



Briefing for the Health and Wellbeing Scrutiny Inquiry 15 December

Purpose: Update on progress made in relation to 'Can't Wait, Leeds Childhood Obesity Strategy'.

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In Leeds, 1,389 or one in five children in Reception has a weight above what is considered to be healthy. This figure is very slightly below regional and national averages. However 2,505, or almost one in three, children in Year 6 are either overweight or obese which is slightly above regional and national averages. In Leeds this appears to be a rising trend. Levels of obesity for both Reception and Year 6 children are higher in deprived areas of the city.

As a result of the growing childhood obesity nationally, the Government has set a target to reduce the proportion of overweight and obese children to the year 2000 levels by 2020.

'Can't Wait – Leeds Childhood Obesity Strategy 2006-16' provides information on prevalence, causes and local action needed to help Leeds families to be a healthy weight.

Partnership working – currently there is no city wide partnership group which focuses on implementing the strategy. A proposal to establish strategic board to champion and support partners to tackle child and adult obesity is currently being shared with key stakeholders.

Significant progress has been made in relation to Can't Wait.

Maternal Obesity

A care pathway is being developed to help mothers to retain a healthy weight during their child bearing years. Specialist weight management services have been piloted at Children Centres and targeted treatment support developed.

Breast feeding

Leeds Breast Feeding Strategy has been written and will be launched January 2010. A successful bid was made for £100k to pilot breast feeding support service and to work with young mums to promote the benefits of breast feeding. We are on target to achieve UNICEF Baby Friendly Initiative (BFI) accreditation. This measure the extent to which the local health family are compliant with evidence based best practice to support families to breast feed.

HENRY (Health Exercise and Nutrition in the Really Young)

Leeds have trail blazed this nationally recognised and very well received intervention in local children's centres. 12 centres have taken part in the training with 190 children's centre staff and 10 members of the attached health visiting team participating. Eight staff have



completed the Group Facilitation Training and are now running parents groups. 4 local trainers achieved accreditation and are now able to train independently of the national team. EYS have seconded Children's Centres Manager to support roll out of training and coordinate Lets Get Healthy with Henry groups. Feedback from staff and parents has been extremely positive, with both describing lifestyle changes they have made as a result of being part of the initiative. Work in the city is being evaluated as part of a national independent evaluation.

Change4life

NHS Leeds is commissioning services in each of the demonstration sites (Harehills and Middleton) to support local families to achieve C4Life goals. 2010 will see the launch of C4Life Be Healthy Challenge; this will work with schools to engage, support and reward families to make a positive C4Life behaviour change. The learning from a Change 4life child led fun day in Middleton is being used to develop a toolkit to support schools and other front line staff to make maximum use of the campaign. The Leeds C4L group has continued to meet to promote and champion the use of the research and branding across the city. The national campaign will focus on adult obesity in the New Year.

Physical Activity

Education Leeds and partners have achieved PEESCL and LHSS targets ahead of national timescales in line with the local LPSA strategy targets. LCC Swim4Life has been established and has been successful in engaging under 16s in free swimming sessions across the city. NHS Leeds Engaging Inactive Children Programme has been re branded Active4life and expanded to include areas in the East and west of the city. The programme which includes DAZL dance, Leeds United Football, The Works BMX and Skate Parks and Active Clubs programme is on target to engage 8000 of our least active children living in areas of deprived Leeds. Consultation work with children and young people has shown high levels of interest in free sports (BMX, skate boarding & free running) Support provided to Works Skate Park enabled them to offer free entry during summer holidays, attracting 350 young people per day. An event is planned for February 2010 to raise awareness of this interest and to consider how Leeds children and young people can be supported to make full use of Leeds freesport facilities. Leeds School Partnership Development Managers have been awarded £8k from the national Bikability Programme to promote cycling proficiency. Through innovative partnership working young people, accessing this scheme, will also be able to attend free staffed sessions at the Works Skate Park and Leeds BMX tracks to develop a passion for cycling alongside their proficiency skills.

Planning for health

The critical role of the broader environment on health is being increasingly recognised. Promising case studies are providing useful pointers; where better use of existing planning regulations and regeneration opportunities have been used to increase every day activity levels and increase access to healthy competitively priced food. The public sector's leadership role in providing access to healthy affordable food within buildings, whether places of



employment or leisure is also being recognised . A Leeds' event is planned for February which aims to raise awareness of the potential of this work and will showcase local examples of good practice.

Treatment services

Watch It Weight Management Service, following its re-launch in April, has been commissioned to run 8 clinics, focused in 10% most deprived SOAs, for families with children aged 8-17 years. To date these clinics have engaged 61 families, with a further set of recruitment sessions planned for January. Carnegie Weight Management is currently providing a community weight management clinic in Middleton. The clinic planned for Harehills was postponed due to low numbers, but will be offered again from January. Research funding is being used to develop and pilot a model of working with parents of children 5 to 8 years. To date 15 families have expressed an interest in attending the 10 week pilot at Chapel Town Children's Centre.

Over the last 2 years we have delivered a wide range of interventions to prevent childhood obesity and provide support to children and families who are overweight or obese . To stem the predicted increase and the huge management and personal costs of this condition we now need to make Leeds an environment where it is easier to be a healthy weight than obese and find ways to scale up and sustain our interventions .

We need champions who will

- increase awareness of the importance of the environment, on children and families achieving a healthy weight, and promote change.
- identify opportunities within current provision to do things differently .
- challenge when the health impact of developments has not been sufficiently prioritised.