

MUNICIPAL YEAR 2017/18

Meeting Title:
HEALTH & WELLBEING BOARD
Date: 5th December 2017

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Agenda Item: 5
Subject: HWB priority action: Healthy Weight
Report approved by: Tessa Lindfield Director of Public Health

1. EXECUTIVE SUMMARY

Addressing obesity and promoting healthy weight has been identified as a priority for the Health & Wellbeing Board for 2017 - 2019. This paper proposes four actions for the Board in order to support efforts to tackle obesity in Enfield.

2. RECOMMENDATIONS

It is recommended that the Board:

- Considers implementation of the Local Government Action on Sugar Reduction and Healthy Food
- Encourages the development of a care pathway for obesity management
- HWB members will report regularly on progress as a system and within their own organisations.

3. BACKGROUND

- 3.1. Prevalence of obesity and overweight is high in Enfield and presents formidable health and social care problems. In 2015/16, more than two in five Year 6 pupils were either obese or overweight in Enfield (41.0%). This was statistically significantly higher than both London (38.1%) and England (34.2%) averages.
- 3.2. Obesity and overweight lead to serious health complications later in life, such as diabetes, heart disease and cancers. Enfield has one of the highest prevalence of Type 2 diabetes in London. Nationwide diabetes costs the NHS £25,000 per minute.
- 3.3. In April the HWB identified healthy weight as a top priority for Board action over the last 2 years of the current Joint Health & Wellbeing Strategy. The Board asked that officers consider what actions might be most useful in combatting obesity and healthy weight across the health and social care system.
- 3.4. Following consultation with organisations across the system, a development session with the HWB in November 2017. The Board considered national programmes and good practice. Taking this discussion into account, the following actions are recommended to the board as likely to promote healthy weight in Enfield.
- 3.5. Implement the Government Declaration on Sugar reduction and Healthier Food
- 3.6. Sponsor the development of a pathway for obesity management.

4. REPORT

- 4.1. The [Local Government Declaration on Sugar Reduction and Healthier Food](#) offers a useful framework for the Board to incorporate promoting healthy food within local policies and practices.
- 4.2. The declaration describes six areas to improve healthy food choices and avoid promoting unhealthy food and drink. These are:
 - **Area 1** Tackle advertising and sponsorship
 - **Area 2** Improve the food controlled or influenced by Board members
 - **Area 3** Reduce prominence of sugary drinks and actively promote free drinking water
 - **Area 4** Support businesses and organisations to improve their food offer

- **Area 5** Public events catering
- **Area 6** Raise public awareness

4.3 Sustain has conducted extensive consultation on the content of the Declaration with local authorities across London, London Councils, Greater London Authority and also expert groups including Public Health England, British Dietetic Association, London Food Board, Food Foundation, Queen Mary University, Action on Sugar and Health Equalities Group.

4.4 From 2017 the Sugar declaration will feature as a measure in the Good Food for London report, encouraging organisations to sign up and implement an annual evaluation programme. The Good Food for London looks at how London Borough areas compare on their support for good food through a league table and a series of good food maps. Enfield is currently ranked 9th on this table.

4.5 The arrangements for managing obesity in Enfield do not take NICE guidance fully into consideration and need further development. The responsibility for services from prevention to specialist care is split between several organisations.

5. PROPOSAL

5.1 That the HWB Board Development Board members considers adoption of the actions in the table below as a means of increasing healthy weight in the borough and to report progress regularly through the JHWS progress report.

No	ACTION
Area 1 – Tackle advertising and sponsorship	
1.	Develop a policy on future corporate partnerships, sponsorships and marketing and advertising that avoids promotion of unhealthy foods and drinks and promotes breastfeeding.
Area 2 – Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer	
2.1	Improve catering by delivering the Healthier Catering Commitment (HCC) scheme and build these standards into contracts as they come up for re-tender
2.2	Remove vending machines from run premises, and ensure all vending machines from commissioned services, including leisure centres, display a minimum of 40% healthy food/drink.
2.3	Develop a Workplace Food Policy
2.4	Discontinue promotions including 'meal deals' on foods high in sugar, fat and salt at the Civic restaurant and other council run/influenced outlets. Also, promote Healthy Meal deals, such as fruit and vegetables, and water at these outlets.

2.5	Restrict ice-cream vans from trading outside schools and nurseries
2.6	In the past year, the school catering team has reduced the sugar content of desserts by 15%, reducing sugar from 13.29g/d to 11.28g/d. Moving forward, the sugar content will not rise higher than 11.28g/d.
2.7	Carry out research of the Enfield Catering Services to understand parents' perceptions of the current provision and understand what factors influence a parent's decision to opt for school meals.
Area 3 – Reduce prominence of sugary drinks and actively promote free drinking water	
3.1	Make sure that bottled water is most prominent in vending and retail, and encourage local venues to list their venue on tapwater.org
3.2	Make sure health warning information on sugary drinks is displayed using the <i>Reduce Sugary Drinks</i> posters
3.3	Promote voluntary 'sugary-drinks duty' to local businesses to help dissuade people from drinking high-sugar drinks and raise vital funds for children's health promotion (e.g. Children's Health Fund)
Area 4 – Support businesses and organisations to improve their food offer	
4.1	Restrict the proliferation of hot food take-aways in areas around schools
4.2	Ensure that Public Health is consulted on planning applications, including at pre-application stage or that the local plan includes clear health criteria, agreed with public health that will apply to all planning applications
4.3	Work towards adopting a Breastfeeding Friendly/Welcome scheme which encourages and supports businesses to welcome breastfeeding mothers
4.4	Work with takeaway businesses, public facing establishments, iconic businesses e.g. museums, park cafes, and the food industry to make food healthier by working towards the Government Buying Standards by running the Healthier Catering Commitment accreditation programmes or similar
4.5	Encourage local fruit and vegetable businesses to accept Healthy Start Vouchers
Area 5 – Deliver healthier public events	
5.1	Ensure that the majority of food and drink provided at public events organised by the council are healthy choices, supporting food retailers to deliver this offer
5.2	Ensure that at least 40% of food and drink provided at Park events organised by the council are healthy choices, supporting food retailers to deliver this offer
5.3	Work with event organisers to aim towards ensuring that at least 40% of food and drink provided at Park events on council premises and property are healthy choices, supporting food retailers to deliver this offer
5.4	Ensure that mothers are aware that breastfeeding is welcome at Park events.

Area 6 – Raise public awareness	
6.1	Sign up to the Sugar Smart Campaign and use the campaign as a vehicle to engage community and businesses to take their own action on sugar reduction.
6.2	Develop a network of local champions from various backgrounds to advocate the healthier food and sugar reduction agenda, including Cllr for Public Health, workplace health champions, community health champions, health trainers, schools, children's centres, 50+ ambassadors at Fusion Leisure, health visiting, school nursing and catering
6.3	Encourage local businesses to register for the GLA's Healthy Workplace Charter As part of the excellence award, continue to offer staff a programme of activities to increase their knowledge around healthy eating.
6.4	Use the council's publicity team to help promote simple steps individuals can take to reduce the amount of excess sugar, fat and salt they consume through national campaigns such as Change4Life and One You
6.5	Support mothers to start and maintain breastfeeding by promoting the health and wellbeing benefits of breastfeeding along with creating a supportive environment for women to breastfeed in. Ensure maternity and health visiting services are working towards achieving UNICEF Baby Friendly accreditation
6.6	Develop healthy eating programmes targeting residents in areas of high deprivation and those at risk of diabetes and cardiovascular disease
6.7	Support and influence the London Mayor and national government in taking action at London-wide and national level to help local authorities reduce obesity prevalence and health inequalities in our communities e.g. by taking part in national consultations
6.8	Support and promote local voluntary and community food partnerships and projects that encourage a healthy food culture by becoming a member of Sustainable Food Cities

5.2 The Health & Wellbeing Board encourages the development of an obesity management care pathway and receives regular reports on progress.

Tessa Lindfield
Director of Public Health