

CHILD HEALTHY WEIGHT ACTION PLAN

Relevant Board Member(s)	Councillor Jane Palmer
Organisation	London Borough of Hillingdon.
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Papers with report	Appendix 1 : Child Healthy Weight Action Plan

1. HEADLINE INFORMATION

Summary	This report provides the Board with an update on actions in the Child Healthy Weight partnership Action Plan.
Contribution to plans and strategies	The report delivers on a key element of the Hillingdon Joint Health and Wellbeing Strategy and the NWL Sustainability and Transformation plan.
Financial Cost	No financial cost arising directly from action plan. Costs for proposed project to promote healthy eating and physical exercise estimated at £6k for initial stage.
Ward(s) affected	All

2. RECOMMENDATIONS

That the Health and Wellbeing Board:

- 1) agrees the updated delivery plan at Appendix 1 of the report; and
- 2) notes progress and comments on proposals for taking forward outstanding areas for action, particularly the proposed project working with schools to encourage and support healthy eating and physical activity.

3. INFORMATION

Supporting Information

3.1 The Board endorsed the Healthy Weight action plan at its meeting on 24 September 2019. The Board agreed that actions should focus on increasing work with schools, promoting healthy eating, and strengthening the evidence base. The Board also fed back that the plan should be focussed on key areas where it can make a difference. Officers were asked to identify a small number of actions to make a specific, tangible difference, and to report back on progress. Discussion at the Board highlighted work to promote breastfeeding or family-based physical activity as areas to consider. Proposals have been drawn up by the task and finish partnership group.

Breastfeeding and Family based physical activity

3.2 Data on breastfeeding initiation levels shows that Hillingdon already performs well compared to the London and England averages. Through partnership working, agencies have achieved good levels of accreditation to UNICEF "baby friendly" standards across maternity, neonatal, health visiting and children's centres.

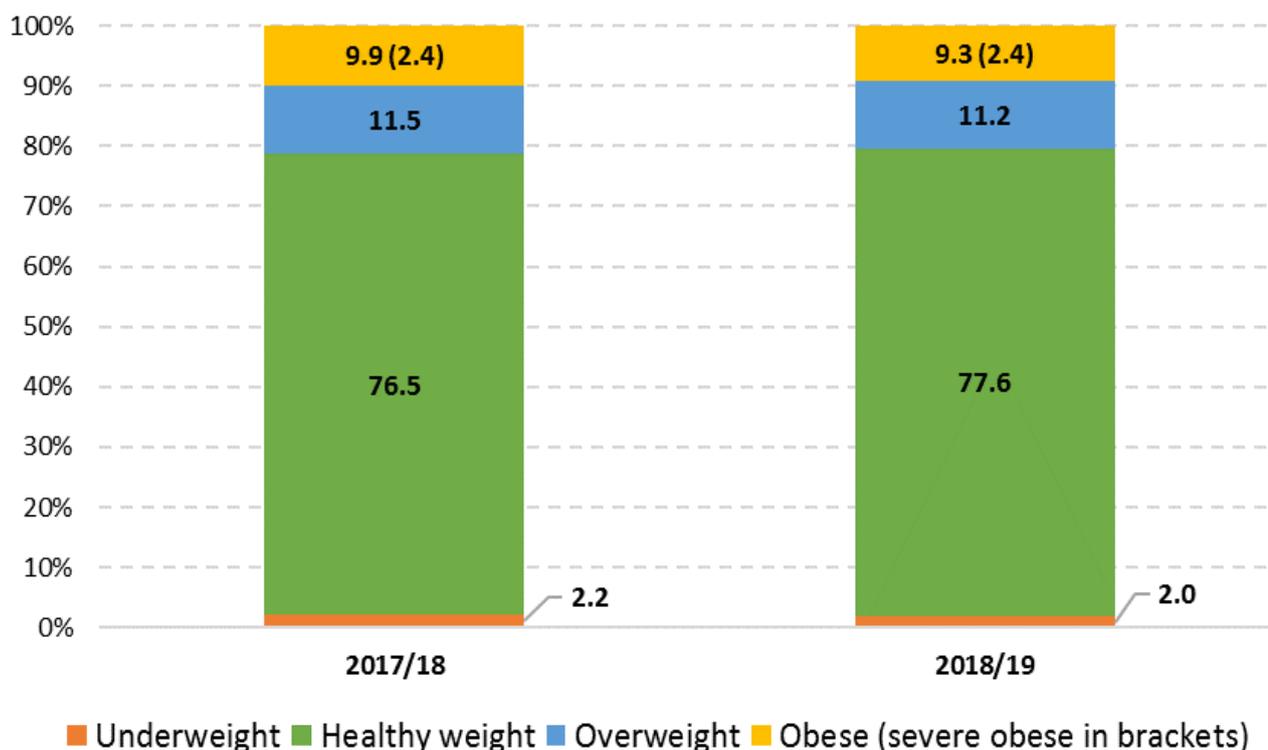
3.3 Annual sample survey data shows that the measured level of adults (19+) engaging in physical activity is lower than the London and England average. Physical activity rates remain a "red" indicator in the public health outcome framework, along with the level of child overweight and obesity at year 6. The separate JSNA paper compares the borough with London and the rest of England.

3.4 Hillingdon has excellent sport and leisure facilities, green and open spaces, with activities that are strongly promoted. A focus on family-based interventions for physical activity could work well alongside work to improve healthy eating choices and nutrition, and in supporting schools as part of the child healthy weight programme. This is developed further below.

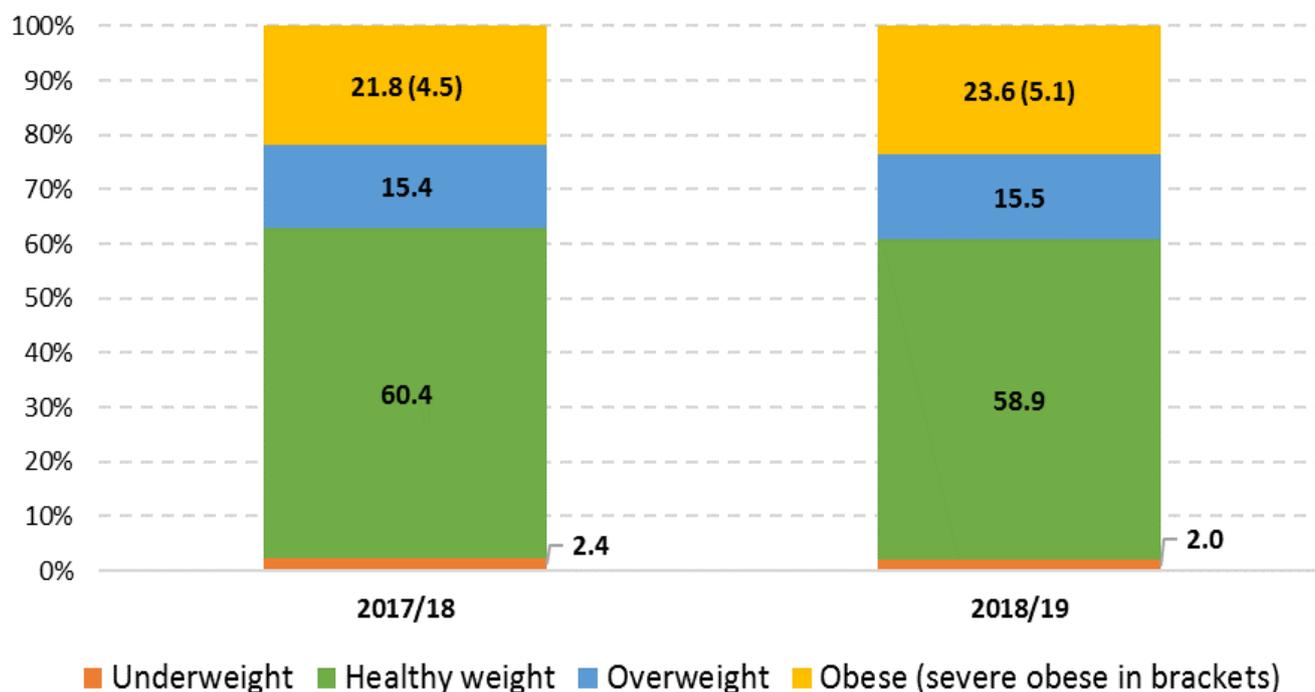
National Childhood Measurement Programme

3.5 Since the last Board meeting, National Childhood Measurement Programme (NCMP) data for 2018/19 at borough level has been produced. Rates of overweight (including obese & severely obese) children at Reception year have slightly reduced to 20.4% (down from 21.3% in 2017/18), but have risen to 39.1% for year 6 (up from 37.2% in 2017/18). Levels of severely obese have remained stable in reception, but have increased in year 6.

Prevalence of weight by BMI category, Reception



Prevalence of weight by BMI category, Year 6



3.6 Data for individual schools across Hillingdon shows that the proportions of children measured as overweight, obese or severely obese ranges from 36.4% to 8.7% in Reception Year, and from 56.7% to 7.7% in Year 6. In 41 out of 54 schools at Year 6, more than one in three children age 10-11 are overweight, obese or severely obese.

Developing priorities: Schools, Healthy Eating and evidence base

3.7 The task and finish group has taken on board the Board's comments and considered how to develop interventions that might support the priorities identified. The Board is invited to note the following points:

- The licensing arrangement for the MEND programme has come to an end. A renewed weight management programme, 'My Choice', was developed locally, is provided by CNWL, and is now delivering. My Choice currently consists of a 12 week programme offered as an after school club at Key Stage 2. Key Stage 1 courses will start later. The methodology is evidence-based and has proven effectiveness. However, there is a limited capacity of 3 courses per year run for up to 15 children and their families.
- The 0-19 services public health contract is now under review by the Council's BID programme to review the specification, with a view to re-tender and go live March 2021. This may present opportunities to re-specify how healthy weight in children is encouraged and develop alternative provision.
- The 'Healthy Start' scheme offers vouchers for vitamin supplements, milk and fresh fruit and vegetables to women who are pregnant or have children under 4 and are in receipt

of qualifying benefits. The scheme is being relaunched in Hillingdon to increase take-up, with training for front-line staff in a range of agencies across the Borough.

- Adult and Community Learning are considering the development of workshops, classes and interventions to provide healthy food support for families.
- The new Primary Care Networks in Hillingdon have a proactive role to identify patients with developing long term conditions - they do not as yet have a focus on children but as they develop there is an opportunity for local action in support of those who may be demonstrating early signs of becoming overweight or otherwise be seen as "at risk". Social prescribing can offer the earliest intervention route from PCNs and neighbourhood wellbeing teams, and might offer a more systematic way of supporting families.
- Hillingdon CCG have indicated a willingness to include child healthy weight under their 'My health' programme and to develop a patient activation measure (PAM) to support potential interventions. Key to this will be development and training of workforce and defining pathways of what support can be offered for weight management and, healthy eating and physical activity.

3.8 A proposal has been developed to promote healthy eating and physical activity to children and parents through a project commissioned in schools. The proposed project would provide a 4 week course to give children and their parents a better understanding of food choices, without being judgmental or negative, and provide practical experience of preparing and eating healthy meals, with physical activities built into the sessions.

3.9 The Food Education Manager at Colham Manor School has developed an outline for the SMILE project to deliver:

- Learning basic cooking skills (16 healthy dishes prepared from fresh ingredients)
- Increased knowledge about foods that are high in sugar, salt and fat
- Better understanding of how unhealthy food choices can affect physical health, including the links to obesity, diabetes and poor dental health
- Awareness of the relationship between food intake and physical activity
- Increased uptake in pupils opting for healthy school meals

3.10 No children or families would be stigmatised because of their weight. The emphasis is on giving positive messages and not criticising lifestyle or food choices. Participants are offered a choice of healthier alternatives and equipped with knowledge to enable informed food choices.

3.11 Families would join the programme voluntarily. Everyone at the school would receive information on the SMILE club through newsletters and learning mentors who are already in touch with children and parents. Leadership and commitment from schools who decide to be involved will be critical to establishing the supportive culture needed, so setting up a sustainable programme with schools would need to include careful consideration of how participants are recruited, how sessions are provided, and the space and facilities available. In addition to the experience acquired through delivery of MEND and now My Choice, Colham Manor school has previously delivered the SMILE project successfully, in children's and early years centres.

3.12 The project would run in two stages, with the first a smaller pilot programme in one school anticipated to cost approximately £5.8k. As this project meets the Public Health objectives for Hillingdon, it is proposed that this amount be funded as a one off through the Public Health

reserve, which currently stands at £2.4m. Following evaluation of the first stage, the intention would be to roll the programme out to 6 schools.

Next Steps

3.13 A more detailed proposal for the above-mentioned SMILE project has been sent to the Chairman of the Health and Wellbeing Board and to the Leader of the Council for consideration. The task and finish group is also continuing to consider the development of other key actions to make tangible differences to rates of child obesity.

Financial Implications

The proposed project is subject to agreement. If approved the project would run in two stages, with the first a smaller pilot programme anticipated to cost approximately £5.8k.

Should the pilot be successful, it is then proposed to commission Colham Manor School to roll out the programme to 6 schools during the course of the 2020/21 academic year. This would come at a total cost of approximately £16.2k.

4. EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES

What will be the effect of the recommendation?

The recommendations will enable officers and partners to progress work of child healthy weight with schools and in local areas and to develop proposals.

Consultation Carried Out or Required

Consultation has largely been through existing partners, the task and finish group and the Health and Wellbeing Board. The proposal includes wider consultation, especially with schools and local groups.

Policy Overview Committee comments

None at this stage.

5. CORPORATE IMPLICATIONS

Hillingdon Council Corporate Finance comments

Corporate Finance has reviewed this report and concurs with the financial implications above, noting that there are no direct financial costs incurred from this report, with further costs anticipated coming from future projects pending the outcome of this report.

Hillingdon Council Legal comments

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

Relevant Service Groups

The report reflects input from across council services.

6. BACKGROUND PAPERS

NIL.