

**8 October 2018****Agenda Item: 4****REPORT OF DIRECTOR OF PUBLIC HEALTH****PROGRESS WITH PUBLIC HEALTH COMMISSIONED SERVICES:  
OBESITY PREVENTION AND WEIGHT MANAGEMENT SERVICE****Purpose of the Report**

1. To provide further insight into the work of the commissioned obesity prevention and weight management service as requested by the Committee in May 2018.
2. To request that the Committee approve publicity of the Service to help improve awareness and uptake.

**Information****Context and Background**

3. The County Council Public Health Division commissions an Obesity Prevention and Weight Management Service provided by Everyone Health which is contracted until March 2020. The Service operates across the county and supports people of all ages in a variety of different settings through:
  - Tier 1 Obesity prevention: Targeted public health interventions aimed at preventing obesity through enabling and supporting residents and building community capacity in healthy eating and physical activity.
  - Tier 2 healthy lifestyle weight management: Weight management, healthy eating, physical activity and behaviour change delivered in the community to children, young people, and adults including pregnant women.
4. Public Health provided a report to the Committee in May 2018 on the work undertaken in 2017/18 to improve the performance and value for money of the Service. This report provides further details on the work of the Service as requested by the Committee.

**Early Years**

5. Good nutrition is vital for the development of babies and infants and can also contribute to the prevention of childhood obesity. The Service supports the County's Health & Wellbeing Strategy *Best Start in Life* Ambition through work in a variety of settings:
  - a) Work with Children's Centres and Healthy Families' teams to promote breastfeeding and good infant feeding practices.

- b) Promotes the NHS Healthy Start Programme, a national scheme enabling women on benefits to get vouchers from their midwife or health visitor for milk, fresh and frozen fruit and vegetables, or vitamins.
- c) Offers support on healthy eating and physical activity for breastfeeding peer support workers,
- d) Embeds positive breastfeeding messages in the delivery of weight management services
- e) Works with colleges to educate on breastfeeding, and
- f) Promotes the Nottinghamshire Breastfeeding Friendly directory.

## **Children, Young People and Families**

6. It is important that we offer support as children get older both in terms of obesity prevention and weight management. The Service works in schools through delivering physical activity and healthy eating sessions, running physical activity challenges and promoting and supporting schools to run the nationally recommended "Mile a Day" scheme. Recent research indicates that work in schools alone is unlikely to result in decreases in obesity. So we are working with the Service to make sure initiatives in schools are better linked into wider Health & Wellbeing Strategy food and physical activity approaches. This will initially include Nottinghamshire County Council school meals and school health hub, Public Health School Nurses, Active Notts and Food For Life. This will enable more coordinated, efficient and consistent health promotion messages and support to be provided to children, families and schools. This has the potential to improve uptake of schools meals, increase the number of schools with policies and curriculum around nutrition and food growing, increase physical activity in schools and engagement of families in these issues. The Service is also setting up new innovative work with local partners in Bassetlaw and Broxtowe linking schools with community food growing and allotments. In Newark and Sherwood the Service is working with partners to develop community cook and eat groups run via youth centres. A similar approach is being developed in Gedling Borough, focusing on more disadvantaged areas and aimed at parents.
7. Public Health have been working with the Service to improve the children and families weight management programme. The Service have relaunched the programme under the name of 'Alive N Kicking'. The programme will run across the county for children aged 5-17 (split between 5-11 and 12-17). Public Health have facilitated closer working between Everyone Health and the Healthcare Trust Healthy Families team who run the National Child Measurement Programme (NCMP). From the 2018/19 school year, children who are in the obese category will be directly referred from NCMP to Everyone Health for weight management support. This is an approach which has proved successful in other parts of the country to increase access to weight management services and the number of children with improvements to physical activity, dietary and healthy weight outcomes.

## **Adults**

8. The workplace is an important setting for health and wellbeing and there are a variety of measures that employers can take to help people to be more active and eat a more balanced diet. Everyone Health is able to provide activity and support to workplaces and their staff as part of the Nottinghamshire Wellbeing at Work Programme. In addition, as part of the Council coordinated Travel Choices Programme, Public Health working with Council Transport Planning has developed an innovative project to offer obesity prevention initiatives by Everyone Health alongside travel planning support for businesses in the Mansfield and Newark areas, as well as job seekers and individuals who want to change their travel behaviour. From

August Everyone Health started support to these businesses and individuals which can include wellbeing checks, guided workplace bike rides, guided lunchtime walking groups, cycle training and maintenance, and healthy eating/keeping active education.

9. Vulnerable adults such as carers and people with mental health problems or learning disabilities, and long term health conditions, have an increased risk of obesity and the related health consequences. This risk also increases as people get older. Everyone Health offers advice and support to participants by presenting at a range of community groups, often as part of their education programmes.
10. Supporting adults to be more physically active is important for obesity prevention, but also for preventing falls and enabling people to live more independently. The Service runs a programme of walking groups across the county which adults can access. In addition, the Service working with Public Health and Adult Social Care and community partners have now established a programme of evidence based exercise programmes called ENGAGE. This focusses on increasing strength and stability and giving people the confidence to be more active, which reduces the risk of falling. As part of the social prescribing model in Rushcliffe the Service will soon be supporting a pilot NHS community Sport and Exercise Medicine clinic for people with complex medical problems who want to increase their activity levels. In Mansfield, the Service will be adding value to the Mansfield Physical Activity Insight Project in Bellamy which is a project coordinated by Active Notts and funded by Public Health, Mansfield District Council and Active Notts. The Insight Project workers are working with Bellamy residents to identify and address barriers to being physically active. Everyone Health will be helping by running exercise sessions or providing behaviour change or physical activity messages developed together with local residents (co-production approach).
11. The focus for adult weight management has been on improving both access and outcomes. The Service can now offer a wider choice of weight management support for adults, either through the 260 adults per year supported over 12 months by their in house Everyone Health programme, or the additional 1770 adults who can be supported via 12 week weight management on referral via sub-contracted partner organisations, depending on the need and preference of the service user. Public Health continue to work with the Service to ensure ongoing learning and improvement, through effective monitoring, regular review and evaluation of weight management outcomes. Over a third of service users who complete the 12 week programme achieve a clinically significant weight loss at 3 months. The physical activity, dietary and mental wellbeing outcomes of the service are also positive at 3 months. Forty percent of service users who remain in contact in the service at 12 months maintained a clinically significant weight loss. Through ongoing strategic and operational work with midwifery services we are now seeing increased referrals of women during pregnancy to the Service. Public Health will continue to focus on this until the Service is on track with the agreed target number of service users.

## **Food Environment**

12. The Service has been asked to do more to support a new strategic approach to improving the Food Environment in the County's Health & Wellbeing Strategy. In addition to previously mentioned new initiatives on food growing and allotments, the Service is successfully supporting Environmental Health teams by increasing sign up of food establishments to the Healthy Options Takeaway Scheme. By August 2018 Everyone Health has helped recruit 35

additional businesses to the scheme since April 2018 making the total 183 food outlets signed up to the scheme.

### **Training and Volunteering**

13. Research has shown that brief, opportunistic interventions from frontline health and care professionals can result in a five-fold increase in the proportion of patients engaging in weight management services. This *making every contact count* is a key part of local prevention strategies. Everyone Health provides brief intervention face-to-face training for professionals across the county. In addition the Service runs a volunteering programme, where local people are trained and supported to run activities aligned with the Service in their area.

### **Other Options Considered**

14. No other options were considered in the writing of this report as the committee requested further details on the progress of the Service.

### **Reason for Recommendations**

15. Obesity and overweight remain significant public health issues. Securing maximum value for money and health impact from this contract is critical.
16. Whilst the Service continues to publicise its own brand and activity, it is useful for the County Council to be able to support this publicity through its own media channels. This would include using the County Council's social media channels to promote the location of health promotion sessions and events, the availability and location of weight management support, particularly for children, families and pregnant women. It may also include selected proactive press releases to promote specific aspects of the service. These would be developed with the service.

### **Statutory and Policy Implications**

17. 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**

18. No financial implications are contained within this report.

### **Human Resource Implications**

19. There are none to be reported.

### **Implications in relation to the NHS Constitution**

20. The Service is commissioned in line with the NHS Constitution and any directly provided activity is free at the point of access.

## **RECOMMENDATIONS**

- 1) Consider any further action required to secure best outcomes and value for money for residents
- 2) Approve publicity of the Service to help improve awareness and uptake.

**Jonathan Gribbin**  
**Director of Public Health**

**For any enquiries about this report please contact:**

John Wilcox, Senior Public Health and Commissioning Manager  
[john.wilcox@nottsccl.gov.uk](mailto:john.wilcox@nottsccl.gov.uk)

### **Constitutional Comments [LMcC 04.09.2018]**

21. The Adult Social Care and Public Health Committee is the appropriate body to consider the contents of the report and whether there are any actions they require in relation to the issues contained within the report.

### **Financial Comments [DG 04.09.2018]**

22. The financial implications are contained within paragraph 18 of this report.

### **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.

- Report of the Director of Public Health. Progress with public health commissioned services: obesity prevention and weight management service. 14<sup>th</sup> May 2018.

### **Electoral Division(s) and Member(s) Affected**

- All