

Creating the Conditions for Healthier Weight in Devon

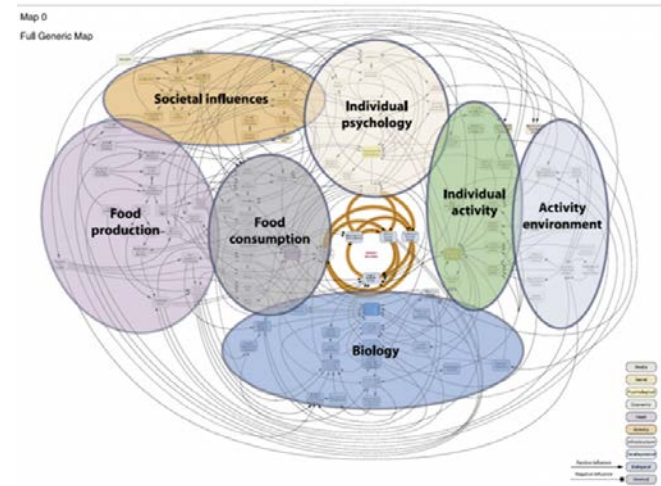
Focus on children, young
people and families

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What do we know already?

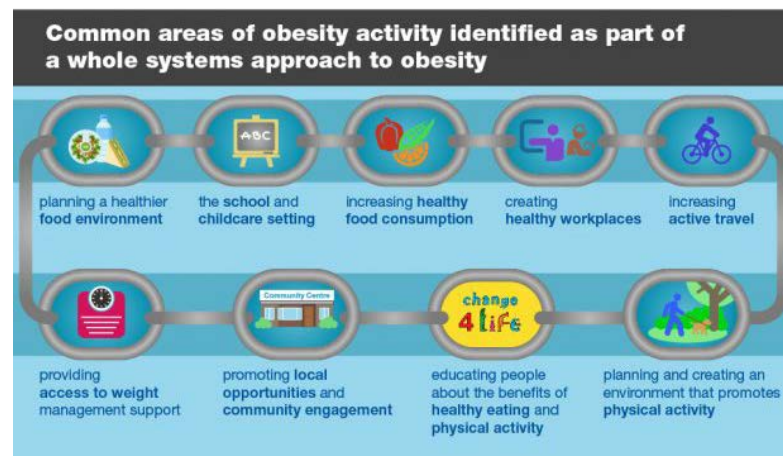
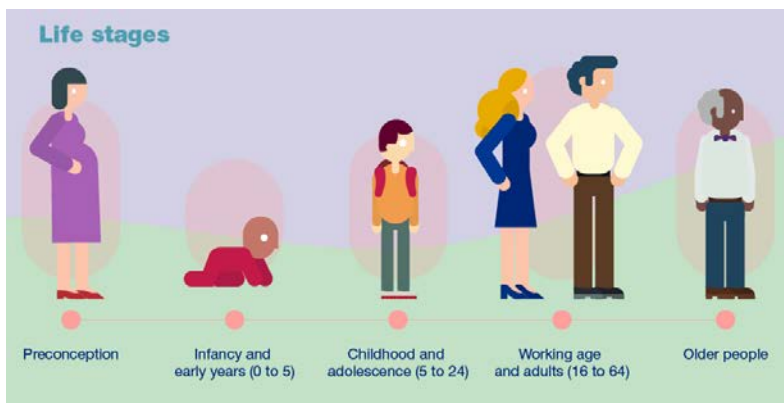
- Obesity is a complex multifaceted problem
 - 108 causes
 - Over 300 interconnections
- Complex problems do not get solved by individually oriented preventive action
- Needs long term plan
- Needs to be everyone's business



Source: adapted from Making Partners: intersectoral action for health.

What do we know already?

- Whole system approach required
 - Collaborative response at every level
- Working across the Life course
 - For children we need to consider parents, grandparents, settings and communities.



Recent Context National and Local

- Cost of living crisis and climate emergency
- Financial pressures at local and national level
- Emerging from the Covid pandemic where stark inequalities highlighted and worse outcomes for those living with excess weight
- NHS and social care overburdened- need to address issue upstream (prevention, early intervention)
- NHS Long Term Plan
- Opportunity to address following DCC strategic objectives:
 - Be ambitious for children and young people
 - Health and wellbeing
 - Respond to climate emergency
 - Tackling poverty and inequality

What are we doing?

- 3 Local authority Public Health teams have been meeting over last 18 months to jointly build approach
- NHS are on board- now working collectively as an ICS
- Working towards **framework** we can all agree to
 - shared vision and aligned actions
 - agreed principles and indicators of success.
- Mapping of current action against this framework
- Draft plans around how to build on these, develop and scale
- Much ongoing work BUT significant gaps and we need to go FURTHER FASTER particularly in communities with greatest need.
- Set up a Devon Alliance or Partnership Board for new year

Data sources to inform Devon Approach

- Quantitative data- nature and location of populations with poorest health outcomes

NCMP Dashboard

[National Child Measurement Programme: Devon - Devon Health and Wellbeing](#)

- Supporting data from surveys
 - National surveys
 - Schools Health Education Unit survey
- DCFP Survey, Goodie Box survey
- Qualitative data and insight
 - Lived experience of children, young people, parents, communities.
 - Experience of people working in supporting role

Findings from Goodie Box

	Theme	Sub-themes
Barriers	<i>Financial factors</i>	Low affordability of healthy food; low affordability of fresh fruit and vegetables; high cost of household bills; high household rent expenditure; low wages; low level of financial support available; affordability of local produce
	<i>Eating behaviours</i>	Fussy eaters; personal preferences/tastes
	<i>Access to food</i>	Lack of local shops and markets; 'high-risk' purchases; lack of choice; lack of suitable healthier options when out; access to fresh produce at foodbanks/community schemes
	<i>Logistical factors</i>	Lack of time to prepare food; lack of transport to access food; lack of motivation to cook; lack of meal planning
Enabling factors	<i>Recipe provision</i>	Simple recipes; quick recipes; healthy recipes; child-friendly recipes
	<i>Information & Education</i>	Nutrition advice/information; food waste and storage tips; seasonal produce awareness
	<i>Access to food</i>	Local produce; local shops and markets; growing produce at home; access to foodbanks/community fridges/larders
	<i>Community assets</i>	Community allotments; affordable food subscriptions; affordable food boxes; continued food support; community cooking clubs/kitchens
	<i>Skills</i>	Cooking in schools; family cooking clubs
	<i>Social factors</i>	Cooking together; family cooking clubs

What does this tell us?

Overarching

- Our approaches need to change (*if not we'll get what we have always got*)
- Move away from individual behaviour change emphasis to one which is about collaboratively creating *conditions* to support healthier weights- within environments, settings, communities, families etc.
- Need to go further faster in areas experiencing poorest health outcomes
- Professionals in helping role keen to get on board

For families already struggling with excess weight

- Beginning to learn how approaches of past may have been exacerbating experience for those living with excess weight
- Mental health and wellbeing needs to play larger role in support
- Wholistic approaches that focus on family context, circumstances
- Compassionate and trauma informed.
- Families with lived experience are central to design of solutions

What is Devon doing? 0-5s

Healthy weight is a priority for Devon's Local Maternity and Neonatal System.

- Future pathway work embedded in Improving Outcomes workplan.

PH Nursing Health Visiting Service has UNICEF Baby Friendly full accreditation

- Committed to further transforming care for families through the Achieving Sustainability standards and the Gold Award.

A Baby Friendly public health nursing service enables staff to:

- Support pregnant women to recognise the importance of breastfeeding and early relationships for the health and wellbeing of their baby
- Enable mothers to continue breastfeeding for as long as they wish
- Support mothers to make informed decisions regarding the introduction of food or fluids other than breastmilk
- Support parents to have a close and loving relationship with their baby.

Parenting support

Maximising the uptake of Healthy Start

- Routine and on-going promotion (digital and printed) through Children's Centres, primary care, DCC, and community organisations/assets.

What is Devon doing? School Age Children

New Devon Healthy Schools Programme

- Development and promotion of the Devon Healthy Schools programme including provision of free resources, signposting, and training

Emotional Health and Wellbeing Support

Healthy Pupil Capital Fund

Holiday Activity and Food Programme

Parenting Support

National Child Measurement Programme.

- Transformation options and opportunities to make more impact being scoped.

Personal Social and Health Education (PSHE) Curriculum Support

- Schools supported to deliver comp PSHE curriculum. Opportunities to support pupils with body image, self-esteem, media literacy, positive relationships with food, activity and eating

Promotion/support around physical activity

- Active Travel , Daily Mile, Active Devon programme- wide ranging
- Promotion/support around food
- Breakfast clubs, Waste work, opportunities- school catering, free school meals

What is Devon doing? Families & Communities

Food Resilience

- Goodie Box Project including recipes, activities, fresh vegetables. District role in food support, opportunities around community kitchens. Food hubs- address healthier weight, climate and cost of living.

Support for parents' health and wellbeing

- Support around eating well, addressing excess weight, physical activity, managing risk factors- One Small Step, Fit Fans, Gutless, NHS Digital Weight Management, Diabetes Prevention and social prescribing. Qwell- emotional health and wellbeing support
- GP led Family Support
- Online support for families led and devised by Dr Camilla Stokholm. Facebook live group- focussing on nutrition and metabolism. Opportunity to explore further development, support and scaling.

Whole system approaches at locality level

- One Northern Devon Healthier Weight and Physical activity forum Chaired by local GP Kay Brennan, partnership of local community partners to support children's healthier weight , active transport, HAF programme , NCMP, School games, Nature on Prescription, healthy environments- including responding to local plans around fast food outlets.

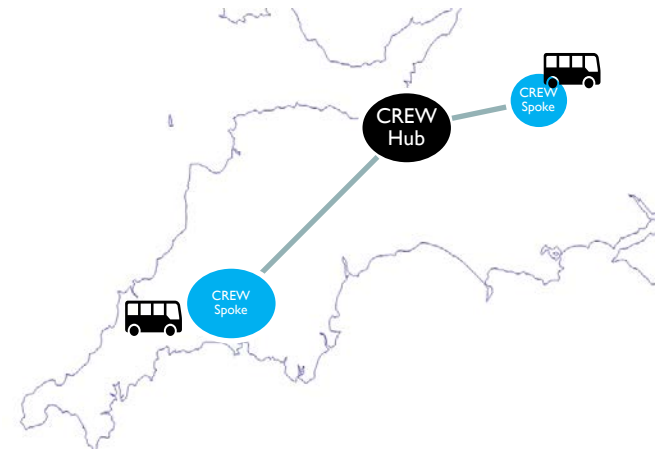
What is Devon doing? County and System Wide

Devon-wide

- Devon Food Partnership
- Healthier environments
 - Influencing planning and development in large new settlements
- Active Devon
- Development of a support offer for families

One Devon- ICS

- Devon Healthy Weight Group
 - Linked in to regional support network
- NHS England- National pilots of CEW Clinics
 - specialist support for children with complications from obesity- “Tier 3”, national learning and co-ordination SW group
- All age work to address trauma, bias, stigma and enable compassionate approaches



Devon Framework: A compassionate approach to support healthier weight - children and young people

The Plan will:	How:
Focus on health gains	Health improvement / benefit
Be trauma informed / compassionate	Take account of the impact of trauma and avoid contributing to weight stigma / tackle weight stigma – <i>everyone is valued just the way they are</i>
Be delivered through a whole system approach	Be a shared endeavour – 108 factors can contribute to obesity*... influence what we can - create environments and opportunity across systems for health improvement (develop capability of system) – plan draws together existing activity across whole system along with new - collaborative advantage –
Reflect the complexity and scale of challenge	Recognise human systems are complex and change takes time - obesogenic environment - focus on long term goals (success criteria) with CYPF at the centre - dynamic learning & review – bespoke solutions - adapt – shared endeavour
Be based on the lived experience of the population served	Focus on relationships – build connections between people, community and services – collaborate ; recognise the strengths and limitations of services and the strengths of community – empower people
Have a strong focus on prevention	Be asset based; enable people and communities to thrive; influence determinants wherever possible; ensure early access to help if needed
Tackle inequalities	Recognise the role and impact of social inequalities and determinants in shaping lives and use this to inform activity that makes a difference
Be delivered in line with the iThrive model	Thriving; information & advice; getting help; getting more help; getting risk support

* We acknowledge this as the work of Plymouth PH Team

* [Tackling obesity: future choices - project report \(2nd edition\) \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/90121/tackling-obesity-future-choices-project-report-2nd-edition.pdf)

Devon Framework: A compassionate approach to support healthier weight - children and young people

How will we know we are successful – success criteria by 2032*

Monitoring on an annual or biannual basis (dependent on each criteria)

1. Breast feeding initiation will be significantly better than the England average by 2027 and this will be sustained through to 2032
2. Breast feeding at 6-8 weeks will be similar to the England average by (2027); and significantly better than England average by 2032
3. NCMP at reception (Overweight & Obese): trend is toward or is similar to England average by 2027; significantly better than the England average by 2032
4. NCMP at Yr6 (Overweight & Obese): trending toward being significantly better than the England average by 2027 : significantly better than the England average by (2032)
5. NCMP (Overweight & Obese) at Yr R and 6 have a continuing downward trend in prevalence by 2032 (3 continuous years)
6. Number of children diagnosed with one or more of these conditions; type 2 diabetes, hypertension and sleep apnoea on an annual basis will be fewer when compared to the baseline in 2022, with the trend continuing to reduce so that the fewest number are in 2032 (key milestone measurements in 2027 and 2032) **develop measure**
7. All families of children with an increased risk of complications related to excess weight and linked to a genetic aetiology¹ are made aware of information, advice and support in a timely manner, that promotes health gains and minimises further complications. (Key milestone measurements in 2027 and 2032) **develop measure**
8. 90% of children and young people take part in at least 60 minutes of physical activity every day by 2032 **develop measure**
9. 95% of all state funded schools achieve school food standards (2025); 100% of schools by 2032
10. Qualitative feedback from families / CYP (via engagement with families through dialogue and / or appreciative enquiry) reflect positive experiences of system and services used – including into transition with adult services **develop measure**
11. System is demonstrably asset based; trauma informed & compassionate² and has clear local offers to where residents live with access to targeted and specialist support if necessary **develop measure**
12. Use of language that supports a compassionate and health gains based approach is understood and used routinely across system **develop measure**

DRAFT

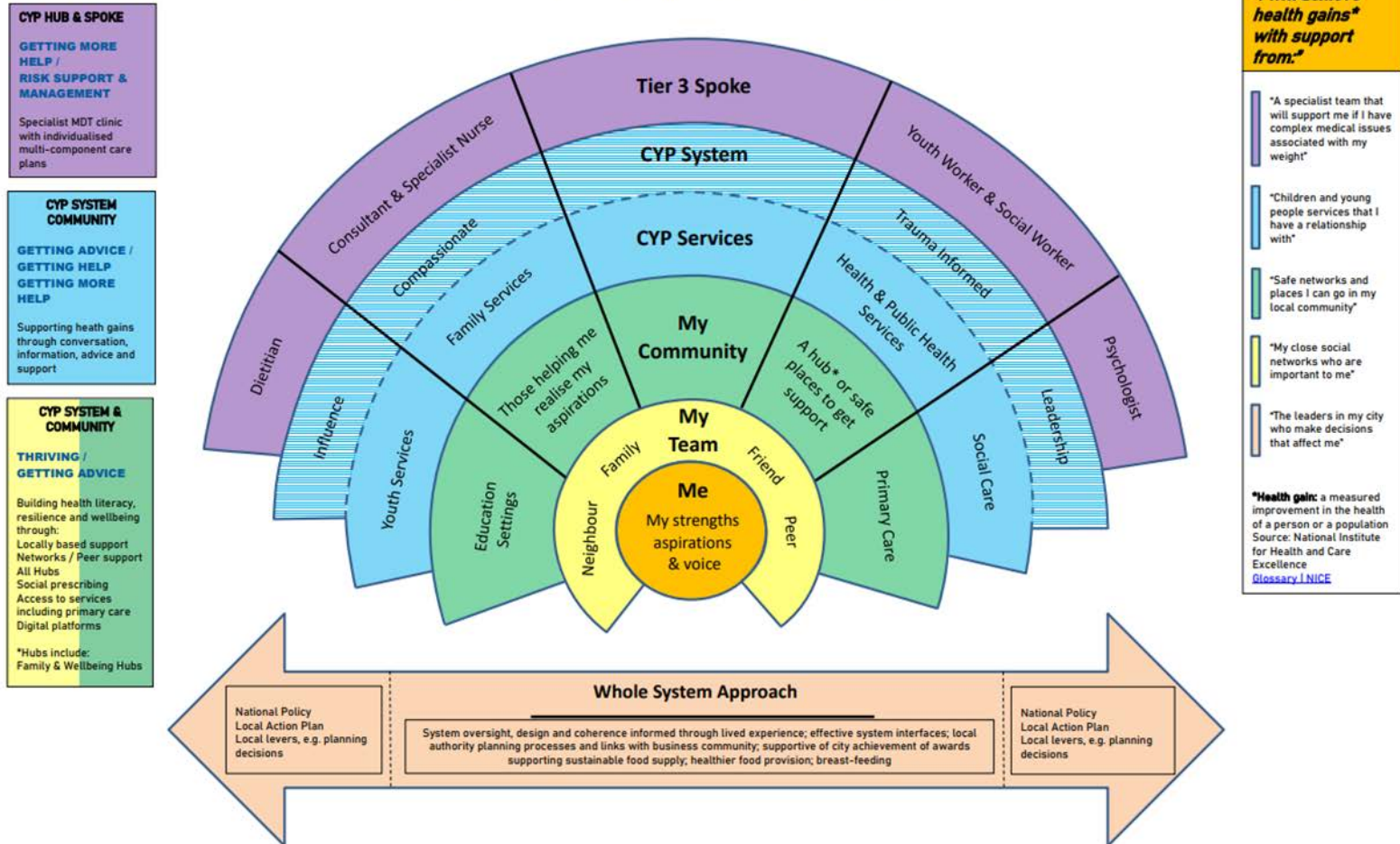
*Benchmarking will be completed during autumn 2022, for criteria numbered 1 through to 6 and the criteria adjusted to take account of the latest data that will be confirmed at this time

¹ E.g. Achondroplasia / PCOS / Metabolic Liver Disease + others to add (may include some SEND e.g. learning disability /autism) further work to develop this)

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Devon Framework: A compassionate approach to support healthier weight - children and young people

CONCEPTUAL GRAPHIC OF AMBITION (FOR ORGANISATIONS / SERVICES)



Devon Framework: A compassionate approach to support healthier weight - children and young people

Phases of Proposed Plan 2023-2033

Phase 1

Years 1-2 Emerging and Developing

- Establishing alliance, developing shared endeavour
- Design, identify gaps and test solutions
- Communication across system, quick wins, workforce development

Limited effect on trends

Phase 2

Years 3-6 Maturing

- Systems changes embedded, core system offers established**
- Medium term wins being realised, workforce capability increases
- Stakeholders now aware of collaborative advantage

Slow down worsening trends
Improving trends continue to improve

Phase 3

Years 7-10 Fully Embedded

- System design reached and fully functioning, effective.
- Medium-longer term wins being realised
- Wide ranging commitment to collaborative efforts

Improving trends

Role for Health and Wellbeing Board

- Recognition of obesity as an pressing priority
 - Impact on Children, Young People and Families
 - Costs to wider system
- Support a long term **whole system approach** including:
 - advocacy for upstream programmes on built environment, healthy settings, resilient community food, physical activity and emotional health.
 - Development of holistic support for families struggling with excess weight
- **Support** alignment of action on Climate Emergency, Cost of living and Healthier weights
- **Identify Champions** to advocate and amplify

