

**Manchester Health and Wellbeing Board
Report for Resolution**

Report to: Manchester Health and Wellbeing Board – 2 November 2022

Subject: Manchester Healthy Weight Declaration

Report of: Director of Public Health

Summary

The Healthy Weight Declaration has been developed by *Food Active!* a healthy weight programme delivered by the Health Equities Group, commissioned by Local Authority Public Health and NHS Teams.

It is a strategic, system-wide commitment made across all council departments to reduce unhealthy weight in local communities, protect the health and wellbeing of staff and residents and make an economic impact on health and social care and the local economy.

The declaration presents the opportunity for local authorities to lead local action and promote healthy weight and overall good health and well-being in communities. It has been adopted by a number of local authorities across the country, including several in the North West. Manchester has developed a local declaration that will support and promote city-wide activity under the four strands of the Healthy Weight Strategy. It will instigate a communications plan that will see the declaration promoted across stakeholder venues in the city (e.g. GP surgeries, sports centres, school canteens, green spaces), giving leverage for the engagement of a broad range of partners under our whole-system approach while recognising the economic challenges that families face with the cost of living.

Recommendations

The Board is asked to approve the Healthy Weight Declaration.

Board Priority(s) Addressed:

Health and Wellbeing Strategy priority	Summary of contribution to the strategy
Getting the youngest people in our communities off to the best start	Obesity harms health, it is linked to a number of conditions and increases the risk of cancer, stroke, heart disease, type 2 diabetes, asthma and sleep apnoea. People with unhealthy weight are more likely to suffer depression and anxiety, stigmatisation, discrimination and low self esteem. Obesity contributes to school absence, less likelihood of employment or increased sick leave.
Improving people's mental health and wellbeing	
Bringing people into employment and ensuring good work for all	
Enabling people to keep well and live independently as they grow older	

Turning round the lives of troubled families as part of the Confident and Achieving Manchester programme	Obesity can reduce life expectancy by up to eight years.
One health and care system – right care, right place, right time	Nationally, obesity costs the economy £27 billion in medication, absence from employment and social care. The annual cost to the NHS is £6.1 million.
Self-care	<p>Ensuring the best health of our children is critical in addressing inequalities and the wider determinants that cause poor health. It is essential that children and their families have access to good health care and that healthy weight referral is in place for early and additional help, through our commissioned offer.</p> <p>Ensuring our children are healthy, and not obese when reaching reception age (currently 24% of reception age children) contributes to school readiness and reduced school absence through poor health conditions. Improving educational outcomes is essential for young people to gain qualifications and contribute to Manchester’s economic success. A healthy start in life that continues throughout adulthood enables people to be able to make the most of the employment opportunities in the city.</p>

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Manchester Healthy Weight Strategy (MCC) 2020-2025
[Manchester healthy weight strategy | Manchester City Council](#)

Adults and Older People JSNA – Manchester City Council
Children and Young People JSNA – Manchester City Council

1.0 Introduction

- 1.1 In 2021 Manchester launched its five-year Healthy Weight Strategy. The strategy described our whole system approach to reducing obesity across the entire life course, to support residents to achieve and maintain a healthy weight. The strategy is led by Population Health, working with cross-city partners to deliver on the four strands of the strategy; Food & Culture, Physical Activity, Environment & Neighbourhood and Prevention & Support.
- 1.2 To maintain the momentum from the launch of the Healthy Weight Strategy, we intend to adopt the *Food Active!* Healthy Weight Declaration. This is a high level commitment signed by City Leaders, that pledges a number of actions to reduce obesity and obesogenic environments.
- 1.3 A key element of our approach is promoting the strategic aims and objectives as well as communicating our activities and commissioned offer across the city to residents and stakeholders. The success of the strategy relies upon the engagement of a broad sector of partners across the city.
- 1.4 The 'whole system approach' advocated in guidance from Office Health Inequalities and Disparities (OHID), recognises unhealthy weight as a consequence of 'our obesogenic environment' and thus proposes the engagement of partners beyond those involved in health, social care and physical activity.
- 1.5 The Healthy Weight Strategy (2020-2025) described a number of stakeholders with whom their involvement and engagement can be a catalyst for reducing our obesogenic environment. The Healthy Weight Declaration provides the high level support and promotion of our Healthy Weight Strategy.

2.0 Background

- 2.1 The Healthy Weight Declaration has been used as a powerful lever to engage partners and move forward on an issue that has previously been seen solely as a Public Health matter. It is an enabler for working with other areas of the Council and the City (e.g. Local Food Partners, Town Planning, Neighbourhoods, Economic Regeneration) who can impact greatly on healthy weight, though for whom obesity is not an obvious priority.
- 2.2 An impact assessment undertaken by *Food Active!* demonstrates the benefits of the Healthy Weight Declaration, including case studies from regional neighbours Liverpool, Blackburn with Darwin, Blackpool and Lancashire. This includes developing policy on healthy catering in education and residential care settings, restrictions on hot food takeaway venues and developing active travel initiatives that deliver additional clean air and community safety benefits. *Food Active!* provide bespoke resources to Local Authorities to publicise their declaration widely across the city.
- 2.3 The declaration has been drafted giving recognition to the 'cost of living' crisis and the challenges faced by residents through food poverty and food insecurity. The Healthy Weight Declaration serves to highlight the contributory

factor, poor diet has in unhealthy lifestyles, and pledges to make healthy food an affordable and easy choice.

- 2.4 A planned schedule of publicity opportunities will be prepared through Corporate Communications and the press office. *Food Active!* will provide promotional materials including large-scale foam board copies of our declaration. These will facilitate photo opportunities and promotional events. It is a request that Board Members are involved in a promotional photograph with the declaration at a future meeting, to represent their endorsement.

3.0 Recommendations

- 3.1 The Health and Wellbeing Board is asked to note the report.