

HAMPSHIRE COUNTY COUNCIL

Report

Committee/Panel:	Health and Wellbeing Board
Date:	4 February 2015
Title:	Hampshire Healthy Weight Strategy 2015-2019
Reference:	6474
Report From:	Director of Public Health

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1. Summary

1.1. The purpose of this paper is to update the Health and Wellbeing Board on progress with the Hampshire Healthy Weight Strategy 2015-2019.

1.2. The Health and Wellbeing Board are asked to:

- Note progress on the Hampshire Healthy Weight Strategy 2015-2019
- Support the Hampshire Healthy Weight Strategy 2015-2019 through the next stage, which will be to go to public consultation
- Note that the final Hampshire Healthy Weight Strategy 2015-2019 will be presented to the Health and Wellbeing Board once consultation has been completed.

2. Contextual information

2.1. The majority of adults in the UK are now overweight or obese. It is estimated that 65% of adults in Hampshire have excess weight, and nationally 25% of adults are clinically obese.

2.2. This issue is also affecting the next generation. One fifth (20.1%) of Hampshire school children are classed as overweight at age 4-5 years, and nearly one-third (28.7%) of Hampshire school children are overweight at the age of 10-11 years.

2.3. The current situation has profound consequences now and in the future. Obesity is an important risk factor for the chronic medical conditions which are the principal causes of ill-health in our later years and premature death in adults. Obesity also has significant economic and business consequences. The cost to the NHS in Hampshire of managing diseases related to overweight

and obesity has been estimated to be £338.8 million. The Mckinsey Global Institute has recently estimated that obesity costs UK employers \$7 billion (USD) annually.¹

- 2.4. The causes of the current obesity epidemic are complex. The Foresight Report, commissioned by the Government Office for Science² identified over 100 factors that directly and indirectly affect the energy balance of the individual. The pace of technological change has outstripped any possible human evolution and weight gain for most people is the consequence of our modern lifestyles. This report made it clear that reversing the current epidemic will require interventions that not only rely on how we make choices as an individual, but that also change environmental factors and social norms.
- 2.5. Hampshire's current Healthy Weights Strategy ends in 2015. This strategy has focussed on multi-agency partnership working aimed at children and young people. The current refresh incorporates action across the life course.
- 2.6. As part of the refresh of this strategy three multi-agency task and finish groups were set up, overseen by a steering group. The groups looked at the current epidemiology of overweight and obesity, evidence of effective interventions and identified the key priorities for Hampshire. The objectives and proposed interventions were then tested in a multi-agency workshop. Action plans are being developed to underpin the main strategic objectives. There has been very positive engagement from many individuals and groups.
- 2.7. The draft strategy has been presented to the Public Health sub-group of the Health and Wellbeing Board.

3. The draft Hampshire Healthy Weight Strategy 2015-2019

- 3.1. The strategic objectives of the draft strategy reflect the complex cause of the obesity epidemic. In order to have a meaningful impact on the health of the residents of Hampshire, action is needed by many different agencies.
- 3.2. Once a person has gained weight, it is hard to lose it. We will focus on enabling people to avoid becoming overweight in the first place, as well as providing support to enable people to lose weight if they want to. Having a nutritious diet and an active lifestyle has multiple health benefits for people at all ages, and we will ensure these are recognised.
- 3.3. The vision of the strategy is: To enable the residents of Hampshire to enjoy a healthy weight and to maximise years of healthy life whoever they are
- 3.4. The aims of the strategy are:
 - i. To increase the proportion of adults in Hampshire who are of a healthy weight
 - ii. To increase the proportion of children in Hampshire who are of a healthy weight

¹ See http://www.mckinsey.com/insights/economic_studies/how_the_world_could_better_fight_obesity

² Foresight (2007) Tackling obesities: Future Choices- project report. Government Office for Science https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/287937/07-1184x-tackling-obesities-future-choices-report.pdf

iii. To reduce the proportion of adults and children in Hampshire who are obese

3.5. The strategic objectives are:

- i. Support an environment that enables people to make physical activity and healthy eating the easy choice
- ii. Encourage positive lifestyle changes that enable people to improve their health and have a healthy weight
- iii. Enable access to evidence based interventions for people who are already overweight and obese
- iv. Reduce inequalities in health by focussing on people and populations most at risk

3.6. The strategy details priority actions for each objective. Once the consultation has been completed, actions plans will be finalised with partners to operationalise the priority actions. A monitoring and evaluation framework will also be developed with reporting to the Public Health sub-group of the Health and Wellbeing Board.

4. Future direction

4.1. The strategy will go to public consultation in February and March 2015. Following consultation the final strategy will be implemented from April 2015.

5. Conclusion

5.1. The causes and solutions to achieving healthy weights at a population level are complex. In order to have a meaningful impact action is required by many individuals and agencies. The Hampshire Healthy Weight Strategy 2015-2019 will help tackle these complex causes and build on the good work that is already being done across the County.

6. Recommendations

6.1. The Health and Wellbeing Board are asked to:

- Note progress on the Hampshire Healthy Weight Strategy 2015-2019
- Support the Hampshire Healthy Weight Strategy 2015-2019 through the next stage, which will be to go to public consultation
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CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None

IMPACT ASSESSMENTS:

1. Equality Duty

1.1. The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- a) The need to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;
- b) Take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;
- c) Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity which participation by such persons is disproportionately low.

1.2. Equalities Impact Assessment:

This is a draft strategy, impacts will be assessed prior to actions being undertaken to implement the strategy.

2. Impact on Crime and Disorder:

2.1. This is a draft strategy, impacts will be assessed prior to actions being undertaken to implement the strategy.

3. Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

This is a draft strategy, impacts will be assessed prior to actions being undertaken to implement the strategy.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

This is a draft strategy, impacts will be assessed prior to actions being undertaken to implement the strategy.