

Have your say on Leicestershire's draft Healthy Weight Strategy 2021-2026



Tell us how this might affect you

Online: www.leicestershire.gov.uk/weight-strategy

For general enquiries or comments about this consultation
phone **0116 305 0705** or email HealthyWeight@leics.gov.uk

Public consultation: Submit your views by **27 December 2020**

Why do we need a strategy?

The 2021-2026 Healthy Weight Strategy sets out Leicestershire County Council's vision and priorities for how we will tackle obesity and support people to maintain a healthy weight in Leicestershire.

Maintaining a healthy weight is important for overall wellbeing. More than half (61%) of adults and a third (30%) of year 6 primary school children living in Leicestershire are overweight or obese.¹ This increases their risk of having long-term conditions like type 2 diabetes and reduces expected lifespan. There is also emerging evidence that being obese increases the risk of developing complications of Covid-19.

Supporting people to achieve a healthy weight, through regular physical activity and a nutritious diet, improves overall health and quality of life and reduces health and social care costs associated with the treatment of obesity and its complications. But obesity is a complex issue. Tackling it requires coordinated, effective action to change the food, physical activity and social environments from ones that tend to cause obesity to ones which promote a healthy weight. If we are going to take effective action to reverse obesity, we need to work together across the whole system. Working together across the whole system means working with the public and organisations across Leicestershire to share understanding of the issues, agree actions and create an environment that encourages people to make healthy choices and supports people to achieve and maintain a healthy weight.

This strategy is the council's commitment to working together with the public and a range of sectors, including food, health, education, planning, transport, sport and leisure, and economic development to support our communities to start, live and age well.

What are we doing currently?

To better understand obesity in Leicestershire, a report called a Joint Strategic Needs Assessment (JSNA) was completed in September 2019. The JSNA report www.lsr-online.org/uploads/obesity-physical-activity-healthy-weight-and-nutrition.pdf?v=1568369427 describes:

- the health needs of Leicestershire residents in relation to obesity
- the impact of obesity
- the relevant policy and guidance relating to obesity
- the existing services in Leicestershire supporting people to maintain a healthy weight

Leicestershire has been an early adopter of whole system approaches to tackle obesity and support is focussed across three broad priority areas – physical activity, healthy weight, and food sustainability and nutrition.

Programmes of work include: The Leicestershire Food plan, Food for Life Programme, the Leicestershire Exercise Referral Programme and Leicestershire's Weight Management Service. But there is more work to do.

Importantly, the JSNA outlines recommendations for future action, including the development of an obesity strategy for Leicestershire. Collaboration with key partners has led to the development of a draft Healthy Weight Strategy for Leicestershire 2021-2026 and we want to hear your views of this draft and ideas of how we can improve it.

¹ <https://fingertips.phe.org.uk/search/Obese%20Adults#page/0/gid/1/pat/6/par/E12000004/ati/102/are/E06000015>

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”.

The draft strategy sets out a commitment to work together with a range of sectors to make lasting changes to the food, physical activity and social environment to promote a healthy weight. Our aim is to increase the number of adults, children and families who are a healthy weight in Leicestershire by 2026.

What are we consulting on?

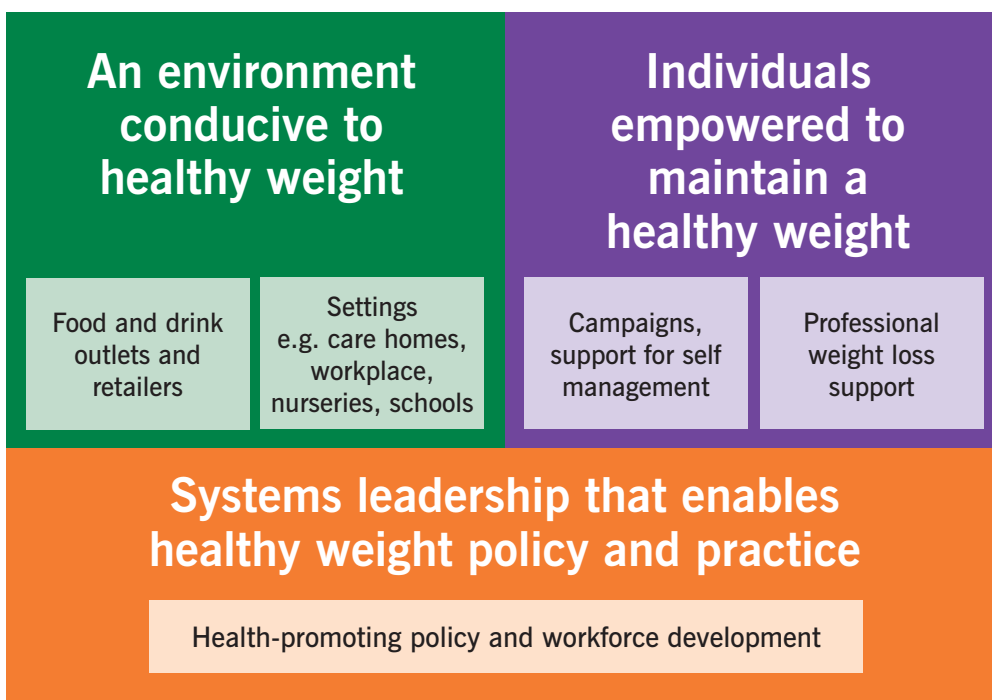
We are consulting on the draft Healthy Weight Strategy for Leicestershire 2021-2026. We would like your feedback about the priorities we have set out and our commitments in relation to those priorities.

The draft Healthy Weight Strategy for Leicestershire 2021-2026 is available to read in full at www.leicestershire.gov.uk/weight-strategy

The priorities identified in the strategy are structured around three themes. Each theme identifies objectives needed to achieve our vision.

Themes

1. Promoting a healthy weight environment
2. Support for people to achieve and maintain a healthy weight
3. Prioritising healthy weight through systems leadership



Delivery theme 1 – Promoting a healthy weight environment

Why is this important for Leicestershire?

We are living in an ‘obesogenic environment’. What we mean by this is that the environment has an abundance of unhealthy foods that are high in calories, and where physical activity opportunities have been engineered out of our daily lives, through for example increased car use.² This theme addresses action that tackles the healthy weight environment that we live in.

Strategic objective 1: Improve the awareness and availability of healthy and sustainable food and drink in all sectors

Proposed actions include:

- Increasing the number of local food and catering businesses achieving ‘Food For Life Served Here’ status.
- 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.
- Promoting the production and availability of quality, sustainable food you can trust: more fresh, local, seasonal food, which has low climate impact and high welfare standards – we will find ways of increasing its availability and affordability for Leicestershire communities.

Strategic objective 2: Support settings to prevent obesity and increase healthy weight in adults, children and families

Proposed actions include:

- Continuing to promote accreditation to UNICEF’s Baby Friendly Initiative (www.unicef.org.uk/babyfriendly/accreditation).
- Ongoing support for schools to renew their healthy school status and to achieve healthy schools ‘plus’ status by achieving goals regarding healthy weight (www.leicestershirehealthyschools.org.uk).

² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/296248/Obesity_and_environment_March2014.pdf

Delivery theme 2 – Support for people to achieve and maintain a healthy weight

Why is this important for Leicestershire?

Supporting people to achieve and maintain a healthy weight is an important part of the whole systems approach. There are high levels of overweight and obesity nationally and in Leicestershire. This theme focuses on providing individuals with the information and support they need to manage their own weight and that of the people they care for.

Strategic objective 3: Co-ordinate a healthy weight pathway which includes prevention, self-management and weight management support

Proposed actions include:

- Increasing uptake of the Leicestershire Weight Management Service (www.leicestershirewms.co.uk/about-us).
- Promotion of the Sugar Smart campaign (www.sustainablefoodplaces.org/campaigns/2017sugarsmartuk). Sugar Smart is a campaign by the food charity Sustain who work with councils, businesses, institutions and other sectors to help reduce overconsumption of sugar in their local areas.
- Working with Clinical Commissioning Groups (the people who decide what local health services are provided) to ensure people who need the most support have access to specialist weight management services.

Delivery theme 3 – Prioritise healthy weight through systems leadership

Why is this important for Leicestershire?

Health and care professionals are in a unique position to talk to patients about their weight. Evidence has shown that people respond well to professionals in relation to taking action around their weight. However, if this is not done well or sensitively it can result in people feeling stigmatised or confused about where to access support. Leadership and professional support are important parts of the whole system strategy.

Strategic objective 4: Develop workforces that are confident and competent talking about and promoting healthy weight

Proposed actions include:

- Training for health and care staff so they are able and confident discussing healthy weight management.
- Assessing knowledge and practice gaps for staff responsible for town planning so that our built and natural environment supports people to make healthy choices.

Strategic objective 5: Working with partners and stakeholders to support the development of a whole systems approach to healthy weight

Proposed actions include:

- Working with partners to develop a 'healthy partners, healthy place' approach which incorporates health considerations in decisions about the built environment, considerations for economic growth and provision of green spaces.

Who is the strategy for?

This Healthy Weight Strategy is for all Leicestershire residents, businesses and other organisations. However, we understand that different groups of people may be impacted in different ways by the food environment and services provided. We want to know how this strategy might affect you and if there are groups of people who may not benefit from this strategy as it is currently set out. We will use this insight to strengthen the strategy and make sure that as many people as possible benefit.

We are especially keen to seek the views of people from black and minority ethnic (BAME) communities, people with disabilities, and people who have engaged in weight management support previously, in order to understand the particular challenges that may be faced.

Coronavirus

The current Coronavirus pandemic has presented many challenges to our daily lives and evidence is emerging that being obese increases the likelihood of having more serious effects of the Covid-19 disease. This further highlights the importance of maintaining a healthy weight.

Your experiences during this pandemic will have inevitably affected how you view the world; the importance of family and friends, and how we connect to one another, often through food and physical activity. It is important that you use these experiences to inform your consultation responses. However, since the strategy will cover the period 2021-2026, we also want you to think about what Leicestershire might look like in the future, hopefully in a post-Covid-19 world.

We welcome all feedback about this draft strategy and how we can best support people to achieve and maintain a healthy weight.

How will the consultation work?

The consultation begins on 2 November 2020 and will end at midnight on 27 December 2020.

During this period, we will also be having discussions with our partners and those people and organisations most affected by the strategy.

To submit your views, please fill out the consultation questionnaire and make sure it reaches us by midnight on 27 December 2020 at the latest. The survey is available online at www.leicestershire.gov.uk/weight-strategy

Paper copies of the questionnaire are available on request by calling **0116 305 0705**.

If you are able to, please complete the questionnaire online as it will save us money.

You can send your completed questionnaire to the following freepost address:

Healthy Weight Strategy Consultation
Leicestershire County Council
Have Your Say
FREEPOST NAT 18685
Leicester
LE3 8XR

If you need help to complete the questionnaire, or have any questions about the consultation, please call **0116 305 0705** or email **HealthyWeight@leics.gov.uk**

What happens next?

When the consultation closes, we will analyse the feedback and will update the strategy taking into account views that have been expressed.

The reviewed strategy and consultation findings will be presented to the council's cabinet in Spring 2021 where a decision will be made on how to proceed.

If you require clarification or assistance on any of the information provided above, please email **HealthyWeight@leics.gov.uk**

You can view the latest information including the full strategy in a number of ways

Visit us online at www.leicestershire.gov.uk/weight-strategy

Our web pages will be kept up-to-date with the latest information and developments.

You'll also be able to access the survey here.

Follow us @leicscountyhall for general updates from the council, including coronavirus information.

Alternatively, you can telephone **0116 305 0705** to ask for information in printed or alternative formats.

જો આપ આ માહિતી આપની ભાષામાં સમજવામાં થોડી મદદ
ઈચ્છતાં હો તો 0116 305 0705 નંબર પર ફોન કરશો અને
અમે આપને મદદ કરવા યવસ્થા કરીશું.

જેવર ત્રહાનું ઇસ જાતકારી નું સમજાવ દિચ રુજ મદદ ચાહીદી
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এই তথ্য নিজের ভাষায় বুঝার জন্য আপনার যদি কোন
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ফোন করলে আমরা উপযুক্ত ব্যক্তির ব্যবস্থা করবো।

اگر آپ کو یہ معلومات سمجھنے میں کچھ مدد درکار ہے تو براہ مہربانی اس نمبر پر کال کریں
0116 305 0705 اور ہم آپ کی مدد کے لئے کسی کا انتظام کر دیں گے۔

假如閣下需要幫助，用你的語言去明白這些資訊，
請致電 0116 305 0705，我們會安排有關人員為你
提供幫助。

Jeżeli potrzebujesz pomocy w zrozumieniu tej informacji
w Twoim języku, zadzwoń pod numer 0116 305 0705,
a my Ci dopomożemy.