

Manchester City Council Report for Information

Report to: Health Scrutiny Committee – 4 February 2020

Subject: Manchester Healthy Weight Strategy (Draft)

Report of: Director of Population Health and Consultant in Public Health

Summary

This report provides an introduction to the draft Manchester Healthy Weight Strategy 2020-2025, which will take a whole system, partnership approach to tackling obesity in the city. The strategy has been developed across four key themes; Food & Culture, Physical Activity, Environment & Neighbourhoods and Support & Prevention, it has been informed by a wide variety of stakeholders, and supports the Public Health England (PHE) guidance 'Reducing obesity is everybody's business' (PHE 2018).

Recommendations

The Health Scrutiny Committee is asked to:

1. Note the report; and
 2. Comment on the draft Healthy Weight Strategy 2020-25
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Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

The Healthy Weight Strategy can make a significant impact on reducing carbon emissions in the city, as it seeks to introduce behaviour changes in our population. Key themes in the strategy advocate for increased physical activity and improving our food consumption. The strategy promotes reduced vehicle travel where walking could be an option, and encourages town planners to consider obesogenic environments when constructing new developments, opening opportunities for residents to access green spaces or to develop cycle routes to work and school. Considering our food culture and nutritional intake is a key part of the strategy. Encouraging more plant-based meals and reducing red meat consumption is identified in the Council's carbon-literacy training as one opportunity to reduce global warming. Having been developed using a 'whole-system approach' with input from a wide variety of sectors across the city, the strategy embraces numerous organisations who are involved in reducing carbon emissions (Registered Social Landlords, Environmental Organisations, Growth & Neighbourhoods, Transport). Addressing the unhealthy weight of our population has a very strong strategic fit with the zero carbon agenda.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	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.
A highly skilled city: world class and home grown talent sustaining the city's economic success	Improving educational outcomes is essential for young people to gain qualifications and contribute to Manchester's economic success. Ensuring our children are healthy contributes to school readiness and reduced school absence through poor health conditions.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	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 referral is in place for early and additional help.
A liveable and low carbon city: a destination of choice to live, visit, work	See Environmental Impact Assessment above

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Background documents (available for public inspection): None

1.0 Introduction

- 1.1 This report introduces Manchester's draft five year Healthy Weight Strategy. The Strategy recognises the challenges faced by the city relating to the increasing weight of our population across the life course.
- 1.2 Public Health England guidelines have informed the content, methodology and development of this strategy. The 2018 report '*Making obesity everybody's business; A whole systems approach to obesity*' advocates addressing the obesogenic environment, acknowledging that a broad spectrum of professionals and organisations are required to solve a multi-layered and complex issue.
- 1.3 The development of the draft strategy has been led by the Population Health Team at Manchester Health and Care Commissioning (MHCC)/Manchester City Council (MCC), who have facilitated consultation and input from colleagues and partner organisations.

2.0 Background

- 2.1 Obesity is now the greatest threat to the health of our country as we enter a new decade. Nearly a quarter of children in England are obese or overweight by the time they start primary school at age five and this rises to one third of children at age eleven. The North West region has the second highest childhood obesity rate in the country.
- 2.2 In Manchester, the prevalence of obesity in both Reception and Year 6 is significantly above the regional and national average. The figures had been increasing since 2014/15 but saw small reductions in 2018/19 compared to the previous year.
- 2.3 For adults our Active Lives survey in 2018 demonstrated that two in three adults (63%) are overweight or obese, this is 1% above the national average.

3.0 Strategy Development

- 3.1 The draft Manchester Healthy Weight Strategy 2020-2025 is built on four key themes.

i) Food & Culture

Food bank providers, community allotment holders, voluntary sector organisations, schools and GM food sector organisations, have informed thinking around the culture of our consumption of food. The challenges of our consumer choices, access to healthy produce and upskilling residents in cooking and budgeting to lead healthier lives have also been considered.

ii) Physical Activity

Manchester's 10 year Sport and Physical Activity Strategy, launched in June 2019 by MCRactive has been a key point of reference in informing debate and key actions in developing the physical activity element of the strategy.

iii) Neighbourhood and Environment

Growth and Neighbourhoods, Economic Regeneration leads and Registered Social Landlords have been integral to developing this element of the strategy, using real life examples such as the Northern Gateway (Irk Valley/Rochdale Road corridor) to provoke wider discussions about the role of the built environment in facilitating obesity.

iv) Support and Prevention

This strand of the strategy will inform our future commissioned approach to weight management services. Health Visitors, Midwives, Weight Management Providers, Early Help and Early Years Practitioners have been consulted and engaged. This is a pivotal area of the strategy given the link to childhood obesity and safeguarding as referenced in the Children's Neglect Strategy. The strategy will seek to reduce the number of adults and children who require a social care intervention due to unhealthy weight.

- 3.2 A wide range of partners were brought together on 8th January 2020 and the Population Health Team hosted a Healthy Weight Strategy workshop. There were over seventy attendees at the Hough End Centre and the event was opened by the Executive Member for Adult Health and Wellbeing. Presentations from Dr Aisha Malik (Clinical Lead Winning Hearts & Minds) and Dr Mars Skae (Lead Paediatric Clinician- Childhood Obesity, Royal Manchester Children's Hospital) demonstrated that positive outcomes can be achieved and we can learn from other parts of the world.
- 3.3 This event was a real success and ideas were generated for required actions in the strategy. Feedback and images from the event were tweeted with the hashtag #ManchesterHWS
- 3.4 The final version of the strategy will be signed off in March at the Manchester Health and Wellbeing Board alongside a Healthy Weight Declaration. The declaration will be a joint agreement based on the one that is being developed by the Health Equalities Group (HEG) and Food Active in the North West, which requires the commitment of senior leads from the organisations they represent, to promote healthy weight and improve health and wellbeing in the city.

4.0 Next steps

- 4.1 Following comments by the Health Scrutiny Committee and the Manchester Patient and Professionals Advisory Group the final draft of the Strategy will be produced for the Health and Wellbeing Board.

5.0 Recommendations

- 5.1 The Health Scrutiny Committee is asked to note the report and comment on the draft Healthy Weight Strategy 2020-25.