



Report of: Director of Public Health

Report to: Leeds Health and Wellbeing Board

Date: 12th December 2018

Subject: Priority 8 - A stronger focus on prevention: Healthy Weight Declaration, our approach to Physical Activity and the Mental Health Prevention Concordat

| | | |
|---|---|--|
| Are specific geographical areas affected? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| If relevant, name(s) of area(s): | | |
| Are there implications for equality and diversity and cohesion and integration? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is the decision eligible for call-In? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Does the report contain confidential or exempt information? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| If relevant, access to information procedure rule number: | | |
| Appendix number: | | |

Summary of main issues

- The Healthy Weight Declaration, Physical Activity Social Movement and the Mental Health Prevention Concordat will provide a focus and a platform to integrate strategies and principles between partners and strengthen partnership working across the city on healthy weight, physical activity and mental health.
- The Healthy Weight Declaration (HWD) provides a framework which can guide Local Government and partners to demonstrate their commitment and responsibility to become the best city with regard to developing and implementing policies and supporting local people to be a healthy weight. It includes 14 standard commitments and six local priorities that have been identified through consultation and will spearhead the Declaration.
- Local partnerships will need to work together and follow a collaborative Whole Systems Approach and principles to be effective to promote healthy weight, physical activity and mental health.

Recommendations

The Health and Wellbeing Board is asked to:

- Support and champion the Healthy Weight Declaration, Physical Activity conversations and evolving Social Movement and the Mental Health Prevention Concordat
- Explore adopting the Healthy Weight Declaration within their own organisations
- Support the development of a new physical activity ambition and Social Movement for Leeds
- Help influence a whole city (or system) approach to Physical Activity, designed to make it easy for people to be active
- To take note of Leeds City Council's signing of the Prevention Concordat for Better Mental Health.

1 Purpose of this report

- 1.1 The purpose of this report is to provide information and an overview of the Healthy Weight Declaration, Physical Activity Social Movement and the Mental Health Prevention Concordat to seek approval from the Health and Wellbeing Board to support these three approaches and principles.
- 1.2 The Healthy Weight Declaration will support the vision of Leeds to be the best city for health and wellbeing by contributing to the outcome 'people will live longer and have healthier lives'. It will provide a focus to raise awareness and help support the local community achieve a healthy weight.
- 1.3 The report also asks members of the Board to:
- Explore signing up to the Healthy Weight Declaration for their respective organisations.
 - Explore how we can make Leeds the most active city, supporting the inactive to become active.
 - Support the Mental Health Prevention Concordat across the city.

2 Background information

- 2.1 1 in 5 children start primary school overweight or obese and just over 1 in 3 children leave primary school overweight or obese. Nearly two thirds of adults in the UK are overweight or obese.
- 2.2 The Local Authority Healthy Weight Declaration was developed under the banner of Food Active, a healthy weight programme supported by North West Directors of Public Health with input from colleagues across public health, academics and policy makers. The final declaration has been endorsed by national organisations: North West Regional Association of Directors of Public Health, British Dental Association, Children's Food Campaign and UK Health Forum.

- 2.3 Following its launch in August 2015, the Healthy Weight Declaration was first adopted by Blackpool Council in January 2016. It has subsequently been adopted by several councils, teaching hospitals and Clinical Commissioning Groups.
- 2.4 On 19th September 2018, Leeds City Council, Executive Board adopted the Healthy Weight Declaration and were the first Council in Yorkshire and Humber to do so.
- 2.5 Increasing physical activity has the potential to improve the physical and mental health and wellbeing of individuals, families, communities and the city as a whole. Sport England's most recent Active Lives Survey shows over 239,000 people in Leeds are not being active enough for good health, with 21.6% of adults obese; rates that are higher than the national average. There is strong evidence to suggest that an active lifestyle is essential for physical and mental health and wellbeing. For example;
- Being active can help stay a healthy weight or lose weight and reduce the risk of developing diabetes by 30-40%. People with diabetes can reduce their need for medication and the risk of complications by being more active.
 - Persuading inactive people to become more active could prevent one in ten cases of stroke and heart disease in the UK.
 - Being active every day can reduce the risk of developing breast cancer by up to 20% and also improve the lives of those living with cancer.
 - Staying active can reduce the risk of vascular dementia and also have a positive impact on non-vascular dementia.
 - People who are inactive have three times the rate of moderate to severe depression of active people. Being active is central to our mental health.
- 2.6 Mental wellbeing and resilience are protective factors for physical health as they reduce the prevalence of risky behaviours such as heavy drinking, illegal drug use, smoking and unhealthy food choices which are often used as coping and management mechanisms in the absence of other support.
- 2.7 There is strong evidence that investment in the protection and promotion of mental wellbeing, including early intervention and prevention, improves quality of life, life expectancy, educational achievement, productivity and economic outcomes, and reduces violence, antisocial behaviour and crime.
- 2.8 The emerging findings of the Joint Strategic Assessment process further provides evidence stating the need to work more collaboratively to reduce the health inequalities with the intensification of the concentration of our most deprived and least deprived neighbourhoods.

3 Main issues

3.1 Chapter 1: Healthy Weight Declaration

- 3.1.1 The majority of adults in the UK are an unhealthy weight. Approximately 20% of Leeds reception age children, 34% of Year 6 children and 64% of adults are overweight or obese compared to 23%, 34% and 61% for England respectively.

- 3.1.2 The obesity rate for Leeds Reception children has followed a downward trend from 10.3% in 2008/09 to 8.6% in 2016/17, with a single fluctuation in 2013/14. For the last three years Leeds Reception obesity rate has been lower than both regional and national rates, where both have continued to increase year on year and are now at 9.7% (regional) and 9.6% (national), much higher than Leeds.
- 3.1.3 Healthy Weight Declaration covers the full span of body weight and includes malnutrition. Older people are at increased risk of malnutrition and dehydration due to other health reasons and social reasons. Undernourished people require twice as many GP appointments, three times as many hospital admissions and twice as many bed days in hospital, demonstrating the impact that malnutrition can have on the individuals themselves and health and care services. The best way to prevent malnutrition is to eat a healthy balanced diet.
- 3.1.4 The Healthy Weight Declaration has been designed to support Local Government to exercise its responsibility in developing and implementing policies which promote healthy weight and to emphasise collaboration with external partners with the opportunity to drive activity to focus on local healthy weight priorities and challenge existing practice on a city scale and be an exemplar.
- 3.1.5 The Healthy Weight Declaration recognises the important role local authorities have to play in their control of planning, public and environmental health, leisure and recreation, and regeneration. The Declaration is a vehicle to take the sort of whole-systems approach needed to tackle this complex issue. The Declaration can have an impact across Local Authority departments, ensuring that the Council works as one to achieve maximum impact, and works with other local partners to have an impact beyond Council controlled areas.
- 3.1.6 The Healthy Weight Declaration includes 14 standard commitments. Progress to date against each priority has therefore been mapped, and demonstrates that a significant amount of work has already been undertaken that will contribute to Leeds achieving the Healthy Weight Declaration. A Healthy Weight Declaration monitoring toolkit has recently been produced and Leeds City Council will be one of several Councils piloting this tool. Appendix 1 provides details of the standard commitments and examples of work completed by the Council so far.
- 3.1.7 The Healthy Weight Declaration also provides the opportunity for the partners to add local priorities additional to the 14 standard commitments. Discussion with colleagues across the Council and community groups helped select the six local priorities which target different age groups:
- Influencing planning and design for a healthy weight environment
 - Influencing the Council's food offer to promote a healthy weight
 - Encouraging an active healthy workforce
 - Implementing our local whole school food policy
 - Increasing active travel and improving air quality
 - Implementing a Leeds 'Move More' style campaign

Appendix 2, has further information about each of these priorities.

- 3.1.8 A launch event will be organised on 1st February 2019, which will provide the opportunity for the Council to receive the Healthy Weight Declaration certificate. This will be an opportunity to highlight the work Leeds City Council is doing to reduce obesity and to publicise the key services that can offer support to those wishing to achieve a healthy weight. The event will also kick-start some of the local priorities and greater engagement with partners to progress formally supporting and committing to the Declaration recognising the range of work already occurring across the Leeds health and care system. This includes further strengthening the positive work occurring with the Leeds Academic Health Partnership's (LAHP) Strategic Framework priority of 'A good start in life: obesity'.
- 3.1.9 A cross-council Healthy Weight Declaration working group chaired by Public Health has been established and is responsible for delivering the operational tasks needed to enable Leeds City Council to adopt the Declaration. This working group reports to the Child Healthy Weight Partnership, chaired by the Head of Public Health (Children and Families), Adults and Health directorate, which will monitor progress and provide the governance oversight and link to the Health and Wellbeing Board and Children and Families Trust Board. Individual members of the HWD working group and the Child Healthy Weight Partnership will link back to the wide range of other partnerships (e.g. Planning and Design Partnership, Human Resources Health and Wellbeing Group, Leeds Food Partnership, Physical Activity Steering Group).
- 3.1.10 The Healthy Weight Declaration group aims to promote the Healthy Weight Declaration to wider partners and begin to support them in the process of adopting the HWD. This will be further helped when the Healthy Weight Declaration for NHS organisations is completed by Food Active.
- 3.1.11 Going forward, an annual Healthy Weight Declaration work programme will be developed and delivered. An initial review of progress towards achievement of the Healthy Weight Declaration standard and local commitments will be undertaken in 2019.
- 3.1.12 The Healthy Weight Declaration will provide a platform to integrate strategies between partners and strengthen partnership working across the city on healthy weight. It provides an umbrella to focus on healthy weight, physical activity, food, nutrition and mental health strategies across a life course.

3.2 **Chapter 2: Our approach to physical activity**

- 3.2.1 We want Leeds to be the most active city in England. This is the clear and simple ambition outlined in the Leeds Health and Wellbeing Strategy. Priority 6 of our Strategy, 'get more people, more physically active, more often' is a key component of reaching our vision to be a healthy and caring city where people who are the poorest improve their health the fastest. We know from our Strategy that 'if everybody at every age gets more physically active, more often', we will see a major improvement in health and happiness.
- 3.2.2 The vision is to create a Social Movement that will encourage everyone in Leeds to move more every day. Enabling the population of Leeds to be physically active

is vital to the health and wellbeing of the city in addition to the contribution it can make across all city priorities. In order to achieve this a new bold approach is needed which requires cross-service and cross-agency collaboration that is driven by the needs of the most deprived communities in Leeds where health inequalities are highest and participation levels in physical activity the lowest. There is a need to influence the behaviour of the most inactive to evoke a cultural change in which being physically active becomes the norm and where being active and moving more is an easy choice. This has to be a long-term systemic approach that results in significant change.

3.2.3 In order for us to fulfil the commitments made in our Health and Wellbeing Strategy and the priorities of the Leeds Health and Care Plan, we propose the creation of a social movement to get more people, more physically active, more often. This proposal has two distinct components:

1. Promoting a physical activity conversation across the city, we will make it as easy as possible for the people of Leeds to be part of this 'chat'. We will talk with individuals, communities, organisations and policymakers to understand more about people's attitudes to activity, their understanding of its benefits, its role in their lives and how living and working in Leeds affects their levels of activity. We want people to think about what Leeds would be like if it was the perfect place for them to be active.
2. Following the strategic direction detailed above and using this learning and the relationships we've developed, we shall co-produce an ambition and action plan for physical activity in Leeds. We envisage that the focus of the Social Movement will comprise of two levels:
 - **People:** Create a recognisable visual identity that each citizen of Leeds can respond to. Working in an asset-based approach to empower people to move more than they currently are, whatever their baseline is.
 - **Policy:** Influencing the design and delivery of strategy and services with the intention for them to promote the impact that physical activity can have and to make physical activity the easiest option for all. This would require changes across city policy, public services, organisational behaviours, the built and natural environment, marketing and communications.

The ultimate ambition is to develop a whole city (or system) approach, designed to make it easy for people to be active in Leeds.

Progress to Date

3.2.4 **People**

The Active Leeds Service (formerly Sport and Active Lifestyle Service) provides a valuable contribution to the achievement of the priorities within the Health and Wellbeing Strategy and towards the Social Movement. Active Leeds is working collaboratively with Public Health to increase levels of Physical activity in the city and continually building connections at both community and strategic levels.

Active Leeds programmes are aimed at people over 16 years of age who are inactive or are engaged in low to moderate activity. A large proportion of those who use the service have low mobility and/or a medical condition and the service also supports individuals with long term health conditions and those at risk of falling. Offers include the Active Leeds Health Referral Programme, Postural Stability classes, Aqua mobility and hydrotherapy, Active Beyond Cancer and Leeds Let's Get Active (free, locality based sessions developed with community groups and organisations). In addition there are partnership programmes with Leeds Community Healthcare, including Breathe Easy and ActivAge.

Programmes are designed based on a robust understanding and experience of behaviour change, successful examples include Leeds Girls Can, Run Leeds, PING and a citywide series of lead walks.

Physical Activity across life course is fundamental to our approach and supporting young people to get the best start in life is vital, partnerships with for example, Bumps and Babes, are key to this, aiming to improve maternal health.

The Leeds "Active Schools" programme provides school children with opportunities for physical activity and sport through attendance at events, festivals and competitions and through planned physical activity breaks throughout the school day. Schools receive support for their curricular and extra-curricular offer and high quality professional development opportunities for their staff. The programme is helping schools to develop a sustainable system for PE, sport and physical activity to enrich the lives of all children and young people.

The Young People's Physical Activity Steering Group, led by Public Health, demonstrates strong cross service working in this area, bringing together Active Schools, Active Leeds, Youth provision, Play, Dance and Travel Behaviour Team around a coordinated plan (which includes priorities from within the Health Weight Declaration) to improve children and young people's health.

In order to co-produce a vision/plan to get Leeds more active, we have successfully commissioned Social Marketing Gateway (SMG), through funding from Sport England, to work in our 1% community neighbourhoods to produce a Physical Activity Asset Framework - mapping the physical, social, people and behavioural assets and capabilities of each area. Each locality area will have a co-produced vision / plan by mid December 2018; helping to start shape a more active Leeds.

3.2.5 **Policy**

At the November 2017 Health and Wellbeing Board, members recommended a whole systems approach to physical activity and that commissioners determine how to integrate physical activity into health and care pathways and services. We have identified priority long-term conditions that can significantly benefit from pathways in physical activity, which are also priorities for the Leeds Health and Care Plan – diabetes, Musculoskeletal (MSK), cancer and mental health.

A piece of work to map PA System/Services to MSK and Diabetes pathways has been started. Based on information collated from Public Health commissioned

services we have mapped the current physical activity offer for people across Leeds. This exercise helps identify gaps in physical activity opportunities so future commissioning and resource allocation can be effective and will reduce duplication across the system.

We are working collaboratively with Active Leeds and NHS Leeds CCG to explore the feasibility of developing an online information platform highlighting physical activity opportunities for people across the city. This working group aims to establish a resource that can be used by people and professionals which will also support the NHS Leeds CCGs' desire to create physical activity pathways for patients with MSK and Diabetes conditions that would benefit from safe and accredited physical activity opportunities.

This online platform will enable patients to find condition specific self-management information and self-referral opportunities into physical activity opportunities. This gateway/portal will also engage health professionals from primary and secondary care and the third sector. The purpose is to provide one central place for relevant, up to date information about the physical activity system for Leeds.

The Planning and Design for Health and Wellbeing Group was set up in 2017 to bring together planning and health colleagues in response to the opportunities for housing environment to impact positively on health. The group aims to establish key principles that are underpinned in national and local planning policy and meet strategic priorities for the city, which can be signed up to by all directorates and partners:

- Active neighbourhoods
- Better air quality and green space
- Cohesive communities

The Cycling Starts Here programme board is a city-wide partnership that oversees the Leeds Cycling Starts Here Strategy which aims to:

- Develop a thriving and active cycling city
- Promote a cycle friendly city
- Build a great city for cycling

We are currently looking into the feasibility of developing a walking Charter and Action Plan for the city. We are also linking closely with a new Park Run in Potternewton Park where walking all or some of the distance will be encouraged. A survey has gone out to all GP's to explore if patients are signposted to Park Run and/or Physical Activity opportunities. When families walk together children develop independence, learn safe habits and are less likely to become obese. When people walk all or part of the way to work, they save money and minimise harmful emissions caused by vehicles. The health benefits of walking are clear – and there are so many more positive impacts which ripple out to families, communities and the city as a whole.

We have currently working on a 2 year programme to get the Physical Activity Social Movement off the ground to get Leeds moving at scale.

It is worth concluding that the role of Physical Activity in delivering city outcomes is increasingly being recognised and valued, not only as a priority within the Health and Wellbeing Strategy but also reflected in the Best Council Plan and significantly in other key strategies such as Inclusion Growth.

3.3 **Chapter 3: Mental Health Prevention Concordat for Better Mental Health**

- 3.3.1 In August 2017 Public Health England (PHE) launched the Prevention Concordat for Better Mental Health and a suite of supporting resources. It is a national resource to help local areas establish prevention planning arrangements to improve the public's mental health.
- 3.3.2 The Prevention Concordat for Better Mental Health is taking a prevention-focused approach to improving the public's mental health and aims to make a valuable contribution to a fairer and more equitable society. This resource has been developed to help local areas put in place effective arrangements to promote good mental health and prevent mental health problems. There is a 5-part framework for effective planning for better mental health. It also highlights a range of actions and interventions that local areas can take to improve mental health and tailor their approach. This includes illustration through practice examples and links to further supporting resources. (Appendix 3).
- 3.3.3 **Progress to Date**

Leeds City Council have fully embraced the public mental health agenda across the life course and is committed to reducing mental health inequalities. This work sits as part of a broader upstream public health approach which is asset based and addresses wider health inequalities.
- 3.3.4 Since the launch of the Concordat there has been both national and regional activity to promote it and for local areas signing up to the consensus statement.
- 3.3.5 In Leeds, the Concordat has been promoted with wider partners across the city including presentations at the Mental Health Partnership Board, Mental Health Crisis and Urgent Care meeting, 136 Meeting and the Forum Central Member's Forum and the Strategic Suicide Prevention Group. Citywide Mental Health Commissioners and Forum Central partners attended a regional learning event held in Sheffield to share regional activity and mutual learning whilst demonstrating collaborative partnership commitment as a city.
- 3.3.6 At the May 2018 Regional PHE Mental Health and Suicide Prevention Communities of Interest Group (COI) meeting, PHE requested that local areas sign the [Prevention Concordat for Better Mental Health consensus statement](#) through the leadership role of Local Authorities via their Health and Wellbeing Boards. A template to undertake this has been developed. Leeds fully meets the criteria. Our key public health priorities are clearly demonstrated within the template as shown in Appendix 4.

3.3.7 For this year's World Mental Health Day a joint statement from regional partners was issued (Appendix 5) on the 10 October. Eight local authorities in Yorkshire and the Humber demonstrated that mental health matters by committing to the principles of a Prevention Concordat for Better Mental Health. Leeds is one of the eight authorities to welcome this framework and commitment to public mental health. Local authorities are working to adopt whole population approaches that not only strengthen individual and community resilience.

3.3.8 **Opportunities to go further and faster**

We see the Prevention Concordat as a positive endorsement of the work across the council and in the city on our ambitious and broad commitment to improving mental health and wellbeing across Leeds, and reducing poor mental health outcomes. It will also give us an opportunity to address any gaps and needs that are not being met on this agenda and be driven by the Health and Wellbeing Board.

3.3.9 The Mental Health Strategy for Leeds is being refreshed and the scope will include prevention of poor mental health, mental health promotion and building on protective factors that help keep us mentally well. The Concordat will be an opportunity to link this work across the city.

4 Health and Wellbeing Board governance

4.1 Consultation, engagement and hearing citizen voice

Healthy Weight Declaration

4.1.2 An event was held on 12th March 2018 to introduce the Healthy Weight Declaration and seek views from Leeds City Council colleagues and Elected Members on the proposed local priorities.

4.1.3 A report was produced for the Community Committees to inform and consult with Councillors with subsequent invites to specific meetings and attendance at the Community Committees.

4.1.4 Consultation about the HWD including the local priorities via an on-line survey with staff was completed at the end of June. 181 staff responded to the survey across council teams at various levels. The priority with the highest vote was *encouraging an active healthy workforce*; followed by *implementing a whole school food policy* and there was very little between the other four priorities; *influencing planning and design for a healthy weight environment*; *influencing the Councils food offer to promote a healthy weight*; *increasing active travel and improving air quality and implementing a Leeds 'Move More' style campaign*. Many staff acknowledged the importance of being healthy and that a healthy workforce is far more productive and less likely to be sick, however, many commented that it is difficult when they have a sedentary job and the work environment can make it more difficult to achieve healthy food choices (e.g. bake sales and biscuits culture).

4.1.5 The Healthy Weight Declaration working group and with partners, over the summer, conducted public consultation to understand what a healthy weight

means to the public and to explore what action the public expect of the Council and partners in regards to the agenda. This will be mainly through several workshops asking a series of set questions. Examples of the some of the groups consulted with, a conservation volunteer group, Youth Council, children's activity holiday programmes, One You Leeds, Migration Action Group.

- 4.1.6 This community involvement work will continue, using asset based and participatory approaches to obtain community views on the needs and assets relating to the HWD and to identify opportunities.

Physical Activity

- 4.1.7 There has been, on the back of starting to develop a physical activity ambition for the city, wide stakeholder consultation both across the council and with wider partners. We are currently developing an extensive engagement plan that seeks to build conversations with residents, stakeholders and community leaders gathering their views on physical activity. The outcome of this work will help formulate the new ambition (a shared goal / vision) which will also include and help shape the development of a social movement campaign slogan.
- 4.1.8 The Big Leeds Chat, which took place in Kirkgate market on the 11th October and was led by People's Voice Group and was a first step to engaging the people of Leeds in a conversation about their health and wellbeing; with commentary and feedback collated around "being active". It provided key learning as an approach to adopt and build on going forward.
- 4.1.9 As previously highlighted Social Marketing Gateway (SMG) are currently pulling together an asset based framework for the 1% Priority Neighbourhoods which will include capturing conversations and discussions with community leaders, key local organisations and residents around "being active". Again, this work, will also help in our understanding at how best to engage with communities and residents as we extend the "physical activity" conversations across the city.

Mental Health Prevention Concordat for Better Mental Health

- 4.1.10 Various presentations and engagement opportunities have been held with wider partners across the city and region to discuss opportunities to sign the prevention concordat. Public Health colleagues presented a workshop to Forum Central partners in relation to the Mental Health Concordat.
- 4.1.11 To ensure a citywide understanding, commitment and full engagement, Mental Health Commissioners and Forum Central partners attended a regional PHE learning event held in Sheffield to share regional activity and mutual understanding of how the concordat can be used locally in a meaningful way. The event demonstrated our partnership commitment with strong representation from across the Leeds health and care system.

4.2 Equality and diversity / cohesion and integration

- 4.2.1 There is a strong relationship between poverty and health. There is robust evidence to demonstrate that certain groups of the population who live in the most

deprived areas of the city are more likely to suffer more ill health and diseases. This is particularly highlighted in the local child obesity data which consistently shows the rate of obesity for children living in deprived areas of Leeds is almost double the rate for children living in non-deprived Leeds. Also, obesity prevalence based on the last five years' aggregated data is higher for Black children (12.9% in Reception and 25.2% in Year 6) compared to White children (8.2% in Reception and 17.6% in Year 6). For adults nationally, women living in the most deprived areas are more likely to have higher levels of obesity than those living in the least deprived areas. This is less marked for men. Obesity prevalence for adults also varies by ethnic group with the highest rates being among Black African and Pakistani women.

- 4.2.2 An equality, diversity, cohesion and integration screening on the Healthy Weight Declaration was completed in August 2018.
- 4.2.3 The approach to delivering physical activities is across the life course ensuring that everyone will have improved access to opportunities to be more active regardless of their age. Our Teams and resources are aligned to specifically work with individuals and bodies within the communities that can represent the views of under-represented groups such as women and girls, older people, disabled people, Black and Minority Ethnic groups and LGBT+ groups. More recently, through the Leeds Plan and engagement planning process there clearly shows a need to focus our efforts to working with Asian Women and People with a Learning Disabilities. An equality impact assessment will be completed as part of the development of the final ambition / production of a shared vision in 2019.

4.3 Resources and value for money

- 4.3.1 Obesity costs the wider society £27 billion and the NHS £6.1 billion each year. We spend more each year on the treatment of obesity and diabetes than we do on the police, fire service and judicial system combined. The Healthy Weight Declaration is a cost-efficient approach to harness the existing resources of the Council to address this important issue. Any projects or developments arising from the Healthy Weight Declaration will be contained within existing council budgets.
- 4.3.2 The economic and social costs of mental health problems are very high. People with a mental health condition are more likely to experience higher costs for treatment of their physical health condition because of the complexity of dual conditions, the severity of the physical condition, and the lack of integrated treatment.
- 4.3.3 Productivity losses, benefit payments and cost to the NHS associated with mental health problems cost the English economy £70bn a year. The prevention Concordat for Mental Health supports public mental health interventions that have been shown to give excellent returns on investment.

4.4 Legal Implications, access to information and call In

- 4.4.1 There are no legal implications arising from this report.

4.5 Risk management

4.5.1 Risks arising from the Healthy Weight Declaration, Physical Activity Social Movement and the Mental Health Prevention Concordat will be monitored and managed through existing partnership boards/groups and escalated as needed.

5 Conclusions

- 5.1 The Healthy Weight Declaration, Physical Activity Social Movement and the Mental Health Prevention Concordat provide either a framework or principles for organisations to make a commitment to promote healthy weight, physical activity and mental health to improve the health and wellbeing of the local population. It will raise the profile of the City and highlight good work and significantly contribute towards Leeds being the best city for health and wellbeing.
- 5.2 These prevention approaches will in turn help to deliver future health benefits including Type 2 diabetes, cardiovascular disease, depression, suicide and some cancers and in the long term leading to less social care needs.

6 Recommendations

The Health and Wellbeing Board is asked to:

- Support and champion the Healthy Weight Declaration, Physical Activity conversations and evolving Social Movement and the Mental Health Prevention Concordat
- Explore adopting the Healthy Weight Declaration within their own organisations
- Support the development of a new physical activity ambition and Social Movement for Leeds
- Help influence a whole city (or system) approach to Physical Activity, designed to make it easy for people to be active
- To take note of Leeds City Council's signing of the Prevention Concordat for Better Mental Health.

7 Background documents

7.1 None.

THIS PAGE IS LEFT INTENTIONALLY BLANK

**How does this help reduce health inequalities in Leeds?**

Collaborative approaches which follow a Whole Systems Approach or framework provide a structure and focus to be more effective and will help reduce health inequalities. The Marmot Review of Health Inequalities and the Sustainable Development Commission reports have evidenced how people with mental health problems experience area inequalities. The populations of deprived areas are characterised by concentrations of disabled people, including people with mental health problems and studies have found that prevalence of mental illness maps closely with deprivation. LCC have fully embraced the public mental health agenda across the life course and are committed to reducing mental health inequalities.

How does this help create a high quality health and care system?

Each of these preventive areas and the approach will provide a strategic leadership and will contribute to several of the key outcomes in the Leeds Health Care Plan across the life course and will deliver future health benefits. This will decrease the demand on health and care services.

How does this help to have a financially sustainable health and care system?

The financial burden of obesity is significant. In 2014/15, it was reported the cost of obesity related ill health to the NHS in the UK was estimated at £6.1 billion per annum. Obesity also impacts on local authorities' social care budgets with direct costs attributed to obesity which have been estimated at £352m per annum and wider costs to the economy estimated at £27bn per annum.

There are important links between obesity, physical activity and social care. There is pressure on health and adult social care, which cannot keep pace with the demand by just making services more efficient. Being obese can increase the risk of developing a range of serious diseases, including hypertension, Type 2 diabetes, cardiovascular diseases, some cancers, obstructive sleep apnoea and musculoskeletal problems.

There is overwhelming evidence to focus on public mental health initiatives which demonstrate positive outcomes for people. Productivity losses, benefit payments and cost to the NHS associated with mental health problems cost the English economy £70bn a year. The prevention Concordat for Mental Health supports public mental health interventions that have been shown to give excellent returns on investment.

Future challenges or opportunities

To support and champion the Healthy Weight Declaration, Physical Activity Social Movement and the Mental Health Prevention Concordat.

Priorities of the Leeds Health and Wellbeing Strategy 2016-21

| | |
|--|---|
| A Child Friendly City and the best start in life | ✓ |
| An Age Friendly City where people age well | ✓ |
| Strong, engaged and well-connected communities | |
| Housing and the environment enable all people of Leeds to be healthy | |
| A strong economy with quality, local jobs | |
| Get more people, more physically active, more often | ✓ |
| Maximise the benefits of information and technology | |
| A stronger focus on prevention | ✓ |
| Support self-care, with more people managing their own conditions | |
| Promote mental and physical health equally | ✓ |
| A valued, well trained and supported workforce | |
| The best care, in the right place, at the right time | |

Appendix 1 Healthy Weight Declaration: Mapping of the 14 standard commitments

| Standard Commitment | Examples of what Leeds City Council is already doing |
|---|--|
| Engage with the local food and drink sector where appropriate to consider responsible retailing, offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt products | Leeds Food Charter approved by Executive Member for Health, Wellbeing and Adults, Councillor Charlwood to set the vision for food in the city. Leeds City Council officers actively involved in the Leeds Food Partnership which aims to develop partnerships with the food and drink sector. Public Health working with Leeds Catering to improve food provision at Schools and Children's Centres. |
| Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services and town centre promotions | Public Health working in partnership with Street Licensing and City Development to identify opportunities and look at how the Council responds to commercial interest. Leeds Food Partnership is developing a Food ethos in regards to commercial partnership which can offer good practice for Leeds City Council. Good practice from Baby Friendly Initiative. |
| Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks | Public Health leading discussions regarding Leeds City Council vending contract and implementing good practice from a healthy vending trial pilot in Leeds Teaching Hospitals Trust. No schools in Leeds have vending machines and benefit from healthy eating support from the School Health and Well-Being service. |
| Increase public access to fresh drinking water on local authority controlled sites | An audit is planned as part of this declaration and will require cross cutting work across Council directorates. |
| Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited | Supplementary Planning Document on hot food takeaways drafted by City Development, consultation complete and due to seek approval shortly via Development Plans Panel. |
| Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity | Healthy Weight Declaration will enable this work to reinforce and raise the profile of existing local healthy weight policy groups including Child Healthy Weight Partnership and the Leeds Food Partnership and Physical Activity Breakthrough projects. |
| Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites | This is a priority within the Child Healthy Weight Plan which includes improving the environment to support families to be a healthy weight. Health and Wellbeing Service support schools to implement the School Food Standards which includes monitoring school links with industry. |

| | |
|--|---|
| Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities | <p>Leeds City Council active partner in regional networks such as with Public Health England, Yorkshire & Humber Physical Activity Knowledge Exchange (YOPAKE) and Whole Systems Approach (Leeds Beckett University).</p> <p>Local implementation of national Change4 Life campaigns occurs each year; Be Food Smart and Shake Up and One You – requires wider involvement. One You Leeds integrated lifestyle Service up and running also supports national and local campaigns. Maternal health, Best Start and physical activity included in Leeds Health Care Plan.</p> |
| Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer | <p>Work planned to ensure that Leeds City Council can role model the principles referenced in the Leeds Food Charter. This will include work with Civic Enterprise to look at food and drinks provided. Good practice available from Public Health England. Guidance for nurseries re-special events – list of recommended products.</p> <p>Policies in place to include healthy provisions through Catering Leeds and Civic Flavour. Catering Leeds leading discussions to develop a council food policy.</p> |
| Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight | <p>Workplace health champions within Leeds City Council services. Cycle to work scheme available. Breastfeeding Workplace Policy in place.</p> |
| Invest in the health literacy of local citizens to make informed healthier choices | <p>Recognition of good practice – Leeds Change 4Life case study showcased in Public Health England annual report.</p> <p>Local alcohol campaign aimed at 18-25 to have a focus on messages on calories in alcohol.</p> |
| Ensure clear and comprehensive healthy eating messages are consistent with government guidelines | <p>Delivery of a co-ordinated training offer led by Public Health for practitioners and workers which embed the Making Every Contact Count (MECC) principles i.e. Health, Exercise, Nutrition for the Really Young (HENRY), Healthy Living Training and Introducing Nutritional Care.</p> <p>Resources been updated to include Eatwell Guide.</p> |
| Consider how strategies, plans, and infrastructures for regeneration and town planning positively impact on physical activity | <p>Neighbourhood Living Memoranda document.</p> <p>Leeds Design Wellbeing group meet regularly and are developing principles for developers.</p> <p>Public Health commissioned public street audits in Lincoln Green to help influence highways and transport decisions.</p> <p>Council represented at the regional Transport and Health Board.</p> |
| Monitor the progress of our plan against our commitments and publish the results | <p>Existing partnerships such as Eat Well Forum, Child Healthy Weight Partnership will provide updates on progress.</p> |

Appendix 2 Healthy Weight Declaration - 6 local priorities

| Priority Area | Description |
|--|--|
| Influencing planning and design for a healthy weight environment | We will work with partners to implement key principles such as active neighbourhoods, better air quality and green space and cohesive communities. |
| Influencing the Council's food offer to promote a healthy weight | Influencing the food environment to enable healthy eating can be accomplished through a collaborative approach, effective partnerships across Council teams and co-ordinated action. |
| Encouraging an active healthy workforce | To promote and encourage the health of our staff to be regularly active and provide a workplace that supports this. |
| Implementing our local whole school food policy | We would like to ensure schools are supported to provide nutritionally healthy meals using this locally produced toolkit. |
| Increasing active travel and improving air quality | Active travel, such as walking and cycling is a great way for people to routinely achieve at least the minimum recommended levels of physical activity and at the same time help reduce the levels of air pollution. This priority will look at ways to enable this. |
| Implementing a Leeds 'Move More' style campaign | A 'Move More' campaign will be developed with the people of Leeds to provide positive messages to encourage physical activity across the City. |

Appendix 3



Prevention Concordat for Better Mental Health: Prevention planning resource for local areas

Why? The case for action:

1 in 10 children experience a mental health problem

1 in 6 adults have had a common mental health problem in the last week

1 in 5 adults has considered taking their life at one point

9 in 10 people with mental health problems experience stigma and discrimination

Good mental health is a vital asset for **dealing with** the different **stresses** (physical and mental) and problems in life

Good mental health is associated with better **physical health, increased productivity** in education and at work and **better relationships** at home and in our community

What good looks like: A five domain framework for local action



Needs and asset assessment - effective use of data and intelligence

- analyse quantitative and qualitative data
- analyse and understand key risk and protective factors
- engage with the community to map useful and available assets
- agree the priority areas



Partnership and alignment

- form a local multi-agency mental health prevention group
- establish opportunities to bring mental health professionals from wider networks together
- involve members of the community with lived experiences in the planning
- pool resources together and share benefits



Translating need into deliverable commitments

- modify existing plans to include mental health
- determine the approach that best meets local need
- provide varying approaches in the action plan
- ensure a community centred approach to delivery
- reinforce actions with existing and new Partnership plans
- use the human rights-based approach
- regularly invite feedback



Defining success outcomes

- map out who the interventions work with and why, as well as recognising inputs and outputs
- identify 5-10 measures from already available data sources which most closely resemble what success looks like
- develop a measurement, evaluation and improvement strategy to:
 - a) identify the impact
 - b) highlight areas for development



Leadership and accountability

- delegate a leader
- work is linked and aligned to other strategic priorities
- develop a clear accountability structure

Consider How to support mental health across:

Whole population approaches

- strengthening individuals eg mental health literacy
- strengthening communities and healthy places eg housing, social networks
- addressing wider determinants eg mentally healthy policy

Life course approaches

- family, children and young people
- working age
- older people

Targeted prevention approaches

- groups facing higher risk eg criminal justice
- individuals with signs and symptoms eg suicidal behaviour
- people with mental health problems eg recovery

Appendix 4 Mental Health Public Health Priorities



Public Health
England

Protecting and improving the nation's health

Prevention Concordat for Better Mental Health: information required from signatories to the Consensus Statement

We are delighted that you are interested in becoming a signatory to the [Prevention Concordat for Better Mental Health Consensus Statement](#). You will be joining a number of organisations who have committed to working together to prevent mental health problems and promote good mental health through local and national action.

Please can you complete the template below to enable us capture your pledge and the key contacts in your organisation.

| | |
|---|--|
| Lead contact | Victoria Eaton, Consultant in Public Health / Chief Officer. |
| Name of local authority | Leeds City Council (LCC) |
| Please tell us more about your work | LCC have fully embraced the public mental health agenda across the life course and are committed to reducing mental health inequalities. Our Chief Executive Tom Riordan and Executive Member for Health and Wellbeing Councillor Rebecca Charlwood demonstrate leadership by being proactive and visible Mental Health Champions within the Council and across Leeds. The Public Mental Health team leads and delivers programmes to improving the mental health and wellbeing of the population of Leeds, reflecting a key priority and commitment of the Leeds Joint Health and Wellbeing Strategy. We support and influence the council to prioritise a public mental health approach. This work sits as part of a broader upstream public health approach which is asset based and addresses wider health inequalities. It complements and supports wider work around poverty e.g. housing, gambling, welfare advice and promoting positive use of green spaces. It links to the social prescribing work, local peer support and community development commissioning in Leeds. |
| What are you currently doing on: <ul style="list-style-type: none">• prevention of mental health problems and suicide• promotion of mental health | Our priorities reflects our vision and commitment to investing in upstream interventions which have an impact on positive mental health across the life course. Our vision includes our ability to lead and provide influence across the city on this agenda by being part of Leeds City Council. Our work also supports and links to other public health priorities such as increasing physical activity, reducing loneliness and employment. |

- Key priorities of the Leeds Public Mental Health programme;
- Population mental health promotion and wellbeing (more people will have good mental health, fewer people will suffer avoidable harm)
 - Reducing stigma and discrimination (fewer people will experience stigma and discrimination)
 - Reducing suicide and self-harm (more people will have good mental health, fewer people will suffer avoidable harm)
 - Effective and equitable mental healthcare services (Best value healthcare informed by need. More people with mental health problems will recover, joined up approaches for improving both physical and mental health.

Prevention of Mental Health Problems and Suicide / Promotion of good Mental Health and Suicide

LCC leads on suicide prevention work across the city and it is a key public mental health priority. We have developed the [Leeds Approach](#). There is a long-standing, multi-agency strategic suicide prevention group, and the [Leeds Suicide Audit 2008-20102](#) (published in 2012) is nationally recognised as best practice by PHE. Our robust audits inform our citywide [action plan](#) which is refreshed every 3 years by the Strategic Suicide Prevention Group. In October 2018 Leeds submitted the refreshed plan as part of a national peer led self-assessment process led by PHE, Local Government Association (LGA) and the Association of Directors of Public Health (ADPH's). Following this process, Leeds has been recognised for its suicide prevention work and the plan will be used as a national case study of best practice.

Our most recent suicide audit was published in September 2016. [Key Findings here](#). Leeds has also been cited as best practice case study (LGA 2017, Suicide Prevention – a case for Local Authorities) for investing in postvention bereavement services at a time of budget cuts and disinvestment. This service has been well evaluated ([Infographic here](#)) and is contributing to global evidence of effective peer led postvention intervention. This service has been shortlisted in the Best Service Delivery Model category in the Local Government Chronical (LGC) awards to be held in 2019.

Commissioning Function

We currently commission the following public mental health services which delivers on our commitment to Public Mental Health;

- **Mentally Healthy Leeds** is a new upstream service that is commissioned by Leeds City Council Public Health. The overall aim of the new service is to contribute to reducing

health inequalities by focusing on wider determinants that can affect resilience and impact negatively on mental health.

- **Leeds Suicide Bereavement Service** – this is a unique peer led service that leads on postvention activity within Leeds including working with a whole family approach to supporting those bereaved by a suicide. This service has been nationally recognised as good practice.
- **Mindful Employer**- Public Health commissioned service which leads on citywide network and local activity with Leeds employers culminating in a national conference every other year. We have built strong partnerships with local employers and are the citywide experts on workplace mental health promotion and workforce retention. We currently have over 250 active employers in the network. Our Chief Executive, Tom Riordan cited this work at the recent 'Heads Together' event in Leeds, with Prince Harry in attendance. Leeds Mind has developed the [10 steps toolkit for employers](#) and this is nationally recognised.
- **Regional Time to Change Hub Status** - Leeds has led for many years on investing in Anti-Stigma work particularly supporting those with lived experience of mental health to be actively involved and steer the campaign. In 2017 Leeds were successful in becoming the first regional Time to Change Hub and will oversee a bespoke grants programme and citywide action plan jointly with third sector partners. This work has been sustained by being incorporated into the new Mentally Healthy Leeds service as we value the impact the work on stigma makes and demonstrates commitment to ensuring the sustainability of the citywide work plan with those with lived experience at the heart of developing and championing this work.
- **Wellbeing Space and Support Service.** The public mental health team has worked closely with locality public health colleagues to help shape a new service which focuses on providing more opportunities for those living in the 10% most deprived areas in South Leeds to access services promoting positive mental health. The Wellbeing Space will provide a community based drop in with the aim of improving protective factors and reducing risks around poor mental health, and reducing social isolation
- **Welfare Advice in acute mental health setting.** The purpose of this mental health outreach work is to reduce health inequity and barriers in accessing welfare advice for people in acute mental health settings. This service is part of the wider welfare advice contract and ensures dedicated access for people who have poor mental health and needing help with welfare issues such as housing, debt, benefit support and legal matters. This service also provides a good opportunity to engage with the wider workforce around health inequalities in a health care setting and their public health role.

| | |
|---|--|
| | Effective and Equitable Mental Healthcare As part of our function to provide public health advice and support to the healthcare system, a series of Mental Health Needs Assessments have been carried out under the banner of Leeds in Mind, 2017. These reports can be found here: www.observatory.leeds.gov.uk . They cover adult mental health, perinatal mental health and the mental health of young people. Findings are being used to inform strategic direction of mental health services and citywide strategy. Further work streams – including improving equity of access and outcome for people from Black, Asian Minority Ethnic (BAME) have also been established due to the recommendations in these reports. |
| I confirm that we have a suicide prevention plan in place (please attach this or provide a link). | Leeds Strategic Suicide Prevention Plan 2018 - 2021 |
| I confirm that we have a mental health champion who is:- | An elected member <input checked="" type="checkbox"/> A member of the H&WB Board <input checked="" type="checkbox"/> The CEO of either the LA or the CCG <input checked="" type="checkbox"/> |
| I can confirm that we: | Have completed and published a mental health JSNA in the past eighteen months <input checked="" type="checkbox"/> Are planning to start a mental health JSNA in the next three months <input type="checkbox"/> |
| What contribution would you like to commit to in 2018/19 and beyond | There is strategic leadership and commitment from our Mental Health Champions within LCC and that public mental health work is valued and recognised: Our vision is for Leeds to be a Mentally Healthy City. |
| Can you provide a brief communication plan to indicate how you will promote your commitment? | We work alongside our communications team who work collaboratively with all other key communication teams across the city. This is to ensure we deliver consistent and reliable messages on promoting good mental health. We will continue to use citywide mechanisms that reach all partners, including statutory, voluntary and those with lived experience and volunteer as mental health champions through varied mediums. |
| Please provide a confirmation from the CEO or Board of your organisation | Tom Riordan – CEO Leeds City Council and Mental Health Champion. October 10 th , 2018. |
| Name of the signatory from your organisation (should be the chair of your Health & Wellbeing Board). | Cllr Rebecca Charlwood - Executive Member for Health, Wellbeing and Adult's Services in Leeds. Cllr Charlwood is also the Chair of the city's Health and Wellbeing Board and a Mental Health Champion. |

Appendix 5 World Mental Health Day joint statement



Public Health
England

Protecting and improving the nation's health

Media Release

Issued: Tuesday 09 October 2018
Embargoed until 00.01 hrs, Wednesday 10 October 2018

Public Health Leaders Call for Action on Mental Health

Today (10 October) is World Mental Health Day and eight local authorities in Yorkshire and the Humber are saying **mental health matters** by committing to the principles of a Prevention Concordat for Better Mental Health.

The Concordat describes a shared commitment to preventing mental health problems and to promoting good mental health. Developed by a partnership of statutory and voluntary sector organisations, and in conjunction with people who have experienced mental health problems, the Concordat calls for a range of national and local action on mental health, including:

- Transformation of the health system so it has prevention-focused leadership, enabling help and support to be provided much earlier and therefore avoid mental health crisis
- Collaboration to improve the public's mental health
- Drawing on the expertise of people with experience of mental health problems and for the wider community to identify solutions and promote equality
- Building the capacity and capability across the health and care workforce

Corinne Harvey, Public Health Consultant in Health and Wellbeing at Public Health England Yorkshire and the Humber, said: "*Good mental health is essential for everybody to thrive; it helps us deal with life's stresses, it makes us more productive in education, in work and at home. It enables us to build better relationships at home and in our community and good mental health is also associated with better physical health.*

"Sadly, unlike physical wellbeing, mental health is often taken for granted until it becomes a problem. The Prevention Concordat seeks to change the approach to mental health, from one that only focuses on those who are unwell at times of highest need to one that also seeks to improve mental wellbeing for all. By doing this, we hope to increase understanding of mental health problems and reduce the stigma and discrimination that is still experienced by many."

Local authorities will be working to adopt whole population approaches that not only strengthen individual and community resilience but also address the wider determinants of mental health, such

as housing and employment and tackle stigma and discrimination. In addition, there will be targeted work with groups at higher risk of mental health problems at all ages.

Julia Weldon, Director of Public Health (DPH) at Hull City Council, and the lead DPH for mental health in Yorkshire and Humber Mental, said: *'I'm delighted that so many of our local authorities are speaking out today, World Mental Health Day, to show their commitment to improving mental health across Yorkshire and the Humber. Mental health shouldn't be a poor relation to physical health and our actions today will give a fresh momentum to our message that mental health matters, and that we can all share in making sure that message is heard and understood by everybody.'*

Ends

Notes to Editors:

The local authorities announcing their commitment to the principles of the Prevention Concordat today are: Hull City Council, Leeds City Council, Doncaster Metropolitan Borough Council, Calderdale Metropolitan Borough Council, City of York Council, North Yorkshire County Council, Wakefield Metropolitan Borough Council, East Riding of Yorkshire Council. Other local authorities in the region continue to work on promoting positive mental health and may sign the Concordat in the future. <https://www.gov.uk/government/collections/prevention-concordat-for-better-mental-health>

Key facts about mental health include:

- 1 in 10 children experience a mental health problem
- 1 in 6 adults have had a common mental health problem in the last week
- 1 in 5 adults has considered taking their life at one point
- 9 in 10 people with mental health problems experience stigma and discrimination
- Good mental health is a vital asset for dealing with the different stresses (physical and mental) and problems in life
- Good mental health is associated with better physical health, increased productivity in education and at work and better relationships at home and in our community

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. We do this through world-leading science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. We are an executive agency of the Department of Health and Social Care, and a distinct delivery organisation with operational autonomy to advise and support government, local authorities and the NHS in a professionally independent manner.