

Healthy Weight Declaration North Tyneside

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Health & Wellbeing Board, Thursday, 16th September



Overview:

- **Overweight and Obesity in North Tyneside**
- **Who are Food Active?**
- **What is a 'Healthy Weight Declaration'?**
 - **The Sixteen Commitments**
- **Healthy Weight Declaration Event**
- **Next steps for North Tyneside**



Overweight and Obesity

The urgency of tackling overweight and obesity has been brought to the fore recently, with evidence showing a strong link between obesity and an increased risk of severe illness or mortality from Covid-19.

In addition, we know that living with excess weight is a risk factor for a range of chronic diseases, including type 2 diabetes, cardiovascular disease, many cancers, liver, and respiratory disease.

Tackling such an ingrained problem requires a long-term solution that:

- Makes obesity everybody's business
- Is tailored to local needs
- Works across the life course
- Takes a 'whole systems' approach



Overweight and Obesity in the North East Region

Percentage of adults (aged 18+) classified as overweight or obese (2019/20)

Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	-	-	62.8		62.6	63.0
North East region	-	-	67.6		66.5	68.8
Sunderland	-	-	73.5		69.1	77.8
Hartlepool	-	-	73.0		68.7	77.3
Redcar and Cleveland	-	-	72.9		68.7	77.0
Middlesbrough	-	-	71.7		67.4	76.1
South Tyneside	-	-	71.6		67.1	75.8
Northumberland	-	-	71.6		67.1	75.7
Gateshead	-	-	70.8		66.4	74.9
Stockton-on-Tees	-	-	67.0		62.5	71.5
North Tyneside	-	-	65.7		61.2	70.2
County Durham	-	-	64.8		60.2	69.4
Darlington	-	-	63.8		59.1	68.4
Newcastle upon Tyne	-	-	60.1		57.8	62.4

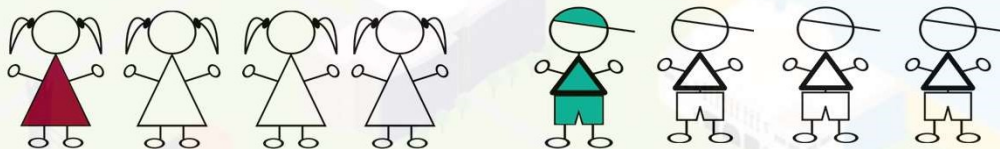
Levels of overweight and obesity in North Tyneside at **65.7%** are better than the North East average of **67.6%**, however levels are worse than the England average of **62.8%**.

Overweight and Obesity in North Tyneside

Rates of overweight and obesity in children (Reception and Year 6):

England average	Reception	23%	Year 6	35.2%
North East average	Reception	24.8%	Year 6	37.5%
North Tyneside	Reception	25.8%	Year 6	36.2%

Approximately 1 in 4 **reception** children are overweight or obese in North Tyneside (25.8%)



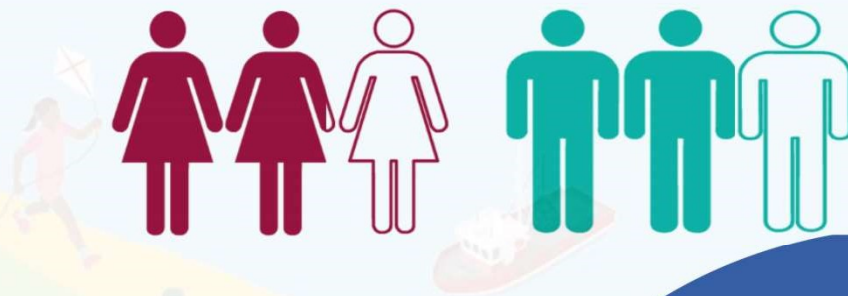
Approximately 1 in 3 **year 6** children are overweight or obese in North Tyneside (36.2%)



Rates of overweight and obesity in adults (18 years +):

England average	62.8%
North East average	67.6%
North Tyneside	65.7%

Approximately 2 in 3 adults are overweight or obese in North Tyneside (65.7%)



Source: Public Health England. Public Health Profiles. 2020 <https://fingertips.phe.org.uk>



North Tyneside Council

Food Active UK

Originating in the North West of England in 2013 to tackle increasing levels of obesity, Food Active supports local authorities across the region in taking a collaborative approach to promoting healthy weight.

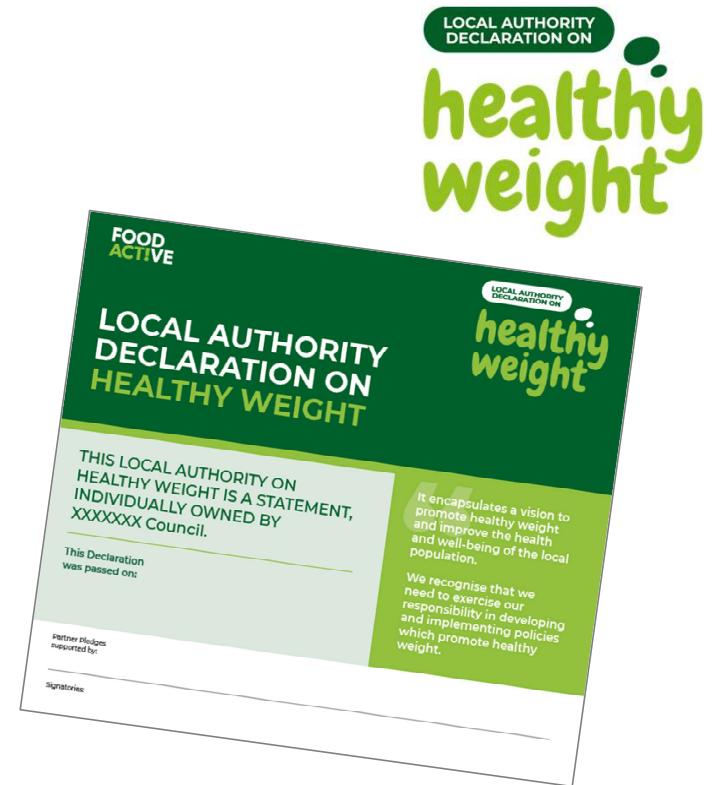
Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour.

- Influence policy pertaining to healthy weight at both a local and national level
- Deliver interventions and campaigns to promote healthier weight
- Undertake research and develop strategic partnerships to advocate on issues pertaining weight



What are Local Authority Declarations for?

- **Strategic leadership:** creates an opportunity for senior officers and politicians to affirm their commitment to an issue.
- **Local awareness:** shines a light on importance of key activities internally and externally.
- **Driving activity:** a tool for staff to use to create opportunities for local working.



The 16 commitments

Strategic/system leadership

1. Implement the Local Authority HWD as part of a long-term, 'systems-wide approach' to obesity;
2. 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);
3. 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);
4. 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;
5. Local authorities who have completed adoption of the HWD are encouraged to review and strengthen the initial action plans they have developed by consulting Public Health England's, Whole Systems Approach to Obesity, including its tools, techniques and materials;

LOCAL AUTHORITY
DECLARATION ON

healthy
weight

Commercial determinants

6. 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;
7. 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;
8. 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;

The 16 commitments

Health Promoting Infrastructures/Environments

9. Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;
10. 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);
11. Where Climate Emergency Declarations are in place, consider how the HWD can support carbon reduction plans and strategies, address land use policy, transport policy, circular economy waste policies, food procurement, air quality etc;

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Organisational Change/Cultural Shift

12. 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);
13. 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;
14. 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);
15. 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

16. Monitor the progress of our action plan against the commitments, report on and publish the results annually.

Health Weight Declaration Event

- **Event held on 27th July, chaired by Cllr Karen Clark (Public Health and Wellbeing)**
- **Approximately 40 attendees - Councillors / VCS organisations / Council colleagues / Northumbria Healthcare Trust / CCG**
- **Highlighted the assets that we have in North Tyneside**
- **Highlighted North Tyneside's recent achievements in terms of Healthy Weight and Physical Activity**
- **Introduced the 'Whole Systems Approach' and the 'Healthy Weight Declaration'**
- **Held group discussions during which attendees fed back their thoughts on:**
 - **Benefits of the HWD / Barriers to the HWD / How their service area/organisation can contribute to the HWD**
- **The proposal of a HWD in North Tyneside was well received by all!**

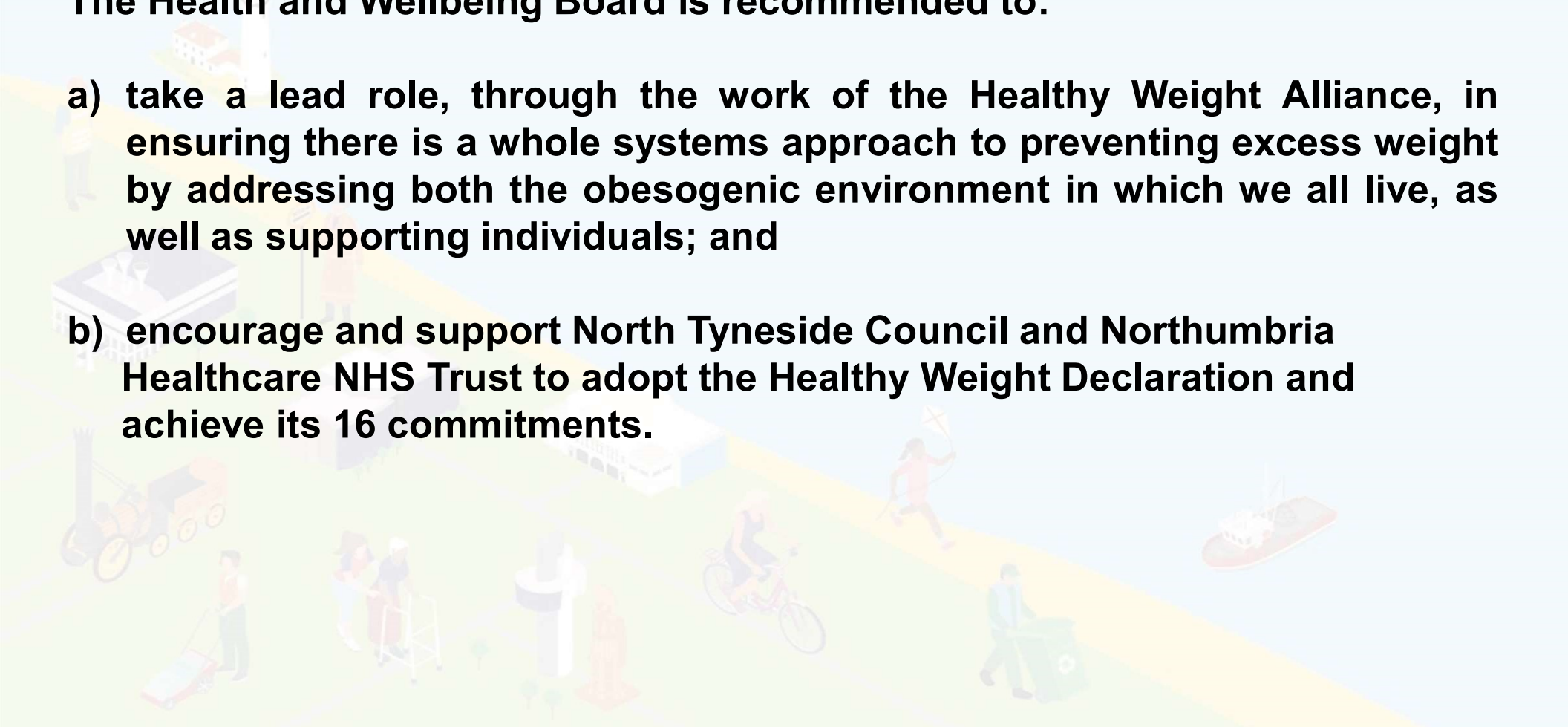
Next Steps...

- ✓ **Present a report to the Health and Wellbeing Board on 16th Sept**
- ✓ **Present to NHCT at their Health and Wellbeing steering group on 7th Oct.**
- ✓ **Create an action plan based on the 16 HWD commitments.**
- ✓ **Take forward a joint approach with Northumbria Healthcare NHS Trust in launching the Healthy Weight Declaration.**
- ✓ **Bring partners back together in the New Year to formally launch the Healthy Weight Declaration for North Tyneside.**

Recommendations

The Health and Wellbeing Board is recommended to:

- a) take a lead role, through the work of the Healthy Weight Alliance, in ensuring there is a whole systems approach to preventing excess weight by addressing both the obesogenic environment in which we all live, as well as supporting individuals; and**
- b) encourage and support North Tyneside Council and Northumbria Healthcare NHS Trust to adopt the Healthy Weight Declaration and achieve its 16 commitments.**



Questions

