

Improvement Priority – Reduce the rate of increase in obesity and raise physical activity for all

Lead Officer – John England, Brenda Fullard

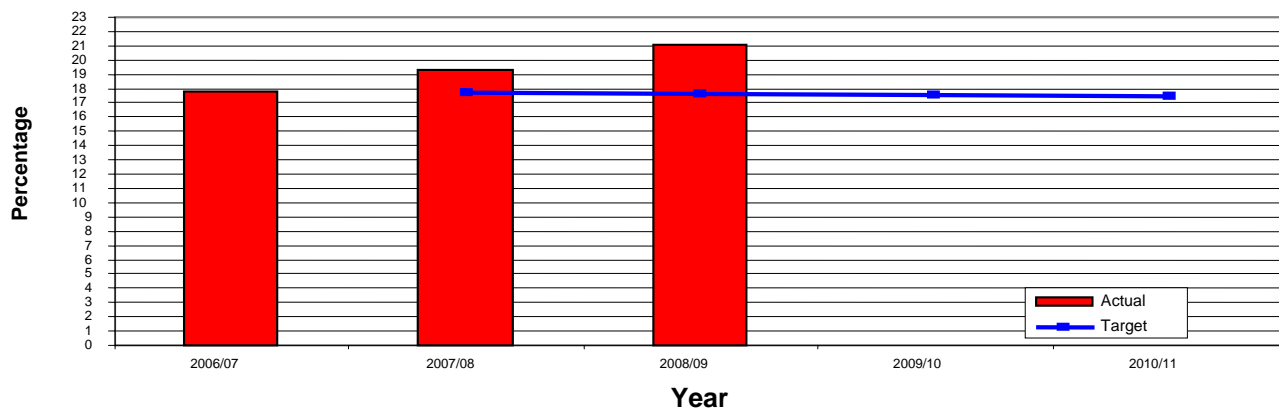
Overall
Progress



Why is this a priority

Obesity is on the increase and is associated with many illnesses, and is directly related to increased mortality and shortened life expectancy. It leads to higher risks of diabetes, hypertension, breathlessness, coronary heart disease, osteoarthritis in the knees, complications in pregnancy and impaired fertility and a range of cancers. It also has an impact on wellbeing, educational and economic attainment.

Percentage of obese children in Year 6



Overall progress to date and outcomes achieved October 2009 – March 2010

Overall Summary

Services have been redesigned and programmes and initiatives are in place to work with families, children and young people to provide support to help them achieve a healthy weight. National Child Measurement Programme data for 08-09 shows prevalence rates have increased for both years and are above the target rates with prevalence for obesity for Year 5 of 10.5% and for Year 6, at 21%. For adults Obesity prevalence is estimated on Health Survey for England 2003 data with the estimated prevalence for obesity being 23.8% in women and 22.7% of men. Based on this data we can conservatively estimate that for the population of Leeds approximately 152,084 people would be expected to be obese (BMI of 30kg/m² or more). This figure is not weighted for deprivation but it should be noted men and women from unskilled manual groups are four times more likely to be obese than professional groups. Also see Action Tracker CU1a, which identifies further information regarding physical activity for all.

Achievements

- A proposal to develop a city wide Joint Children and Adult Healthy Weight Board has been agreed with LCC and NHS Leeds
- Breast Feeding (BF) strategy has been launched and local action plans are in development. A BF Support Service is now operational with new mothers being offered additional support to continue to BF on discharge from hospital. A social marketing campaign has been commissioned to encourage young mothers living in the south of the city to breast feed.
- A local National Child Measurement Programme (NCMP) report for 08-09 has been circulated and received positive feed back from internal and external partners. Delivery of the 09/10 measurement programme is on track. Training is underway for school nursing staff to enable them to best implement the programme and respond to parental concerns.
- Health, Exercise, and Nutrition for the Really Young (HENRY) 19 centres have now taken part in the training with 393 children's centre staff and 23 members of the attached health visiting team participating. Nineteen Children's Centres staff have now attended Group Facilitation Skills training and 6 Lets Get Healthy with HENRY parents groups have been run.
- Change4Life events have been held for the NHS Leeds and LCC workforce to raise awareness of key messages. These have evaluated well with many colleagues making pledges to make a change.
- Change4Life themed fun days have been held at Primary Schools in Middelton and Harehills areas. They are proving very successful and have allowed for robust piloting and evaluation of the toolkit that supports the event. This will soon be available for use by all schools enabling them to run events to engage and support families to make a healthy lifestyle behaviour change.
- Two Third Sector organisations have been commissioned to establish a change4life weight management service in each of the demonstration sites (Harehills and Middleton). This new service is now providing one to one support to at risk families to enable them to achieve the change4life behaviours.

Improvement Priority – Reduce the rate of increase in obesity and raise physical activity for all

Lead Officer – John England, Brenda Fullard

- End of year data show over 9500 children from the 10% lowest SOA's have been engaged in physical activity through the NHS Leeds funded Active4life programme..
- Watch It Weight Management Service are running 8 clinics in 10% most deprived SOAs . A new parent focused programme has been developed and piloted to enable families with obese 5 -11 year olds to achieve a healthy weight. An evaluation report will be available April 2010. Funding has been identified to roll out this service into high risk communities within the next financial year .
- NHS Leeds continues to commission Leeds Community Care to provide adult weight management service which is now focusing the majority of specialist intensive service provision within the most deprived areas of the city, where research would suggest obesity prevalence is higher than the citywide average. NHS Leeds continues to review the access of services and success rates.
- In 08/09 and 09/10 there has been year on year increases in funding to access bariatric surgery for morbidly obese individuals.
- A Ministry of Food Centre has been developed in Leeds City markets in Partnership with NHS Leeds, LCC, Zest health for life and Jamie Oliver LTD. This is due to open in early June 2010.
- A successful reuniting health and planning event was held in Leeds on behalf of the region in February 2010.
- Free swimming continues to be very successful with a 29% increase in visits from people aged 60 and over and a 40% increase in visits by people aged 16 and under in the past year.
- Overall visits to Leeds City Council Leisure Centres has increased in terms of priority groups to the end of Q3 2009 – 2010. Key achievements being a 31% increase in throughput from people living in the 20% most deprived super output areas. Additionally an overall 1.5% increase in throughput despite two large sites being closed for PFI refurbishments.

Challenges/Risks

- To increase the priority given to obesity and increasing physical activity.
- Limited investment.
- The high level of investment in the promotion of unhealthy foods by the food industry
- The availability of bariatric surgery is unlikely to meet demand.
- Lack of specific National targets for adult obesity mean obesity

Approved by Accountable Officer	John England / Brenda Fullard	Date 22 April 2010
Approved by Accountable Director		
Delivery Board	Healthy Leeds Partnership Board	

Improvement Priority – Reduce the rate of increase in obesity and raise physical activity for all

Lead Officer – John England, Brenda Fullard

	Action	Lead Officer	Milestone	Timescale
	Establish citywide Joint Healthy Weight Board to review current strategy and determine priorities for future action in Leeds	Brenda Fullard	First board meeting held Agree scope and performance measures	June 2010
	Complete consultation work regarding actions required to implement Leeds Breast Feeding Strategy . Complete and publish action plans	Sarah Erskine	Action plans completed and being implemented	June 2010
	Increase the number of breast feeding mentors.	Sarah Erskine	Ongoing	September 2010
	HENRY- continue to roll out training and follow up support to Children's Centres	Jackie Moores	Further 6 centres trained and 6 further parent groups running.	September 2010
	Increase the number of inactive children and young people, from deprived communities, participation in regular physical activity	Jan Burkhardt	Commission, monitor and evaluate children and young people's active4life programme 2010/11	September 2010
	Agreement on priority areas for action between health and planning following Reuniting health and planning event	Brenda Fullard NHS Leeds/ Christine Farrar/ Leeds Initiative	Agreement on priority areas for action between health and planning	June 2010
	Increase the number of people participating in sport and regular physical activity in deprived areas	Mark Allman LCC/ Brenda Fullard	See NI 8 performance indicator	Ongoing
	Implement the U travel action plan	Tim Parry LCC Sustrans		
	Implement school meals and packed lunch strategies	Rosie Molinari Education Leeds	Piloting training programme for extended services as champions for Free School Meals Increase in uptake of School meals and FSM embedded in Enhanced Healthy Schools model.	Ongoing
	Pilot healthy food Mark Standard	Lisa Mallinson LCC/ Kay Lawton LHTH	Increase in the number achieving the healthy food mark standard	
	To evaluate and further develop change 4 life campaign	Alison Cater (NHS Leeds) Mark Allman (LCC)		

Improvement Priority – Reduce the rate of increase in obesity and raise physical activity for all

Lead Officer – John England, Brenda Fullard

<p>VCFS agencies commissioned to develop physical activity and food access. Cooking/ healthy eating opportunities within and community development approach</p>	<p>NHS Leeds Staying healthy ICT/ John England LCC?</p>	<p>Zest Health for Life commissioned to deliver ministry of food</p> <p>Cook and eat staff training programme for VCFS agencies wanting to be commissioned to deliver cooking skills courses will be available later in the year</p>	
---	---	--	--

Performance Indicators

Performance indicators aligned to the Improvement Priority

Reference	Title	Service	Frequency & Measure	Rise or Fall	Baseline	Last Year Result	Target	Predicted Full Year Result	Data Quality
NI 57	Children and Young People's participation in high-quality PE and sport	Children and Younger People	Annually %	Rise	74% (2007/08 academic year)	N.A.	N.A.	81% (2008/09 academic year)	No Concerns with Data
NI 8	Adult participation in sport and active recreation	Sport and Active Recreation	Annually %	Rise	20.6% (2005/06)	28.4%	N.A.	26.2%	No Concerns with Data