

Report of Director of Children and Families
Report to Scrutiny Board (Children and Families)
Date: 6th March 2019

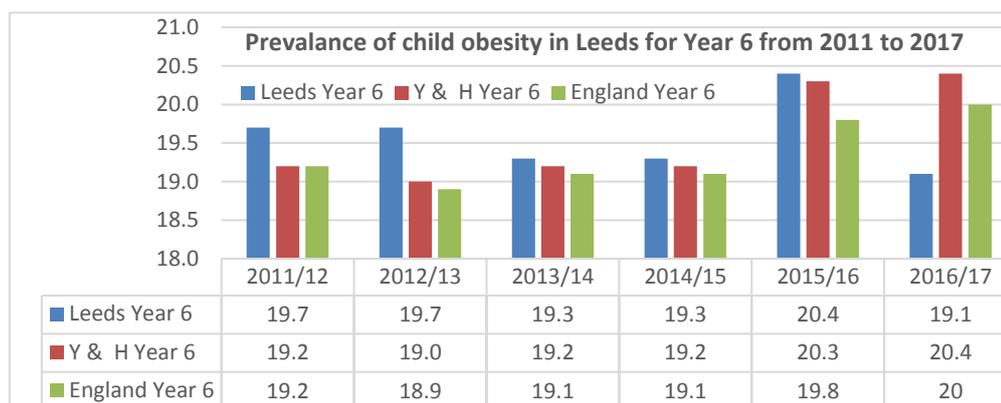
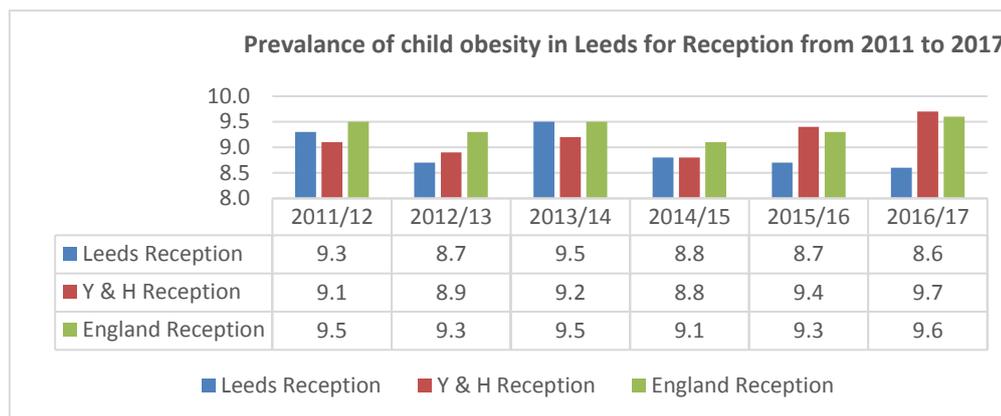


Subject: Scrutiny inquiry - is Leeds a child friendly city?

Outcome: Children and young people enjoy healthy lifestyles	Focus areas: Healthy weight
Story behind the baseline and turning the curve story	
<p>Nationally children are becoming obese at an earlier age, staying obese for longer and children from lower income household are more than twice as likely to be obese than those in high income households. Obesity in children is associated with a number of health conditions including asthma and other respiratory problems, early puberty and some cancers. Often of greater significance to young people, obesity is linked as both a cause and consequence of psychological disorders such as anxiety, poor self-esteem, poor body image and eating disorders. CYP with obesity are more likely to grow up to become adults with obesity who can expect to have significant excess morbidity and lower life expectancy than someone of a healthy weight. Child obesity remains a top public health priority in England. The national strategy <i>Childhood Obesity: a plan for action (2018)</i> sets out the ambition to half the rate of child obesity by 2030 and narrow the inequalities gap. 5 year aggregate data for Leeds highlights that Leeds is bucking the trend as Leeds childhood obesity rates among Reception aged children have reduced and principally among children living in the more disadvantaged areas. Rates for Leeds Children in year 6 are also lower than those nationally with the greatest reductions among children living in the more affluent areas.</p>	
Summary of the journey	
Narrative/ key milestones	<p>Leeds Child Healthy Weight Partnership was established by Public Health in 2005 and has provided clear systems leadership informing the development of Leeds Child Obesity Strategy (2006 -16) and more recently Leeds Child Healthy Weight Plan (2017 – 2022). The partnership is responsible for delivering Leeds Child Healthy Weight Implementation Plan and provides the link to many other plans, programmes and services eg sustainable travel, planning and design, Healthy Schools, Healthy Child Pathway, physical activity and active lifestyles work ,and the adult focussed Integrated Healthy Lifestyles Service, enabling a whole systems approach to the prevention of Child Obesity. A Maternal Healthy Weight Steering Group was established in 2017 to design and deliver actions aimed at reducing obesity in pregnancy. Given how difficult it is to lose weight and sustain weight loss the focus has been on prevention and supporting families to make a healthy start in the early years. HENRY (Health, Exercise and Nutrition for the Really Young) has been delivered city wide at scale and over time. Delivered from Children’s Centres, it is considered to be the primary reason why Leeds Reception rates are falling and particularly among children living in our more deprived areas.</p>
Performance measures	<p>The National Child Measurement Programme (NCMP) was established in 2006. Reception and Year 6 children are weighed and measured; with more than 16,000</p>

2011 to 2018

Leeds children measured annually this provides robust data on child obesity rates. An annual NCMP report is produced and shared with key stakeholders.



The My Health My School survey includes self-report data on consumption of fruit and vegetables, sugary snacks and drinks, and levels of physical activity.

Universal

- HENRY is available as a group and 1 to 1 programme for families with children under 5. Over 1000 staff, mainly from Early Start Teams, have participated in HENRY training and are now more confident and skilled in working with families on the sensitive issue of weight and healthy lifestyles using a collaborative approach.
- Leeds Healthy Schools Service enables schools to achieve the Leeds Healthy School Standard which includes action to prevent child obesity eg developing a whole school food policy, and improving the quality and take up of school meals.
- The Watch It service provide a weight management programme for children aged 5 to 19 wishing to become a healthier weight.
- LCC, LTHT and LCHT all have Infant Feeding Policies. Leeds Schools have a Breastfeeding Guidance document to support pupils and staff.
- Leeds Health Visiting Service achieved the UNICEF Baby Friendly Initiative Gold award in 2018. LTHT Maternity Service is fully BFI accredited and the Children's Centres achieved Stage 1 accreditation in November 2018.
- The Planning & Design for Health & Wellbeing Group is establishing key principles such as active neighbourhoods, better air quality and green space to be integrated into the planning and design process.
- Food and Activity for a Healthy Pregnancy train the trainer course, delivered by Public Health, is enabling midwives to deliver a healthy lifestyle session to support parents to be.
- The Healthy Weight Declaration was adopted by the Council in September 2018 which will provide a strategic vision and better integration across the Council to raise the profile and commitment to the healthy weight agenda.
- Best Start Plan 2015-19 and the Leeds Breastfeeding Plan both focus on supporting responsive feeding and infant led weaning.

	<ul style="list-style-type: none"> • LCC Public Health team have worked with Midwives and the Early Start Teams to embed the use of the Best Beginnings Baby Buddy app into routine care, which includes locally developed information on food and physical activity. • The two national Change4Life campaigns have been promoted each year with partners.
Vulnerable	<ul style="list-style-type: none"> • Children's healthy living activity projects (The Works Skate Park, HFA-ACE and DAZL) were re-commissioned in 2017 with a greater focus on healthy eating, cooking and parental engagement. These projects now work with over 9,000 C&YP each year. • HENRY Peer support project enables vulnerable families to access support. • Locality pilot projects in Armley, CHESS and Richmond Hill (2012–2014), were delivered, evaluated and the findings are being used to inform current provision and a national bid to enable further community led area based programmes.
Children looked after	<ul style="list-style-type: none"> • Developed and delivered training for foster carers following insight work revealed food and nutrition issues are common. Plan to deliver further courses in 2019. • To review and influence the processes and guidance for Children Looked After incorporating food related behaviour and issues
Next stage of our journey	
Future aspiration	<ul style="list-style-type: none"> • Implementation of the Healthy Weight Declaration and sign up by other key partners and contribute to a city wide Healthy Weight Declaration • Commissioning a new integrated Family Healthy Living Service that builds on the HENRY approach for 5-11 year olds • Planning and Design for Health and Wellbeing will be influencing developers, partners, and providing on-line resources • Promotion and distribution of an Early Year's Physical Activity toolkit will be completed and its use embed into the universal service offer • Work with partners to embed health living messages in other services e.g. ESOL • More family activities developing skills and confidence in doing things together and creating memories eg cooking, play, mealtimes. • Children's Centres to be fully Baby Friendly accredited (2020) • Increase numbers of women initiating breastfeeding and for longer • Increase awareness of the importance of a healthy weight in pregnancy
Challenge s/barriers	<ul style="list-style-type: none"> • Normalising of an unhealthy weight across the life course • Leeds ,in common with most other areas is an Obesogenic environment-healthy choice is not the easiest choice • City design does not support physical activity as part of everyday living sufficiently • As population gets heavier increasingly difficult for the C&YP workforce to recognising children who are affected. • Given scale and complexity of the problem it can feel too hard to tackle • Workforce report they lack confidence in raising the issue and supporting families • Engagement of parents/carers with healthy living projects which involve the whole family unit is a challenge. • Limited funding of services/projects e.g. cooking sessions for families, best start enhanced offer. • Engagement with schools as their focus is on attainment. • Cultural and societal barriers to breastfeeding. • Formula milk companies continue to market unsuitable products for infants. • Limited support for women to make an informed choice about feeding their baby, and limited skilled support to continue.
Supporting evidence	
	<ul style="list-style-type: none"> • Childhood Obesity Plan Chapter 1 (2016) and 2 (2018) • NICE guidance on breastfeeding, child nutrition care, obesity, weight management, nutrition, physical activity

