



Main themes of the new Healthy Weight Healthy Lives Strategy for LA level work and practitioners

The level of the challenge,

“A US study found that 55% of obese 6-9 year olds and 79% of obese 10-14 year olds remained obese into adult hood”

“The Foresight experts estimated that...levels of obesity and overweight will rise to 60% in men, 50% in women, and 25% in Children by 2050, with a further 35% of adults and nearly 40% of children overweight”

The Strategy highlights 5 areas for tackling excess weight

- 1) Children – early prevention of weight problems to avoid the “conveyor-belt” effect into adulthood
- 2) Promoting healthier food choices – reducing consumption of foods high in fat sugar and salt and increasing consumption of fruit and vegetables
- 3) Building Physical Activity into daily lives – getting people moving as a normal part of their day
- 4) Creating incentives for better health – increasing understanding and value of long-term impacts of decisions
- 5) Personalised advice and support – complementing preventative care with treatment for those who already have weight problems

National guidance for delivering the Healthy Weight: Healthy Lives Strategy has been developed to support action in local areas:

www.dh.gov.uk/en/Publichealth/Healthimprovement/Obesity/index.htm

Healthy Schools Briefing Paper: National Healthy Schools Programme (NHSP) contribution towards National Indicators for Local Authorities and Local Authority Partnerships, December 2007

The main mechanisms for influencing obesity related work at LA Level for Healthy Schools Programme Leads

- Local Area Agreements – local multi agency partnership objective setting and indicator selection (from National Indicator Set)
- Children and Young People’s Plans – multi- agency objective setting around services for Children and Young People





- Local Health Improvement Plans where they exist
- Transport plans
- PCT Operational Plans
- Local Development Framework – local spatial plan

Key local partners for engaging in/influencing obesity related work for Healthy Schools Programme Leads

Programme Leads intent on addressing obesity need to work in Partnership with other Local Authority and PCT staff and their private and third sector partners through local Children's Trust partnership arrangements, (these vary from place to place), and need to support incorporation of obesity goals in local Children and Young People's Plans and PCT Operational Plans and Local Area Agreements.

How Healthy Schools Programme Leads can best support Healthy Schools as a key delivery mechanism for National Indicators in their local area

The National Indicator Set includes a number of indicators which, if selected within the Local Area Agreement, can help to monitor progress towards reducing obesity and overweight levels;

- NI 50 Emotional Health of Children
- NI 52 Take up of school lunches
- NI55 Obesity among primary school age children in Reception Year
- NI 56 Obesity among primary school age children in Year 6
- NI 57 Children and young people's participation in high-quality PE and sport
- NI 198 Children travelling to school/mode of travel
- NI 175 Access to services and facilities by public transport, walking and cycling
- NI 186 Per capita CO₂ in LA area
- NI 188 Adapting to Climate Change

Additional relevant indicators may be:

- NI 53 Breastfeeding initiation and continuation rates
- NI 57 Participation in PE/school sport
- NI 8 Adult participation in sport
- NI 198 No. of schools with travel plans/mode of travel data
- Part of PSA 12: No. of schools participating and achieving Healthy Schools Status





Some of these are more relevant to Health Schools Programme Leads than others but it is important that relevant indicators are incorporated into the Local Area Agreement as it is for Local HS Programme to support the specific objectives within their support work with schools.

Much work of relevance to tackling obesity will already be being undertaken under the HS banner. It will be worthwhile capturing that information.

This Local Area Guidance will be supplemented in due course by Healthy Weight, Healthy Lives: a Toolkit for local areas which will contain the national marketing plan.

