

23rd November 2018		ITEM: 7
Health and Wellbeing Board		
Whole Systems Obesity Strategy		
Wards and communities affected: All wards	Key Decision: Non-key	
Report of: Faith Stow, Public Health Programme Manager		
Accountable Head of Service: Helen Forster, Strategic Lead Public Health		
Accountable Director: Ian Wake, Director of Public Health		
This report is public.		

Executive Summary

The Whole Systems Obesity Strategy (WSOS) has been developed as the key driver for preventing and reducing obesity in Thurrock and outlines five goals highlighting areas within the system where there is scope to influence and promote healthier lifestyles leading to healthier weights in the local population. The Strategy is based on the evidence of the Whole Systems Obesity Joint Strategic Needs Assessment (WSO JSNA) published in 2017 by the Public Health Team.

1. Recommendation(s)

- 1.1 The Health and Wellbeing Board to approve the WSOS and its proposed governance arrangements.
- 1.2 The Health and Wellbeing Board are to note the work of the WSOS as being pivotal in contributing to outcomes within the overarching Health and Wellbeing Strategy 2016-2021.

2. Introduction and Background

- 2.1 This report presents a WSOS for Thurrock and describes next steps to develop an associated WSOS Action Plan.
- 2.2 Obesity is one of the most serious and complex public health challenges of the 21st century. On a simplistic individual level, it is caused by consuming more calories than are burned off over a sustained time period. However, the evidence base highlights a huge array of factors that drive this equation related to physiology, biology, individual psychology, parenting, community, daily activity, food production

and marketing, food consumption, transport and the physical built environment. The interaction of these factors has been labelled '*the obesogenic environment*'.

- 2.3 The current obesogenic environment appears to work in favour of individuals gaining weight, and in-line with many other western democracies, the prevalence of obesity in the UK has increased significantly over the last 40 year as the obesogenic environment has become more pervasive. Without action, the health of individuals will continue to suffer. Health inequalities associated with obesity will remain and the economic and social costs will increase to unsustainable levels.
- 2.4 The consequences of obesity presents a major public health challenge. Obesity is associated with significantly increased incidence of hypertension, heart disease, stroke, 13 types of cancer, asthma, musculoskeletal conditions including osteoarthritis, liver disease, reproductive complications and mental ill health including depression and anxiety, placing potentially avoidable demand on health and care services. People who are obese are three times more likely to use adult social care services compared to those who are a healthy weight.¹
- 2.5 Obesity is a key public health priority in Thurrock. 70% of the adult population are overweight, and 30% are obese in Thurrock. This prevalence is significantly greater compared to England and is the highest in the East of England and worst compared to our CIPFA comparator* local authority population. Prevalence of childhood obesity in Thurrock at year reception and year 6 are 7.5% and 20% respectively. The year 6 prevalence is also statistically significantly greater than England's prevalence.
- 2.6 Obesity is positively associated with deprivation, meaning that differences in prevalence of obesity between affluent and deprived communities is a major driver of health inequalities.

3. A Whole Systems Approach to Obesity

- 3.1 A whole systems approach refers to the network of broad and interlinking factors that contribute to a solution or problem. Traditional approaches that focus on single interventions have been shown to be ineffectual at reducing the prevalence of obesity at a population level. Conversely collaboration across stakeholders to deliver coordinated action and multiple initiatives is vital to success. Multiple sectors including health, social care, planning, housing, transport and environment all have a role to play, as do our local businesses, workplaces and the wider community themselves all by jointly making better use of resources and working towards a vision of better health and wellbeing.
- 3.2 In 2017, the Public Health Team produced and published a Joint Strategic Needs Assessment product on a Whole Systems Obesity approach.² The product made a

* CIPFA Comparators aid local authorities in comparative and benchmarking exercises based on socio-economic indicators. Source: CIPFA Stats Publisher: IPF Geographic coverage: England

series of detailed recommendations for stakeholders and was agreed at the September 2017 meeting of the Health Wellbeing Board.

3.3 Building on the findings and recommendations of the WSO JSNA, the Public Health Team have now produced a WSOS for Thurrock. The strategy is centred around five high level goals:

- Goal A - Enabling settings, schools and services to contribute to children and young people achieving a healthy weight
- Goal B – Increasing Positive Community Influences
- Goal C – Improving the food environment and making healthier choices easier
- Goal D – Improving the built environment and getting the physically inactive active
- Goal E – Improving the identification and management of obesity

3.4 In line with the theoretic underpinnings of a *Whole Systems* approach, the strategy remains deliberately high level. Our approach is one of ‘*distributed leadership*’, aiming to engage the entire council and our partner stakeholders and the wider community in developing and agreeing to implement meaningful action under the each goal.

3.5 Due to the multifactorial nature of the issue, the WSOS supports a significant number of goals and associated objectives within the Health and Wellbeing Strategy highlighted in Table 1 below. The highlighted green areas show where the WSOS will directly support the strategy and in yellow will indirectly support the strategy.

Table 1: Health and Wellbeing Strategy for Thurrock - Goals

Goals	A. Opportunity For All	B. Healthier Environments	C. Better Emotional Health And Wellbeing	D. Quality Care Centred Around The Person	E. Healthier For Longer
Objectives	A1. All children in Thurrock making good educational progress	B1. Create outdoor places that make it easy to exercise and to be active	C1. Give parents the support they need	D1. Create four integrated healthy living centres	E1. Reduce obesity
	A2. More Thurrock residents in employment, education or training.	B2. Develop homes that keep people well and independent	C2. Improve children’s emotional health and wellbeing	D2. When services are required, they are organised around the individual	E2. Reduce the proportion of people who smoke.
	A3. Fewer teenage pregnancies in Thurrock.	B3. Building strong, well-connected communities	C3. Reduce social isolation and loneliness	D3. Put people in control of their own care	E3. Significantly improve the identification and management of long term conditions
	A4. Fewer children and adults in poverty	B4. Improve air quality in Thurrock.	C4. Improve the identification and treatment of depression, particularly in high risk groups.	D4. Provide high quality GP and hospital care to Thurrock	E4. Prevent and treat cancer better

3.6 There are also key opportunities to capitalise on Thurrock’s growth, regeneration and place making strategic agenda to address the obesogenic environment, and synergies with the work of the Community Safety Partnership.

4. Next Steps and Proposed Governance

4.1 Form a Whole Systems Obesity Working Group

The purpose of the working group is to take a whole systems approach to preventing and reducing obesity in Thurrock using the WSOS Delivery and Outcomes Framework as the principle guide. The group includes Senior and Strategic Leads from a range of areas within the council and externally including the voluntary sector and Thurrock CCG. The group will meet twice yearly to review and measure progress against the delivery framework.

4.3 Hold a *Whole Systems Obesity Summit*

A WSO Summit will be held early in 2019 to raise the profile of the WSOS and to scope and develop opportunities for halting and preventing the upward trend in obesity in Thurrock as a system. The agenda will include a review of the WSO JSNA findings and recommendations, presentation of the WSOS and five themed workshops centred on the five goals, in which facilitated discussion with delegates will lead to development of detailed action plans to support the strategy.

4.4 Develop a WSO Delivery and Outcomes Framework

The specific and measurable outcomes will be set out within a Delivery and Outcomes Framework. This will be produced in collaboration with a variety of stakeholders, recognising that a joined up approach (a whole systems approach) is essential, whilst also ensuring ownership of the relevant department leads. The key output of the WSO Working Group and the WSO Summit in 2019 will be the development of the framework.

The WSO Delivery and Delivery and Outcomes Framework will be taken to Health Overview and Scrutiny Committee for sign off once ready.

4.5 Governance of the WSOS

The Strategy identifies intentions to 2021, after this period it will be reviewed to ensure it is still relevant and in-line with the overarching Health and Wellbeing Strategy. Outcomes and progress will be measured through the Delivery Framework, and high level outcomes through the Health and Wellbeing Strategy Outcomes Framework (see table 2). A progress report will go to Health and Wellbeing Board on an annual basis to ensure progress against outcomes shown below.

Table 2: HWB Strategy Targets (goal E)

Goal E: Healthier for Longer	Baseline 2016/17	Target
Proportion of children overweight or obese in year 6	36.9%	Year on reduction of 0.5%
Proportion of adults who are overweight or obese in Thurrock	65.3%	Year on reduction of 0.5%
Proportion of adults who are physically inactive in Thurrock	28%	Year on reduction of 0.5%

7. Implications

7.1 Financial

Implications verified by: **Jo Freeman**
Management Accountant Social Care & Commissioning

The WSOS details a series of opportunities for tackling health inequalities related to obesity in the population which should contribute towards reducing demand on primary and secondary health care and social care services. The delivery of the WSOS may have a future financial impact for the council but would be subject to the full consideration of the cabinet before implementation, and in the case of the NHS, by the relevant Boards of NHS Thurrock CCG and provider foundation trusts. Detailed business cases will have to be worked up before any investment decisions will be made and these will go through the usual governance routes.

7.2 Legal

Implications verified by: **David M G Lawson**
Solicitor

There are no legal implications; the WSOS has been developed to support and achieve targets within the overarching Health and Wellbeing Strategy.

7.3 Diversity and Equality

Implications verified by: **Roxanne Scanlon**
Community Engagement and Project Monitoring Officer

The WSOS seeks to reduce health inequalities as a result of obesity whilst continuing to support and promote diversity and equality.

7.4 Other implications (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

8. Consultation (including Overview and Scrutiny, if applicable)

8.1 Professional Consultation

The WSOS has been presented at a series of internal and external meetings including all Directorate Management Teams, the Primary Head Teachers' Association, and at key meetings within health and third sector partners in order to raise the profile and get early feedback on the strategy.

8.2 Public Engagement

Public engagement, including an online survey, run for four weeks (12th September 2018 to 15th October 2018) and a focus group was also held (6th November 2018). The public engagement provides the opportunity for public views on the strategy and captures qualitative data on perceived barriers and opportunities to achieving or maintaining a healthy lifestyle. A report will be produced with the findings and shared with the WSO Working Group; it will also be made publishable online so that those who have participated can see the results.

8.2 Health and Wellbeing Overview and Scrutiny Committee

The WSOS and WSO Delivery and Delivery and Outcomes Framework will be taken to Health Overview and Scrutiny Committee for sign off. Timing is likely to be towards end of the financial year 18/19.

9. Impact on corporate policies, priorities, performance and community impact

10. Background papers used in preparing the report:

1. Health and Wellbeing Strategy 2016-2021. Available from:
<https://www.thurrock.gov.uk/sites/default/files/assets/documents/hwb-strategy-2016-v03.pdf>
2. Whole Systems Obesity Joint Strategic Needs Assessment, 2017. Available from:
www.thurrock.gov.uk/sites/default/files/assets/documents/jsna-obesity-201709-v01.pdf

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