

PLYMOUTH CITY COUNCIL

Subject: Plymouth's Healthy Lives for Healthy Weight Action Plan
(DRAFT)

Committee: Health and Wellbeing Board

Date: 4th September 2014

Cabinet Member: Councillor Sue McDonald

CMT Member: Kelechi Nnoaham, Office of the Director of Public Health

Author: Sarah Ogilvie, Specialty Registrar in Public Health

Contact details
Tel: +441752398612
Email: sarah.ogilvie@plymouth.gcsx.gov.uk

Ref:

Key Decision:

Part:

Purpose of the report:

The attached report updates the Health and Wellbeing Board on progress with Plymouth's Healthy Lives for Healthy Weight Action Plan. The Plan is currently in draft format and after appropriate consultation and engagement will come back to the Board for formal ratification early next year.

The overall goal of the Action Plan is **to enable all Plymouth citizens to achieve and maintain healthy lives for healthy weight**. In order to reach this goal, the plan has four strategic aims:

1. To build a strategic, sustainable and city-wide approach to promoting healthy lives for healthy weight.
2. To create and develop active, health promoting environments where we live, play, learn and work.
3. To give all children the best start and support the achievement of healthy lives for healthy weight in their families and communities.
4. To ensure effective prevention, identification, early intervention and management of obesity in children and adults.

The attached report outlines a proposed framework for delivery of the plan followed by a draft action plan separated into each of the four aims. The rationale for inclusion of each of these four action areas is provided within the document, along with alignment to Marmot's six policy objectives to reduce health inequalities:

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Create fair employment and good work for all
4. Ensure healthy standard of living for all

5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of ill-health prevention.

The plan has been developed via Plymouth's Healthy Lives for Healthy Weight Task and Finish Group. The group has representation from the following organisations and roles:

- Plymouth City Council (Public Health; Community Services; Transport and Planning; Sport; Leisure (including Everyone Active); Environmental Services; Joint Commissioning and Adult Social Care; Education, Learning and Families)
- Plymouth Community Healthcare (Clinical Education Lead for Health Visiting and Nursing; Live Well Team; Breastfeeding Coordinator)
- Plymouth Hospitals NHS Trust (Midwife; Postnatal and Community Matron; Consultant Physician, Diabetes and Endocrinology)
- Primary Care/CCG (GP; CCG Commissioning Lead for Long Term Conditions)
- Academic (Plymouth University (Public Health Dietetics); University of St Mark and St John)
- Plymouth Guild (Active for Life)

The group has been in existence since May 2013. At that time there was no multi-agency strategic group or up-to-date obesity strategy. The group was also formulated to link with a Peninsula Healthy Weight Network Group which was establishing its own Peninsula-wide Healthy Weight Strategy. Since this time, the group has been developing the attached Action Plan. The original Chair and the trainee who was developing the plan left Plymouth City Council at the end of 2013 and the work was picked up by the new Chair (Dr. Julie Frier - Consultant in Public Health) and Sarah Ogilvie (Specialty Registrar in Public Health) at the beginning of 2014. Since then the group has been meeting quarterly and a great deal of time has been spent working with key partners to build the plan and associated actions. The draft Action Plan is now at a point where it requires some additional gap filling, wider engagement and consultation, with a plan for adoption early next year.

The Brilliant Co-operative Council Corporate Plan 2013/14 -2016/17:

Delivery of Plymouth's Healthy Lives for Healthy Weight Action Plan aligns to the Co-operative Council Corporate Plan 2013/14 – 2016/17:

PIONEERING PLYMOUTH: Tackling obesity across the city and the country as a whole is a major public health challenge. As such, relatively few local authorities have developed comprehensive action plans to address the broad determinants of obesity. Plymouth's Healthy Lives for Healthy Weight Action Plan takes a holistic approach to this challenge. Delivery of the Plan will require new ways of thinking and working to enable transformative community change and a reduction in the gap in health inequalities, with a push for greater collaboration between residents and public service providers. The Plan is also pioneering locally in terms of developing evidence based obesity care pathways which cover pregnancy, the early years, children and young people, adults and older adults in Plymouth. The development of these pathways will ensure effective service design and clear accountability, alongside increasing efficiency in spite of reducing resources.

GROWING PLYMOUTH: The Action Plan focuses on making Plymouth a healthier place to live, which will in turn contribute to a more vibrant city with implications for investors and increased employment opportunities.

CONFIDENT PLYMOUTH: The Action Plan will help to create a more confident city where citizens enjoy living and working. Critical to the delivery of the Plan is the need for clear, consistent

and easily recognisable health-related messages and branding across the city. Cardiff, for example, has clear and consistent branding/messages across the city and this has had a positive impact on tourism.

CARING PLYMOUTH: The Plan highlights the need for the approach taken to be fair, sustainable, and focused on enabling Plymouth's citizens and their communities to take control over their own lives. Addressing healthy lifestyles and nutrition during pregnancy, and early in childhood, can improve health outcomes in later life. Consequently, Aim 3 of the Plan focuses on giving all children in Plymouth the best start to life and supporting the achievement of healthy lives for healthy weight in their families and communities. Aim 4 also prioritises effective prevention of obesity which is an important outcome of 'caring Plymouth'.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

There are some initial resource implications in terms of establishing implementation groups to lead on areas of the plan. Some groups are already in existence and so the resource implications in this instance are minimal. A representative of each of the implementation and strategy groups will sit on Plymouth's Healthy Lives for Healthy Weight Task and Finish Group and feedback on progress against relevant areas of the plan.

Groups key to delivery of the action plan:

- **Plymouth's Healthy Lives for Healthy Weight Task and Finish Group** - already established; quarterly meetings
- **Plymouth Healthy Lives for Healthy Weight Communications Strategy Group** - to be established
- **Antenatal and Early Years Healthy Lives for Healthy Weight Implementation Group (0-5s)** (focus Aims 2-4 of action plan) - already established
- **School Age and Young People Healthy Lives for Healthy Weight Implementation Group (5-19s)** (focus Aims 2 and 4 of action plan) - already established
- **Physical Activity Strategy Group** (focus Aim 2) - to be established
- **Healthy Lives for Healthy Weight Workforce Development Group** (focus Aim 2) - to be established
- **Maternity Obesity Care Pathway Task and Finish Group** (Aim 4) - currently being established
- **Child and Young Person Obesity Care Pathway Task and Finish Group** (Aim 4) – currently being established
- **Adult and Older Adults Obesity Care Pathway Task and Finish Group** (Aim 4) - to be established

Any additional costs will be met from existing resources.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

‘Healthy weight’ crosses a wide range of strategic priorities (e.g. physical activity, diet, the built environment, active travel, education, healthy workplaces) and as such, successful delivery of the Plan will contribute to achieving objectives in these areas – including the city’s strategic vision to become “one of Europe’s most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone”.

Equality and Diversity

An Equality Impact Assessment will be undertaken on the plan. Sarah Ogilvie is currently liaising with Benji Shoker (Equalities Officer) regarding the best way to do this.

Recommendations and Reasons for recommended action:

The draft Plymouth’s Healthy Lives for Healthy Weight Action Plan is brought to the Health and Wellbeing Board for attention and to provide an update on progress. It is proposed that this Plan will support the Board in its objectives around obesity and the achievement of healthy weight for the city. By presenting the Plan in its draft format and at an early stage of development, the Health and Wellbeing Board have an opportunity for early comment.

Specifically the Board is asked to:

1. Note progress and support further development of the Action Plan
2. Provide feedback on the Plan regarding significant omissions or suggested edits
3. Agree the delivery framework for the Action Plan (page 2) and fit with the Health and Wellbeing Board’s Strategic Priority 2 (‘Healthy Weight’)
4. Agree how progress against the plan should be reported to the Board
5. Agree methods for further engagement and consultation

Alternative options considered and rejected: N/A

Published work / information: N/A

Background papers:

Title	Part I	Part II	Exemption Paragraph Number						
			1	2	3	4	5	6	7

Sign off:

Fin		Leg		Mon Off		HR		Assets		IT		Strat Proc	
Originating SMT Member													
Has the Cabinet Member(s) agreed the content of the report? N/A													