

report

meeting	Nottinghamshire Joint Committee on LAA Scrutiny		
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REPORT OF SERVICE MANAGER (HEALTHIER COMMUNITIES SERVICE)

Tackling the rising levels of obesity

Priorities and Targets

Indicators (with descriptions)	Baseline	2008-09 targets	2009-10 targets	2010-11 targets
NI 55 Obesity among primary school age children in Reception year	9.9% 07/08 National Child Management Programme	10.3%	10.5%	10.5%
Local Local indicator for adult obesity (% registered population with height and weight measured in the last 15 months)	33.8 % (Dec 2008)	n/a	38.3%	42.7%

How priorities and targets were chosen :

- Obesity levels in England are growing faster than any other European country. Around two thirds of the population are overweight or obese and it is predicted that by 2020, it will become the greatest cause of premature loss of life overtaking smoking.

- Obesity has a very significant impact on health; both in terms of morbidity and mortality (life expectancy is on average 9 years less for those who are morbidly obese). It is a risk factor for many diseases (including some cancers) and conditions (highest risk are diabetes and hypertension), the risk generally increasing with increasing levels of obesity.
- Estimates suggest that locally 124,000 adults are in the obese category, and that prevalence is strongly associated with factors such as social class. The estimated prevalence of adult obesity is highest in Bassetlaw [27.5%] and the lowest in Rushcliffe [20.6%]. In Mansfield, Ashfield, Newark and Sherwood and Bassetlaw, the estimated prevalence of adult obesity is significantly higher than the national estimated prevalence of 23.7%
- The most common and immediate consequences of overweight and obesity in childhood are social and psychological. Negative stigma and bullying can contribute to low self-esteem and depression, and may have a significant effect on future mental and physical health. Being overweight in childhood is also associated with increased risk factors for heart disease and of particular concern is the recent appearance of Type 2 diabetes in children and adolescents, a condition previously only affecting people in middle to later life.
- The most significant long-term consequence of obesity in childhood is its persistence into adulthood. Overweight young people have a 50% chance of being overweight adults. The persistence of obesity into adulthood not only increases the adult risk of disease due to obesity but also its occurrence at an earlier age.

What are the arrangements for delivery?

Delivery on these priorities and targets is being achieved through the implementation of the Healthy Weight, Healthy Nottinghamshire Action Plan 2008 -2011. The action plan is owned and steered by the Nottinghamshire Strategic Group – Obesity which is accountable to the Health and Well Being Partnership and the Children’s and Young People’s Partnership.

The Nottinghamshire Strategic Obesity Group is a multi agency Partnership made up of representatives from PCT’s, District Council’s, LSP’s, Sport England, the County Council and the Third Sector.

How far are these targets and priorities being achieved?

The Nottinghamshire obesity strategy builds on the direction and guidance provided by Healthy Weight, Healthy Lives to provide a local framework for action. Activity is now in place to support the ambition of the partnership to reverse the rising tide of obesity and overweight in the population by ensuring that all individuals are able to maintain a healthy weight.

Given the estimated rising prevalence of obesity in Nottinghamshire a key priority for Nottinghamshire's Local Area Agreement is tackling rising obesity.

The partnerships ambition is that:

- the rise of obesity amongst children and young people will slow down and possibly plateau over the next 3 to 5 years
- more children and young people will access free school meals
- more women will breastfeed
- more children, young people and adults will participate in physical activity and sport
- fewer children and young people will travel to school/college by car
the consumption of fruit and vegetables will increase for all within the context of 5 a day
- BMI measurements are undertaken systematically and registers are established

What actions are Partners taking (individually & collectively) and what is different as a result of the LAA?

A range of actions are being carried out across the partner agencies represented on the Obesity Strategic Group. As a result of agreeing a shared commitment to tackling the rise in obesity across all age groups, positive partnership approaches have been harnessed which focus on the prevention, identification and management of obesity.

Actions include:

- record Body Mass Index in accordance with national guidance for children
- Commission evidence based weight management services for children to underpin local obesity care pathway
- Through respective local strategic partnerships, develop community level activities in each district that support increases in physical activity and reduction in sedentary activity for children and their families
- Work towards achieving the UNICEF baby friendly accreditation for NHS Nottinghamshire County and NHS Bassetlaw
- Implement Healthy Early Years standard across the County in conjunction with partners
- Implement the outcomes of social marketing research in relation to obesity prevention and management

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