

9 September 2019**Agenda Item: 7****REPORT OF THE DIRECTOR OF PUBLIC HEALTH****CHILDHOOD OBESITY TRAILBLAZER****Purpose of the Report**

1. To seek approval for the establishment of two fixed term Public Health Support Officer posts funded through the national Childhood Obesity Trailblazer Programme and Public Health Reserves.
2. To seek approval to undertake promotional work to publicise activities within the Nottinghamshire Childhood Obesity Trailblazer Project.

Information

3. Obesity is considered to be one of the most serious public health challenges of the 21st century. It is having an impact on people's lives now, across the generations, in terms of quality of life, risk of developing chronic diseases such as type 2 diabetes, and its association with common mental health disorders. A focus on childhood obesity is important as overweight and obese children are more likely to stay obese into adulthood and develop long term conditions such as diabetes and cardiovascular disease at a younger age. There can also be exacerbation of conditions such as asthma and mental wellbeing concerns.
4. Evidence shows us obesity is a complex problem with many different but often interlinked causes. Therefore, a local whole system approach to obesity is advocated which seeks to address the environmental and social causes of obesity, as well as enable and support individuals. Such an approach draws on local authorities' strengths, supports their leading priorities, and recognises that they can create their local approaches better and more effectively by engaging with their community and local assets.
5. The Childhood Obesity Trailblazer Programme is funded by the Department of Health and Local Government Association and takes a piloting approach designed to support development of innovative approaches in local government to address causes of childhood obesity. The aims of the programme are to:

- test the limits of existing powers through innovative and determined action to tackle childhood obesity
- share learning and best practice to encourage wider local action and,
- develop solutions to local obstacles and consider further actions government can take to enable ambitious local action and achieve changes at scale.

The programme is funding projects in 5 local authority areas which are ideally operating in a whole system approach, but the programme is not funding the whole system approach per se.

6. In October 2018, Nottinghamshire County Public Health engaged stakeholders in discussions to submit an expression of interest to the Programme with a local focus on developing a project proposal that would add value to our local approach which includes commissioning of services and partnership work in relation to the wider food environment, physical activity and the built environment through the county's Health & Wellbeing Board Strategy. Our expression of interest set out our desire to explore work into the role of the family and community food environment in the early years, as 22.5% of children (from 17.1% in Rushcliffe to 26.7% in Bassetlaw) are already overweight or obese in Nottinghamshire by the time they start school, and there were identified opportunities to develop work across council and with wider stakeholders and with families in this age range.
7. Nottinghamshire County Council was successful in being short-listed as one of 13 local authorities from 102 which submitted an expression of interest, to be part of the Programme three-month Discovery Phase from February to April 2019. Our plans were developed and refined through working with County Council Early Years and School Meals service with input from other stakeholders including Public Health England, District and Borough Councils, Active Nottinghamshire, Nottinghamshire Children's Centres Services, Everyone Health, local parents, local childcare and nursery providers. The Discovery Phase culminated in submission of a detailed application, a report on the work done, and face to face presentation with the national funders.
8. Following the Discovery Phase, Nottinghamshire was selected to be one of five local authorities to participate in the three-year Programme which commenced in July 2019. The Council will be in receipt of a grant of £75,000 per year to deliver the project with £25,000 worth of external project support agreed with the funders. The focus of the Nottinghamshire project is on how we can positively influence, enable, and support change within the home and community food environment in the early years in the context of our wider approach to improving the food environment under the Health & Wellbeing Strategy.
9. In summary, our project aims to enable and support families with children in the early years to eat a healthier diet by improving access to healthy food in their local areas and developing knowledge and skills within the early years and childcare sector. This will be done through a range of measures including working with Children's Centres in areas with higher levels of childhood obesity (within Bassetlaw, Mansfield, Ashfield and Newark & Sherwood Districts) to review and build on good practice around food and health. We will also seek to test extending the Council's school meals service supply chain to early years through the development of innovative recipe boxes or pop-up grocers in line with nutritional recommendations in Children Centres and/or other community settings, and a meal offer in childcare settings. We will undertake work to improve awareness and uptake of Healthy

Start vouchers which will be combined with our existing plans to increase uptake of Healthy Start vitamins. We will also develop food and nutrition skills and messaging in the early years and the independent childcare sector through a new community of practice.

10. To deliver our Childhood Obesity Trailblazer project, we plan to establish 1 fixed term Public Health Support Officer (Band B, 1 FTE) until the end of the project (June 2022). We also plan to establish 1 fixed term Public Health Support Officer (Band B, 1 FTE) for 18 months to increase awareness, access and uptake of the Healthy Start programme.
11. A requirement of the Childhood Obesity Trailblazer grant agreement is that we can publicise and share the learning and development, delivery and outcomes of the trailblazer project over the 3 funded years with other local authorities and the wider public sector. This would be through presentation at up to 3 national or regional events per year. The project will be allocated an additional budget to cover travel expenses. A planned example is presenting a written conference poster about the process of understanding the issues relating to early years and healthy eating at the Public Health England Conference on the 10th & 11th of September 2019. Additional proactive publicity would relate to publicising the project activities in the media to raise awareness with residents and share project achievements.

Other Options Considered

12. The option to not establish new posts was considered but this would mean that there was insufficient capacity within Public Health to deliver the agreed project plan for the Childhood Obesity Trailblazer and the Healthy Start Programme.
13. The option to only undertake minimal publicity as required in the grant agreement was considered but this would mean we would not be able to fully promote our Childhood Obesity Trailblazer outputs to residents and early years' service providers to increase uptake and access to these initiatives.

Reason/s for Recommendation/s

14. The recommendation relating to the establishment of Public Health posts is made to enable the Public Health Division to have enough staffing capacity to deliver the County Council's Childhood Obesity Trailblazer Project and deliver the plan to increase uptake of the Healthy Start Vitamins Programme.
15. The recommendation relating to publicity is made to enable us to publicise our Childhood Obesity Trailblazer Project as required in the grant agreement and increase awareness of Childhood Obesity Trailblazer Project to residents and early years' service providers.

Statutory and Policy Implications

16. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public-sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

17. Funding for 1 FTE Public Health Support Officer (Band B) post to coordinate the Childhood Obesity Trailblazer project will be funded by the £75,000 per year Trailblazer external funding grant from the Department of Health and Social Care over the three years at a cost of up to £47,858 per year. The Trailblazer grant has been approved for use in the revenue budget. Funding for a second 1 FTE Public Health Support Officer (Band B) post for 18 months to improve uptake of the Healthy Start Scheme at a cost of up to £47,858 per year will be 50% from the Trailblazer grant and 50% from the County Council Public Health General Reserves. The use of £60,000 Public Health General Reserves for a project to increase uptake of Healthy Start Scheme was approved by Adult Social Care and Public Health Committee in May 2019. It is anticipated that the posts will not be recruited at the top of the payscale enabling more to be invested in project activities.

Human Resources Implications

18. These are described throughout the body of the report.

Public Sector Equality Duty Implications

19. The Public Sector equality duty will be complied with in the establishment of the posts.

Implications for Service Users

20. The establishment of the posts and publicity will enable service users to contribute to the development of and access new opportunities developed through the Childhood Obesity Trailblazer Project and Healthy Start programme in Nottinghamshire.

RECOMMENDATION/S

That Committee:

- 1) gives approval for the establishment of the following fixed term Public Health posts:

Post Title	FTE	Grade/ Band	End date	Cost per annum	Funding Source
Public Health Support Officer	1.0	B	30 th June 2022	£47,858	Childhood Obesity Trailblazer Programme Grant
Public Health Support Officer	1.0	B	18 months from recruitment	£47,858	Childhood Obesity Trailblazer Programme Grant and Public Health Reserves (as agreed May 2019)

- 2) gives approval for planned proactive publicity in relation to the Nottinghamshire Childhood Obesity Trailblazer project.

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Constitutional Comments (LW 28/08/19)

21. Adult Social Care and Public Health Committee is the appropriate body to consider the content of the report.

Financial Comments (DG 28/08/19)

22. 1 FTE Public Health Support Officer (Band B) post to coordinate the Childhood Obesity Trailblazer project will be funded by the £75,000 per year Trailblazer external funding grant from the Department of Health and Social Care. This funding will also fund 50% of the cost of a second 1 FTE Public Health Support Officer (Band B) post for 18 months to improve uptake of the Healthy Start Scheme. The remaining 50% cost of this post can be funded from the £60,000 Public Health General Reserves already approved in May 2019 for a project to increase uptake of Healthy Start Scheme.

HR Comments (SJJ 28/08/19)

23. The posts will be recruited to and appointed to on temporary fixed terms contracts

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- [Use of Public Health General Reserves](#) - report to Adult Social Care and Public Health Committee on 13th May 2019.

Electoral Division(s) and Member(s) Affected

All.

ASCPH666 final