


<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">HEALTH AND WELLBEING BOARD</p> <p style="text-align: center;">07 SEPTEMBER 21016</p>	
<p>HAMMERSMITH & FULHAM TACKLING CHILDHOOD OBESITY TOGETHER UPDATE AND ANNUAL REPORT</p>	
<p>Report of the Director of Public Health</p>	
<p>Open Report</p>	
<p>Classification - For Information</p> <p>Key Decision: No</p>	
<p>Wards Affected: All</p>	
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1. EXECUTIVE SUMMARY

- 1.1 The attached annual report outlines the progress and achievements of the Tackling Childhood Obesity Together (TCOT) Programme during its first year. The Health and Wellbeing Board are asked to note and sign off the report so it can be published on the JSNA website.

2. RECOMMENDATIONS

That, the Health and Wellbeing Board consider and agree the attached annual report for publication on the JSNA website; and

That, the Health and Wellbeing Board celebrate the success of the initiatives to date and further publicise the good news and the services.

3. REASONS FOR DECISION

- 3.1. Publication of the annual report is required to be published on the JSNA website.

4. INTRODUCTION AND BACKGROUND

- 4.1 Childhood obesity is one of the most serious public health challenges of the 21st century. An estimated 4000 children between the ages of 4 – 15 are currently obese in LBHF. Obese children are at an increased risk of developing social, psychological and other health problems, with 79% of obese children becoming obese adults resulting in long term personal ill health, lower life expectancy, social stigmatisation, lower chances of employment, increased social care costs, reduced productivity and increased sickness absence.
- 4.2 Drawing on local, national and international evidence, the five year Tackling Childhood Obesity Together programme (TCOT) has been designed to systemically address the wide range of contributory factors. The approach crosses the whole system of our society, its environment and its culture and involves a partnership between local government and the NHS and the science, business and community sectors. It encompasses all children and family public health services relevant to nutrition provided previously across the three boroughs such as Healthy Start and Healthier Catering and works particularly closely with relevant partner services such as Healthy Schools, School Nursing and Health Visiting to maximise effect and avoid duplication of effort.
- 4.3 The key aim of the programme is to halt and reverse the rising trend in childhood obesity across the three boroughs. In 2015/16 it had the following three components:
 - **Family healthy weight services** - the implementation of a family healthy weight care pathway, workforce training and family healthy lifestyle services across the three boroughs, led by the London Borough of Hammersmith and Fulham (LBHF).
 - **Whole system approach** - working with internal partners within Westminster City Council (WCC) and external partners across Westminster to change the environment so that healthy choices become easy choices for residents.
 - **Community healthy lifestyle pilot** - a community-led healthy lifestyle project, Go Golborne, focusing on the ward of Golborne in the Royal Borough of Kensington and Chelsea (RBKC).

5. PROPOSAL AND ISSUES

- 5.1 Approval is sought to proceed with publishing the TCOT Annual Report on the JSNA website.

Update on Hammersmith and Fulham Healthy and Fit

- 5.2 Progress has been initiated with an analysis of existing locations suitable for an “outside green gym” which resulted as the winning idea of the community led event “Hackathon”.
- 5.3 Following a successful recruitment campaign a suitable candidate has been identified to lead on delivery of the Hammersmith and Fulham whole community approach to health and fitness.
- 5.4 Initial designs and ideas have been put forward for what the outside gym could involve and how it can be launched with a potential sports day event for the whole community to be involved.

Update on community healthy lifestyle pilot

- 5.5 A bespoke pilot project has been initiated in the Golborne ward of RBKC to test a system-wide multi-strategy approach to tackling childhood obesity with the view of establishing a transferrable model of effective community-based intervention. Entitled ‘Go Golborne’ the healthy lifestyle initiative launched across the Golborne area of RBKC in May 2015 to increase opportunities for children and families living in and around the Golborne area to eat well and keep active. It aims to engage the local community in supporting consistent and best practice approaches to healthy eating and physical activity in all settings where children and families live, learn and play.
- 5.6 Go Golborne has a unique methodology that has been developed in line with research evidence on what is needed to effectively prevent childhood obesity at a local level. The model is being developed and piloted in Golborne with a view to extending its reach to other areas once we have gained sufficient insight into its impact and effectiveness. Key activities include:
- 5.7 A communication campaign across the area that uses social marketing techniques to promote key messages about healthy lifestyles and relevant local services. This includes a website, Twitter stream, local events, and the wide dissemination of posters, postcards and other bespoke information resources across the local area. A comprehensive 5ADAY fruit and vegetable campaign took place across the area between November 2015 and March 2016, and a campaign entitled Unplug & Play will launch later in July to encourage children to reduce the amount of time they spend on screens and promote physical activity and active play (for details see www.rbkc.gov.uk/gogolborne).
- 5.8 Training and professional development opportunities for staff and volunteers from local agencies. A multi-agency network of local voluntary and statutory organisations has been established and meets regularly to share good practice, promote relevant services and events, and help inform the development of Go Golborne campaigns.

- 5.9 A scheme of small grants for local organisations to support activities and events that focus on promoting healthy eating and physical activity. So far over £10,000 has been invested in local organisations to run activities to increase access to fruit and vegetables and awareness of the 5ADAY message. This includes food growing activities, family cooking workshops, themed story and craft sessions, and pop-up healthy snack stalls.
- 5.10 Capacity building work with local schools including additional input from school health professionals, an extended National Child Measurement Programme (NCMP), small grants to support the implementation of Healthy Schools plans and the promotion of Go Golborne campaigns across the school community. This has enabled schools to invest in a range of complementary activities and equipment including new cookery kits, pedometers to enhance 'walk to school' activities, and external input from the Food Explorers and to run healthy eating events.
- 5.11 Collaborative work with other council departments to maximise links with existing services and explore opportunities to use policy levers to create healthier environments for children and families i.e. targeting fast food outlets in Golborne for the Healthy Catering scheme led by Environmental Health, and working with RBKC Markets to encourage market traders to start accepting Healthy Start vouchers for fruit and vegetables.
- 5.12 To give focus to this broad and ambitious programme of work a different 'headline' theme is being introduced every six months to frame activities, alternating between one focused on healthy eating theme and one focused on physical activity.
- 5.13 A close research partnership has been developed with Academic partners from the University of Kent to systematically measure and evaluate progress. The University will be producing their first report in October 2016, which will include an overview of initial progress, outcomes, and initial thoughts on how the model could be adapted/ replicated in other areas of the borough.

Update on whole-system approaches

- 5.14 This strand of work has initially been focused in Westminster and aims to embed a whole-council approach and cross-department commitment to tackle childhood obesity and create healthier environments for children and families. Wider societal and environmental changes are vital to enable families to put healthy lifestyle messages into practice, sustain newly learned behaviours, and help make healthy choices easy choices.
- 5.15 The council's statutory responsibility for improving the health and wellbeing of residents is a collective responsibility that requires improved coordination and joint working across all departments. We are tackling the 'obesogenic'

environment by working gradually with every council department to consolidate and strengthen activities that contribute to the prevention of childhood obesity by:

- Understanding work already underway across the council that contributes to preventing childhood obesity;
- Identifying actions to be included in departmental business plans to deliver the corporate strategy;
- Understanding the areas where the council currently has limited control or opportunity to influence; and
- Identifying opportunity areas for further development.

5.16 So far this work has led to the following activities: Strategic work with WCC's sports, leisure and wellbeing team to maximise physical activity opportunities for children, with a particular focus on areas in the borough with higher levels of deprivation and obesity. This includes ensuring children have access to at least one hour of physical activity a day (part of the Active Westminster Strategy (2015-2020)). A range of competitive opportunities have been made available to primary and secondary schools, including festivals and multi-skill fun days that promote engagement and participation in physical activity. Plans to develop a 'Westminster Standard' for participation in PE and school sport and further development of the Active Westminster passport scheme to engage more children from target areas.

5.17 Strategic work with the Environmental Health_Service to extend the reach and impact of the Healthy Catering Commitment.

5.18 The Healthier Catering Commitment aims to supports food businesses to make straightforward changes to ingredients and preparation techniques in order to offer healthier food to customers. To date, 19 businesses have successfully achieved Healthier Catering Commitment status and there is an agreed target of awarding a further 20 businesses with the Healthier Catering Commitment award in 2016/2017. The introduction of a tiered scheme will be explored to encourage businesses to achieve the highest standard.

5.19 Work with the Transport, Planning and Housing team to develop new food growing schemes in regeneration areas. Three schemes have been initiated to develop sustainable and well-utilised garden resources to grow fresh produce and improve skills, knowledge and confidence in food growing, with a particular focus on children and families. Building on the success of these school and estate-based projects, options are currently being considered to develop a borough-wide food growing programme.

5.20 Learning from this work across Westminster City Council will directly inform plans to develop similar work across RBKC and LBHF in 2017/2018.

- 5.21 To ensure quality assurance of our innovative programme we have applied for and become the first local authority in England to gain membership of the prestigious EPODE European network of cities and places that systematically address childhood obesity. This membership offers learning and networking opportunities that enrich our programme and establishes our reputation as a borough that systematically addresses one of the most pressing global public health issues.

6. CONSULTATION

- 6.1. All of the initiatives are underpinned by research, evaluation and evidence. Our approach crosses the whole system of society, its environment and its culture and involves partnership between local government, the NHS and the science, business and community sectors. It encompasses all relevant children and family public health services. We work particularly closely with relevant partner services such as Healthy Schools, School Nursing and Health Visiting to maximise effect and avoid duplication of effort.
- 6.2. It is our intention that the TCOT programme is, where possible, evidence based and that when evidence is lacking, the programme will generate evidence locally. With this in mind, we are piloting different approaches in different boroughs and using our learning to inform practice as the programme progresses.

7. EQUALITY IMPLICATIONS

- 7.1 Not applicable.
- 7.2 Implications verified / completed by report author.

8. LEGAL IMPLICATIONS

- 8.1 Not applicable.
- 8.2 Implications verified / completed by report author.

9. FINANCIAL AND RESOURCES IMPLICATIONS

- 9.1 Not applicable.
- 9.2 Implications verified / completed by report author.

10. IMPLICATIONS FOR BUSINESS

10.1 Not applicable.

10.2 Implications verified / completed by report author.

11. RISK MANAGEMENT

11.1 Not applicable.

11.2 Implications verified / completed by report author.

12. PROCUREMENT IMPLICATIONS

12.1 Not applicable.

12.2 Implications verified/ completed by report author.

13. IT STRATEGY IMPLICATIONS

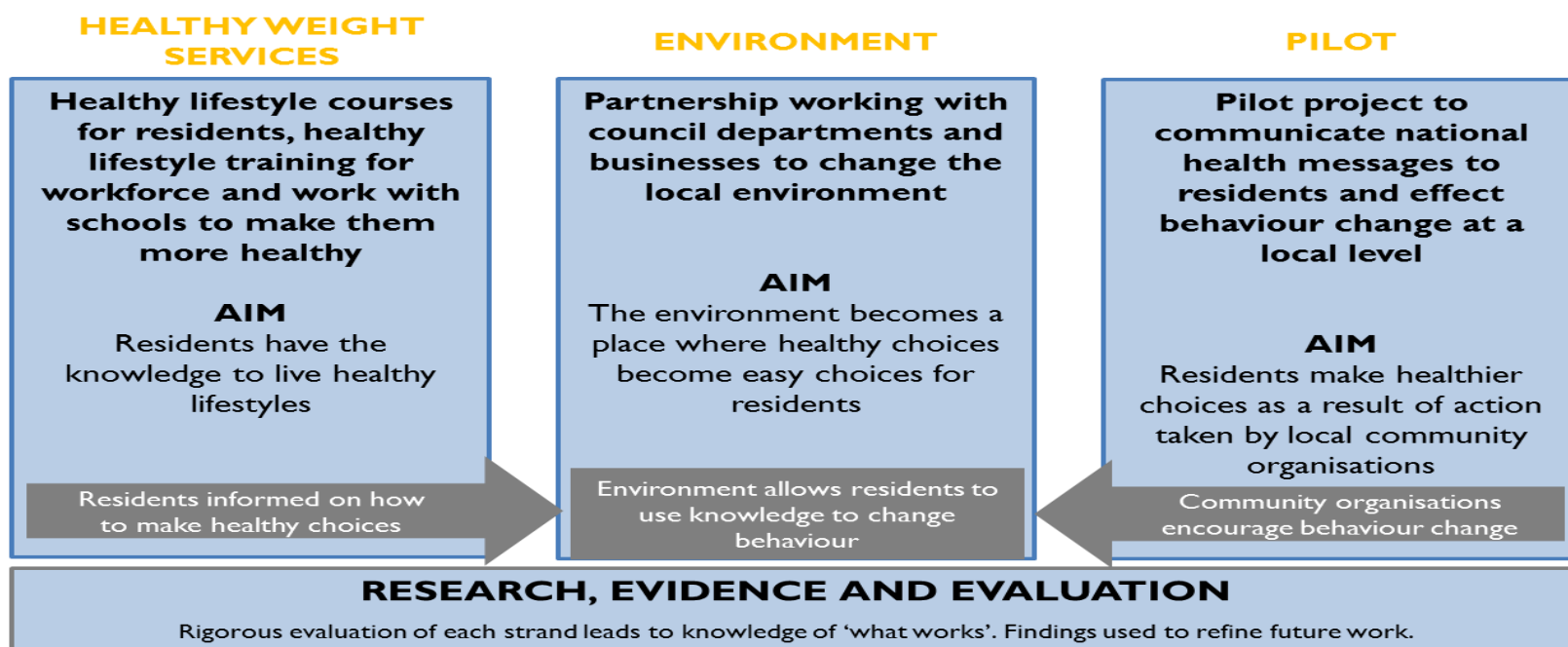
13.1 Not applicable.

14. LIST OF BACKGROUND PAPERS – LOCAL GOVERNMENT ACT 2000

14.1 None.

The three strands of TCOT 2015/16

THE THREE STRANDS OF TCOT



AIM: REDUCE THE RISING TREND IN CHILDHOOD OBESITY
