



# Healthy Weight Strategy for Leicestershire



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# Introduction

The 2021-2026 Healthy Weight Strategy sets our partnership priorities and approach to promote a healthy weight and tackle obesity in Leicestershire.

Obesity is a complex and multifaceted problem that requires coordinated, effective action to change the food, physical activity and social environments from ‘obesogenic’ to ones which promote a healthy weight. If we are going to take effective action to reverse obesity at a population level, we need to work together with partners in a ‘whole systems’<sup>1</sup> approach to create an environment that facilitates healthy choices and supports individuals to be physically active and achieve and maintain a healthy weight.

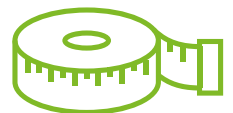
This strategy builds on the Recommendations within the Leicestershire Joint Strategic Needs Assessment 2018-2021 Chapter on Obesity: Physical Activity, Healthy Weight & Nutrition. It is also closely aligned with the ambitions detailed in the Leicestershire Food Plan and the Leicester-Shire & Rutland Sport (LRS) Physical Activity and Sport Strategy 2017-2021 (currently being refreshed).

Food plays an important part of our economy and culture and can bring communities together. It is important therefore that action to support people to maintain a healthy weight is taken by all without stigmatizing individuals and whilst acknowledging that factors such as poor mental health and complexities of managing long term conditions can make weight management extremely difficult. But taking action is something we must do. Most adults are above a healthy weight and 1 in 5 children start school above a healthy weight and this proportion rises to 1 in 3 at year 6 of Primary School. Maintaining a healthy weight can improve our health related quality of life and reduce the risk of health conditions such as heart disease, stroke, type 2 diabetes, liver disease, and some cancers.

It is important to acknowledge in the action we take that there are marked and growing health inequalities associated with the occurrence of obesity, whereby those living in the most socio-economically disadvantaged areas, older people, people with disabilities and some ethnic groups being less likely to be a healthy weight. We need to ensure that our actions reach out to those who are most at risk.

Obesity has financial implications too. Each year, obesity and its related ill health costs the UK NHS £6.1bn; it also costs local government in England £0.35bn in social care costs and the wider UK economy £27bn.

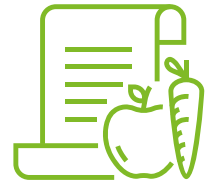
The case for action is therefore clear and this Strategy is a commitment to working together with a range of sectors, including food, health, education, planning, transport, sport and leisure, to support our communities to start, live and age well and to achieve and maintain a healthy weight.



<sup>1</sup> <https://www.gov.uk/government/publications/whole-systems-approach-to-obesity>

## Why do we need a healthy weight strategy?

The prevalence of overweight and obesity in the UK has risen dramatically since 1993, and whilst the increase has slowed down since 2001, the trend is still upwards.



Nearly two-thirds of adults (62.3%) in England were classed as being overweight (a body mass index (BMI) of over 25) or obese (a BMI of over 30) in 2018/19.

In Leicestershire 64.5% of adults were either overweight or obese in 2018/19.



The prevalence of children in reception year who were either overweight or obese in 2019/20 was 23.0% for England and 19.0% for Leicestershire.



The figures for Year 6 pupils in 2019/20 was 35.2% for England and 30.6% for Leicestershire<sup>2</sup>.

As deprivation increases the number of children at a healthy weight decreases, and the number of children measured as overweight or obese increases.

Physical inactivity and a sedentary lifestyle are also a primary contributor to an increase in prevalence of overweight and obesity in the UK.

The physical activity data for both adults and children and young people in Leicestershire can be found in Appendix A.

## Why is it an issue?

- Poor diet contributes to nearly half of Coronary Heart Disease<sup>3</sup>.
- Poor diet contributes to a third of all cancer deaths<sup>4</sup>.
- Being overweight increases the risk of high blood pressure, high cholesterol and pre-diabetes<sup>5</sup>.
- Severe obesity reduces life expectancy by 8-10 years<sup>6</sup>.



2 <https://fingertips.phe.org.uk/profile/national-child-measurement-programme/data#page/0/gid/8000011/pat/6/par/E12000004/ati/302/are/E06000015/cid/4/page-options/ovw-do-0>

3 Yusuf, S. et al (2004) Effect of potentially modifiable risk factors associated with myocardial infarction in 52 countries (the INTERHEART study): case-control study. *Lancet*; 364: 937-52

4 Doll, R. Peto, R (1981) The causes of cancer: quantitative estimates of avoidable risks in cancer in the United States today. *Journal of the National Cancer Institute*; 66:1191-208

5 <http://webarchive.nationalarchives.gov.uk/20170110171057/> [https://www.noo.org.uk/NOO\\_about\\_obesity/obesity\\_and\\_health/health\\_risk\\_child](https://www.noo.org.uk/NOO_about_obesity/obesity_and_health/health_risk_child) [accessed on 04/04/2018]

6 Dent M, Swanston D (2010) Briefing Note: Obesity and life expectancy



## Our vision

“Our vision is a future where everyone in Leicestershire can eat well, be physically active and develop in a way which facilitates a healthy weight”.

We will work together with a range of sectors to make lasting changes to the food, physical activity and social environment to promote a healthy weight in all of our communities. Our aim is to increase the number of adults, children and families who are a healthy weight in Leicestershire by 2026 compared to the 2019/20 baseline.

## The local context

This strategy is closely aligned with the Leicester-Shire and Rutland Sport (LRS) Physical Activity & Sport Strategy 2017- 2021 for LLR<sup>7</sup>, the Leicestershire Food Plan<sup>8</sup> the Leicestershire Corporate Strategy ‘Working together for the benefit of Everyone’, Leicestershire County Council’s Strategic Plan 2018- 2022<sup>9</sup>, the Leicester and Leicestershire Local Industrial Strategy<sup>10</sup> and the wellbeing@work programme, with integrated action plans to achieve our shared objectives.

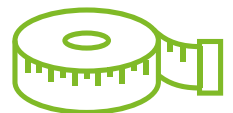
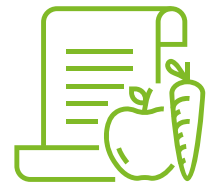
Through a strong evidence base this strategy advocates a tailored approach to address the needs of the population, focusing in particular on those least likely to be a healthy weight, and at key stages where people are more at risk of obesity across the life course. Whilst recognising that there are people in all population groups who are not a healthy weight, this strategy will focus on areas in Leicestershire with the highest prevalence of childhood and adult obesity, and on higher-risk groups such as people with disabilities, certain ethnic groups, older people and those living in disadvantaged circumstances.

## Physical activity

The LRS Physical Activity Strategy 2017-2021 vision is for LLR ‘to be the most physically active and sporting place in England, with 4 ambitions to ‘Get Active, Stay Active, Active Places and Active Economy’. It is also based on 4 foundations:

1. Well lead.
2. Insight driven.
3. Skilled and representative workforce.
4. Effective marketing and communications.

This strategy is currently under revision.



7 <https://www.lrsport.org/uploads/lrs-physical-activity-sport-strategy-2017-2021.pdf>

8 <https://www.leicestershire.gov.uk/news/food-plan-firmly-on-the-table>

9 <https://www.leicestershire.gov.uk/sites/default/files/field/pdf/2019/6/27/LCC-Strategic-Plan-2018-22.pdf>

10 <https://www.llep.org.uk/strategies-and-plans/our-local-industrial-strategy/>

## The Leicestershire Food Plan

The Leicestershire Food Plan (see Appendix B) is part of the national Sustainable Food Cities (SFC) framework. It links to the Leicestershire Corporate Strategy – ‘Working together for the benefit of Everyone’ with areas of commonality across all five strategic outcomes.

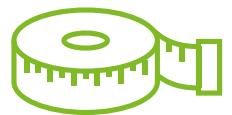
- Correct infrastructure enabling a healthy population for a Strong Economy
- Opportunities for children to get the best start in life, and reducing health inequalities through enhanced community Wellbeing and Opportunity associated with healthier environments and support to gain a healthy weight.
- Families more able to maintain a healthy lifestyle in a self-sufficient way – keeping people safe.
- Communities are more able to plan the future of their ‘healthy place’, taking greater control of the place of health within Great Communities including recognising the impact of obesogenic environments and seeking to change them.
- ‘Health in all policies’ and ‘Healthy Partners, Healthy Place’ enable environments that encourage healthier habits in Affordable and Quality Homes through creating spaces where people can lead active lifestyles and participate in community food activities.

## Local Industrial Strategy

This strategy aligns with the *Leicester and Leicestershire Local Industrial Strategy – A Healthy Climate for Growth* by linking mainly to the core theme of Healthy People – improving the quality of life and wellbeing of the population and supporting the need for improved public transport, promotion of cycling and walking (and associated infrastructure) and the need for more green space to encourage greater levels of activity. There is also the recognition that Healthy Businesses need a healthy workforce.

## Wellbeing@Work Programme

This strategy also links to LLR wellbeing@work programme – which essentially is a workplace health needs assessment offer (sourced from *Public Health England & Healthy Working Futures (2017) ‘Workplace Health Needs Assessment’*) used to identify key priority areas of employee health including healthy eating and physical activity. The results can be used to shape the development of a health and wellbeing action plan that employees’ value and feel is reflective of their needs.



## Outcomes

Monitoring of the prevalence of healthy weight in children and adults is a requirement of the national public health outcomes framework. The key performance indicators relevant to a healthy weight are:

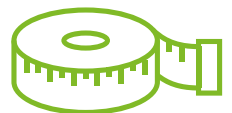
- 2.02i – Breastfeeding initiation.
- 2.02ii – Breastfeeding at 6-8 weeks.
- 2.06i – Child excess weight in 4-5-year olds.
- 2.06ii – Child excess weight in 10-11-year olds.
- 2.11i – Proportion of the population meeting the recommended ‘5-a-day’ on a ‘usual’ day.
- 2.11ii – Average number of portions of fruit consumed daily at aged 15 years.
- 2.11iii – Average number of portions of vegetables consumed daily (adults).
- 2.11iv – Proportion of the population meeting the recommended ‘5-a-day’ at age 15.
- 2.11v – Average number of portions of fruit consumed daily at age 15.
- 2.11vi – Average number of portions of vegetables consumed daily at age 15.
- 2.12 – Percentage of adults (aged 18+) classed as overweight or obese - current method.
- 2.12 – Percentage of adults (aged 16+) classed as overweight or obese.

Other information available to help form an overall picture of trends in the Leicestershire/UK population are:

- **Food Insecurity:** From 2019 the annual national Family Resources Survey (An annual report that provides facts and figures about the incomes and living circumstances of households and families in the UK) included 10 questions on Food Insecurity. These questions are detailed in Appendix C.
- **Physical Activity datasets from the Active Lives Survey:** Sport England run two surveys: Active Lives Adult, which is published twice a year and replaced the Active People Survey, and the world-leading Active Lives Children and Young People, which is published annually. Both give a unique and comprehensive view of how people are getting active. We have local Sport and Physical Activity datasets for adults and children across LLR taken from Sport England’s Active Lives Survey, the most recent is 2019/2020.

## Governance

Successful delivery of this strategy will rely upon all system partners working together on the common priorities as set out. Accountability will shift according to what is being delivered and will be at three principle levels: the Neighbourhood level, the place level and system level.

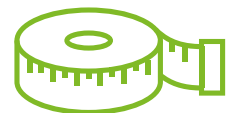
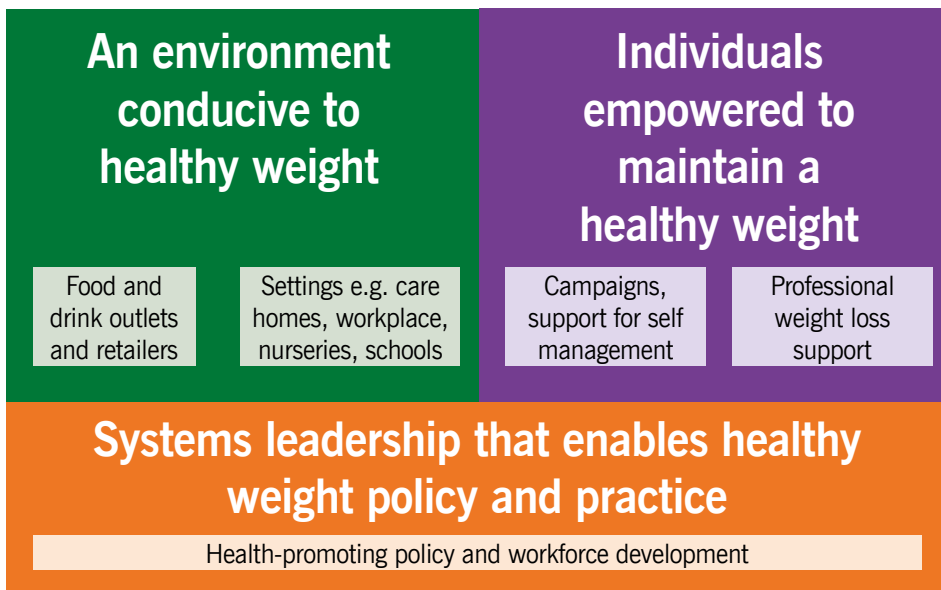


# Delivery themes and strategic objectives

The Leicestershire healthy weight strategy is structured around 3 delivery themes. Each theme identifies objectives needed to achieve our vision.

## Healthy weight delivery themes

- **Promoting a healthy weight environment**  
Population approaches to improve the wider health environment to promote healthy weight (this is aligned to the Active Places strand of the LRS Physical Activity & Sport Strategy and to the Leicestershire Food Plan).
- **Support for people to achieve and maintain a healthy weight**  
Provision of information and advice and weight management services across the life course to increase the number of people who are a healthy weight.
- **Prioritising healthy weight through systems leadership**  
Develop a workforce that is competent and confident to talk about and promoting healthy weight and working with partners to develop healthy weight policy.





# Delivery Theme 1

## Promoting a Healthy Weight Environment

### Why is it important for Leicestershire?

#### Obesogenic environment

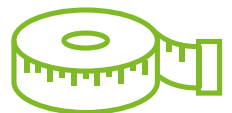
We are living in an obesogenic environment, with an abundance of energy dense food, motorised transport and sedentary lifestyles<sup>11</sup>. Improving the healthy weight environment is therefore complex, and encompasses many areas of work including:

- Enabling active travel.
- Local planning – including advertising (amount of junk food advertising along with where the adverts appear), numbers of fast food outlets and lack of availability of healthy/fresh food (with commonly used terms Food Deserts and Food Swamps).
- Affordability of ‘good food’ as a viable and available alternative.
- Information available to the public and campaigns (e.g. Sugar Smart).
- Encouraging food outlets to offer and promote healthier options.
- Work with employers to encourage payment of the Living Wage (as determined by the Living Wage Foundation at £9.30/£10.75 in London, not the Government ‘National Living Wage’ at £8.72).
- Work with specific groups and backbone services e.g. schools, care homes and holiday clubs.
- Skills and resources to help families to cook and eat healthily.

#### Out of home food outlets

There is a known association between the exposure to fast food outlets and food consumption, BMI and obesity. Obesity is also associated with decayed missing or filled teeth in children with links to poor diet and food poverty is associated with low consumption of fruit and vegetables and deficiencies in certain nutrients<sup>12</sup>.

In 2018 there were 473 Fast Food Outlets in Leicestershire (from Food Standards Agency (FSA) Food Hygiene Rating Scheme (FHRS) data (31/12/2017 Snapshot and 02/07/2018 snapshot for Bury data) and in England, more than one quarter (27.1%) of adults and one fifth of children eat food from out-of-home food outlets at least once a week. Meals consumed out of the home tend to be associated with bigger portion sizes and higher intakes of fat, sugar and salt<sup>13</sup>.



11 [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/296248/Obesity\\_and\\_environment\\_March2014.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/296248/Obesity_and_environment_March2014.pdf)

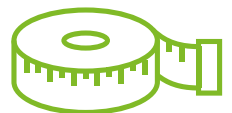
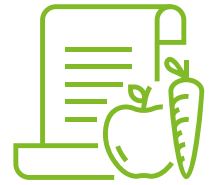
12 <https://publichealthmatters.blog.gov.uk/2017/03/31/healthmatters-obesity-and-the-food-environment/>

13 <https://www.sportengland.org/how-we-can-help/facilities-and-planning/design-and-cost-guidance/active-design>

## Active Environments

As part of our drive to create an active environment, we need to adopt strategies that engineer physical activity back into daily lives. As an example, Sport England, in partnership with Public Health England, have produced the Active Design Guidance which works as a step-by-step guide to implementing an active environment.

This guidance builds on the original objectives of improving accessibility, enhancing amenity and increasing awareness, and sets out the 10 principles of Active Design, these are: activity for all neighborhoods, walkable communities, connected walking & cycling routes, co-location of community facilities, network of multi-functional open space, high quality streets & spaces, appropriate infrastructure, active buildings, management maintenance and monitoring and evaluation, activity promotion and local champions<sup>14</sup>.



<sup>14</sup> Sustain (2016) Measuring household insecurity in the UK <https://www.sustainweb.org/resources/files/reports/MeasuringHouseholdFoodInsecurityintheUK.pdf>

## Strategic Objective 1

### Improve the awareness and availability of healthy and sustainable food and drink in all sectors

#### What are we doing now?

- Local organisations and key stakeholders are working together through the Leicestershire Food Plan to develop multiple food hubs to tackle food poverty including access to affordable (surplus) food, training and resources as well as developing volunteer opportunities.
- In 2019 Leicestershire was successful in obtaining funding for a Holiday Activity and Food Programme – this programme enabled children qualifying for free school meals to access free places in summer holiday clubs including a nutritious meal helping with food insecurity.
- Food for Life is commissioned in Leicestershire and works to increase the uptake of school meals – this has seen an increase in the number of children eating meals that conform to the national school food standard.
- Leicestershire Traded Services distribute 35,000 meals a day to schools in the areas, they have recently been awarded Gold Food for Life Served Here for their menu meaning that school children are eating food with a greater nutritional content that comply with the Food Based & Nutrition based standards.

#### What else could we do?

##### Food retail and outlets

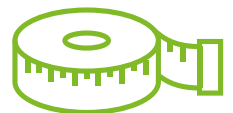
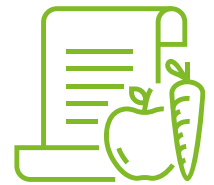
- Government Buying Standards – promotion for local food & catering businesses / increase number of establishments accredited through 'Food for Life Served Here', work with businesses to increase availability of healthy food options.
- Regulation and licensing of fast food outlets, especially those close to schools and early year settings, in conjunction with district and borough councils. We will also look at supporting outlets to offer/promote healthier choices through healthier options merit schemes.

##### Social and community food projects

- Promoting the production and availability of quality food you can trust: more fresh, local, seasonal, sustainable food, with low climate impact and high welfare standards – we will find ways of increasing availability to communities.
- Eating together: more opportunities for social contact through food, building families, tackling loneliness, and bringing communities together.

##### Links with other plans and workstreams

- Continue to support the development of The Leicestershire Food Plan and playing an active role as part of our membership of the Sustainable Food Cities Network.
- Work with our colleagues in the Transport team and across Leicester City Council to explore how we might limit junk food advertising.



## Strategic Objective 2

### Support settings to prevent obesity and increase healthy weight in adults, children and families

#### What are we doing now?

- UNICEF Baby Friendly Initiative<sup>15</sup>: Stage 3 standards achieved: for Health Visiting Services (Leicestershire Partnership NHS Trust) University Hospitals of Leicester Maternity Services (Leicester General Hospital) and Baby Friendly University Programme at De Montfort University (Midwifery course).
- Food for Life Award<sup>16</sup> – over 50% of schools in Leicestershire are participating in this whole school food and nutrition programme.
- Leicestershire Healthy Schools Programme<sup>17</sup>– over 90% of schools are engaged with this programme and have achieved healthy school status by fulfilling the criteria for the 4 core themes including healthy eating/ food in schools and physical activity.
- Leicestershire Healthy Tots Programme<sup>18</sup> – Many early year settings are participating in the healthy tots' programme and have achieved Healthy Tots status by fulfilling the criteria for the 3 core themes including healthy eating and physical activity.
- Workplace Health Award<sup>19</sup> LRS Wellbeing at Work- supporting workplaces to improve health and wellbeing at work.
- Public Health England Clinical Champion Training: Upskilling health professionals such as midwives to increase their confidence of delivering physical activity messages.
- Targeted physical activity campaigns and programmes.
- Whole school approach to physical activity.
- Inviting parents and grandparents to join pupils for school meals, raising awareness of pupil's food choices in school to replicate within the home.
- Older people living in care homes joining children in for school meals, reducing isolation for the older generation and role modelling social dining for the children.
- Parental support provided through education programme such as PEASS (Portion size, e numbers and additives, sugar and salt) that also includes Food for Life (FFL) Served Here and school food standards, this programme, (currently in development, led by FFL) will aid parents understanding of the level of food quality provided by Leicestershire Traded Services and the benefits of this on health and the environment.

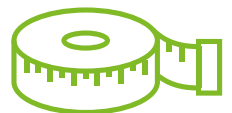
15 <https://www.unicef.org.uk/babyfriendly/accreditation/>

16 <https://www.foodforlife.org.uk/>

17 <https://www.leicestershirehealthyschools.org.uk/>

18 <https://www.leicestershirehealthytots.org.uk/>

19 <https://www.lrsport.org/wellbeingatwork>



## What else could will do?

### Maternity, children and young people settings

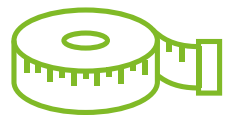
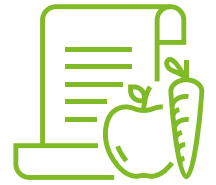
- Continue to promote accreditation to UNICEF's Baby Friendly Initiative.
  - Gold Level for Health Visiting, Leicester General Hospital's Maternity Unit and De Montfort University – Midwifery course.
  - Support- Children & family Wellbeing Centres, UHL's Maternity Hospital and Neonatal Unit at Leicester Royal Infirmary site and De Montfort University Health Visiting course achieve stage 1,2, 3 standards.
  - Undertake an Infant Feeding Health Needs Assessment and use this to inform the refresh of the LLR Infant Feeding Strategy and action plan.
- Form a pregnancy weight loss services as part of the Leicestershire Weight Management Service, with referrals made by midwives.
- Continue to support schools to renew their healthy school status and to achieve healthy schools plus by achieving meaningful outcomes regarding healthy weight.
- Continue to support and recruit early year settings to renew and achieve Healthy Tots status.
- Continue to recruit and support to the Food for Life Programme – to achieve bronze, silver and gold level awards.
- Support schools to prepare and implement the healthy eating and physical activity component of the statutory Relationships Sex and Health Education commencing in September 2020.

### Workplace setting

- See also recommendations from the JSNA and the [Leicester-shire and Rutland sport strategy](#).

### Other settings

- Increase uptake of healthy start vouchers and explore coordinated mechanisms for using vouchers to access fruit and veg.
- Social Prescribing - Fruit and Veg on prescription and other mechanisms for increasing access to Fruit and Veg.
- Piloting approaches for community projects looking at access and support for people to use fresh healthy food.
- Ensure that all health & care professionals are aware of the healthy weight initiatives are signposting and referring to services.
- Identify actions needed within the adult social care sector to help with later life healthy weight.
- Ensure access to information and services are inclusive population by creating translated, braille and BSL versions. Also use alternative means of communication such as community radio and distribution of physical information to homes and community hubs.
- Explore the use of other settings (e.g. Job Centres) to increase the reach of healthy eating messages and awareness of weight management services.



## Delivery Theme 2

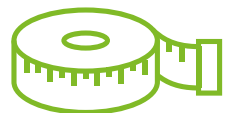
### Support for people to achieve and maintain a healthy weight

#### Why is it important for Leicestershire?

Statistics for Leicestershire show that 64% of adults and 30% of year 6 primary school children are overweight or obese. Supporting people to achieve and maintain a healthy weight is an important part of the system approach and needs to support people who are underweight, overweight or obese. Different services are needed to support people in these different weight categories and need to be joined up between Public Health and CCG-commissioned programmes and pathways. We must also recognise the impact that poor mental health has on healthy living and be able to support those faced with these challenges. By tackling factors poor mental health, we are more likely to help sustain long term positive change in relation to healthy weight.

Indicators of importance to this theme include:

- % of pregnant women in Leicestershire who were classified as obese (Maternity HNA data).
- % of babies that are initially breastfed in Leicestershire.
- % of babies in Leicestershire that are being breastfed at 6-8 weeks.
- The prevalence of children in reception class in 2018/19 overweight/ obese.
- The prevalence of children in year 6 in 2018/19 who were overweight or obese.
- The % of adults in Leicestershire who are overweight or obese in 2018/19.



## Strategic Objective 3

### Co-ordinate a healthy weight pathway which includes prevention, self-management and weight management support

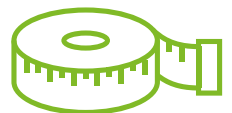
#### What are we doing now?

- Universal services – ante-natal programme – Bumps to Babies, advice on infant feeding (breast feeding/ formula feeding) advice on weaning/ introduction of solids/ portion sizes for very young children. Purposeful physical play. Cook & Eat/ Health for Under 5s/ Health for Kids/ Health for Teens.
- Leicestershire weight management services- child and adult weight management services.
- The Standard Operating Guidance for the 0-19 Healthy Child Programme includes a healthy weight care pathway.
- Healthy Weight care pathway for adults and children.
- Review of the current Healthy Weight Management service – JSNA chapter and recommendations.
- Alignment to the new Physical Activity pathway – ensuring that everyone has access to physical activity at a place and appropriate level for them.
- Continue to emphasise the role exercise has in a healthy lifestyle. Raise awareness of resources for physical activity and exercise referral scheme (Leicestershire & Rutland Sport).

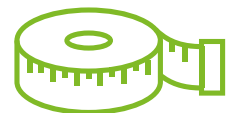
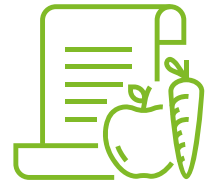
#### What else could we do?

- Work with CCGs to commission a specialist weight management service for adults.
- Promote more widely the Sugar Smart campaign<sup>20</sup>. This is a campaign by food the charity Sustain which encourages councils, businesses, institutions and other sectors to help reduce overconsumption of sugar in their local areas.
- Campaign for Real Food – to reduce the consumption of ultra-processed food and drinks. A healthy sustainable diet: less processed food high in fat, sugar/ salt, less but better-quality meat, and more fruit and vegetables, whole grain and sustainable fish.
- Start 4 Life Change 4 Life.
- Communications Plan-for the Leicestershire Healthy Weight Strategy – increase ease and uptake of self-referrals.
- Link into Good Food Leicestershire communications plan and events.

<sup>20</sup> <http://sustainablefoodcities.org/campaigns/2017sugarsmartuk.html>



- Build on the learning from the hubs that have been established to support vulnerable people during the Coronavirus pandemic, exploring mechanisms for linking with social prescribing, access to the weight management pathway, sign posting for resources and to encourage social aspects of healthy living.
- Acknowledge the role of mental health in achieving a healthy weight and promoting the use of mental health services, especially self-help and self-referral pathways.
- Encourage use of social prescribing link workers to help manage underlying socio-economic and environmental factors which act as external stressors to unhealthy living habits.
- Continue to try and make exercise facilities as financially accessible as possible and raise awareness of them to professionals and the public.



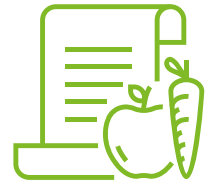


## Delivery Theme 3

### Prioritise healthy weight through systems leadership

#### Why is it important for Leicestershire?

Health & Care Professionals are in a unique position to talk to patients about their weight and evidence has shown that people respond well to professionals in relation to taking action around their weight. However if not done sensitively it can result in people feeling stigmatised or confused about where to access support. Leadership and professional support is an important part of the system strategy. The Covid-19 pandemic has had significant impact on people's physical and mental wellbeing, especially front line workers. It is important that our workforces are confident in talking to colleagues about healthy living and are able to support and direct them to the relevant services.



#### Strategic Objective 4

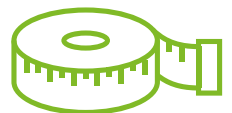
### Develop workforces that are confident and competent talking about and promoting healthy weight

#### What are we doing now?

- PHE Physical activity champions in UHL Maternity Services.
- Making Every contact Count (MECC) – MECC lite and Healthy Conversations (MECC Plus) and Getting it Right First Time.
- Face to face and e learning module for UHL Maternity Services staff/ 0-19 Healthy Child Programme staff on healthy weight before/during and post pregnancy.
- NHS Health Checks.
- Early years, Care workers physical activity training, upskilling of the community to lead physical activity sessions.
- Work across care homes re nutrition guidance and training.
- Link to workforce element of LRS Physical Activity & Sport Strategy.

#### What else could we do?

- Expand MECC Lite / Healthy Conversations MECC Plus training on healthy weight.
- Develop MECC E Learning modules on healthy weight (E-Learning MECC Plus module being developed for healthy weight before/ during/post pregnancy).
- Assess knowledge and practice gaps for planning officers – obesogenic environment/ Health impact assessments – new housing developments (access opportunity for active travel, healthy affordable food).
- Review, develop and evaluate healthy weight training for staff.



## Strategic Objective 5

### Working with partners and stakeholders to support the development of a whole systems approach to healthy weight

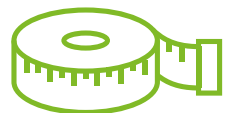
#### What are we doing now?

- Leicestershire Food Plan – the food plan is working on several different areas of the food system and with multiple partners. Our main areas of collaboration are within the Food and Drink Sector where we are developing with alongside Leicester City Council, the Leicester and Leicestershire Enterprise Partnership and the Food and Drink Forum; and on food production (particularly agriculture) alongside the GWCT and Brooksby Melton College. We are also working with specific community groups on several project areas, Melton and Harborough are supporting us to translate our food plan within communities. These areas of work aren't all related to Healthy Weight, but there are many cross-overs.
- LRS Physical Activity and Sport Strategy- vision is for LLR 'to be the most physically active and sporting place in England, with 4 ambitions to 'Get Active, Stay Active, Active Places and Active Economy'. It is also based on 4 foundations:
  - Well lead.
  - Skilled and representative workforce.
  - Insight driven.
  - Effective marketing and communications.

#### What else could we do?

- Develop a 'health in all policies' approach to review how healthy weight can be incorporated into existing strategies and policies, commissioning specifications and work areas to support and promote healthier weight environment.
- Use a 'health equity' approach in developing healthy weight approaches, whereby support and services are proportionate to unmet need, and pathways and services are carefully considered to avoid inadvertently increasing health inequalities.
- Work with partners to develop a 'healthy partners, healthy place' approach to incorporate health considerations in planning decision making, considerations for economic growth and provision of green infrastructure.
- Work with partners to encourage paying of the Living Wage including investigating designation of Leicestershire as a Living Wage County (<https://www.livingwage.org.uk/living-wage-places>).
- Investigate the potential to work alongside Leicester City Council and the Leicester and Leicestershire Enterprise Partnership to align to the B Corp accreditation for companies in the area – this evaluates impact on workers, community, environment and customers.
- Food plan examples of best practice.

Case study examples of how a whole systems approach to obesity has worked in other areas can be found in Appendix D.



## Appendix A

### Sport & Physical Activity levels for adults across LLR taken from Sport England's Active Lives Survey (May- 2019-May 2020)

May 2018-19	Active (150+ mins per week)	Fairly active (30-149 mins per week)	Inactive (> 30 mins per week)
Blaby	61.5%	14.0%	24.6%
Charnwood	64.6%	12.2%	23.2%
Harborough	65.8%	12.7%	21.5%
Hinckley and Bosworth	63.9%	13.2%	22.9%
Melton	66.5%	12.9%	20.6%
NW Leics	64.8%	10.1%	25.1%
Oadby and Wigston	54.9%	12.7%	32.4%
Leicester	56.9%	14.6%	28.5%
Rutland	65.6%	10.6%	23.8%
<b>Leicestershire</b>	<b>63.6%</b>	<b>12.5%</b>	<b>24.0%</b>
<b>LLR</b>	<b>61.6%</b>	<b>13.1%</b>	<b>25.4%</b>
<b>England</b>	<b>62.8%</b>	<b>11.7%</b>	<b>25.5%</b>

### Sport & Physical Activity levels for Children & Young People in school years 1-11 across LLR Taken from Sport England's Active Lives Survey (May 2018- 2019 )

May 2018-19	Active (average 60+ mins per day)	Fairly active (average 30-59 mins per day)	Inactive (average > 30 mins per day)
Blaby	*	*	*
Charnwood	48.7%	31.3%	20.1%
Harborough	56.9%	24.0%	19.1%
Hinckley and Bosworth	47.5%	27.0%	25.4%
Melton	52.4%	20.6%	27.0%
NW Leics	47.5%	22.5%	29.9%
Oadby and Wigston	*	*	*
Leicester	47.1%	22.5%	30.5%
Rutland	56.3%	23.7%	20.1%
<b>Leicestershire</b>	<b>51.5%</b>	<b>24.2%</b>	<b>24.4%</b>
<b>LLR</b>	<b>51.0%</b>	<b>23.8%</b>	<b>25.2%</b>
<b>England</b>	<b>46.8%</b>	<b>24.2%</b>	<b>29.0%</b>

\*indicates numbers have been suppressed due to the small number of schools surveyed



### PHE Fingertips data on Physically Active and Physically Inactive adults and physically active children & Young People in Leicestershire (including district/ Borough Council Percentages)

	Percentage of physically active adults	Percentage of physically inactive adults	Percentage of physically active children and young people
Period	2018/19	2018/19	2018/19
Blaby	69.4	18.8	*
Charnwood	68.0	17.4	48.7
Harborough	69.9	19.0	56.9
Hinckley and Bosworth	65.5	19.7	47.5
Melton	71.3	19.3	52.4
NW Leics	71.6	19.8	47.5
Oadby and Wigston	61.3	28.2	*
Leicestershire	68.3	19.5	51.5
England	67.2	21.4	47.9

Note: PHE do not include data for “fairly active” adults or for “fairly active/inactive” children and young people

\*indicates numbers have been suppressed due to the small number of schools surveyed



## Appendix B

### Sustainable Food Cities Framework

Sustainable Food Cities is a framework managed by three national charities – Sustain, The Soil Association and Food Matters – Leicestershire is a member along with 56 other places.

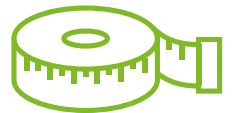
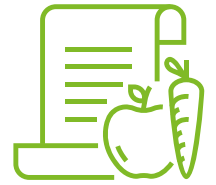
Sustainability is a very broad concept and is about direction of travel rather than reaching a specific destination. The Sustainable Food Cities framework is structured across six areas or key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty, diet-related ill health and access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

## Appendix C

### National Family Resources Survey

1. “We worried whether our food would run out before we got money to buy more.” Was that often, sometimes, or never true for you in the last 30 days?
2. “The food that we bought just didn’t last and we didn’t have money to get more.” Was that often, sometimes, or never true for you in the last 30 days?
3. “We couldn’t afford to eat balanced meals.” Was that often, sometimes, or never true for you in the last 30 days?
4. In the last 30 days, did you or other adults in the household ever cut the size of your meals or skip meals because there wasn’t enough money for food? (Yes/No)
5. (If yes to question 4) How often did this happen—almost every month, some months but not every month, or in only 1 or 2 months?
6. In the last 30 days, did you ever eat less than you felt you should because there wasn’t enough money for food? (Yes/No)
7. In the last 30 days, were you ever hungry, but didn’t eat, because there wasn’t enough money for food? (Yes/No)
8. In the last 30 days, did you lose weight because there wasn’t enough money for food? (Yes/No)
9. In the last 30 days did you or other adults in your household ever not eat for a whole day because there wasn’t enough money for food? (Yes/No)
10. (If yes to question 9) How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?



## Appendix D

### Case studies

Case Studies with examples of whole systems projects working towards reduction and prevention of obesity.

All these examples show working across multiple issues as well as multiple stakeholders and key with these is also leadership at various levels be it Sadiq Kahn (Major of London) or a GP in a practice.

### Social Prescribing – Measham and Kindling Trust

A doctor's surgery in Measham has land available and is developing plans to incorporate fruit/vegetable planting on that land. It would be used as a social prescribing resourced managed through TCV (funding is currently being sought). This is a perfect combination of growing food (and therefore more likely to take pride in and eat the produce) and physical activity on land in a familiar setting. There will also be the opportunity to work with the audience to support with cooking skills.

In Greater Manchester the Kindling Trust works to support people with growing and accessing fresh fruit and veg. This funded project saw people receiving fruit and veg on prescription, along with support to grow and cook. [https://kindling.org.uk/more\\_than\\_medicine\\_film](https://kindling.org.uk/more_than_medicine_film)

### Transport for London Advertising ban on junk food

TFL recently banned junk food advertising on its assets – this was a big decision as TFL has one of the largest advertising assets in the world.

### Campaigns

**Healthy start vouchers, campaign to include measure of food poverty in national statistics, coca cola Christmas tour ban, refill water campaign.**

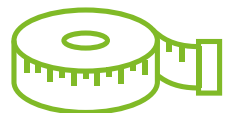
Various campaigns revolve around SFC and its partners including:

**Healthy Start voucher campaign** – supporting places to increase uptake in vouchers so that people in food poverty can access support.

A recent campaign called for national statistics to include asking people about food security – the government has committed to measuring household food insecurity following pressure from charities involved with SFC.

**A campaign as part of Sugar Smart** (an SFC campaign) which saw some places refusing permission to stop the coke truck on public land, and letters and protests at supermarkets allowing the truck to stop. There was also a spotlight shone on the fact that the truck was visiting areas with worse than average health problems relating to diet-related disease and some locations where 30% of the children have experienced tooth decay.

Linked to this, **Sugar Smart** has also looked at raising the profile of water as opposed to sugary drinks, and the need to offer free water in public places. Leicester are looking at this as part of their new Food Plan.



## Vegpower in Leicestershire

Supporting schools with Veg Power packs. We will be providing finance for 50 schools in Leicestershire to have free resources to participate in the 202 Veg Power campaign. This will be coordinated with Food for Life and Leicestershire Traded Services so that national advertising (ITV, channel 4 and supermarket product advertising) links with vegetables used in school meals and this is then capitalised upon in school with use of resources.

**Blackburn & Darwin:** training staff to help tackle weight issues in the early year settings, using 8 e-learning modules including: behaviour change techniques, unhealthy weight in early year settings, nutrition, physical activity and sedentary behaviour and culture.

**Blackpool:** Healthy food awards for local take away and restaurants, family-based weight management services, 'Giving Up Loving Pop' (GULP) campaign in secondary schools.

**Soil Association's Out to Lunch** campaign ranks children's food in 28 of the UKs most popular restaurants and supermarket cafés.

**Carlisle:** Fruit & Veg snack van for communities (as an alternative to an ice-cream van).

**Essex:** School activities including Daily Mile, Let's Get Cooking, Active Heart lessons in schools.

