

Healthy Weight Declaration Showcase Event

How local authorities can lead the way to promoting healthy weight

Robin Ireland - Director of Research (Honorary), Food Active
Exeter, 7 November 2018

Credit and thanks for slides borrowed, stolen and gracefully provided from friends and colleagues. Thanks in particular to colleagues at Blackpool Council and Cumbria County Council.



In a class of 30 students:
If one fails, you might blame the child.
If 20 fail, you must blame the teacher.
With almost 2 in 3 of us overweight,
Why do we still shame the individual?

On the menu ...



- Introducing Food Active
- Development of the Local Authority Declaration on Healthy Weight
- Learning from each other (examples from Blackpool and Cumbria)
- Impact

Food Active – a North West response

- A collaborative programme launched by the North West Directors of Public Health in November 2013 to tackle increasing levels of obesity.
- Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour.
- Less victim blaming, more environment framing



Food Active

From 2018, Food Active has been working in partnership with Public Health England in the South West & Yorkshire and Humber Regions



Developing Food Active

- Learning from tobacco control and alcohol advocacy
- Strong action at local and national level. National actions will consist of lobbying and campaigning for a duty on sugary drinks. Locally Food Active will provide support to Local Authorities to enable them to take action on obesity / sugary drinks

August 2014

The problem in one town in North West England – Do weight reduction programmes work in isolation?

- The total population of Blackpool is 142,568
- Of these, 74.5% of adults are overweight or obese (84,751)
- In a 12-month period only 284 adults completed a weight management programme

Please note: This is not to single Blackpool out. Other areas may have similar issues.



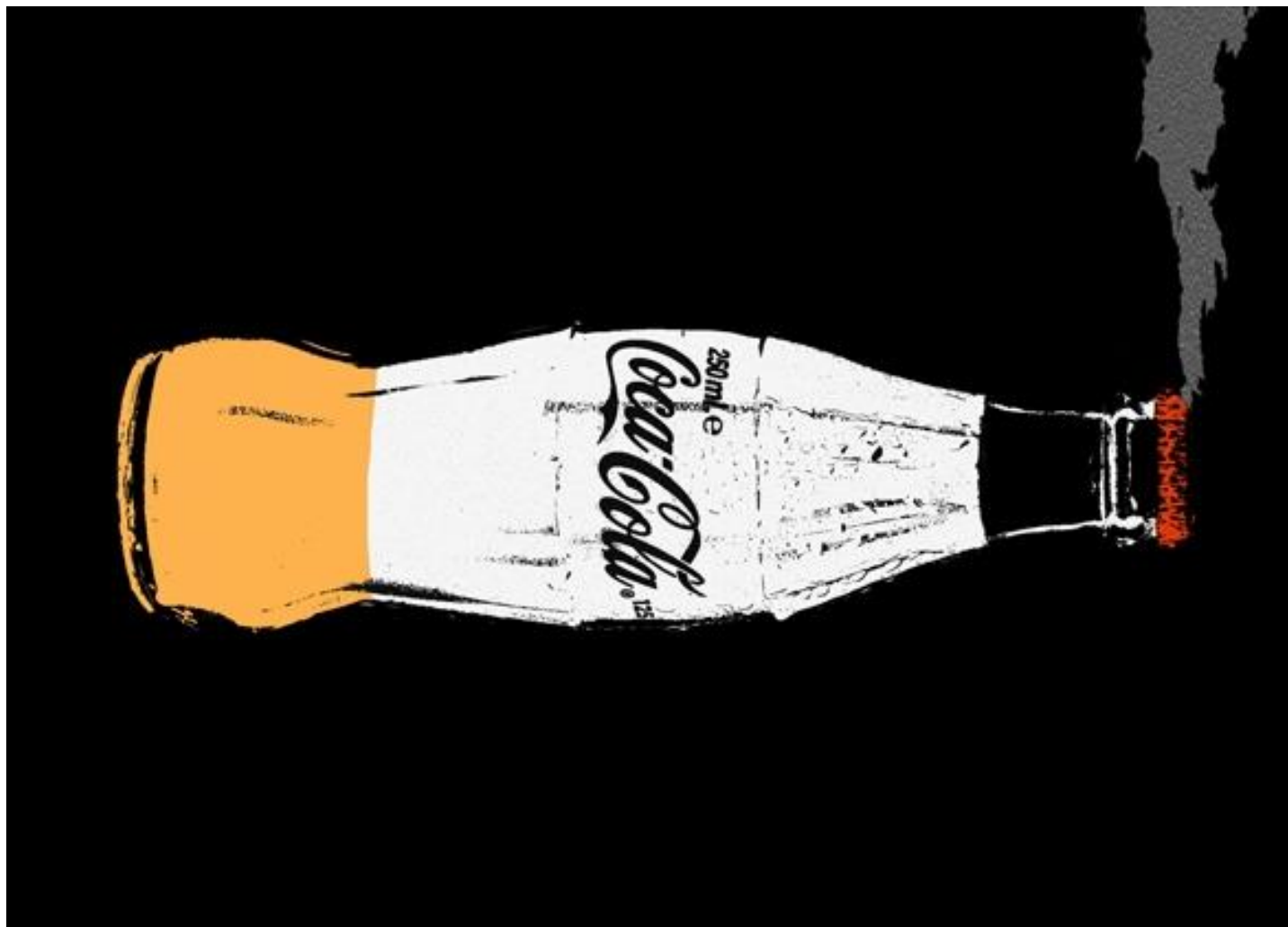
Blackpool

How we developed a policy approach

- Food Active's Commercial Determinants of Health conference, May 2014, Manchester
- Association of Directors of Public Health conference, June 2014, London
- Food Active Consultation Event, August 2014, Manchester
- Learning from tobacco control



Prof. Ilona Kickbusch speaking in Manchester



Learning from tobacco control

Food Active workshop in August 2014 - Learning from Tobacco Control



Local Government Declaration on Tobacco Control

Hazel Cheeseman
Director of Research and Policy, ASH



What are the Local Authority Declarations for?

- **Strategic leadership:** creates an opportunity for senior officers and politicians to affirm their commitment to an issue
- **Local awareness:** shines a light on importance of key activities internally and externally
- **Driving activity:** a tool for staff to use to create opportunities for local working



So what are the healthy weight policies that can be implemented at municipal level?

- Children and adults should have access to healthy food in care settings including hospitals, schools, nurseries, residential care.
- Local authorities should procure food and drink intelligently (both in-house and in public venues)
- Town planning needs to encourage active travel and restrict fast food outlets wherever possible
- Local authorities should consider not accepting funding associated with industries that produce food and drinks high in sugar, salt and saturated fat.

Local Authority Declaration on Healthy Weight

- Based upon the principle of the Local Authority Declaration on Tobacco Control from ASH
- Support and develop action locally on sugary drinks and/or junk food / commercial determinants
- The declaration aims to support Local Government to take action to prevent excess weight and secure the health and wellbeing of residents
- The declaration requires Local Government officers and politicians to support the implementation of policies that will encourage healthy weight.

Timeline for Local Authority Declarations on Healthy Weight

November 2014

Food Active develop initial Declaration on Healthy Weight

January 2016

Adopted by Blackpool Council – first to adopt nationally

By December 2018

The following councils will have adopted a Declaration on Healthy Weight:

Allerdale, Barrow, Blackburn with Darwen, Blackpool, Carlisle, Copeland, Cumbria, Eden, Knowsley, Lancashire, Leeds, Liverpool, Rochdale, Sefton, South Lakeland, St Helens



Flexibility and continuous development:

- New ideas, new approaches
- Learning from colleagues



LOCAL GOVERNMENT DECLARATION ON HEALTHY WEIGHT



THIS LOCAL GOVERNMENT
DECLARATION ON HEALTHY WEIGHT IS A
STATEMENT, INDIVIDUALLY OWNED BY
BLACKPOOL COUNCIL.

It encapsulates a vision to promote healthy weight and improve the health and well-being of the local population. We recognise that we need to exercise our responsibility in developing and implementing policies which promote healthy weight.

“Adopting a ‘whole systems approach’”.
Dr Arif Rajpura, March 2016



Timeline for Blackpool Local Authority Declaration on Healthy Weight

August 2015	Idea first floated
September 2015	Corporate Leadership Team
December 2015	Health and Wellbeing Board
December 2015	Senior Leadership Team
January 2016	Council Leadership
January 2016	Full Council
February 2017	Healthy Weight Summit
June 2017	External Evaluation Report by Food Active



“We’ve recognised that a community that’s unwell and reliant on lots of services is a drain on resources and a drain on the economy, so really to have a healthy, resilient population will help us with our other objective of regenerating Blackpool” (Dr Arif Rajpura).



“The Healthy Weight Strategy is crucial to getting a healthier, better, active workforce” (Councillor Graham Cain).

“There is a clear recognition that we can’t do it by ourselves. It needs a concerted effort across the sector” (Dr Arif Rajpura)

**Taken from Food Active
Evaluation Report, June 2017**

What is in the local authority gift?

Planning and licencing

Activities/businesses on local authority premises

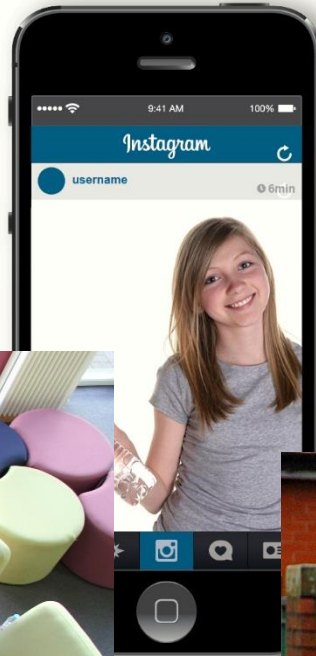
Leading by example, setting the tone

Influencing partners, e.g. via the Health and Wellbeing Board

Advocacy

Campaigns: GULP, ReFill





Healthy Weight Summits – x4!



Lots of great work with partners



Where are we now?

National profile for Blackpool

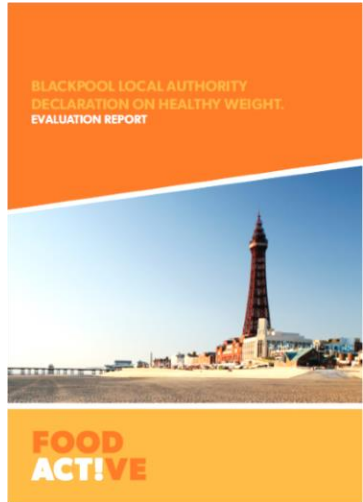
Promotes **positive reputation** for the council locally

Engagement of partners and business sector on a range of health agendas - the **benefits go beyond healthy weight** e.g. Bus drivers are all Dementia Friends

Learning and sharing with other authorities and partners

Early suggestion of **increase in healthy weight** amongst children

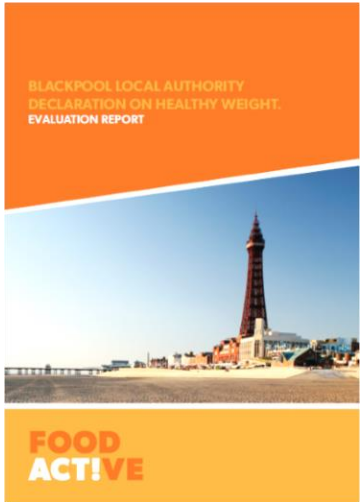
Learning from Blackpool (1):




- Help frame the problem. Make sure you provide a clear evidence base using local data.
- Work with your elected members. Ensure they identify with the issues and appreciate how the council is able to support their local communities through the Declaration.
- Make sure all sections of the council are involved, not only public health. Everyone has a part to play.

Learning from Blackpool (2):

- In establishing local priorities work with the Health and Wellbeing Board and a Healthy Weight Steering Group (if you have one).
- Sign up and celebrate! Share your commitment with the media and establish ownership.
- Make sure you maintain the momentum once the Declaration is signed and make people accountable for their actions.
- Monitor and evaluate the Declaration.





Cumbria County Council
**Taking a two tier
Local Authority
approach to the
Healthy Weight Declaration
in Cumbria**

Cumbria



Obesity In Cumbria

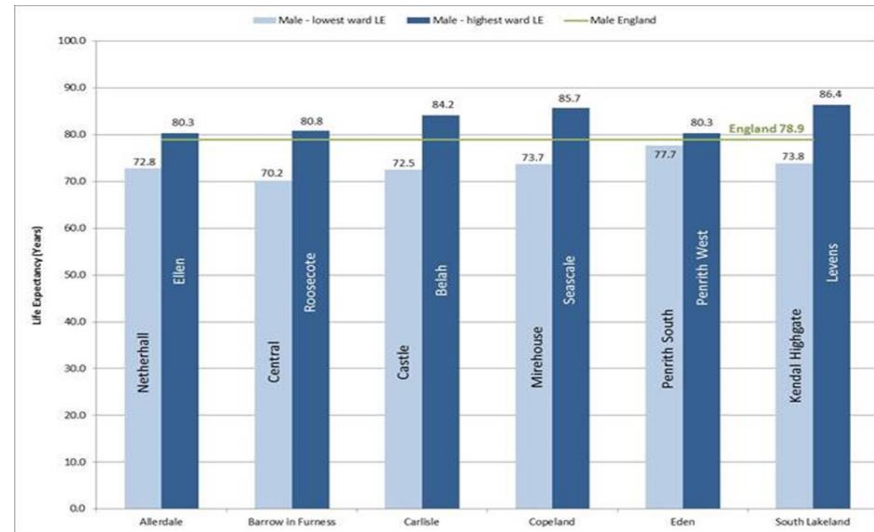
- Child excess weight in Reception 28.9%
- Child excess weight in Year 6 35.5%
- Excess weight in Adults 66.9%

Cumbria

- 6,768km² England's 3rd largest county
- Second least densely populated county
- Total population 497,996
- 52% of the population live in rural areas
- Has 29 communities in the most deprived areas in England
- Difference in life expectancy between most and least deprived wards is 16.4 years for males and 14.6 for females
- Six local authorities and County Council (each with different responsibilities RE Healthy Weight Agenda)
- Two Clinical Commissioning Groups (CCG)

Health Inequalities

Cumbria's life expectancy is slightly lower than in England. However this small difference hides significant inequalities within the County



Public Health Alliance

Public Health Alliance (PHA)

Conduit between the 6 Health and Wellbeing Forums and the Health and Wellbeing Board

- Elected members from 6 District Councils
- CCC Public Health and Communities Portfolio Holder
- CCG
- Police and Crime Commissioner
- Director of Public Health
- Third Sector
- Public Health England
- Fire and Rescue
- Cumbria County Council PH Officers
- Cumbria Associations of Local Councils

Stage 1

- December 2016 discussed with Senior Management
- 20th January 2017 paper was written and sent to PHA
- February paper discussed at PHA
- 20th March Declaration went to PHA development session – declaration supported and agreed to be taken to full Council in all LAs
- 11th May went to Copeland full Council and they gave support to sign up to the Declaration
- 23rd June Declaration went to the Cumbria Leaders Board

Stage 2

- September – December 2017 Task group established to discuss the content of the declaration and Cumbria Priorities
- January 2018 Back to the Public Health Alliance for agreement
- January – April 2018 Declaration taken to Cabinet/Executive/Full Council in all Authorities
- 22nd March 2018 Healthy Weight Summit
- April 2018 Healthy Weight Summit Paper went to Health and Wellbeing Board

Cumbria Priorities

In Cumbria we will be working in partnership to focus on:

- Children [0-5];
- Children and Families [0-19];
- Health inequalities;
- Creating healthier environments;
- Adult healthy weight;
- Workplace and Better Health at Work.

Challenges

- Competing priorities
- Two tier Local Authority system
- Leadership – County and Local
- Geography
- Capacity

Key to Success

- Using existing partnerships and mechanisms
- Showcasing authorities successes
- Highlighting healthy weight everyone's business and highlighting the role of each of the 2 tiers
- Ensuring elected member support throughout
- Tenacity – sometimes it is easy to say ‘that’s too complex’
- And patience
- Using examples of good practice from elsewhere
- Positive press/communication

Food Active Declaration Support Pack



- To support local authorities develop a Declaration on Healthy Weight
- Includes a step by step guide
- Provides an evidence base for the Declaration



Buddying – learning from experience (good and bad): A basecamp system

- How do you develop your local pledges within the HWD
- How do you address vending machines?
- How to control ice cream vendors!!!
- How to improve supplementary planning guidance
- How do you monitor effectiveness
- And

Is it a local authority's responsibility to tell people what to eat and how much they should exercise?

- It shouldn't be about 'naming and shaming';
- What can we do to make it easier for people to eat better and exercise more;
- We need to practise what we preach;
- We have a responsibility to protect our children at the barest minimum.



CSPI
@CSPI



Following

Why don't people think food companies are acting like nannies when they manipulate the food system? [#InDefenseOfFood](#)



RETWEETS

37

LIKES

26



3:45 PM - 3 Dec 2015

Blackburn with Darwen



Cumbria

The HWD enables political leadership, accountability and raises the profile of obesity as a public health issue

What do you do if the Coca-Cola truck wants to come calling?

“Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities”.



Monitoring & Evaluation



- Food Active Delivery Programme; consider how commissioners can be supported to evaluate impact of HWD and demonstrate progress against commitments
- 2016 Liverpool School of Tropical Medicine, on behalf of Food Active, facilitated a scoping exercise to consider the feasibility of a HW assessment tool to monitor impact of the declaration, based on CLear process
- 2017 Blackpool Local Authority Declaration on Healthy Weight Evaluation
-
- 2017/18 Stakeholder group established responsible for development of the monitoring & evaluation toolkit

Learning from CLearR & Blackpool **FOOD ACTIVE**

Findings:

- ✓ Translate the overarching local declaration into a simple and structured action plan
- ✓ Challenge Local Authority to continuous improvement, promote and share best practice
- ✓ Challenge the status quo, while being positively constructive and adaptable to the local context
- ✓ Link local priorities with national policy, outcomes and future planning
- ✓ Strengthen cooperation, capture the involvement of the many stakeholders involved in local action and nurture political commitment
- ✓ Retain specific structural elements of the CLearR tool, yet be simplistic



Feedback from Stakeholders



“Keeping momentum
on the LA
Declaration”

“Keeping
partners with
us...” “and
working
collaboratively”

“It’s about creating a
movement”
“engaging a wide range
of stakeholders”

“We need colleagues across the council
to be doing things differently....”
“It challenges the Local Authority to
continuous improvement. It would
capture the benefits and outcomes
from implementing change”

Objectives of Monitoring Impact



1. A monitoring process to support authorities review and evaluate progress against commitments to:

- ✓ Identify strengths and weaknesses in provision
- ✓ Develop/update healthy weight plans and set future actions
- ✓ Identify and share best practice
- ✓ Keep healthy weight a priority and maintain momentum
- ✓ Link to high level outcomes

Objectives of Monitoring Impact

2. Demonstrate the efficacy of the declaration as a tool/mechanism to consider healthy weight in all policies:

- ✓ Impact on change in policy
- ✓ Knowledge, understanding and capacity of officers/councillors to deliver change/effective policies
- ✓ Challenge partner organisations in addressing unhealthy weight and build strategic partnerships
- ✓ Subsequent impact on health and well-being of the local population

HWD Support Pack and M & E Toolkit



**FOOD
ACTIVE**

Monitoring & Evaluation Toolkit



Concept: support those authorities who are just considering adopting a Healthy Weight Declaration in addition to those who embarked on the journey a year or two back.

Approach:

- ✓ Support for a range of Local Authorities dependent on where they might be in the adoption process
- ✓ Use of process evaluation as a method of demonstrating impact
- ✓ Evaluation of progress as a 'live process' from adoption, through to monitoring and review
- ✓ Development of a tool that can be utilised as part of an ongoing cycle of reflection and subsequent action planning

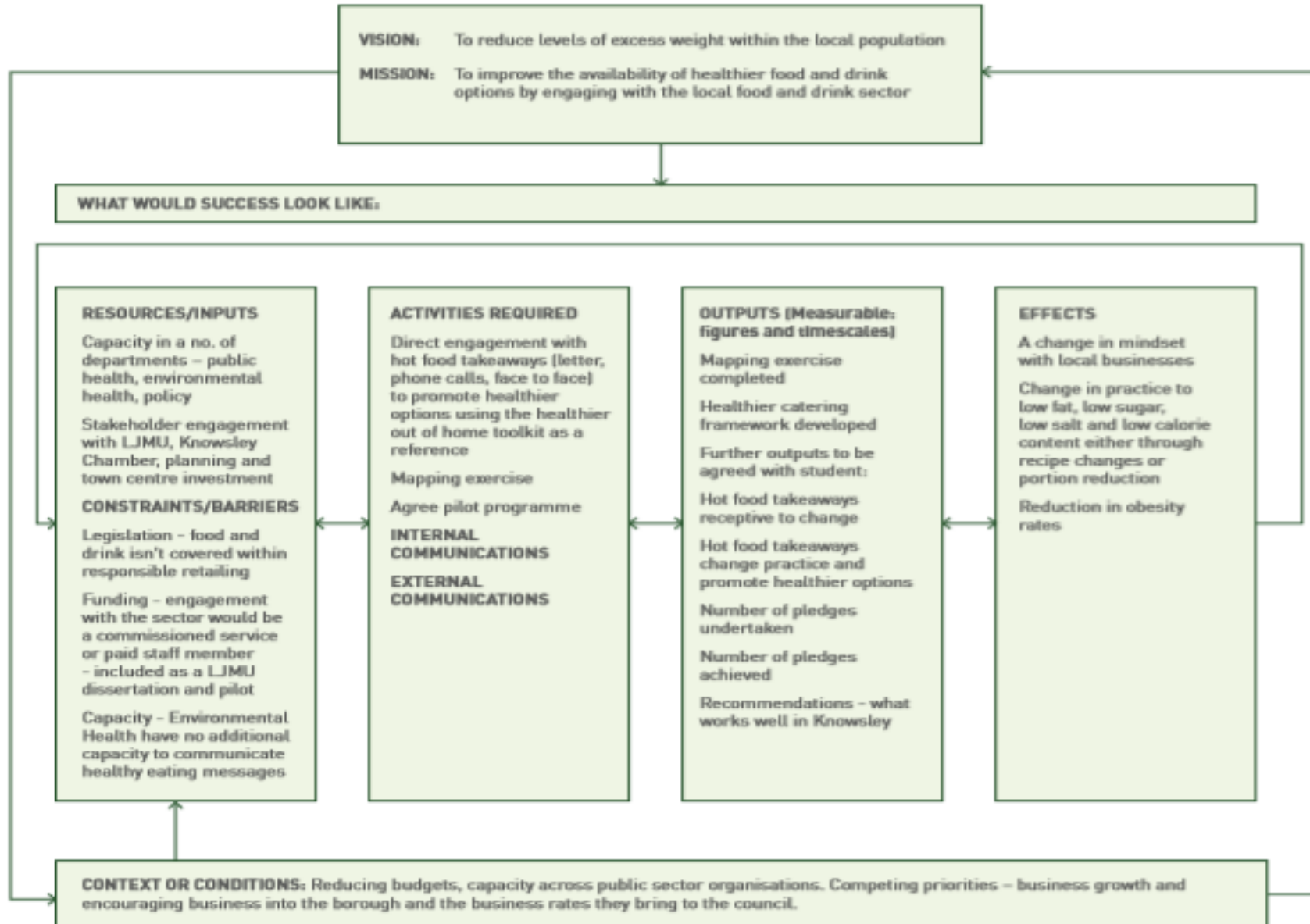


Applying the Toolkit

- The draft toolkit has been laid out into sections
 - Not all sections will be used at once, sections are relevant to steps in the adopting the declaration
 - Current experience demonstrates that adoption is not a linear process :
- 1. SECTION (1) DEFINE YOUR LOCAL PRIORITIES**
 - 2. SECTION (2) SYSTEMS THINKING - IDENTIFY CHALLENGES/BARRIERS/ENABLERS IN BUILDING SUPPORT AND ACHIEVING ACTION**
 - 3. SECTION (3) COMMITMENTS WITHN THE HEALTHY WEIGHT DECLARATION - DEVELOPING AN ACTION PLAN**
 - 4. SECTION (4) ACTIVITY - MONITORING PROGRESS, DEMONSTRATING IMPACT AND FUTURE ACTION PLANNING**
 - 5. SECTION (5) SHARED LEARNING - DEEP DIVE VIGNETTES OR CASE STUDIES**

LOGIC MODEL EXAMPLE 1: KNOWSLEY BOROUGH COUNCIL

FOOD ACTIVE



Useability of the Toolkit

- Development of the toolkit is an iterative process
- First edition has been piloted by stakeholders
- Keen to develop learning and take feedback on useability
- Review in Spring 2019
- Share learning & good practice via logic models & vignettes
- Utilise Basecamp as a platform to enable members of the Food Active network to share learning and offer feedback
- Further discussion at the next NW Food Active Commissioners Meeting

We have discussed ...



- Introducing Food Active
- Development of the Local Authority Declaration on Healthy Weight
- Learning from each other (examples from Blackpool and Cumbria)
- Impact

Thank you

research@hegroup.org.uk

Twitter: robinHEG

