

# Swindon Healthy Weight Strategy

Health and Wellbeing Board

Date: 12<sup>th</sup> July 2017

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Wards: All

Parishes Affected: All

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## 1. Purpose and Reasons

- 1.1 To inform the Health and Wellbeing Board about the Swindon Healthy Weight Strategy which has been refreshed, and is attached at Appendix 1 to the report.
- 1.2 Swindon Borough Council (SBC), local NHS partners and other key stakeholders across Swindon have an ambition to reduce child and adult excess weight in order to improve health and wellbeing, reduce costs to social services and the NHS, and support a growth in the local economy. This updated strategy is part of the process of working towards this ambition.
- 1.3 This Strategy links to SBC's Priority Four: help people to help themselves while always protecting the most vulnerable children and adults. It also links to the Swindon Health and Wellbeing Strategy Outcome 1: every child and young person in Swindon has a healthy start in life, outcome 2: adults and older people in Swindon are living healthy and more independent lives and outcome 3: improved health outcomes for disadvantaged and vulnerable communities.

## 2. Recommendations

The Board is recommended to:

- 2.1 Discuss and approve the Swindon Healthy Weight Strategy 2017-22, attached at Appendix 1 to the report.
- 2.2 Recommend to Cabinet and the Governing Body of the Swindon Clinical Commissioning Group that they adopt the Swindon Healthy Weight Strategy for 2017-22.

## 3. Detail

What is excess weight?

- 3.1 Being overweight or obese (excess weight) is caused by an energy imbalance between what we eat and what we do. Healthy eating and physical activity go hand in hand to achieve a healthy weight.
- 3.2 Weight is often classified using the Body Mass Index (BMI), which calculates the amount of excess body fat in relation to a person's height. For adults, underweight is defined as a BMI of less than 18.5; overweight is defined as a BMI of over 25; and obesity is defined by a BMI over 30. Presently there is

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Further information on the subject of this report can be obtained from Rebecca Maclean, 01793 444672, RMaclean@swindon.gov.uk.

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debate about the definition of childhood obesity and the best way to measure it in England. For public health programmes, such as the National Child measurement programme NCMP and the Health Survey for England, the British 1990 growth reference (UK90) charts are used.

## Background

- 3.3 An obesity strategy was first published in Swindon in 2004 in response to guidance from the NHS (National Service Frameworks for Coronary Heart Disease (2001) and Diabetes (2002), and the NHS Cancer Plan (2000)) and a Chief Medical Officers Annual report in 2002. These highlighted obesity as an important risk factor for a number of chronic medical conditions and premature death in adults. The Chief Medical Officers report recommended a co-ordinated and comprehensive response from health and local authority services and across government, together with the co-operation of the food, sports and leisure industries to tackle the problem.

## Healthy Weight Strategy

- 3.4 The Healthy Weight Strategy outlines:
- 3.4.1 The causes of excess weight, which is due to an energy imbalance between what we eat and how active we are.
  - 3.4.2 The evidence as to whether certain groups are more at risk of becoming overweight.
  - 3.4.3 The consequences of excess weight: it can increase both the likelihood of some chronic diseases such as type 2 diabetes and premature death. It can also increase risk to mother and baby during pregnancy.
  - 3.4.4 The national and local context both in terms of the prevalence of excess weight and initiatives that are underway to address this.
  - 3.4.5 What we are going to do in Swindon to address excess weight.
- 3.5 Data from the National Child Measurement Programme for the 2015/16 school year for Swindon shows:
- 3.5.1 21.1% of 4-5 year olds were overweight or obese, with 8.5% obese. The trend in excess weight in Swindon is down in Reception year (an average of 0.18% each year), almost double the rate compared to England, where it is down 0.1% per year.
  - 3.5.2 32.6% of 10-11 year olds were overweight or obese, with 17.6% obese.

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- 3.5.3 70.8% of adults were overweight or obese in Swindon. This is significantly higher than the England percentage of 64.8%, and the South West percentage of 64.7%.
- 3.6 Unvalidated data from the National Child Measurement Programme for the 2016/17 school year for Swindon shows
- 3.6.1 23.2% of 4-5 year olds were overweight or obese, with 9.7% obese.
- 3.6.2 35.0% of 10-11 year olds were overweight or obese, with 20.6% obese.
- 3.7 The strategy sets out a vision and rationale for co-ordinated multi- agency action to achieve a healthy weight in Swindon, identifying where integration of other strategies is necessary. An integral part of achieving the vision is delivery of the Get Swindon Active Strategy. To help people maintain a healthy weight we will concentrate on an approach that looks across all aspects of people's lives; from the environment we live in to the choices we make. To do this organisations in Swindon will work together, co-ordinate services where necessary and signpost to the whole range of support available.
- 3.8 The aim of the strategy is to encourage people in Swindon to maintain a healthy weight by creating:
- An environment that encourages people to live active and healthy lives.
  - An ethos of taking responsibility for the health of yourself and your family with support when needed.
  - Communities where a healthy lifestyle is seen as desirable and the norm.
  - An understanding of what works most effectively at an individual, community and population level by including effective evaluation and learning from others.
- 3.9 There are three key objectives:
- 3.9.1 To work in partnership to deliver a range of evidence based policies and programmes across different settings that reflect the needs of people at different points in the life course to:
- Develop an environment that supports a healthy weight,
  - Help people maintain a healthy weight and therefore prevent overweight and obesity,
  - Ensure effective weight management support is in place for those at greatest risk
- 3.9.2 To tackle the inequalities in health outcomes in relation to excess weight by targeting services appropriately
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- 3.9.3 To monitor and evaluate progress related to targets as part of an on-going action plan to ensure activity and investment is effective and meeting local need.
- 3.10 There are two local targets, which relate to SBC and NHS Swindon Clinical Commissioning Group performance targets:
  - 3.10.1 Halt the rise in obesity in children (at reception year and year 6) and maintain in line with the national average by 2018/19, particularly targeting inequalities.
  - 3.10.2 Halt the rise in excess weight in adults and maintain by 2018/19, particularly targeting inequalities.
- 3.11 The strategy will be delivered via multi-agency partnership working and engaging with local communities. Local initiatives will be monitored and evaluated for effectiveness.
- 3.12 In 2017/18 as well as our current programmes, we will:
  - 3.12.1 Develop a Healthy Early Years Setting accreditation.
  - 3.12.2 Promote the national campaign SugarSmart.
  - 3.12.3 Develop a physical activity framework for school.
- 3.13 This strategy will be implemented through the healthy weight action plan. This outlines a framework for action that demonstrates a range of preventive and management interventions for excess weight across a range of settings (community, workplaces, early years settings, local authority, and health), based upon evidence for effective interventions presented in the above strategy. The Healthy Weight Implementation group oversees the implementation of the healthy weight action plan.

## 4. Alternative Options

- 4.1 Not to support the Swindon Healthy Weight Strategy.

## 5. Implications, Diversity Impact Assessment and Risk Management

### Financial and Procurement Implications

- 5.1 There are no direct financial or procurement implications arising from development of the strategy. Planned work as outlined in the action plan is covered by existing budgets or will go through appropriate Swindon Borough Council approval processes. In the longer term enabling people to maintain a healthy weight may reduce health and social care cost by reducing the harms association with overweight and obesity.

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## Legal and Human Rights Implications

- 5.2 The Health and Social Care Act (2012) conferred the responsibility for health improvement, including oral health improvement, to Local Authorities.
- 5.3 Legal and Human Rights considerations have been taken fully into account in compiling this report. It is considered that the recommendations of this report are compatible with Convention Rights.

## All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.4 The strategy has the potential to reduce health inequalities as there are significant inequalities in excess weight with higher prevalence in more deprived areas and those in these areas also experiencing greater harms caused by excess weight. The strategy also has the potential to improve health, as excess weight is associated with a range of conditions such as diabetes and stroke.

## Diversity Impact Assessment

- 5.5 A diversity impact assessment (DIA) was completed for the 2013-15 Healthy Weight strategy. This has been reviewed and evidence collated as to the completion of specific actions from this. No additional DIA was required as the strategy is a refresh of an existing strategy and there have not been significant changes which impact upon DIA.

## Risk Management

- 5.6 No specific risks have been identified at this stage for this report.

## **6. Consultees**

- 6.1 The Director of Finance (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

## **7. Background Papers**

- 7.1 None.

## **8. Appendices**

- 8.1 Appendix 1 – Swindon Healthy Weight Strategy 2017-22.