

Health & Wellbeing Board

Buckinghamshire

Action Plan to reduce the rates of obesity and increase physical activity

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Consideration: Information Discussion
 Decision Endorsement

Please indicate to which priority in the Joint Local Health and Wellbeing Strategy, [Happier, Healthier Lives Strategy \(2022-2025\)](#) your report links to.

Start Well	Live Well	Age Well
<input type="checkbox"/> Improving outcomes during maternity and early years	<input checked="" type="checkbox"/> Reducing the rates of cardiovascular disease	<input type="checkbox"/> Improving places and helping communities to support healthy ageing
<input type="checkbox"/> Improving mental health support for children and young people	<input type="checkbox"/> Improving mental health support for adults particularly for those at greater risk of poor mental health	<input type="checkbox"/> Improving mental health support for older people and reducing feelings of social isolation
<input checked="" type="checkbox"/> Reducing the prevalence of obesity in children and young people	<input checked="" type="checkbox"/> Reducing the prevalence of obesity in adults	<input checked="" type="checkbox"/> Increasing the physical activity of older people

None of the above? Please clarify below:

Not applicable.

1. Purpose of report

1.1. The refreshed Joint Local Health and Wellbeing Strategy (JLHWS) and action plan include a priority to reduce the prevalence of obesity across all age groups in Buckinghamshire. This will require a focus on increasing the proportion of people eating healthily and being physically active to prevent people becoming overweight and obese and increasing the number of people accessing weight loss services. This report provides the action plan for the obesity and physical activity themes of the health and wellbeing strategy and updates the board on progress and proposed way forward for the measures, targets and actions by partners. The action plan is attached at appendix A.

Start Well

Live Well

Age Well

2. Recommendation to the Health and Wellbeing Board

- 2.1. The Health and Wellbeing Board are asked to note the progress, measures, targets and actions set out within the report and appendix A.
- 2.2. The Health and Wellbeing Board partners are asked to commit their respective organisations to deliver their actions and consider what more they might be able to do.

3. Content of report

3.1 In Buckinghamshire 18.2% of Reception age children and 31.5% of Year 6 children are overweight or obese and 61% of adults classified as overweight or obese. Obesity is an important risk factor for cardiovascular disease and dementia and some cancers. Tackling the risk factors for obesity such as diet and physical activity reduces the risk of more than 20 long term conditions, increases economic productivity and reduces demand on health and social care services. Whilst overweight and obesity occurs across all social groups, people living in our most deprived areas and people from certain ethnic groups are at a higher risk than the Buckinghamshire average. COVID and the cost of living crisis have increased the prevalence of unhealthy behaviours and increased the need for access to affordable healthy food.

3.2 The aims of the healthy weight plan are as follows:

- To stop the year on year rise of childhood obesity, aiming for a long-term downward turn
- To stop the upward trend in the number of adults who are overweight and obese
- To ensure those identified as overweight and obese are accessing the support they need to lose weight
- Increase the percentage of adults meeting the recommended physical activity levels
- Increase the number of 65+ year olds utilising local leisure centres
- Educate health professionals to be able to provide physical activity advice to older age clients
- Increase the number of older adults achieving 2 or more sessions of muscle strength exercises per week

3.3 The Whole Systems Approach to Healthy Weight for Buckinghamshire is a collaborative approach, working with a over 60 partners from a variety of sectors to develop and deliver the joint action plan. This includes partners from:

- Buckinghamshire Healthcare Trust and BOB Integrated Care Board
- Voluntary, Community and Social Enterprises such as Khepera, Wycombe Wanderers Foundation, Leap, Active in the Community
- Charities such as TalkBack, Rothschild Foundation, Community Transform, Community Impact Bucks
- Local Providers such as Everyone Active, Places for People, Greenwich Leisure

3.4 There are targets and measures across all childhood and adult obesity and physical activity in older people themes as follows:

- Halting the rise in the proportion of children who are overweight or obese in reception and year 6
- Increasing the proportion (%) of eligible families who are accessing Healthy Start scheme
- Increasing the number of children accessing weight management services
- Halting the rise in the percentage of adults who are obese
- Increasing the numbers of adults accessing weight management services
- Increasing the percentage of adults attaining the recommended physical activity levels
- Increasing the numbers of physically active older adults by increasing numbers of people over 65 accessing leisure centres, increasing the number of professionals trained in advising older people about the benefits of physical activity.

3.5 The action plan for the Working Group is included as Appendix A. This plan sets out how the group is working to achieve the collectively agreed targets outlined above.

3.6 Over the last 12 months a variety of actions have been delivered by partners on this priority. Below is a brief summary of some of the key actions:

- **Be Healthy Bucks** – a new lifestyle service for Bucks, Be Healthy Bucks, launches on the 1st April (formerly LiveWellStayWell). The new service will offer choice in line with need, with higher intensity services targeted in priority areas. The service will include stop smoking, adult and child weight management, outreach NHS Health Checks and enhanced alcohol brief intervention. This new contract will be able to support a larger number of 7-13 years to reach a healthy weight and the adult weight management provision will offer greater service choice.
- **BetterPoints** - a behaviour change programme that incentivises and rewards people with points for making positive changes to their lives, such as being active and getting support to lose weight. The points can then be redeemed with high street shops and local businesses or donated to a choice of charities and local food banks.
- **Simply Walks** - Simply Walk provides a variety of led walks for all abilities across Buckinghamshire which are run by local volunteer walk leaders. There are over 60 weekly walks available countywide offering grades of walks to suit most abilities from 45 mins to 2 hours.
- **Healthy Start Social Marketing** - Healthy Start is a government food assistance programme for low-income families. It provides financial support to low-income families and pregnant women for fruit, vegetables, pulses, milk or infant formula. Healthy Start is available to all women under the age of 18 (regardless of their income) and is means-tested for women aged 18 and over who are 10+ weeks pregnant, and for families with a child or children under the age of 4, who qualify for certain benefits. Through the use of localised social marketing, based on community insight work, the project aims to increase the uptake of the

scheme across eligible populations as well as increasing the number of retailers aware of the scheme and accepting the vouchers.

- **Healthy Schools Award** – an online tool to help schools self-validate against four core health themes; personal, social and health education, healthy eating, physical activity and social emotional and mental health. With each element schools can access support and guidance to achieve the required levels to achieve the award,
- **Volunteer Led Cooking (Grow It, Cook It, Eat It)** – The project aims to empower and encourage communities to make the best use of the food they have access to. The cooking course focuses on educating and strengthening the community's knowledge, skills and confidence of basic cooking skills while encouraging innovation using minimum ingredients and equipment to make nutritious meals.

3.7 Over the next 12 months further projects are planned including:

- **Love Exploring** – An app to encourage communities to explore their local areas, parks and green spaces more through walking. Creates bespoke activities to bring audio guides and augmented reality games to the local area. Free to all, the games and guided trails include quizzes that get the user hunting for clues as they explore the place they are visiting.
- **Playstreets** - Play Streets sessions involve low-key, temporary road closures, on a quiet residential street outside of rush hour and organised by neighbours, creating safe spaces for children to play out together and for people to connect informally on their doorstep.
- **Early Years (family centres and nurseries) and Primary School Support Package** – Development of a comprehensive support package for early years providers and primary schools so they have the knowledge, skills and resources to support healthy eating and physical activity. Provision of bite-sized workshops for families to develop their knowledge and ability to improve the health and well-being of their own family
- **Older Adults Physical Activity** - Create more opportunities for older people to be more active and increase awareness about the activities that are available across the county. Increasing awareness among people working with older residents about the benefits of physical activity in older age
- **Schools Growing Project** – Provision of guided growing sessions to encourage families to grow their own fruit and vegetables. With teacher training to show how to use the available resources and maintain growing within their school long-term.

4. Next steps and review

- 4.1. Partners will continue to work together to deliver the action plan for this priority, and updates will be provided to the Health and Wellbeing Board as appropriate.
- 4.2. Access to healthy affordable food is also a priority for the Opportunity Bucks programme at Buckinghamshire Council which aims to promote opportunities to level up health in Buckinghamshire. This provides a way to work with communities to identify what would work for

them to improve their health and quality of life. These relationships are important for delivering the action plan in a sustainable way.

5. Background papers

5.1. Appendix A - Health and Wellbeing Strategy Obesity and Physical Activity Theme Plan