

# CHILD HEALTHY WEIGHT PLAN UPDATE - SEPTEMBER 2021

<b>Board Member</b>	Councillor Jane Palmer
<b>Organisation</b>	London Borough of Hillingdon
<b>Officer Contact(s)</b>	Kevin Byrne, Health and Strategic Partnerships Shikha Sharma, Public Health
<b>Papers with report</b>	Appendix 1: Child Healthy Weight action plan

## 1. HEADLINES

<b>Summary</b>	The report provides the Board with an update on actions in the Child Healthy Weight Partnership Action Plan.
<b>Contribution to our strategies</b>	The report delivers on a key element of the Hillingdon Joint Health and Wellbeing Strategy and the NWL Sustainability and Transformation plan.
<b>Financial Cost</b>	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.
<b>Relevant Ward(s)</b>	All

## 2. RECOMMENDATION

**That the Health and Wellbeing Board notes the progress against the earlier plan and comments on proposals for taking forward actions to support children's healthy weight across partners and in the light of the current pandemic.**

## 3. SUPPORTING INFORMATION

The Borough's Child Healthy Weight Partnership action plan (see Appendix 1) was produced in response to the Board's request that a partnership approach be developed to tackle the main causes of excess weight in children. The plan takes a life course approach to reviewing the activities in place to support families and young people. There is no one intervention or one cause of overweight or obesity in children – interventions, therefore, need to cover a multi-faceted approach and across partners.

The Covid pandemic has undoubtedly impacted on families and children and young people. Activities in schools were put on hold and have only just been able to recommence. We do not yet have data on levels of overweight and obese children since lockdown but the situation is unlikely to have improved. The plan explains progress against each priority area and, in particular, the following actions are now in place:

- **Early Years and Maternity.** Both The Hillingdon Hospital and CNWL have achieved

Stage 2 'Baby Friendly' accreditation to support breastfeeding and mother-infant relationships. Progress towards Stage 3 has been delayed by the pandemic.

- **CNWL contract.** The 0-19 contract variation has now been agreed with CNWL and will run until July 2022. The new contract includes the 0-19 healthy child programme, ARCH substance misuse and smoking cessation, as well as a Family Healthy Weight Programme. The contract includes an approach to transformation which seeks to develop integrated interventions with measurable key performance indicators. CNWL is developing a more family-orientated approach to weight management at all universal contacts and will provide practical information including healthy eating messages, healthy lifestyle messages, and bottle to cup guidance. For children aged 0-5 the service offer will include:
  - Advice for mothers on healthy weight and weight gain during pregnancy,
  - New birth and 6-week checks, a starting solids group offered at 3 months,
  - From 8 months to one year, advice on healthy eating and activity, foods for baby and family and portion sizes, and fussy eating,
  - At 2-year review, targeted healthy eating groups in Children's Centres: 4-week programme,
  - At 3-4 years, identification of potential issues with short, targeted interventions,
  - Future work with the Primary Care Networks (PCN's) linking with social prescribers to enable them to work creatively with families.

The offer for school-age children will include:

- A condensed 6-week 'My Choice' programme to enable two sets of courses per term, increasing throughput and building on increased parental interest since Covid,
  - Healthy eating workshops delivered to year 6 children in schools with high rates of over-weight children.
- **National Child Measurement Programme.** Following the reopening of schools in March 2021, DHSC notified us that a 10% weighted population sample of data could be submitted due to the impact of lockdown during winter 2020-21. Hillingdon has exceeded this requirement, with one of three school nursing localities collecting data for all children. NCMP results identifying children's BMI levels are the gateway to 'My Choice' targeted intervention programme. Data has been collected and submitted for 2017 children out of 3930 Reception Year children (51.3% completion) and for 2452 out of 3849 Year 6 children (63.7% completion). A full programme will resume in all schools in September 2021, with the aim to complete at least the usual coverage of 95%.
- Follow-up actions to the child measurement programme have been completed as follows:
    - All parents were sent letters informing them of the BMI of their children and a Change for Life flyer with 'top tips' for maintaining healthy weight.
    - All parents of overweight and obese children were sent letters with offer to join 'My CHOICE' programme, an application form to join the programme and the C4L 'top tips' leaflet (as above).
    - All parents of underweight children and their GPs received letters.
- **My Choice.** The first My Choice programme commenced in January 2020 but was not completed due to the first lockdown. CNWL made efforts to engage with parents online but were not successful due (CNWL believes) to parental fatigue with online education.

However, one to one contact was offered, and support maintained to encourage families to utilise what they had learned during the course. Subsequent contact with identified overweight children during the school closures was offered to parents on a one to one basis by letter and in some cases this support was accepted.

- Efforts have been made to resume My Choice since the Spring, but with leisure centres not accommodating groups, CNWL have looked to the schools for support. Unfortunately, they have only had the support of one of the three selected schools in each of the localities, to facilitate a session with parents and children. This too has been met with obstacles with parental declining to attend the course citing “embarrassment from the child” to “other family commitments”. In order to address the increasing numbers of overweight children, 3 schools in the south of the borough with the highest numbers of identified overweight children were chosen by the school nurses to deliver a healthy eating workshop session to each year 6 class group. This will be to the whole class and will cover the key elements of healthy food choices and activity. It will be reviewed by feedback questionnaire to the pupils and teachers. During the summer CNWL will plan for the delivery of three My Choice programmes - one in each locality - for September, in either leisure centres or schools. CNWL is now also planning to deliver My Choice over two terms to avoid fallout and increase capacity to run more courses.
- **School Packed Lunches Survey for Parents & Carers.** A small steering group comprised of Headteachers, the catering lead from Colham Manor Primary school, staff from the NHS, Public Health and Education Improvement has been set up to review school and packed lunches. This followed feedback and concerns raised by paediatric staff at THH regarding levels of diabetes. A survey in February with school leaders looked at school catering - portion sizes and whether sugary desserts are provided to children as part of their hot lunches, for example. The survey received over 1300 responses and showed that children in younger age groups were more likely to take a packed lunch, which parents often considered to be a healthier option. Vegetables, salad, and fruit were frequently included in lunches. Many respondents said they never included crisps or biscuits, but there was support for more guidance on the nutritional content of packed lunches.
- **Healthy Start scheme.** The programme offers vouchers for vitamin supplements, milk, fresh fruit and vegetables to pregnant women and families with children aged under 4 who are in receipt of qualifying benefits. Take-up in Hillingdon has been around 54% which is similar to the London and regional averages. The scheme was relaunched in June with an on-line training and awareness event attended by 46 front line professionals from Children’s Centres, GP practices, maternity services and libraries. New promotional leaflets and posters have been distributed. The take up will be monitored to gauge improvement.
- **Child dental health.** The numbers of children aged 3 with poor dental health remains a red indicator for Hillingdon as measured by Public Health Profiles. Roll out of the Supervised Brushing Programme was delayed due the closure of schools during the pandemic, but there has been continued engagement with schools. Oral health has been promoted through a monthly newsletter for parents, carers and professionals; oral health themed holiday activity packs for children; and regular training and awareness sessions. The Brushing for Life initiative is key in promoting good oral health targeting young children and parents. It provides brush for life packs and free-flow beakers to give out at

weaning workshops and bottle exchange activities. The programme is supported by Health Visitors and Early years staff in Children's centres.

The Council's External Services Select Committee is revisiting the concerns about children's dental health previously considered by the Social Services, Housing and Public Health Policy Overview Committee in 2015. The Committee's preliminary view is that there may be a localised issue affecting North West London, with some evidence that long-term bottle use and consumption of sugary drinks is driving high levels of decay. The Committee will look at causes and at the availability and accessibility of services.

- **Physical activity and open spaces.** Hillingdon is home to excellent green and open spaces, but official survey evidence shows relatively low rates of adult physical activity, which may in turn affect children's activity rates. Hillingdon's 'Our Parks' programme involved commissioning 5 activity sessions per week over 50 weeks targeting areas of lower physical activity. During the pandemic, sessions moved online but saw a 50% increase in take-up, with large numbers of new users. Work is underway with London Sport to draft a new Strategy and action plan using the recommendations from the recently commissioned *London Sport Insight Report: Hillingdon* to address physical inactivity levels, and particularly after COVID, across all age groups within the borough.
- **Healthy Schools.** The Healthy Schools programme offers a framework for schools to develop and implement healthy eating and exercise action plans. Hillingdon has a higher level of active primary aged school children (57%) than London and England. (Active Lives Survey). Hillingdon also has a higher level of 5-16yr olds active for 30 minutes a day in school (51%) than London and England. Analysis of PE and Sport Premium action plans suggests that 'active play' is the main contributor to this in primary schools. Work is being undertaken with London Sport to examine how the Primary PE and Sport Premium is spent in and to review the impact from the pandemic in secondary schools.
- **SMILE programme.** Funding was agreed in February 2020 for a programme in primary schools to teach children and parents basic cooking skills, increase knowledge about foods high in sugar, salt and fat, learn how unhealthy choices impact on physical health and understand the relationship between food and physical activity. The programme is now planned to pilot in one school (Colham Manor) in September 2021, followed by a rollout to 6 other schools. A service level agreement has been drawn up.
- **Restricting advertising less healthy food and drink.** The Health and Care Bill is proposing a 9pm watershed for less healthy food or drink advertising on TV and a prohibition of paid-for less healthy food or drink advertising on line. Subject to parliamentary approval the ban would take effect from end of 2022.

## Financial Implications

The 'SMILE' project has previously been agreed by the Leader of the Council. The initial pilot programme is 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. This would come at a total cost of approximately £16.2k.

#### **4. RESIDENT BENEFIT & CONSULTATION**

##### **The benefit or impact upon Hillingdon residents, service users and communities?**

The purpose of the Child Healthy Weight Plan is to reduce the levels of obesity and overweight children in Hillingdon.

##### **Consultation carried out or required**

None needed.

#### **5. CORPORATE CONSIDERATIONS**

Corporate Finance has reviewed this report and concurs with the financial implications of this report, noting that the 'SMILE' project meets the Public Health objectives for Hillingdon and, as per the previous agreement, will be funded from the Public Health reserve.

##### **Hillingdon Council legal comments**

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

#### **6. BACKGROUND PAPERS**

Child Healthy Weight Action Plan