

CHILD HEALTHY WEIGHT ACTION PLAN

Relevant Board Member(s)	Councillor Philip Corthorne
Organisation	London Borough of Hillingdon
Report author	Steve Hajioff, Public Health Kevin Byrne, Health Integration and Voluntary Sector Partnerships
Papers with report	Appendix 1: Child Healthy Weight Action Plan

1. HEADLINE INFORMATION

Summary	This report provides the Board with progress updates to the Child Healthy Weight Action Plan, as agreed at its meeting on 25th June. The Hillingdon Child Healthy Weight Task and Finish Group has now also been established. The report also identifies outline areas of activity where further work is considered necessary to support the "whole system approach" and seeks a mandate to develop these proposals for consideration.
Contribution to plans and strategies	The report delivers on a key element of the Hillingdon Joint Health and Wellbeing Strategy and the North West London Sustainability and Transformation plan.
Financial Cost	There are no financial costs arising directly from the draft action plan. Some actions will require the development of business cases, expanding on proposals to be considered on their merits.
Ward(s) affected	All

2. RECOMMENDATIONS

That the Health and Wellbeing Board:

- 1) agrees to the updated delivery plan at Appendix 1.
- 2) agrees that officers develop proposals and business cases for further activity in relation to:
 - a. strengthening our evidence base
 - b. increasing our work schools
 - c. developing support for healthy eating

3. INFORMATION

Supporting Information

3.1 At its meeting on 25 June 2019, the Board instructed officers to establish a partnership based task and finish group to take forward the child healthy weight action plan and to report back on progress.

3.2. The overarching aim of the Hillingdon Child Healthy Weight action plan is to promote an environment that enables children, young people and their families to eat well, be physically active and maintain a healthy weight.

3.3. An updated plan is at Appendix 1. This includes agreed milestones, indicative dates and areas of further work.

3.4. Progress so far includes:

- **Establishing the group's membership, terms of reference and timescales.** The group includes representatives from partners from the Board covering both practitioners and strategic leads. It is proposed that the group sets milestones as per the plan to run up to July 2020 and that the Board takes a view at that time as to whether the task requires further dedicated support thereafter.
- **Accreditation of UNICEF Baby Friendly standards to level 2,** with widespread understanding in line with standards in settings (including Children's Centres).
- **Agreeing to baseline participation levels at Children's Centres on both physical activity sessions and healthy eating campaigns** to identify action to increase participation.
- **Baseline activity levels within Primary Schools** including uptake of Healthy Schools for London standards and participation in the "daily mile".
- Setting out the **Hillingdon physical activity offer** and to maximise use of facilities.
- Developing a **targeted physical activity programme** for those most inactive - the new "Active Hillingdon" programme.
- Extending the **availability of the MEND weight management programme** to December 2019. Reviewing the Child Weight management programme (formerly MEND) to develop a new targeted and bespoke Hillingdon programme to be commissioned from January 2020.

3.5. All the evidence on effective interventions point towards needing a "whole systems" approach to tackling childhood obesity and that the breadth of interventions need to seek to influence change along the "obesity pathway" that starts pre-natal, to breast feeding through to weaning, development and onto school and beyond. A number of issues have been identified through the group as gaps in current provision which warrant further consideration. These are:

Strengthening our evidence base

3.6. To start to make a real difference to the issue of healthy weight in children in Hillingdon and to ensure best use of limited resources we need to develop a greater understanding of the latest evidence on effectiveness together with a closer understanding of local needs and how the suite of interventions underway and planned (as in Appendix 1) matches up to meeting local needs. It is envisaged this could include a deep dive review of the NCMP data as well as the current prevention and treatment services across tiers 1.2.3 and 4. It would require a fuller needs

analysis leading to more transformational approach to pathway design and changes in service specifications. A proposal would provide a business case to align needs assessment to opportunities for new work.

Increasing our work with Schools

3.7. The action plan covers existing activities and current proposals well - it will promote these and seek to guide greater take up. But it could be fairly argued that this more of the same and, given that schools are key to providing access and opportunity to change behaviour within key cohorts of children, that this is where more of our attention should be focussed. There is a lack of capacity to truly understand what is happening in key schools and whether best practice, which we know exists, is being followed and encouraged. There may well be further opportunities to be more transformational based on understanding of what has worked elsewhere to support schools, through different roles such as school nurses, mental health co-ordinators and through teaching of nutrition and physical activity. A proposal would seek to ensure that all schools were performing to the levels of the best and to develop new interventions and ideas that could be piloted in schools where levels of overweight and obesity were greatest.

Developing support for Healthy Eating

3.8. Again it could be argued that there is little happening to support children and families in their understanding of healthy eating. It is now well established that a healthy diet is critical to ensuring healthy weight and that exercise alone will never be enough to reduce overweight or obesity amongst children. Lifestyle decisions around food and drink are heavily influenced by marketing and availability of food and drink that is high in sugar, fat and salt. A proposal would review best practice, identify effective interventions appropriate for targeted groups and make recommendations. It would consider availability of healthy food choices, promote awareness and develop knowledge and skills.

Financial Implications

3.9. There are no direct funding implications arising from this report. Subsequent potential business cases would be considered on their merits in the usual way through sovereign funding bodies.

4. EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

The recommendation will provide the Child Healthy Weight action group with a mandate to proceed with the plan, at Appendix 1, to increase healthy weight in children in Hillingdon.

Consultation Carried Out or Required

No consultation has been undertaken directly with residents at this stage. Health partners have contributed to the overall plan.

Policy Overview Committee comments

None at this stage.

5. CORPORATE IMPLICATIONS

Hillingdon Council Corporate Finance comments

Corporate Finance has reviewed the report and confirms that there are no direct financial implications arising from the recommendations.

Hillingdon Council Legal comments

The Borough Solicitor confirms that there are no specific legal implications arising from this report.

6. BACKGROUND PAPERS

Nil.