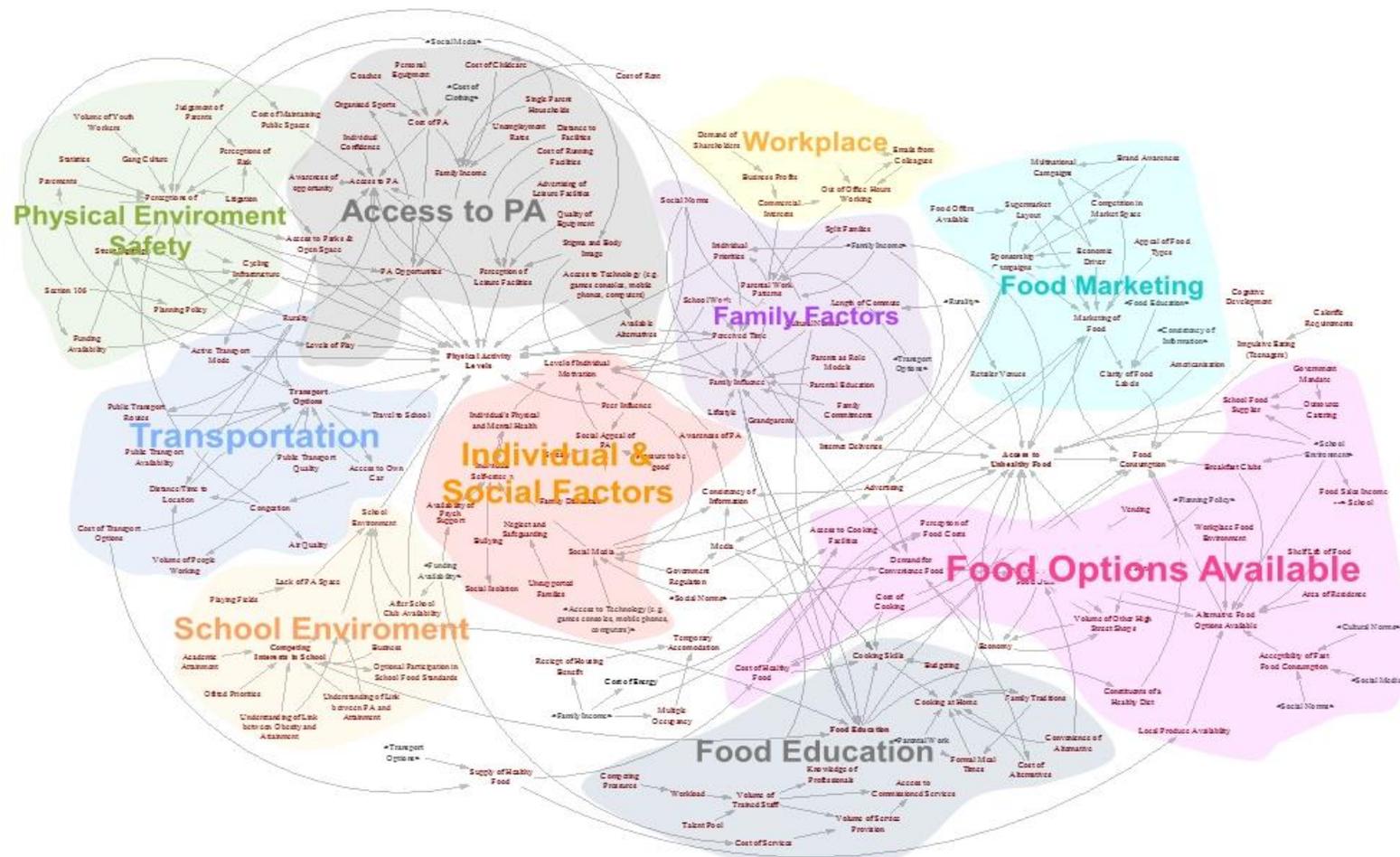


How are we going to address this? A whole systems approach

- The causes of excess weight are complex and multifaceted!
- Evidence shows our solutions need to also be taken across the whole system in order to make lasting change

Common activity themes (OHID):

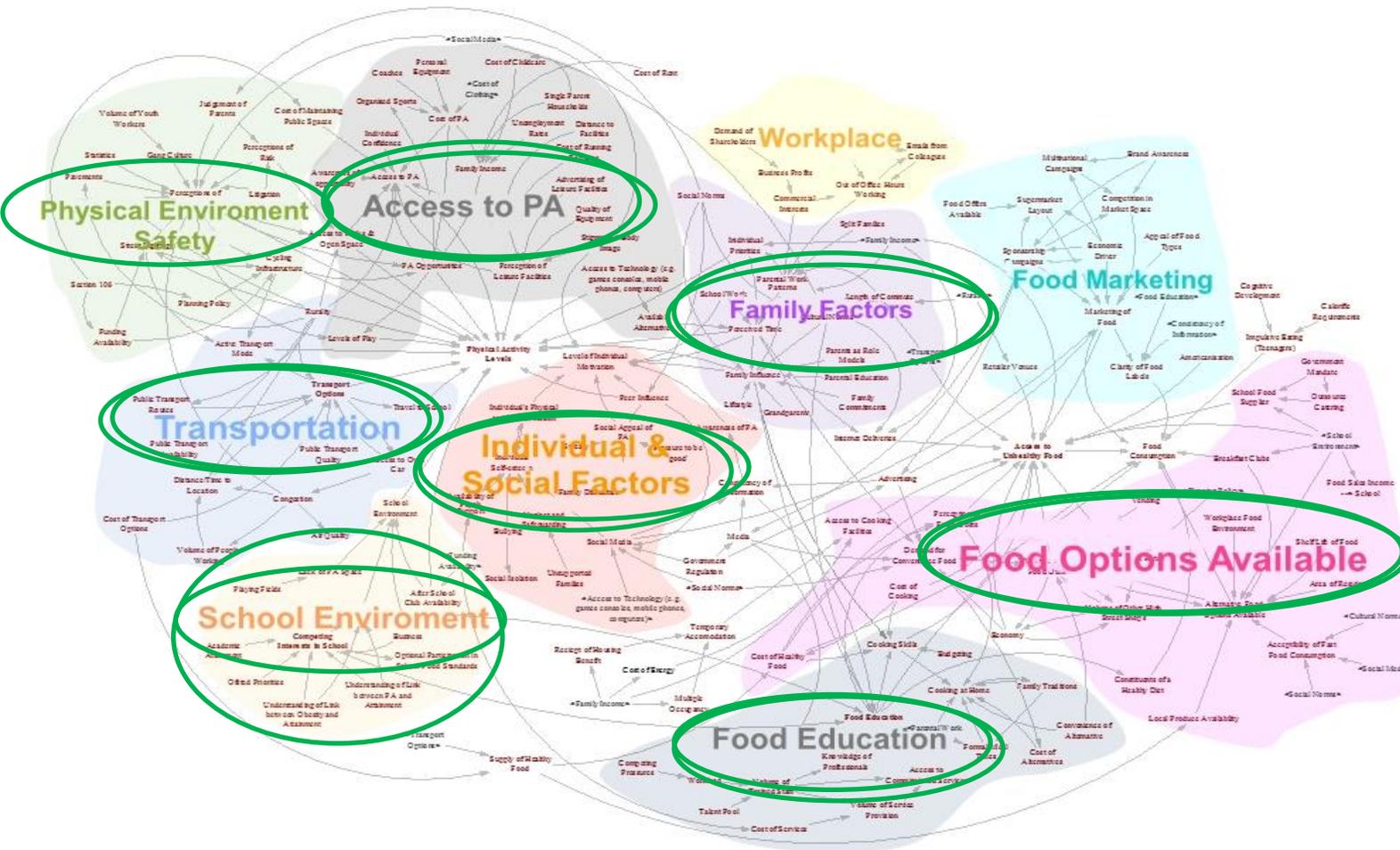
- Healthier food environments
- Schools and childcare settings
- Increasing healthy food consumption
- Creating healthy workplaces
- Increasing active travel
- Providing weight management support
- Promoting local opportunities and community engagement
- Educating on healthy eating and physical activity
- Creating an environment that promotes physical activity



Example One – whole systems work for children and young people

Examples of **Systems Leadership**

- The Bristol Belonging Strategy for Children and Young People
- The Food Equality Strategy
- The Sports and Physical Activity Strategy

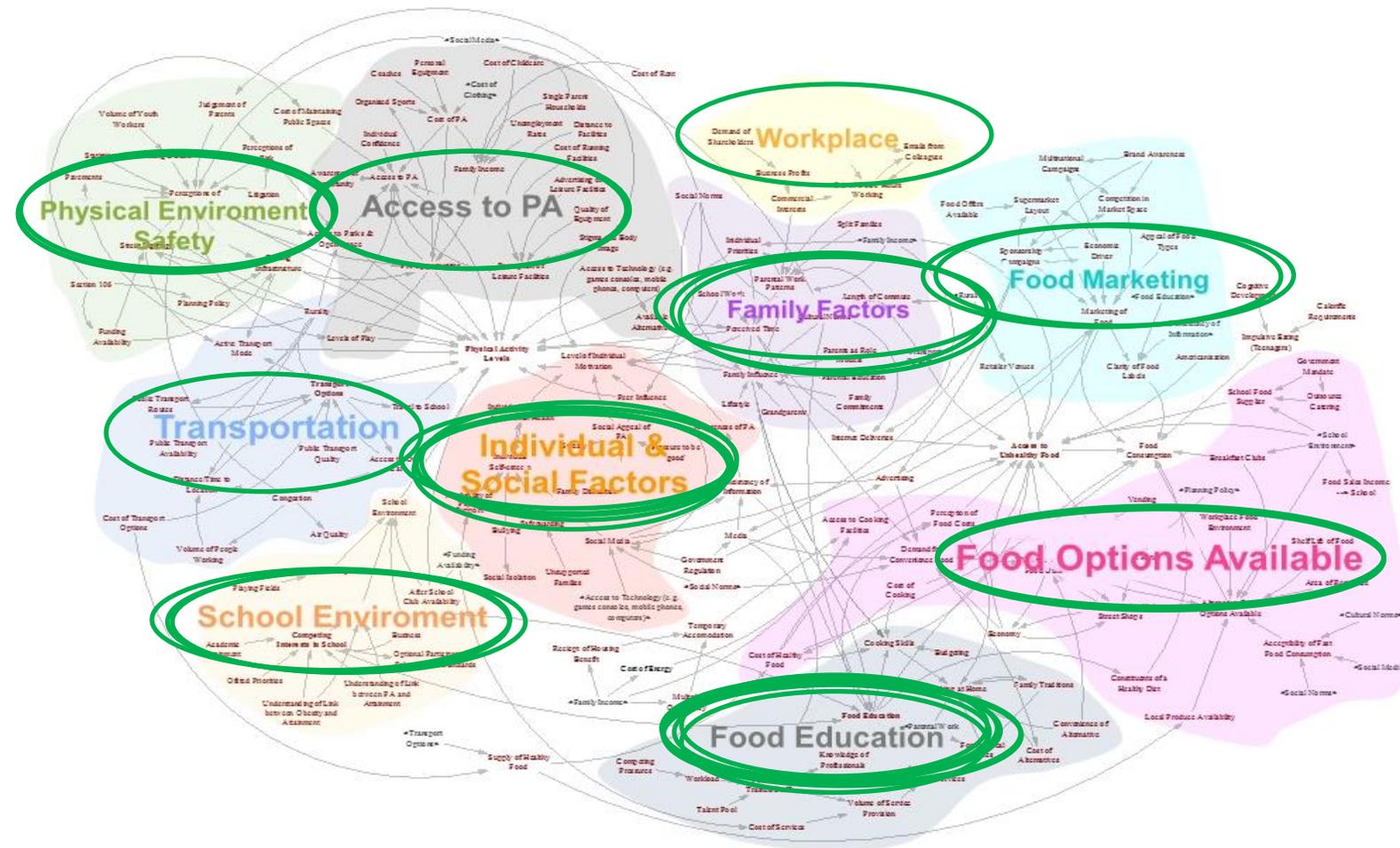


System map of causes of excess weight. Source: Health matters: whole systems approach to obesity, Public Health England, 2019

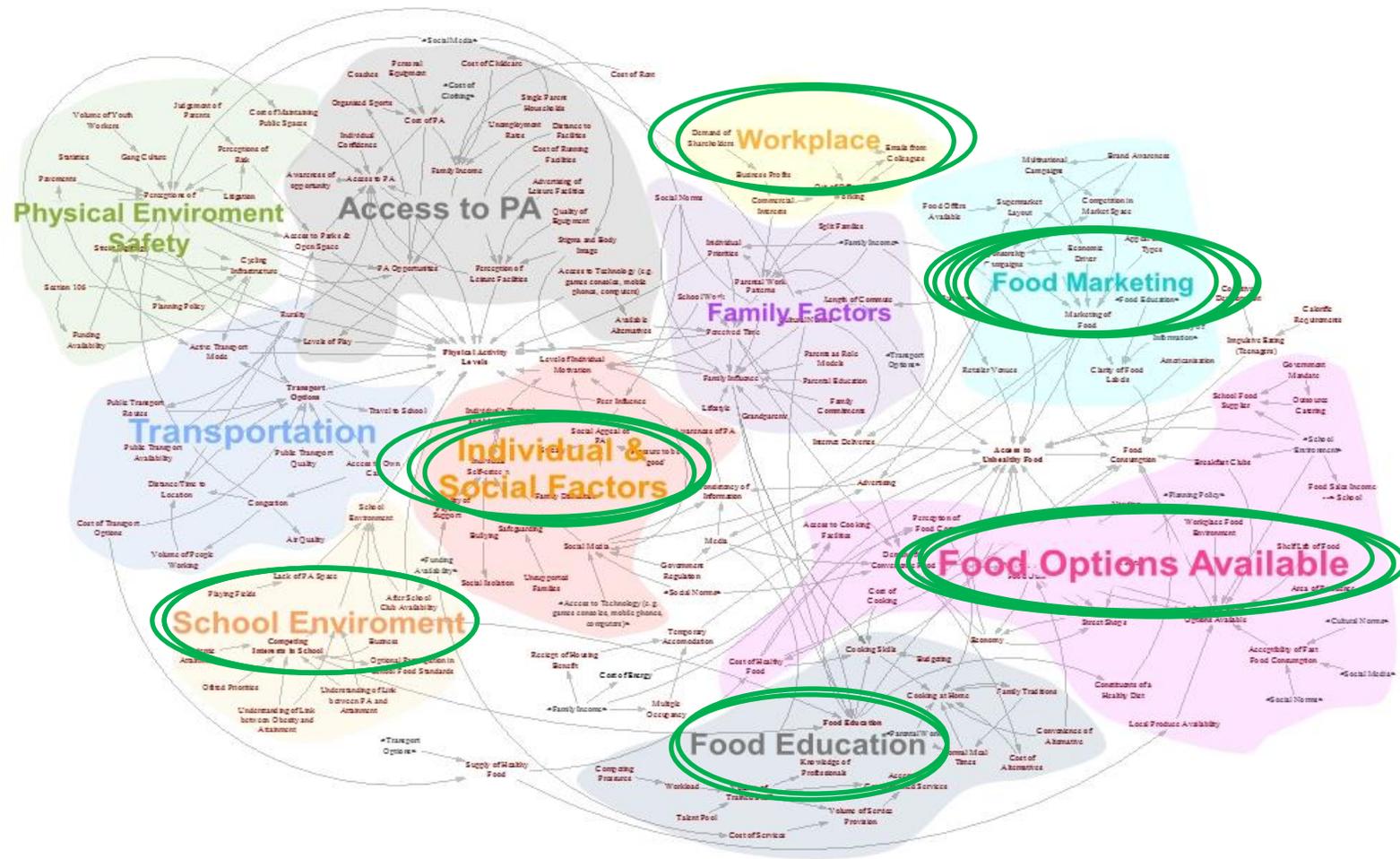
Example One – whole systems work for children and young people

Examples of **Healthy Weight** promoting environments and settings

- Healthy weight conversations skills for midwives and health visitors
- 'my pregnancy' app
- Free swimming for pregnant women
- Healthy start vouchers and vitamins
- Promoting breastfeeding and breastfeeding support services
- UNICEF Baby Friendly gold accreditation
- 'This Girl Can' physical activity campaign
- School Health Nursing Service – Healthy Weight Extended Brief Interventions
- Bristol Healthy Schools programme
- 'Eat Them to Defeat Them' campaign
- Development of national curriculum



Example One – whole systems work for children and young people

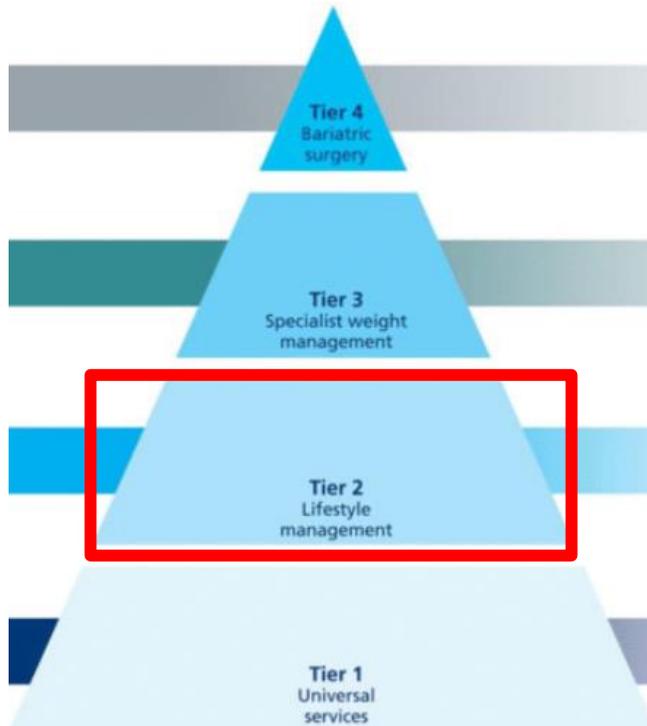


Examples of Policies and commercial interventions

- The 2021 advertising and sponsorship policy
- Bristol Eating Better Award – especially for schools and early year settings
- Ban on advertising of unhealthy foods within 400m of a school or educational setting
- Bristol City Council Good Food and catering policy 2018
- Restriction of hot food takeaway within 400m of a school or youth provision
- Bristol Breastfeeding Welcome scheme
- International code of marketing of breastmilk substitutes

Example two – Tier-2 Weight Management service

- Recently commissioned a pilot service for adult weight management in Bristol - provider **Beezee bodies**
- Taking an innovative approach with four aims:
 - Local engagement and co-production
 - Delivering a high-quality remote weight management
 - Long-term engagement with local people
 - Insight project
- Funding for this project is only for 1 year.
- Targeted in limited areas of the city: Ashley, Easton, Lawrence Hill, Filwood, Hartcliffe & Withywood
- Also focus on Black Caribbean, Black African, and South Asian populations



Example two – Tier-2 Weight Management service



“The lack of motivation to prepare home made food means I spend so much money on fast foods which ultimately causes me to gain weight”

“I like to listen to people I can relate to someone I know from my community who is regarded as such. Someone who can explain this to me in a simple way or in a language I clearly understand.”

Example two – Tier-2 Weight Management

- OHID (formally Public Health England) are now planning to extend funding **for up to 3 years** – but not confirmed yet!
- Our aim if budget allows is:
 - to commission a targeted service for the whole city,
 - A focus on addressing inequality
 - using the same co-produced approach,
 - using the insights gained from the pilot,
 - Expanded to include all ages for example by including a family approach
 - Also expand to include maternity
- Caveat on the amount of money and the stipulations of the grant, dependent on grants made available by Gov, NHS, and other sources
- Due to be presented to **cabinet in April** based on our estimated funding available from these grants.



Example three: One City Food Equality Action Plan

- We know that the food system in Bristol is not equal.
- A **One City Food equality strategy** has been developed in partnership with Feeding Bristol
- Strategy Aim: *To strive for food equality for all residents in the city of Bristol within ten years.*
- Sets out goals to address **food poverty**, whilst also addressing **unequal access** to nutritious food in some areas of the city, the local **food economy**, **skills and education** relating to food, and **environmental sustainability** of our food systems.
- Signed off by the Health and Wellbeing board in February
- Next step is going to be in developing an **action plan** using this strategy as a framework
- **Comms plan** including a 'launch' potentially linking with a food justice event in city hall
- Embedded in the One City approach
- Currently setting up steering groups including 10 **food equality champions** (people with lived experience) to oversee it's development and delivery



Summary and possible discussion points

- Whole systems healthy weight is everybody's business
- Requires a long-term joined up approach, and changes throughout the system
- The example work presented today contributes to a whole systems approach.

Possible discussion points:

- How can this fit with the work of HOSC, and how HOSC can input further?
- How do we support communities to meet their needs? How do you think this fits with the needs of your constituents across the whole system and for the specific example projects?
- How can HOSC help us achieve this approach together, to leverage the council system and city systems to enable change?