



ADPH London

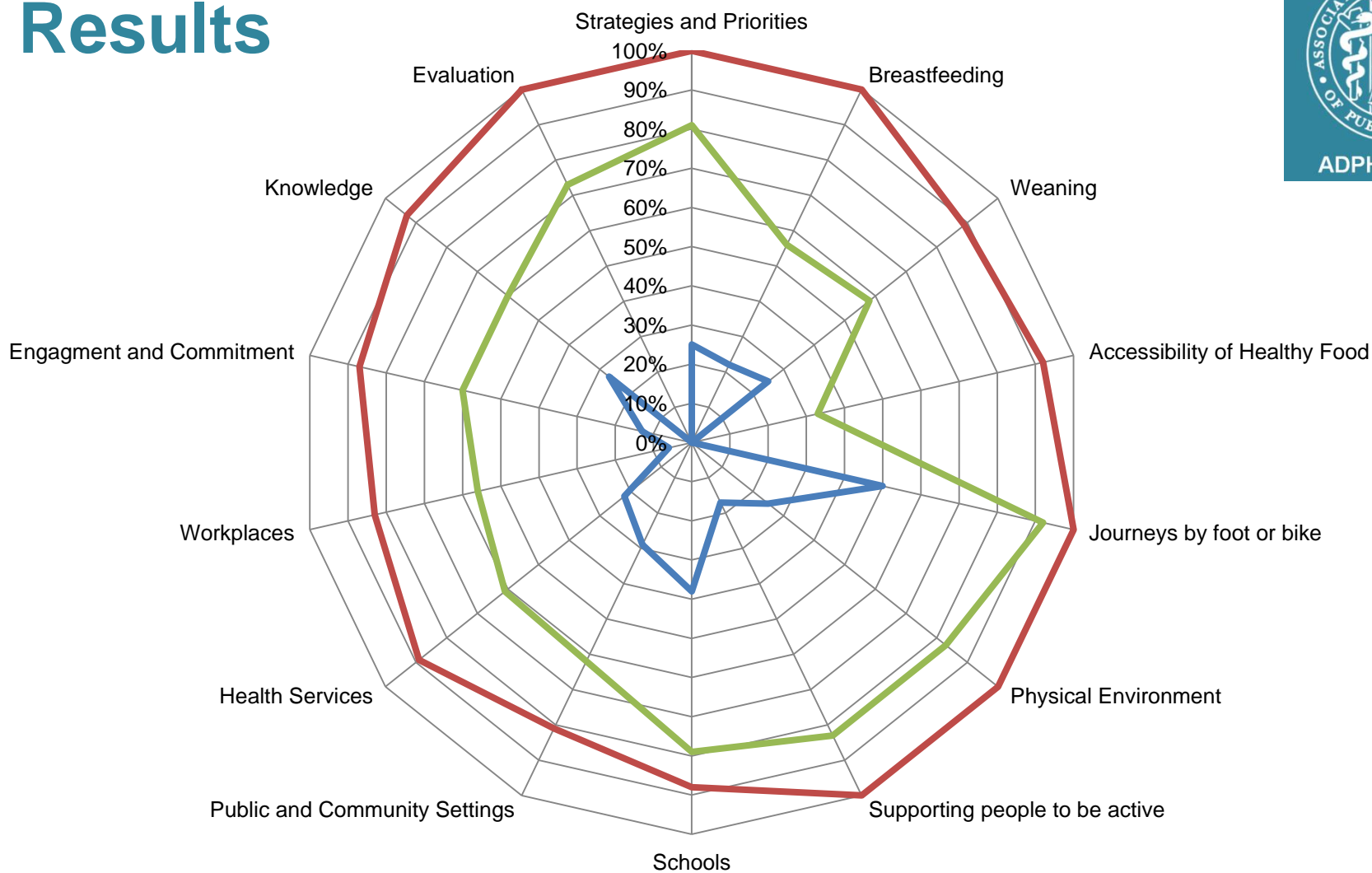
Sector Led Improvement Childhood Obesity Thematic Review

About



- In early 2016, ADPH London began a project with Directors of Public Health of sector led improvement on childhood obesity
- Childhood obesity is currently a priority for over half of London's Health and Wellbeing Boards, as well as London's CCGs
- London has highest rates of obesity for 10-11 year olds, and the second highest rates for 4-5 year olds in England
- The aims of the project were to identify local improvement actions for all boroughs and to identify joint actions for common issues across London
- The process involved all London boroughs completing a self assessment, peer review challenge workshop, and developing local action plans, as well as an overall thematic review and the development of a London joint action plan
- The London Obesity Leadership will provide strategic direction on a London scale, the ADPH London Childhood Obesity Delivery Board will deliver the London joint action plan, and the London Obesity Leads Network will carry out informed action at a local authority level

Results



— Min — Max
— Mode

Minimum, maximum and most frequent scores across the 33 authorities

Strategy and priorities



FINDINGS	RECOMMENDATIONS
<p>Diminishing resources mean there is greater emphasis on upstream environmental interventions and policy action</p> <p>A need to engage politicians, senior officers and other key stakeholders by framing the obesity agenda to find a common priority</p>	<p>Deliver master classes on systems thinking and language framing</p> <p>Share good practice on council declarations or motions relating to obesity/healthy food</p>

Early years



FINDINGS

Many teams indicated that breastfeeding was one of their successes, in particular achieving baby friendly accreditation and implementing peer support projects

Reduced workforce capacity of frontline staff is leading to less infant feeding support for mothers

It is a challenge to work with commercial sector to support mothers to breastfeed outside the home

RECOMMENDATIONS

Develop a baby friendly/ breastfeeding friendly initiative across London

Support development of a Healthy Early Years scheme

Access to healthy food



FINDINGS	RECOMMENDATIONS
<p>Access to healthy food was the area that scored lowest</p> <p>Many teams had worked with their planning teams to establish restrictions on A5 outlets near schools. Some teams questioned the effectiveness of this given the prevalence of existing outlets</p> <p>Many areas were using healthy eating award schemes</p> <p>Food standards were being used by some in commissioning of leisure centre contracts and catering provision</p>	<p>Deliver a master class in conjunction on working with existing businesses and stimulating new good food businesses</p> <p>Influence the refresh of the London Plan</p> <p>Share examples of good practice on implementing the Healthy Catering Commitment, contractual levers, development of good food businesses</p>

Physical activity



FINDINGS	RECOMMENDATIONS
<p>Many teams indicated that active travel was one of their successes</p> <p>Decreasing resources leading to reduced numbers of frontline staff, such as travel planning officers</p> <p>Teams also reported successfully supporting people to be more physically active through leisure contracts, green gyms, removing 'no ball games' signs, and the creation of play streets</p> <p>In many areas the levels of people using parks for health reasons was low</p>	<p>Influence the refresh of the GLA's Transport Strategy</p> <p>Deliver a master classes on good practice in adapting the physical environment</p> <p>Share examples of good practice improving the accessibility and appeal of parks and open spaces</p>

Schools



FINDINGS

Healthy Schools London initiative is seen as an asset in terms of healthy weight

Many public health teams offer support to schools looking to achieve Healthy School status as a traded service

Some teams indicated that they found it hard to engage with schools, particularly free schools

RECOMMENDATIONS

Continue to support healthy schools settings initiatives including the GLA Healthy Schools initiative

Share examples of good practice on approaches to implementing the healthy schools, including as a traded service

Public and community settings



FINDINGS

It was generally agreed that public and community settings should act as exemplars and implement initiatives such as the Healthy Workplace charter and the Healthy Catering Commitment

Teams suggested that initiatives such as the Healthy Workplace Charter, the Healthy Catering Commitment and Making Every Contact Count (MECC) should be embedded within local authority contracts

RECOMMENDATIONS

Map MECC programmes across London with a view to adding value for money by sharing resources

Provide continued support for healthy workplace initiatives, including the GLA's Healthy Workplace Charter

Explore a systematic approach to the Healthy Hospitals with the Healthy London Partnership

Share examples of good practice on contractual leavers

Healthcare



FINDINGS

A key issue identified was how professionals raised the issue of weight with patients and a lack of clarity around services to signpost

Teams reported a lack of awareness by healthcare professionals of the risks of obesity in pregnancy

Some teams saw weight management services as one of their main successes, and others indicated that they had or were planning to decommission these services or had embedded them within universal services

It was suggested that it would be helpful to review the NCMP letter

RECOMMENDATIONS

Work with the Obesity Leads Network to review NCMP letters and supporting health improvement and signposting information accompanying the letter

Share examples of good practice on local obesity pathways, approaches to appropriate care in relation to maternal obesity, Weight Management Services and procurement plans

Knowledge



FINDINGS

A common theme highlighted across boroughs was the way that different cultures perceive healthy weight, with some communities viewing overweight as an indication of health, wealth and beauty

RECOMMENDATIONS

Use funding from the Public Health Academy to fund a master class on:

1. understanding attitudinal challenges
2. cultural beliefs on weight across different communities
3. the 'normalisation' of obesity across society

Evaluation



FINDINGS

A key challenge raised by several boroughs was the lack of evidence of where the greatest gains can be made in terms of childhood obesity

Teams also indicated a challenge linked to a lack of evidence to demonstrate, to other council functions, positive impact and evaluating the impact of a whole systems approach

RECOMMENDATIONS

Support boroughs' access to evidence and best practice by developing a self assessment tool into a web based resource, supporting quick access to evidence and best practice examples and London initiatives

Share examples of good practice on:

1. Return on investment and social return on investment in relation to obesity
2. Approaches to evaluation

Joint action next steps



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Development and implementation of a communications strategy	Development of a website to support access to best practice	Series of master classes scoped, planned and delivered
Explore a systematic approach to the Healthy Hospitals with the Healthy London Partnership	Scope options for London wide projects on healthy food procurement through a task and finish group	Provide continued support for healthy workplace initiatives, including the GLA's Healthy Workplace Charter
Map MECC across London	Review the NCMP letter at the London Obesity Leads Network	Provide support to the GLA for the development of a Healthy Early Years scheme
Scope the possibility of a London baby friendly programme through a task and finish group	Continue to support healthy schools settings initiatives including the GLA Healthy Schools initiative	Engage the DsPH for influencing the London Plan, Health Inequalities Strategy, Transport Strategy

Local action next steps



BEST PRACTICE TO BE SHARED AT OBESITY LEADS NETWORK MEETINGS

Return on investment and social return on investment in relation to obesity	Weight Management Services and procurement plans	Different council declarations or motions relating to healthy food/obesity
Approaches to evaluation	Healthy food procurement contractual leavers	Implementing the Healthy Catering Commitment
Improving the accessibility and appeal of parks and open spaces	Implementing the Healthy Schools programme, including as a traded service	Approaches to appropriate care in relation to maternal obesity
Stimulating the development of good food businesses, linking with planning and regeneration	Local obesity pathways	

Local action next steps



ADPH LONDON CHILDHOOD OBESITY DELIVERY BOARD WILL OVERSEE THE FOLLOWING

Boroughs complete self assessment which highlights areas for improvement

Borough to develop an action plan based on self assessment

Good practice will be shared at London Obesity Leads Network meetings

Good practice case studies will be available through online implementation tool

Peer review challenge will be held in 2017 to look at progress

Links to other strategies & initiatives



1. Childhood Obesity Action Plan (Department of Health)
2. The Great Weight Debate (Healthy London Partnership)
3. The London Plan (GLA)
4. Transport Strategy (GLA)
5. Health Inequalities Strategy (GLA)
6. Air Quality Strategy (GLA)
7. Sugar Smart (Jaime Oliver Food Foundation)
8. Healthy Communities (Healthy London Partnership)
9. Local Authority Declaration on Healthier Eating and Sugar (Sustain)

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