

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

Report to: Manchester Health and Wellbeing Board – 18 March 2020

Subject: Manchester Healthy Weight Strategy 2020-2025

Report of: Director of Population Health

Summary

This report provides an introduction to the Manchester Healthy Weight Strategy 2020-2025 which takes a strong 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 guidance 'Reducing obesity is everybody's business' (Public Health England 2018).

The Board will be asked to approve the strategy and all ten members to sign the Food Active 'Healthy Weight Declaration'. This is a nationally recognised pledge which will demonstrate our strategic commitment to this area of important work.

Recommendations

The Board is asked to:

- (1) Note the report
 - (2) Approve the Healthy Weight Strategy 2020-2025
 - (3) Sign 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	Ensuring children are fed healthily and have regular activity is critical in their formative development. The strategy seeks to reduce the number of children who begin school overweight or obese by intervening in early years, promoting breastfeeding and training health visitors in positive conversation about healthy weight at key contact times.
Improving people's mental health and wellbeing	Physical activity is renowned for the positive impact it has on an individual's mental health, this is a key strand of the strategy. Likewise obesity is linked to

	depression. The strategy seeks to address this through prevention and support.
Bringing people into employment and ensuring good work for all	Being a healthy weight supports access to employment and reduces absenteeism through obesity related ill health.
Enabling people to keep well and live independently as they grow older	Reducing isolation and supporting older people to access community settings advocating active travel is a key part of the strategy
Turning round the lives of troubled families as part of the Confident and Achieving Manchester programme	The strategy identifies key vulnerable groups including low income families, care leavers and single parents who are particularly susceptible to obesity, and describes actions to support all family members across the life courses.
One health and care system – right care, right place, right time	Ensuring the right prevention and support is in place and that commissioned services support the local care model.
Self-care	The promotion of key public health messages around healthy eating, active travel and physical activity are throughout the strategy (e.g. active workplaces, good nutrition in care)

Contact Officers:

Name: David Regan
Position: Director of Public Health/Population Health
Telephone: 0161 234 5595
E-mail: d.regan@manchester.gov.uk

Name: Sarah Doran
Position: Consultant in Public Health, Population Health Team
Telephone: 0161 234 3742
E-mail: s.doran@manchester.gov.uk

Name: Peter Cooper
Position: Commissioning Manager (Starting Well), Population Health Team
Telephone: 0161 219 2322
E-mail: p.cooper1@manchester.gov.uk

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.

1.0 Introduction

- 1.1 This report introduces Manchester's five year Healthy Weight Strategy.
- 1.2 The strategy has been developed over the previous ten months and follows the recent publication of the '*Marmot Review 10 Years on*' highlighting the increasing gap in health inequalities between the wealthiest and poorest communities, and the increase in preventable deaths in deprived areas.
- 1.3 Obesity challenges in the city that result from these health inequalities have been presented to both Health Scrutiny and Children's Safeguarding Committees previously, through our responses to food poverty, inactivity, preventable deaths and childhood neglect. These work streams are among the principal drivers for encapsulating this broad reaching work in a single strategy.
- 1.3 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 an approach that addresses the overall 'obesogenic' environment, acknowledging that a broad spectrum of professionals and organisations are required to solve a multi-layered and complex issue requiring behaviour change in an entire population.
- 1.4 The strategy development has been led by Population Health who have facilitated the consultation and input from colleagues and partner organisations regionally and locally to achieve the draft strategy.

2.0 Background

- 2.1 Obesity is 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 The strategy provides results from the annual National Child Measurement Programme (NCMP) from which our data is received. In Manchester, the prevalence of obesity in both Reception and Year 6 are significantly above the regional and national average. This figure had been increasing since 2014/15 but saw small reductions in 2018/19 compared to the previous year.
- 2.3 It is estimated there are 2000 severely obese primary school children in Manchester. 714 of these are morbidly obese, their life expectancy reduced by approximately seven years. Services that were commissioned to support overweight reception age children at the 91st Centile BMI (Body Mass Index) five years ago are now receiving children at age three years at the 99th Centile.

- 2.4 Interventions to support these children cannot be effective without a wider strategy to challenge the root causes of unhealthy weight such as food, neighbourhood and education.
- 2.5 This is however an all age strategy as demonstrated in the life course approach and adults are also vulnerable to unhealthy weight through sedentary lifestyles. Our Active Lives survey in 2018 demonstrated that two in three adults (63%) are overweight or obese, this is 1% above the national average.
- 2.6 Unhealthy weight in adults is a significant factor in common health problems; heart disease, diabetes, liver disease, sleep apnoea and cancer, with obesity responsible for 30,000 deaths in the UK each year. The societal and financial impact of obesity is outlined in the strategy.
- 2.7 Health inequalities are a key factor in unhealthy weight. As is outlined in the document there are particular vulnerabilities associated to deprived wards and particular demographic groups that the strategy seeks to identify and support, across the four strands of the strategy.

3.0 Strategy Development

- 3.1 The Manchester Healthy Weight Strategy 2020-2025 is built on four key themes.
 - (i) Food & Culture
 - (ii) Physical Activity
 - (iii) Neighbourhood & Environment
 - (iv) Support & Prevention
- 3.2 These have been reference points for engaging the appropriate stakeholders giving focus for discussing and agreeing the required actions under each topic. Population Health have therefore undertaken wide ranging discussions in the production of this strategy.
- 3.3. Food bank providers, community allotment holders, voluntary sector organisations, schools and GM food sector organisations among many, have informed thinking around the culture of our consumption, the challenges of our lifestyle and consumer choices, access of healthy produce and upskilling residents in cooking and budgeting to lead healthier lives.
- 3.4 Manchester's ten year Sport and Physical Activity Strategy, launched in June 2019 by MCRAActive has been a key point of reference in informing debate and key actions in developing the Physical Activity element.
- 3.5 Growth and Neighbourhoods, Economic Regeneration and Registered Social Landlords have been integral to developing the neighbourhood 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.

- 3.6 The Support & Prevention 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 informed our strategy. This is a pivotal area of the strategy given the link to childhood obesity and safeguarding as referenced in our Children's Neglect Strategy and the MSCB *Child F1* review.
- 3.7 An eclectic mix of partners were brought together on 8th January 2020 as Population Health hosted a Healthy Weight Strategy workshop for over seventy attendees at the Hough End Centre. Presentations included Dr Aisha Malik (NHS Entrepreneur and Clinical Lead Winning Hearts & Minds) and Dr Mars Skae (Lead Paediatric Clinician-Childhood Obesity, Royal Manchester Children's Hospital) demonstrating positive outcomes in behaviour change in North Manchester, and lessons learnt from a fellowship in the USA studying childhood obesity.
- 3.8 This event enabled wide-scale discussion and consultation around the required actions for the strategy, and that these were informed by the appropriate people. Feedback and images from the event were tweeted with the hashtag #ManchesterHWS
- 3.9 PPAG (Patient and Public Advisory Group) were introduced to the Strategy, with Population Health Officers attending the Forum to further consult on the document on 21st January.

4.0 Healthy Weight Declaration

- 4.1 This declaration has been developed by '*Food Active!*' a North West sub-division of the Health Equalities Group (HEG) funded by regional Public Health Teams. Food Active supports local authorities with evidence-based interventions to reduce sugar and promote healthy food while lobbying on a regional level for system changes and a clamp down on junk food advertising.
- 4.2 The declaration has been developed to be signed by Chief Executives, Directors and Lead Elected Members. Signing the Healthy Weight Declaration demonstrates the commitment of senior figures and the organisations they represent to promote healthy weight and improve health and wellbeing.
- 4.3 The declaration has also been used effectively by local authorities in the North West to promote strategic objectives for reducing obesity and to engage all stakeholders in the city in the whole system approach.
- 4.4 Our declaration lends directly from the Manchester Healthy Weight Strategy in outlining individual pledges for the city that we will commit to, to enable our population to live healthier lives.

5.0 Recommendations

5.1 Members are asked to

- (1) Note the report
- (2) Approve the Healthy Weight Strategy 2020-2025
- (3) Sign the Healthy Weight Declaration