

**Name of meeting:** Council (Reference from Cabinet)  
**Date:** 16 January 2019  
**Title of report:** Healthy Weight Declaration

**Purpose of report**

To ask Council to support a Local Government (and Partners) 'Healthy Weight Declaration' for Kirklees (see draft Healthy Weight Declaration attached) endorse the approach, and sign off the Council's commitment to the 'Healthy Weight Declaration'

<b>Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards?</b>	<b>No</b>
<b>Key Decision - Is it in the <a href="#">Council's Forward Plan (key decisions and private reports?)</a></b>	<b>N/A</b>
<b>The Decision - Is it eligible for call in by Scrutiny?</b>	<b>Yes</b>
<b>Date signed off by <a href="#">Strategic Director</a> &amp; name</b>	<b>Richard Parry 3.1.19</b>
<b>Is it also signed off by the Service Director for Finance IT and Transactional Services?</b>	<b>Yes Eamonn Croston 4.1.19</b>
<b>Is it also signed off by the Service Director for Legal Governance and Commissioning Support?</b>	<b>Yes Julie Muscroft 3.1.19</b>
<b>Cabinet member <a href="#">portfolio</a></b>	<b>Cllr Musarrat Khan</b>

**Electoral wards affected:** All

**Ward councillors consulted:** Not Applicable

**Public or private:** Public

## 1. Summary

As part of a whole-system approach to tackling Obesity in Kirklees, Public Health would like to implement a Local Government (and Partners) 'Healthy Weight Declaration' for Kirklees **(see draft Healthy Weight Declaration attached)** and seeks cabinets input and agreement to do that.

## 2. Information required to take a decision

### **Background:**

In Kirklees:

- 1 in 5 (22%) 5-year olds and 1 in 3 (36%) 11-year olds in Kirklees were overweight or obese in 2016/17.
- Children aged 5 from the poorest income groups are twice as likely to be obese compared to their most well off counterparts. By age 11 this likelihood triples.
- Over half of all adults (56%) were overweight or obese in 2016.
- The number of obese adults is increasing.
- 3 in 5 people with a long term condition are overweight/obese.
- Severely obese people are three times more likely to use social care.

Kirklees Public Health plans to develop and implement a local 'Healthy Weight Declaration' as part of a whole-system approach to tackling obesity.

The Healthy Weight Declaration (HWD) is a way of showing commitment to a collaborative whole-system, policy-based approach to tackling obesity, with a specific focus on policies that can impact on whole populations.

By signing up to the Declaration, the Council and its partners make a formal and public commitment to support its employees, residents and communities by making healthy choices easier.

The Declaration provides the context and rationale for the Council and its partners to review their policies and how they may impact on healthy weight.

The proposal for a Kirklees Healthy Weight Declaration is informed by emerging evidence of successful approaches in other areas such as Blackpool (see appendix below for a link) and St. Helens.

Between 2012 and 2015, Amsterdam's whole system approach reduced the prevalence of overweight and obesity in children (0-18 years) from 21% to 18.5%.

Public Health England endorse adopting a Healthy Weight Declaration by Local Authorities as part of an evidence-based approach to reducing obesity.

### **Options:**

Cabinet can support the recommendations as set out in Sections 6 and 7.

Alternatively, cabinet could choose not to support the healthy weight declaration.

### **Cost Breakdown:**

The HWD does not require additional finance to implement as it is predominantly about influencing and developing existing or new policies and actions within existing resources.

The publicity around the Council's commitment to the HWD will need communication support and resource.

The HWD is an ongoing policy that needs to be sustained over the long-term in order to maximise its impact and success.

### **Expected impact/ outcomes, benefits & risks:**

As part of a whole-system approach, the HWD will contribute towards increasing the number of people in the Kirklees population to be a Healthy Weight and reduce obesity levels.

By endorsing a 'whole system' approach to tackling obesity, the Declaration will impact on wider health and social issues, not just reducing obesity.

Preventing and reducing obesity as part of a whole-system approach will contribute to significant financial savings both to the Council and the wider system (obesity is estimated to cost £27 billion to UK society). It also contributes to achieving the seven Kirklees outcomes and a range of other priority agendas including air quality, green/open spaces, walking and cycling, by increasing physical activity levels.

### **Risks:**

To be effective, a Healthy Weight Declaration needs political and senior level endorsement and buy-in (ideally from the Council's Chief Executive and Council Leader as champions).

It will need sustained senior leaders buy-in from partner organisations (for example, endorsed and owned by the Health and Wellbeing Board), which the PH team will facilitate.

The PH team is engaging with senior level leaders, politicians and partner organisations to acquire buy-in. The HWD is due to be presented to Health and Wellbeing Board on the 31<sup>st</sup> January. A launch event, with partners, is planned for March.

### **Evaluation:**

The PH team is working with Public Health England and an organisation called *Food Active* to develop and implement the HWD. *Food Active* have developed and provided an Evaluation Tool in order to help the Council and its partners evaluate the impact of the HWD over the short, mid and long term.

### **Sustainability:**

As highlighted previously, evidence suggests (Amsterdam whole-system approach) that to be effective, whole system approaches to tackling obesity need sustained senior level leadership and organisational buy-in over a period of time.

As the HWD does not require additional finance to implement, as it is predominantly about influencing and developing existing or new policies and actions within existing resources, it is a sustainable approach.

## **Services and agencies involved:**

It will then require coordination of cross-sector and cross-departmental actions including political engagement, all council departments, schools, healthcare settings, communities, neighbourhoods and third and voluntary sector organisations. The PH team will provide this.

### **3. Implications for the Council**

#### **3.1 Working with People**

HWD demonstrates a commitment to developing and implementing policies and actions that are aligned with place-based approaches, 'working with, not doing to' and working with partners, to create healthy (social and physical) environments.

#### **3.2 Working with Partners**

As per 3.1. Also, as highlighted throughout this report, the HWD is a collaborative approach that is signed up to and owned by both the Council and its partners.

#### **3.3 Place Based Working**

As per 3.1.

#### **3.4 Improving outcomes for children**

As a whole system-approach to tackling obesity, the HWD aims to enable more children and young people in Kirklees be a healthy weight and reduce childhood obesity levels. This will contribute to giving every child the Best Start in life. The Declaration sets out a number of, policy-based, commitments (**see draft Healthy Weight Declaration attached**) that the council and its partners commit to. A number of these commitments are specifically in relation to children (e.g. supporting breast feeding friendly policies).

#### **3.5 Other (e.g. Legal/Financial or Human Resources)**

There are no identified impacts at this stage.

### **4. Consultees and their opinions**

The Cabinet Member responsible for public health has been consulted with in the development of the HWD and supports the approach and has provided feedback that will be used to shape the further development and implementation of the approach.

Kirklees's Director of Public Health supports the implementation of the HWD.

### **5. Next steps and timelines**

<b>Meeting</b>	<b>Meeting date</b>
Cabinet	14 January 2019
Council	16 January 2019
Health & Wellbeing Board	31 January 2019
<b>HWD launch (with partners) event</b>	<b>March 2019</b>

After strategic and partner buy-in at launch event in March, an action plan will be co-produced with partners. Agreed actions will have clear timescales.

## **6. Officer recommendations and reasons**

That it be noted that the report will have been considered by Cabinet on 16 January 2019, with a recommendation that:

- Cabinet support the development and implementation of the Healthy Weight Declaration, including the timeline set out in section 5 above and it be referred to the meeting of Council on 16 January 2019.
- Cabinet commits to championing the Healthy Weight Declaration.
- Authority be delegated to the Director for Public health be delegated to finalise the Declaration in consultation with the Cabinet portfolio holder taking into account feedback from consultees in time for the proposed launch of the Declaration in March 2019.

## **7. Cabinet portfolio holder's recommendations**

It's important as a Council we do everything we can to support our residents to better health and to stay healthy for as long as possible. The declaration states a firm commitment to promote and support healthy weight across all our departments and with our partners and I support the recommendations.

## **8. Contact officer**

Carl Mackie/Alison Millbourn

## **9. Background Papers and History of Decisions**

None

## **10. Service Director responsible**

Rachel Spencer-Henshall

### **Appendix: Draft Healthy Weight Declaration**

Link to Food Active Blackpool example:

<http://www.foodactive.org.uk/wp-content/uploads/2017/06/Food-Active-Blackpool-Report.pdf>

Link to whole systems approach in Amsterdam:

<https://www.ucl.ac.uk/obesity-policy-research-unit/sites/obesity-policy-research-unit/files/what-learned-from-amsterdam-healthy-weight-programme-inform-policy-response-obesity-england.pdf>