



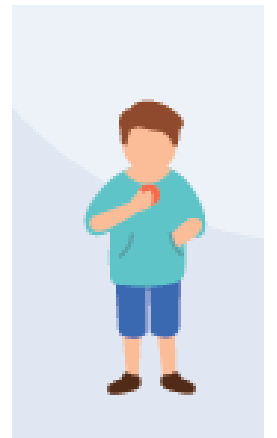
Healthy Weight Declaration Update

Health and Wellbeing Board
10 November 2022

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Background

- Living with obesity can impact on physical and mental health and wellbeing
- In North Tyneside:
 - 65.9% of adults are estimated to be living with excess weight
 - More than 1 in 4 children in Reception are living with excess weight – rising to more than 1 in 3 in Year 6
- Initial indicators suggest that the prevalence of excess weight is increasing at a population level and remains higher in North Tyneside than nationally



Inequalities

- Excess weight is not evenly distributed across North Tyneside – leading to health inequalities
- At a population level, people living in more deprived areas are disproportionately affected by obesity and the related medical conditions



The Healthy Weight Declaration

- The HWD was developed by Food Active to support local authorities and partners to make a strategic and system-wide commitment to improving healthy weight in local communities
- The LA declaration consists of 16 commitments (NHS declaration consists of 13)
- The Health and Wellbeing Board agreed for North Tyneside Council to adopt the HWD in 2021 to ensure a whole system approach to addressing the obesogenic environment



The launch of the HWD

- The HWD will launch on 22 November 2022 – NHCT and NCC will also launch their HWDs
- This will be the first joint launch of this kind in the country
- Board members are welcome to attend a virtual launch event to hear some of the actions we have planned



Next steps

- There are 16 commitments in the HWD, focused around five key areas
- The Healthy Weight Alliance will oversee progress against the commitments via an action plan
- It is proposed that the HWA report to the Health and Wellbeing Board on 9 March 2023 as part of a broader report on progress against the Joint Health and Wellbeing Strategy

WE COMMIT OUR COUNCIL FROM THIS DATE:

22.11.2022

...to sign the Declaration to show commitment to reducing unhealthy weight in our communities, protect the health and well-being of staff and citizens and make an economic impact on health and social care and the local economy by striving to:

Strategic/System Leadership

- Implement the Local Authority Healthy Weight Declaration as part of a long-term, 'systems-wide approach' to obesity;
- Advocate plans that promote a preventative approach to encouraging a healthier weight with local partners, identified as part of a 'place-based system' (e.g. Integrated Care System);
- Support action at national level to help local authorities promote healthy weight and reduce health inequalities in our communities (this includes preventing weight stigma and weight bias);
- Invest in the health literacy of local citizens to make informed healthier choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines;
- Local authorities who have completed adoption of the Healthy Weight Declaration are encouraged to review and strengthen (where necessary) the initial action plans they have developed by consulting Public Health England's, Whole Systems Approach to Obesity, including its tools, techniques and materials;

Commercial Determinants

- Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing such as, offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;
- Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Such funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions
- Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites;

Health Promoting Infrastructures & Environments

- Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
- Review how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity, active travel, the food environment and food security (consider an agreed process for local plan development between public health and planning authorities);
- Where Climate Emergency Declarations are in place, consider how the Healthy Weight Declaration can support carbon reduction plans and strategies, address land use policy, transport policy, circular economy waste policies, food procurement, air quality etc;

Organisational Change/Cultural Shift

- Review contracts and provision at public events, in all public buildings, facilities and 'via' providers to make healthier foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions & scrutiny given to any new contracts for food & drink provision, where possible);
- Increase public access to fresh drinking water on local authority controlled sites; (keeping single use plastics to a minimum) and encouraging re-useable bottle refills;
- Develop an organisational approach to enable and promote active travel for staff, patients & visitors, whilst providing staff with opportunities to be physically active where possible (e.g. promoting stair use, standing desks, cycle to work/school schemes);
- Promote the health and well-being of local authority staff by creating a culture and ethos that promotes understanding of healthy weight, supporting staff to eat well and move more;

Monitoring and Evaluation

- Monitor the progress of our plan against our commitments and publish the results.

Healthy Weight Alliance – North Tyneside
Action Plan 2022 - 2024

Equally Well:
A healthier, fairer future
for North Tyneside

2021 - 2025
North Tyneside Health and Wellbeing Board



North Tyneside Council