

REPORT FROM: CHIEF EXECUTIVE

TO: POLICY AND RESOURCES COMMITTEE

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**PENNINE LANCASHIRE HEALTHY WEIGHT PROGRAMMES:
HEALTHY WEIGHT DECLARATION**

PURPOSE OF REPORT

To raise the profile of healthy weight as a key emerging policy area and seek approval and adoption of the Healthy Weight Declaration and the Healthy Place Healthy Future District Plan.

RECOMMENDATIONS

- (1) Policy and Resources Committee endorses the principals and local commitments of the Healthy Weight Declaration (Appendix 1).
- (2) The Leader of the Council and the Chief Executive signs the declaration on behalf of the Council.
- (3) Policy and Resources Committee approves the Healthy Place, Healthy Future District Plan (Appendix 2).
- (4) Agree to the Elected Member cohort to help drive system change and nominate the representatives from each of the Area Committees.

REASON FOR RECOMMENDATIONS

To demonstrate community leadership and commitment on healthy weight and support whole system change.

1. ISSUE

- 1.1 Obesity is increasing, with a rise in obesity prevalence in the UK from 15% in 1993 to 27% in 2015 (NHS Digital, 2017). Nearly two thirds of adults in England are overweight or obese (63%), (Public Health England, 2017)
- 1.2 The rise in excess weight is believed to be fuelled by a number of factors such as increased consumption of high fat or energy dense meals, a reduction in physical activity (partly due to

less manual jobs and the digital age), changes in transportation and the increased availability of cheap unhealthy food (Public Health England, 2017).

- 1.3 Obesity is a major public health problem due to its association with serious chronic diseases and the costs to both the individuals and society as a whole. Obesity is a complex, but largely preventable condition which has serious, far reaching physical, psychological and social consequences that affects virtually all age and socioeconomic groups, although some more than others.
- 1.4 Obesity can affect a person's wellbeing, quality of life and ability to earn. Similarly, childhood obesity and excess weight are significant health issues for children, young people, and their families. There is extensive evidence to suggest these issues can have serious implications for the physical and mental health of a child, which can then translate into adulthood.
- 1.5 Given the complex nature of obesity, it requires a multi-faceted approach from various stakeholders including national government, local government, schools, businesses and the local community. We need to all work together to help reduce the prevalence of obesity and its associated non-communicable diseases such as Type 2 Diabetes, coronary heart disease and stroke in our communities.
- 1.6 Locally, healthy weight is a growing concern in Pendle:
 - The prevalence of childhood obesity in Pendle is greater than the national average; with 22.2% of children aged 10-11 in the district classified as obese. This is the second highest prevalence across Pennine Lancashire.
 - Pendle is one of the 20% most deprived districts/unitary authorities in England, which is significantly associated with overweight and obesity. Furthermore 16% (3,200) of children live in low-income families in Pendle, which is also a risk factor for poor health outcomes for children and young people.
 - Physical inactivity directly contributes to 1 in 6 deaths and around a quarter of the population is inactive and 45% of women and 33% of men are not active enough to benefit their health.

2. Pennine Lancashire update

- 2.1 Members may recall the announcement earlier this year that Pennine Lancashire had successfully been identified as one of the 5 national Trailblazer areas to tackle childhood obesity, as part Local Government Association's **Childhood Obesity Trailblazer Programme**.
- 2.2 Similarly, Pennine Lancashire is one of 12 **Sport England Local Delivery Pilot** areas which aims to increase physical activity across the patch.
- 2.3 These two national programmes put Pennine Lancashire in the spotlight for healthy weight. Both Pennine Lancashire programmes are led by Blackburn with Darwen and dovetail well, bringing Healthy Weight policy into the fore.

Healthy Place, Healthy Future

- 2.4 The **Pennine Lancashire Childhood Obesity Trailblazer Programme**, now known as **Healthy Place, Healthy Future (HPHF)** embraces four key levers for change:

- Engage with system leaders and policy heads to drive system change.
- Develop a consistent planning approach across Pennine Lancashire.
- Support businesses to provide this change.
- Understand how local communities can be supported to create a social movement to demand healthier food.

Together an Active Future

- 2.5 Pennine Lancashire **Sport England Local Delivery Pilot**, known as **Together an Active Future**, aims to:
- Enable more people, particularly those with or at risk of mental wellbeing challenges, to be more active and feel happier and healthier living and working in Pennine Lancashire.
- 2.6 Pendle's programme, **Together an Active Pendle**, focusses the following two workstreams:
- **Seat to Feet-** those living with or at risk of long term health conditions in 2 Pendle PCN areas, Pendle East and Pendle West.
 - **Feet to Street-** families in a neighbourhood setting with a particular focus on those living in the Wards of Bradley, Whitefield, Walverden and Brierfield.
- 2.7 Underpinning this is **Supporting Change** to facilitate and influence change at all levels.
- 2.8 The initial phase of Pendle's programme will focus on community research and creative engagement to dive deeper into existing insights to really understand the lives and the challenges of the people we want to involve. From this insight and learning, we can begin to co-design potential suitable approaches we can then test and learn to discover the most effective approaches to encouraging behavioural change amongst the target groups.

3. Healthy Weight Declaration

- 3.1 **To support delivery of both Pennine Lancashire programmes and demonstrate local leadership and commitment to healthy weight, Pendle Council is requested to adopt the Healthy Weight Declaration (HWD Appendix 1).** This was initiated to support local authorities in developing and implementing policies which promote healthy weight. It has already been adopted by BwD and LCC. Wider adoption by other partners, particularly Pendle Leisure Trust, is also encouraged.
- 3.2 The Declaration has been produced by Food Active, a group of North West Directors of Public Health. It has been approved by the North West Regional Association of Directors of Public Health, British Dental Association, Children's Food Campaign and the UK Health Forum.
- 3.3 The additional measures that PBC will implement or consider as part of the Healthy Weight Declaration to improve the food and physical activity landscape are:
- Develop a package of incentives to encourage food businesses to take up the Pennine Lancashire Recipes for Health (R4H) scheme.
 - Support the implementation of R4H in Pendle.
 - Actively support the roll out of the Refill project, which will increase access to drinking water for the general public and reduce usage of disposable plastic bottles.
 - Work with our procurement team to provide healthy food options at PBC events.
 - Develop a supplementary guidance for planning in relation to healthy weight.

- Support whole system change and embed health considerations into PBC's decision making process.
- 3.4 Currently, Pendle Health & Social Care Panel is reviewing healthy food offer in public facilities which will aid implementation of the Declaration.
- 3.5 We will work together with our Pennine Lancashire partners- other District councils, BwD, LCC, health partners, local businesses and other relevant groups- to drive the district actions for both the Healthy Place, Healthy Future and Together an Active Future programmes. Pendle Leader is the District Elected Member representative on the Healthy Place, Healthy Future Steering Group.
- 3.6 The **Healthy Place Healthy Future District plan (Appendix 2)** outlines district actions against each of the 4 levers for change and includes the adoption of a Healthy Weight Declaration. The priority area for Pendle, given the high rates of childhood poverty and prevalence of A3 and A5 food establishments, is Nelson.

4 The Role of Elected Members

- 4.1 Elected Members are key for driving this agenda, particularly for system change. They can play a key role in 'championing' and promoting the importance of healthy weight at a local level, giving high level visibility and leadership to this issue. We want to work with Elected Members to enhance knowledge and understanding of the issues so they feel empowered to challenge decisions that may have adverse consequences for healthy weight, becoming Healthy Weight advocates at all levels in the system.
- 4.2 To help develop a network of informed and empowered Elected Members as system leaders across Pennine Lancashire, we'd like to work with Elected Members to:
- Develop an Elected Member Learning Curriculum across Pennine Lancashire.
 - Encourage inter and intra District Elected Member engagement.
 - Review and develop our Member Induction process.
- 4.3 In Pendle, we'd like to engage Members in co-designing the learning and development offer and work with a cohort of Councillors to help progress this important element of system change. This cohort will help test and learn the emerging Learning Curriculum, advising on tools and effective learning approaches to embed healthy weight into all decision making across Pendle Council and, longer term, across health partnerships such as Primary Care Networks.
- 4.4 It is suggested that the following roles/ Councillors form this cohort:
- 3 Members of Nelson Area Committee (Whitefield & Bradley Wards).
 - A representative from each of the other 4 Area Committees.
 - All Health & Social Care Panel Members.
 - Mental Health Champion.
- 4.5 The engagement process for this work will commence November 2019 and will include co-designing, testing and learning the emerging tools and delivery mechanisms to find a model suitable for Pendle.

5 Governance

- 5.1 Both Pennine Lancashire programmes are governed through the Pennine Lancashire Integrated Care Partnership arrangements. Each has their own Steering Group to monitor

progress across Pennine Lancashire. Collective District progress is monitored via the East Lancashire District Health Leads group, chaired by Pendle Council's Chief Executive, and the locality health partnerships oversee local implementation. In Pendle, the Health and Wellbeing Partnership will receive quarterly progress reports with an overall annual progress report submitted to Policy and Resources Committee.

IMPLICATIONS

Policy: The two Pennine Lancashire programmes, Healthy Place, Healthy Future and Together an Active Future, will support delivery of our Strategic Objective to help create and sustain resilient communities.

Financial: Sport England has committed £3 million to the Pennine Lancashire Pathfinder (test and learn) phase of the local Delivery Pilot. Of this, Pendle's allocation is £360,000 to support implementation of Together an Active Pendle. The Childhood Obesity Trailblazer grant is significantly less (£100,000 per year for 3 years across Pennine Lancashire) and will be retained by BwD to centrally support and co-ordinate implementation of the programme.

Legal: None arising directly from this report

Risk Management: None arising directly from this report

Health and Safety: None arising directly from this report

Sustainability: None arising directly from this report

Community Safety: None arising directly from this report

Equality and Diversity: None arising directly from this report

APPENDICES

Appendix 1- Pendle's Healthy Weight Declaration

Appendix 2- Healthy Place, Healthy Future District Plan.

LIST OF BACKGROUND PAPERS