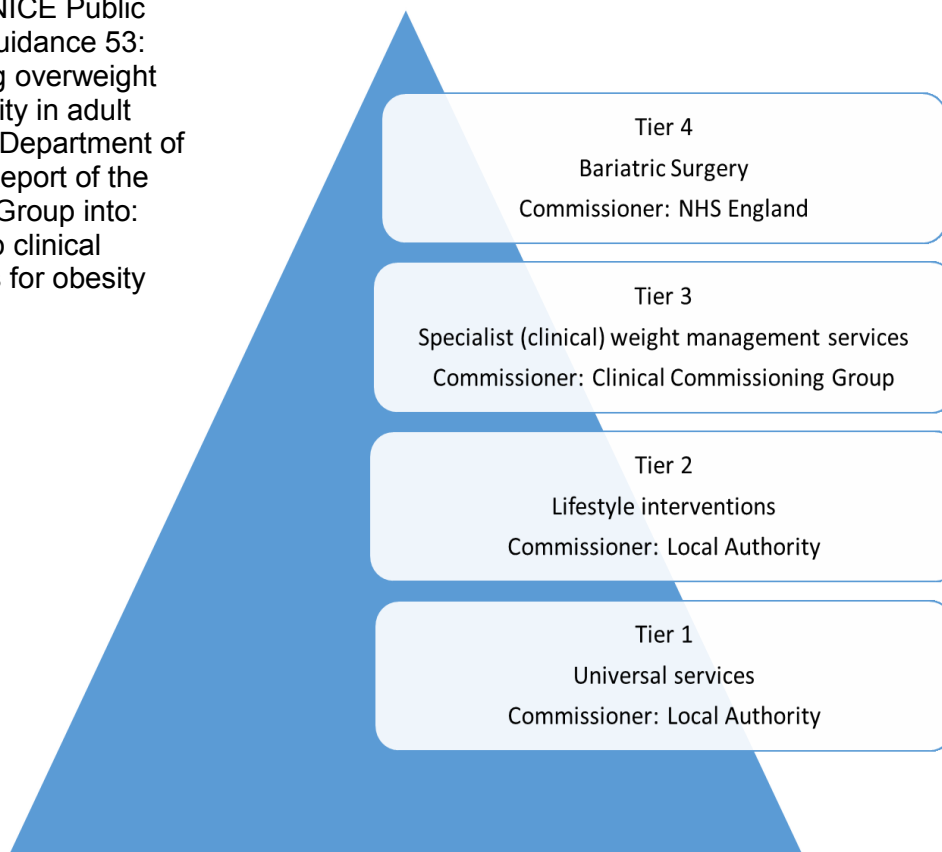


<b>REPORT TO:</b>	<b>HEALTH AND WELLBEING BOARD</b> <b>10 June 2015</b>
<b>AGENDA ITEM:</b>	<b>10</b>
<b>SUBJECT:</b>	<b>Healthy Weight Action Plan (2015-2017)</b>
<b>BOARD SPONSOR:</b>	<b>Dr Mike Robinson, Director of Public Health, Croydon Council</b> <b>Paul Greenhalgh, Executive Director People, Croydon Council</b> <b>Paula Swann, Chief Officer, Croydon Clinical Commissioning Group</b>
<b>CORPORATE PRIORITY/POLICY CONTEXT:</b>	
<p>Excess weight and obesity amongst children and adults is identified as a local priority for action in the joint health and wellbeing strategy 2013-18.</p> <p>The refresh of the Healthy Weight action plan sets the context for joint work between the Council, The Clinical Commissioning Group (CCG) and other stakeholders such as local community services, in order to reduce the rise in obesity and improve weight-related health outcomes.</p> <p>This action plan is supported by Croydon Physical Activities Strategic Guide 2014-2016.</p>	
<b>FINANCIAL IMPACT:</b>	
<p>The cost to the UK economy of excess weight was estimated at £15.8 billion per year in 2007. From 2007 to 2015, the estimated annual cost of obesity to the NHS in Croydon is predicted to rise significantly. During this period, the cost to the NHS is predicted to rise by 24% in Croydon (£11.2 million).</p> <p>In addition, obesity has a wider financial implication for educational attainment (general trend of rising obesity prevalence with decreasing level of education) and social care (obesity is associated with the development of long-term health conditions), placing demand on social care services.</p> <p>There may be financial implications for the funding of Tier 3 Adult and Child weight management services as the clinical services recommended by NICE may not currently be commissioned in their entirety. A recent report commissioned by the Department of Health contended that Clinical Commissioning Groups should have responsibility for Tier 3 local weight management multi-disciplinary team interventions (Tier 3)<sup>1</sup>. This may have financial implications for Croydon Clinical Commissioning Group.</p>	

<sup>1</sup> Report of the Working Group into: Joined up clinical pathways for obesity (2014)

Source: NICE Public Health Guidance 53: Managing overweight and obesity in adult (2014) & Department of Health: Report of the Working Group into: Joined up clinical pathways for obesity (2014)



## 1. RECOMMENDATIONS

- 1.1 The Health and Wellbeing Group is asked to endorse the attached Healthy Weight action plan (2015 – 2017)

## 2. EXECUTIVE SUMMARY

- 2.1 The Healthy Weight action plan takes forward the recommendations from the Healthy Weight JSNA (2013/14) for action.
- 2.2 England has one of the highest rates of obesity in Europe and one of the highest in the developed world. In 2011, the Department of Health released the *National Strategy: a call to action on obesity*<sup>2</sup> to build upon the aspirations in the public health White paper: Healthy Lives, Healthy People'. The report's ambition was to encourage a combined effort across sectors and environments to:
  - Produce a sustained downward trend in the level of excess weight in children by 2020.
  - Produce a downward trend in the level of excess weight averaged across all adults by 2020.
- 2.3 The Croydon Healthy Weight action plan is our local response to the national strategy, using evidence of the most cost-effective approaches and local data on the needs of our local population.

<sup>2</sup> Department of Health. 2011, Healthy Lives, Healthy People: A call to action on obesity in England. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/213720/dh\\_130487.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/213720/dh_130487.pdf)

- 2.4 In Croydon, one in three children aged 10-11 are overweight or obese (2013/14 National Child Management Programme (NCMP)) and for adults the situation is more serious as over half of all adults are overweight or obese. This equates to over 170,000 residents (Croydon GP Data 2011/12 and Active People survey, 2012)<sup>3 4</sup>. This means that children in Croydon are growing up in a borough where it is normal to be overweight.
- 2.5 Responsibility for the management of overweight and obese adults and children falls to three different commissioners leading to fragmentation of the care pathway. This has resulted in the lack of a clear joined up pathway, available service interventions and referral guidelines within and between the service tiers outlined above. Further work to map the existing pathway services is required to identify gaps, consider service interventions and agree referral processes.
- 2.6 Croydon has recently been awarded Food Flagship borough status by the Greater London Authority. The borough was successfully awarded this status, through a competitive bid process. The grant allocation from the Greater London Authority is £300k per annum/ 2yrs. The Food Flagship programme sets out to transform school meals through the development of Croydon's School Food Plan. In addition, it takes a whole system approach to foster a love of good food through developing cookery skills, and gardening skills to grow fruits and vegetables.

### **3. BACKGROUND**

Body Mass Index is a strong predictor of mortality among adults. Morbid obesity reduces life expectancy by 8-10 years which is equivalent to the effects of lifelong smoking.

There is a strong association between socio-economic deprivation and a high prevalence of obesity in both child and adult obesity.

The prevalence of obesity is highest amongst black ethnic groups.

#### **3.1 Obesity in Croydon**

In the 2013/2014 school year, approximately 23.1% (more than one in five) of children starting school in Reception (4-5 years old) are overweight or obese. By the time children reach Year 6 (10-11 years old) approximately 38.3% (one in three) are overweight or obese. This means that obesity and overweight increases significantly (almost doubles) between the school years reception and year 6.

In Croydon, there is an intergenerational cycle of obesity whereby child obesity tracks into adulthood and is associated with several physical and psychological comorbidities<sup>5</sup>. This suggests that the next generation is likely to experience

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<sup>3</sup> Croydon (2012) General Practice Data

<sup>4</sup> The Active People Survey (2012)

<sup>5</sup> National Collaborating Centre for Primary Care. Obesity: the prevention, identification, assessment and management of overweight and obesity in adults and children. London: National Institute for Health and Care Excellence; 2006

increased rates of morbidity and mortality if the obesity problem is not addressed<sup>6</sup>. This intergenerational cycle of obesity can be more strongly seen in the less affluent areas of the borough.

### 3.2 Healthy Weight: Action plan aims and objectives

The action plan's vision is the creation of an environment where the healthy choices are the easy choice.

The aim of the action plan is to:

- Co-ordinate efforts in Croydon to reduce the burden of death, disability and distress caused by excess weight.
- To halt the rise in the prevalence of obesity in adults and children by 2020 and then maintain this level through a focus on both prevention and management.

3.3 It is proposed that the health and wellbeing board executive group oversee the action plan pending a broader review of health and social care partnership groups accountable to the board. The children's elements of the action plan will also be reported to the children and families partnership.

## 4. CONSULTATION

4.1 The JSNA led to the formulation of recommendations, which have been incorporated into the Healthy Weight action plan.

4.2 The Children and Families Partnership Executive have been consulted on the Healthy Weight action plan and provided a number of comments. These comments have been considered and the action plan has been updated accordingly. The action plan relating to children has now been endorsed by the Children and Families Executive for 2015-2016.

## 5. SERVICE INTEGRATION

5.1 There are opportunities for commissioners to work together to join up the care pathway for overweight and obese adults and children to deliver a clear integrated approach to weight management and obesity which will deliver services that meet local need.

## 6. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

6.1 From 2007 to 2015, the estimated annual cost of obesity to the NHS in Croydon is predicted to rise significantly. During this period, the cost to the NHS is predicted to rise by 24% in Croydon<sup>7</sup> (£11.2 million).

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<sup>6</sup> Whitlock et al. Body mass index and cause-specific mortality in 900000 adults: collaborative analyses of 57 prospective studies. *Lancet* 2009;373:1083e96

<sup>7</sup> National Institute for Health and Clinical Excellence. Obesity: Guidance on the prevention, identification, assessment and management of overweight and obesity in adults and children (CG 43). London: NICE, 2006.

6.2 There are evidence based cost effective interventions<sup>8</sup> which demonstrate that investment in child weight management intervention is a cost-saving intervention providing a return of investment of between 10 to 13 times on public investment.

## **7. LEGAL CONSIDERATIONS**

7.1 Not applicable

## **8. HUMAN RESOURCES IMPACT**

8.1 There is a recommendation for frontline staff to be skilled-up to be able to assess and identify children at risk of obesity.

8.2 There could be an impact on releasing appropriate frontline staff across health and associated frontline professionals to undertake training.

## **9. EQUALITIES IMPACT**

An equalities impact was undertaken for the Healthy Weight JSNA (2013/2014).

## **10. ENVIRONMENTAL IMPACT**

10.1 Not applicable

## **11. CRIME AND DISORDER REDUCTION IMPACT**

11.1 None.

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**CONTACT OFFICER:** Anna Kitt, Health Improvement Principal,  
[Anna.Kitt@croydon.gov.uk](mailto:Anna.Kitt@croydon.gov.uk); 0208 726 6000 x 61842

**Appendix 1:** Healthy Weight strategic action plan (2015-2017)

### **BACKGROUND DOCUMENTS**

Healthy Weight Joint Strategic Needs Assessment (2013/14) – online here:  
<http://www.croydonobservatory.org/resource/view?resourceId=218>

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<sup>8</sup> New Economics Foundation

## Appendix 1 Healthy Weight Strategic Action Plan 2015-2017

Strategic Aims	How will we do this – strategic approach/ high level areas for action	Current Position (Q1 2015-2016)	Measuring Progress (2015 – 2017)	Partner responsible for delivery
<b>Prevention of child obesity in the Early Years</b>	Increase the proportion of new-born children exclusively breast-fed by providing support and encouragement through Baby Friendly Initiative	Hospital and community services awarded Stage 2 Baby Friendly Accreditation.	Progression towards Baby Friendly Initiative Accreditation to Stage 3 within CHS by <b>Q1 2015-2016</b> to increase breastfeeding rates. (Croydon Health Services – Hospital and Community)	Commissioner is NHS England (to be transferred alongside the Health Visiting and Midwifery Services (commissioned by the CCG)
<b>Reduction in child obesity in school aged children</b>	Take up of Universal Free Infant School Meals at Key Stage 1 (Reception and Year 1 & 2 pupils in primary school)	Autumn School Census, DfE 83% take-up (Oct 2014)	<b>Target of 87%</b> take up of Universal Free School Meals by <b>Q1 2016-2017</b>	Laura Flanagan (School Food Improvement Officer) Croydon Council
Transform school meals	Implementation of Croydon's School Food Plan	To date, there is sign off from Greater London Authority of Croydon's School Food Plan.	Robust evaluation of Croydon's School Food Plan (2015-2017)	Laura Flanagan (School Food Improvement Officer) Croydon Council
<b>Reduction in child obesity in school aged children</b>	Increase the take-up of the Healthy Schools programme to support schools to improve opportunities for physical activity. - Primary Schools - Secondary Schools - Academies - Free schools		95% of state funded primary schools and 95% of secondary schools achieve Bronze Award of London Healthy Schools by <b>Q2 2016-2017</b> .  60% of state funded schools achieve the Healthy Schools Silver Award by <b>Q2 2016-2017</b> .	Daniel Davis (Healthy Schools) Croydon Council
Increase opportunities for physical activity in schools <b>Commission weight management services for overweight and obese children</b>	Implementation of the Sustainable Travel Active, Responsible, Safe (STARS) programme (Active travel programme in schools)	3 Gold, 2 Silver and 37 Bronze accredited STARS schools.  80 schools currently engaged with STARS. (July 2014 data)	Target for 100 schools to be engaged with STARS programme by <b>June 2015</b> .  60 schools to achieve Bronze STARS status by <b>June 2016</b> ,	Peter McDonald, (Travel & Transport Planning Officer) Croydon Council
	Performance review the	To date, current	Annual and quarterly monitoring reports from	Nick Clinch

Strategic Aims	How will we do this – strategic approach/ high level areas for action	Current Position (Q1 2015-2016)	Measuring Progress (2015 – 2017)	Partner responsible for delivery
	performance of two contracts for Child Healthy Weight against the Key Performance Indicators in the monitoring schedule.	performance of both providers is adequate	the providers ( <b>ongoing</b> ): - Phunkyfoods - Alive n’Kicking	(Children’s Commissioning Manager) Integrated Commissioning Unit Croydon Council  Anna Kitt (Public Health Principal) Croydon Council
	Review the performance of Child Healthy Weight services to identify opportunities for integration with school Nursing	Weight management and School Nursing are being reviewed through the wider 5-19yrs Health Improvement Commissioning Strategy work.	Based upon performance of Child weight management contracts:  1. Joint tender for April 2016 for child weight management and school nursing.  OR  2. Continue contract with existing child weight management providers for financial year 2016-2017.	Nick Clinch (Children’s Commissioning Manager) Croydon Council  Caroline Boardman (Senior Commissioning Manager) Integrated Commissioning Unit Croydon Council  Anna Kitt (Public Health Principal) Croydon Council
	Clarify the funding responsibility with Croydon CCG for the commissioning of child (including maternal) to ensure there is a full weight management pathway.	Currently there is no Tier 3 child obesity service.	Review the funding arrangements for Tier 3 child obesity pathway ( <b>ongoing</b> ).	Commissioner for Croydon Clinical Commissioning Group

Strategic Aims	How will we do this – strategic approach/ high level areas for action	Current Position (Q1 2015-2016)	Measuring Progress (2015 – 2017)	Partner responsible for delivery
<b>Commission joined up weight management services for overweight and obese adults and children</b>	Performance review the one contract for Adult Healthy Weight service against the Key Performance Indicators in the monitoring schedule.	<p>To date, there have been 144 referrals to the service.</p> <p>Numbers are too low to report on 5% weight loss (completers)</p>	<p>Annual and quarterly performance of tier 2 adult services (<b>ongoing 2015-2016</b>).</p> <ul style="list-style-type: none"> <li>- Weight Watchers</li> </ul> <p>% of adults completing the 12 week programme that have lost 5% weight (<b>annual</b>)</p>	Anna Kitt (Public Health Principal) Croydon Council
	Review the Adult Healthy Weight services for integration into the 'Integrated Healthy Lifestyles Service' with a single point of access.	Meetings ongoing to review the service specification for an 'Integrated Health Service'	Specification for an Integrated Healthy Lifestyles service commissioned from <b>Q1 2016-2017</b>	Anna Kitt (Public Health Principal) Croydon Council



Strategic Aims	How will we do this – strategic approach/ high level areas for action	Current Position (Q1 2015-2016)	Measuring Progress (2015 – 2017)	Partner responsible for delivery
	Review the pathway for weight management and obesity for adults and children, identify existing pathway services and gaps, consider services interventions, agree criteria and referral processes to join up the tiers and provide a clear patient journey through the pathway.	The CCG currently commissions drug interventions and dietician advice as well as psychological and psychiatric services. These may not however follow a clear pathway or NICE guidance (multi-disciplinary teams).	Review the pathway, consider gaps, service interventions. Review the responsibility and funding arrangements. for Tier 3 services. Agree a clear pathway, criteria and referral processes.	Aarti Joshi Associate Director – Planned Care & Service Redesign Croydon Clinical Commissioning Group  Anna Kitt (Public Health Principal) Croydon Council
Access to parks, green spaces, and leisure facilities	Croydon Challenge – review of Croydon's Parks and Leisure facilities to ensure there is adequate provision of parks and green spaces, and seek to maintain such facilities at reduced cost.	The Croydon Challenge project is for completion by Q2 2015-16	Review the implementation of the Croydon Challenge project ( <b>ongoing</b> )	Anna Kitt (Public Health Principal) Croydon Council
Increase provision and access to healthy food in takeaways and cafes across the borough (Healthier Catering Commitments)	Implementation of Croydon's Eat Well awards for healthier catering.	To date: 20 accredited Eat Well food businesses	Target: <b>40 food businesses (cafes and takeaways) accredited Q4 (2015-2016)</b>	Anna Kitt (Public Health Principal) Croydon Council
Workforce Health	Support and challenge local businesses to do more to help employees lead a healthier life through encouraging sign-up to the London Healthy Workplace Charter, and in particular introduce policies to prevent,	Croydon Council is awarded Achievement level (for organisations that have a more advanced and comprehensive approach to	Implementation of the Workplace action plan within Croydon Council ( <b>2015 – 2017</b> ).	Anna Kitt (Public Health Principal) Croydon Council

Strategic Aims	How will we do this – strategic approach/ high level areas for action	Current Position (Q1 2015-2016)	Measuring Progress (2015 – 2017)	Partner responsible for delivery
	support and manage obesity.	employee wellbeing)		
Increase the number of physically active adults	Performance review the Exercise on Referral service against the key performance indicators.	The Exercise Referral scheme has merged with the existing MI Change project to offer Croydon residents the opportunity an referral service with Motivational Interviewing used as the core intervention	% of adults who have increased participation in physical activity as a result of taking part in the MI Change project <b>(Await annual report 2014/15)</b>	Daniel McDermott (Physical Activity Development Officer) Croydon Council
Whole system approach to reduce child and adult obesity	Food Flagship programme – Develop practical cookery skills; foster a love of good food; (Greater London Authority funded programme)	Service specification being developed with providers <ul style="list-style-type: none"> <li>- Garden Organic</li> <li>- Community Food Learning Centre</li> </ul>	Performance review and evaluate the impact of the programme against the quarterly monitoring report to the Greater London Authority.  <b>Programme deliverable 2015-2017.</b>	Ashley Gordon (Food Flagship Officer) Croydon Council

## Monitoring Tool – Healthy Weight Action Plan

Long Term Indicators		Data Measures	Indicator Measure	RAG rating in comparison with England average (Source: PHOF data)
1.	Proportion of men and women overweight and obese (Excess weight in adults)	% adults classified as overweight or obese, Active People Survey 2012 <i>PHOF Indicator</i>	62.1%	Amber
2.	Obese adults	% adults classified as obese, Active People Survey 2012 <i>PHOF Indicator</i>	24.3%	Amber
3.	Proportion of overweight and obese children (4-5yrs age; Year R)	% school children in R Year (age 4-5) , 2013/14 <i>PHOF Indicator</i>	23.1%	Amber
4.	Proportion of overweight and obese children (10-11yrs age; Year 6)	% school children in Year 6 (age 10-11), 2013/14 <i>PHOF Indicator</i>	38.3%	Red
5.	Prevalence of recorded type 2 diabetes	% of recorded QOF type 2 diabetes in adult population 17yrs +, 2013/14 <i>PHOF Indicator</i>	6.4%	Red
Intermediate Term Indicators		Data Measures	Indicator Measure	RAG rating in comparison with England average (Source: PHOF data)
6.	Breastfeeding initiation	% of all mothers who breastfeed their babies in the first 48hrs after delivery, 2012/13 <i>PHOF Indicator</i>	86%  <i>2013/14 data not available (date quality reasons)</i>	Green

7.	Breastfeeding prevalence at 6-8 weeks after birth	% of all infants due a 6 to 8 week check that are totally or partially breastfed, 2013/14 <i>PHOF Indicator</i>	70.2%	N/A
8.	Percentage of physically active adults	% of adults achieving at least 150 'equivalent' minutes of at least moderate intensity physical activity per week in accordance with Chief Medical Officer recommended guidelines on physical activity, 2012 <i>PHOF Indicator</i>	55.5%	Green
9.	Take up of free school meals (Reception, Year 1 & Year 2 pupils)	% of children taking up free school meal <i>Department of Education data</i>	83%	<i>England data: 85%</i>
<b>Short Term Indicators</b>		<b>Data Measures</b>	<b>Indicator Measure</b>	
10.	Number of business with Eat Well award (targeted wards)	Local data (annual)	20	N/A
11.	Number of schools awarded Bronze for active travel to school (STARS)	STARS accredited schools,2014 (Transport for London data)	37	N/A

### School Food Plan Monitoring Tool (2015-2017)

School Food Plan Priority	Description of target (To be met by March 2017)	Annual Target (2015-16)	Actual
1. Children eat healthy breakfasts and lunches	All 10 Croydon main caterers will meet the School Food Standards	8 caterers	
	80% of Croydon schools will offer a breakfast club and be signed-up to meeting the minimum requirement of the Croydon Breakfast Club menu	40%	
	The uptake of Universal Infant Free School Meals at Key Stage 1 will be 87% across Croydon schools	83%	
	The uptake of school meals at Key Stage 2 will be an average of 70% across all Croydon junior and primary schools	60%	
	The uptake of school meals in Croydon secondary schools will be an average of 75%	70%	
2. Flagship schools demonstrate best practice food provision	All Flagship schools will complete the Head Teacher checklist	3 checklists complete	
	All Flagship schools will develop their own School Food Plans	3 School Food Plans completed	
	Flagship schools will deliver 12 parent/carer healthy eating workshops and food demonstrations	4 workshops to be delivered	
3. A whole school approach to healthy eating and inspiring a love of food	120 staff will attend school food training sessions	60 staff to attend school food training sessions	
4. Good practice and learning is disseminated	Flagship schools will support 40 staff from their own local schools to improve food provision in their own schools.	20 staff to be supported	