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REPORT OF  
Director of Public Health

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TO  
Health and Wellbeing Board  
ON  
8<sup>th</sup> September 2020

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**Implementation of the Healthy Weight Declaration – to tackle obesity and inequalities**

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RECOMMENDATIONS:

- To take note of the current position and the data analysis of excess weight of children and adults in Salford and the link to inequalities embedded in food and physical environment
  - To support a system wide approach to tackling the issue of inequalities and obesity
  - To support ongoing developments and approve the proposed governance structure for oversight of this work and the implementation of the healthy weight declaration
  - To support the development of partners pledge commitments
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EXECUTIVE SUMMARY:

To tackle health inequalities more attention must be given to those who are at greatest risk of poor health. Obesity is complex issue with many contributing factors and to tackle the issue requires a citywide whole systems approach to address the complexity of reducing inequalities.

The report provides an outline of the proposal for the Salford Healthy Weight Declaration. The declaration requires partners to commit to a set of agreed standards that align to our Strategic Objectives for Salford to address inequalities and obesity

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KEY DECISION: No

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**1. Introduction**

Health inequalities are the preventable differences in health status between individuals, groups, or populations that result from an unequal distribution of social, environmental and economic conditions. These differences determine the risk of people getting ill, their ability to prevent sickness, or opportunities to act and access treatment when ill health occurs.

Obesity is complex issue with many contributing factors, making it crucial that inequalities are addressed with focus on ethnicity, deprivation and gender. To tackle the issues, it requires a citywide whole systems approach that focuses on prevention and tackling obeseogenic

environments where unhealthy food and drink choices are readily available and where we tend to be less active and lead more sedentary lifestyles.

Further work is needed to develop an approach for Salford that combines food and physical environments and reduces health inequalities. This requires an understanding the interaction between individual lifestyle behaviours, the provision of support where required and how we tackle the most influential environmental factors associated with obesity.

There is emerging evidence that some vulnerable population groups have an increased risk of adverse outcomes from COVID-19 including some ethnic groups, obesity, deprived communities, older people, some occupations, and those living in care homes. These risks factors may exacerbate existing health inequalities in the population.

It is not yet clear what the medium to long term physical impact of COVID-19 is but the 'lock down' measures have impacted on lifestyle behaviours related to food and physical activity. This is concerning for children activity levels and food provision as they have not been in education settings. Childhood obesity should be addressed alongside adult obesity. If a child has an obese parent their risk of childhood obesity is higher, and if both parents and siblings are obese, the risk is even higher. This is largely due to lifestyle factors and behaviours the family share such as high sugar and high fat diets and sedentary leisure time

## **2. Childrens Obesity Prevalence in Salford**

Childrens Obesity is of great concern in Salford as prevalence rates are increasing yearly and inequalities gaps are increasing.

The most recent validated figures (2018/19) from National Child Measurement Programme (NCMP) for Salford show:

- In Reception Year, 24.4% of children are overweight or obese, this is significantly worse than national rate of 9.6%
- In Year 6, 37.6% of children are overweight or obese, this is significantly worse than the national rate 20%

The data shows us there are inequalities between the small geographical areas in Salford. There are consistently nearly twice as many obese children in the 40% most deprived areas over a number of years at both Reception and Year 6 ages. For all school-age children this would give an estimate of 5000 in more deprived areas against 2600 in less deprived.

## **3 The Healthy Weight Declaration**

Food Active developed the Healthy Weight Declaration to support Local Authority Public Health teams to encapsulate a vision to promote healthy weight and improve the health and well-being of the local population. The declaration has already been implemented by 23 local authorities and more working towards.

The declaration sets out the responsibility in developing and implementing policies which promote healthy weight. The Salford Public Health team are proposing to use the declaration to develop a whole system approach to tackling obesity in Salford. These include reducing the obeseogenic environments and promoting healthier lifestyle

The Local Authority Declaration on Healthy Weight presents the opportunity for local authorities to lead local action and demonstrate good practice in adopting a systems approach to tackling obesity

and promoting the health and well-being of communities. It is a statement, individually owned by each adoptive authority. It encapsulates a vision to promote healthy weight to improve the health and well-being of the local population

There are 16 standard commitments whereby Local Authorities pledge to achieve action on improving policy and healthy weight outcomes in relation to specific areas of work.

### The Healthy Weight Declaration 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;

#### 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;

#### 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;

### 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.

Within the declaration there is also the opportunity for Local Authorities to add local commitments relevant to their needs and aspirations determined through consultation which may include the Health and Wellbeing Board and public consultation.

The declaration also includes the Partners Pledges for public, private and voluntary organisations. This requires partners to commit to a set of agreed standards that align to the strategic objectives for Salford.

It is proposed the leadership and drivers for the declaration will sit with the Health and Wellbeing Board. Ensuring the implementation will have full commitment from partners and providing a governance structure to monitor develops and progress.

## 4 Recommendations

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KEY COUNCIL POLICIES: Health & Wellbeing

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EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS: Not at this stage

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ASSESSMENT OF RISK: Medium

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LEGAL IMPLICATIONS Supplied by: Not at this stage

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FINANCIAL IMPLICATIONS Supplied by: Not at this stage

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PROCUREMENT IMPLICATIONS Supplied by: Not at this stage

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HR IMPLICATIONS Supplied by: Not at this stage

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OTHER DIRECTORATES CONSULTED: Not at this stage

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WARDS TO WHICH REPORT RELATES: All Ward