

Healthy Weight Forum Report

One size doesn't fit all

Report from the Healthy Weight Forum - The Healthy Weight Forum is a working group established by the Bromley Health and Wellbeing Board Obesity Sub-Group.



Background

Risk factors and causes of obesity are complex. Behavioural, genetic, environmental and social elements all contribute to weight gain and impact health equality in the borough. Given this complexity, obesity cannot be solved by a single service, department or organisation; any approach to address the issue must involve a range of coordinated initiatives that 'cross-cut' or span different organisations.

The Bromley Health and Wellbeing Board established an Obesity Sub-Group to identify and investigate the impact of Obesity in Bromley. The purpose of the Healthy Weight Forum is to: explore and implement interventions to address obesity in Bromley which need multiple stakeholder action.

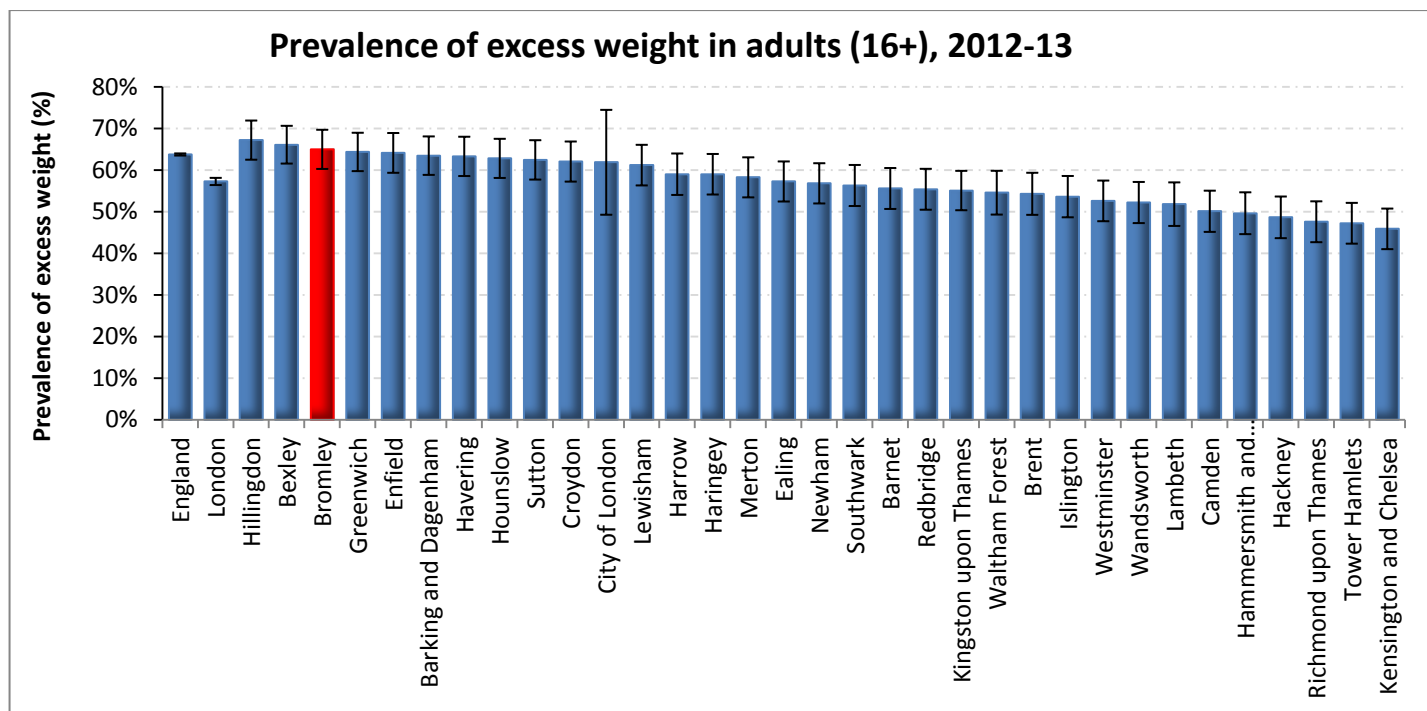
What is the problem in Bromley?

In England 61.9% of adults and 28% of children aged between 2 and 15 years are either, overweight or obese. 70% of adults are expected to be overweight or obese by 2034. Today's generation of children may well be the first for over a century for whom life expectancy falls.

The current burden of obesity in Bromley

- Bromley has the third highest prevalence of excess weight in London.
- 65% of Bromley's population are either overweight (>25 BMI) or obese (>30 BMI), which represents approximately 205,820 adults (Public Health Outcomes Framework, 2013).
- This is higher than the England average (61.9%) and higher than populations with similar demographic such as Richmond upon Thames and Kensington and Chelsea who feature as the third lowest and lowest respectively.
- In Bromley, the estimated prevalence of obesity is 21.8% (2013 Health Profile), which represents 54,163 adults.
21.3% of children in Bromley aged 4-5years old (Reception class in school) are either overweight or obese increasing to 32% of children aged 10-11years old (Yr 6 class in school). Around 8% and 16%, respectively, are obese.
- 25.6% of Bromley's population do less than 30 minutes of activity per week (2014) increasing from 24.1% in 2013, indicating increasingly sedentary lifestyles.

Figure 1: Prevalence of Excess Weight across London 2012-13



Source: Public Health Outcomes Framework

Why is obesity important?

Increasing rates of obesity present a major challenge to the health of local people and failure to tackle this will have a significant impact on the Council, NHS and other public service providers.

Annual Cost of Obesity:

- Cost to the wider economy = £27billion
- Cost to NHS = £5.1billion
- Cost to Social Care = £352million
- Obesity attributed sick days = £16million
- Obesity medication = £13.3million
- Societal costs of stigma and mental health issues

Source: Public Health England, February 2015.

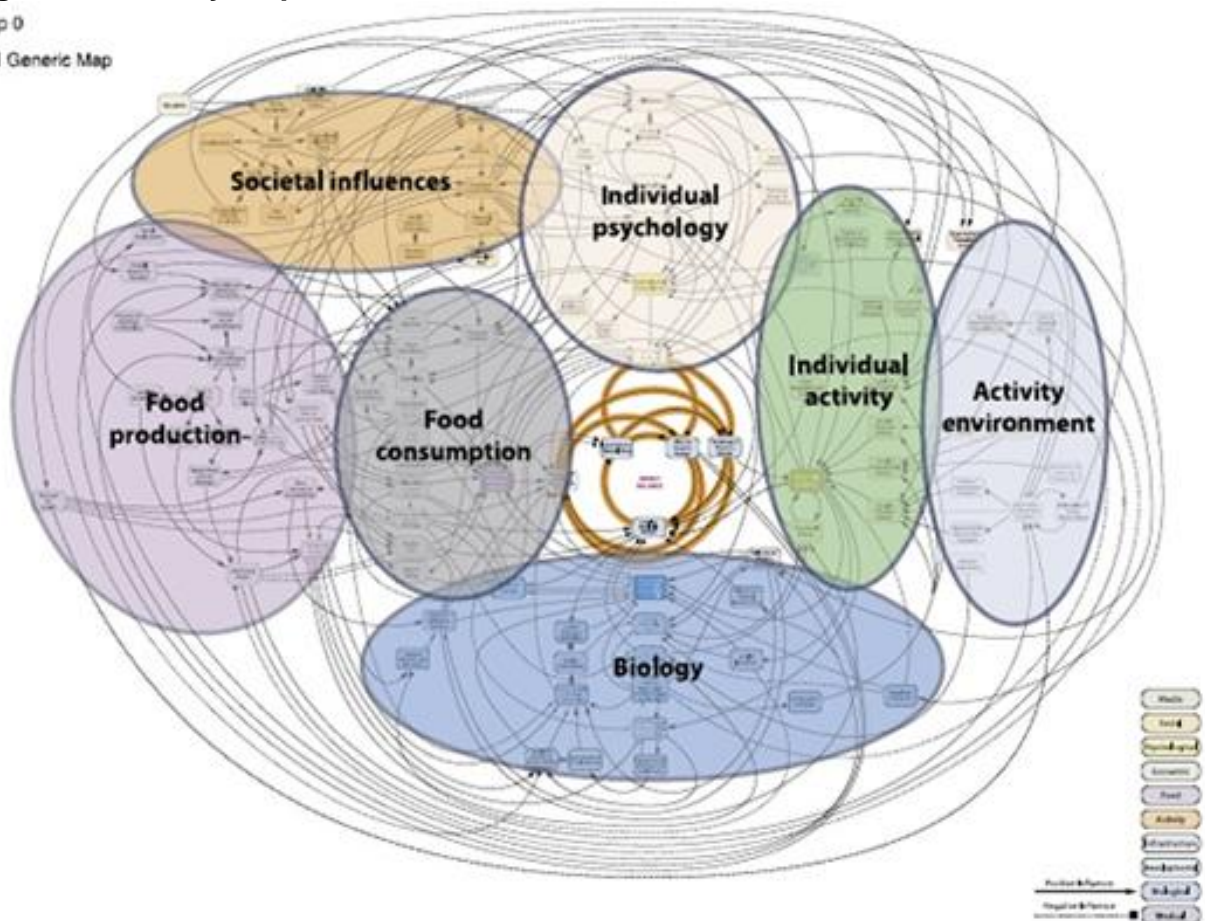
What is recommended to reduce obesity?

Obesity is a complex, systemic issue with no single or simple solution. Only a comprehensive, systemic programme of multiple interventions is likely to be effective¹. Therefore the role of the forum is to bring together those current interventions and see where partnership working can add the greatest value and to tackle those issues where only a collaborative multiagency approach will work.

Figure 2: Obesity Map

Map 0

Full Generic Map



Source: Foresight, 2007ⁱⁱ.

Partnership approach – The Healthy Weight Forum

The initial Healthy Weight Forum workshop, sought to answer a series of questions including:

- What effective interventions are in place?
- What are the gaps in service provision?
- How can Bromley residents be encouraged to live healthy lifestyles?
- What role can the Healthy Weight Forum have in promoting a healthy weight pathway?

Summary of Intervention Recommendations

The tables following detail the existing interventions and gaps highlighted in the workshop for each area where there is an evidence base for effective interventions. Interventions / gaps can be classified as follows:

1. Interventions already being delivered adequately or can be delivered by a stakeholder in Bromley.
2. Interventions already being delivered by a stakeholder but would benefit from collaboration with another Healthy Weight Forum stakeholder to increase scope and efficiency.
3. Identified gap which can be filled by an intervention from a single stakeholder.
4. Identified gap which needs collaborative working by a number of stakeholders in the Healthy Weight Forum to be filled effectively.

Priorities for the Healthy Weight Forum will focus on group 4 and to a lesser extent group 2. In addition, one of the key roles for the Healthy Weight Forum was seen as collating and sharing information on interventions and then disseminating it. Therefore the Healthy Weight Forum will seek to share information about groups 1 and 3.

They are listed in order of importance due to the potential to have the biggest impact on obesity then RAG rated based on ease of delivery, in terms of political will, resources and availability in Bromley. Red (potentially difficult to deliver), Amber (moderately difficult to deliver), Green (relatively easy to deliver).

Priority Recommendations to Deliver in Year 1.

1. Develop a Healthy Weight Pathway – from Healthy Weight to Morbidly Obese. Map current weight management activities and facilities including leisure centres, sports clubs / athletics track etc available
2. Communications: Develop and deliver a communications plan to raise the profile of obesity and services available. Create a healthy lifestyle information pack. Improve LBB website health information and access / Improve usage of social media to disseminate information.
3. Provide evidence based recommendations to support the development of sound local planning policy to promote health and wellbeing in the borough.
4. Implement shop well interventions. Look at Mytime model of Shop Well and Sainsbury's model of Type 2 Diabetics shopping sessions.

Summary of the intervention recommendations

Interventions	
GROUP 4	GROUP 2
Develop a Healthy Weight Pathway – from Healthy Weight to Morbidly Obese. Map current weight management activities and facilities including leisure centres, sports clubs / athletics track etc available.	Provide evidence based recommendations to promote a restrictive planning policy to control fast food/take aways in the borough
Communications: Develop and deliver a communications plan to raise the profile of obesity and services available. Create a healthy lifestyle information pack. Improve LBB website health information and access / Improve usage of social media to disseminate information.	Support planning applications for sporting facilities - Support the development of an all-weather pitch at Kemnal school
Implement shop well interventions. Look at Mytime model of Shop Well and Sainsbury's model of Type 2 Diabetics shopping sessions. Host 'How to cook' road-shows – in shopping/community centres using cheap basic foods.	LBB Cycling team to expand discounted bike scheme, cycle parking facilities and cycle training.
Better integration of the Community Health Trainer Programme and voluntary support. Investigate Health Champion Programme expanding to incorporate patient participation groups within GP practices.	Signpost clubs / community groups and schools to the Pro-Active Bromley's network to utilise Sport England Funding focused on increasing physical activity.
	Introduce the NHS Health Check Discount card – encouraging healthy food and activities
	Expand Growtime programme particularly within schools
GROUP 3	GROUP 1
Develop a Tier 3 service – Intensive lifestyle support (pre-bariatric surgery)	Promote physical activity training within Primary Care and Pharmacy - My Best Move Education Programme
Targeted Tier 2 weight management intervention within at risk groups	Health Checks outreach team to undertake Health Checks in workplaces at risk of health inequalities.
	Map school profiles - Trends of childhood obesity by school / ward.

Feedback from the Healthy Weight Forum:

Existing Interventions, Gaps and Partnership Actions to promote a healthy weight.

Workplace

Obesity presents a threat to both the wellbeing of local people and the vitality of the local economy. Obesity related health problems lead to sickness, work absenteeism and therefore decreased productivity and economic wellbeing.



Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Workplace policy / Information on Healthy Lifestyles	Health workplace policies. Flexi working.	Physical infrastructure improvements such as a supportive physical environment, e.g. improvements to stairwells, providing showers and secure cycle parking. Make health information available to people through their place of work. Working = captive audience. Conduct Health Checks.	Promote flexible working hours to promote recreational opportunities, such as supporting out-of-hours social activities, lunchtime walks and use of local leisure facilities within the working day. Promote infrastructure improvements. Create a workplace healthy lifestyle information pack. Look at Health Checks outreach team undertaking Health Checks in at risk workplaces.
Healthy meals		Introduce nutritional labelling in canteens. Reduced unhealthy portion sizes in canteens.	Influence catering contracts in Bromley.

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Ban vending machines		Have healthier options of snacks available.	Influence snack providers within the Local Authority.
Team physical activity challenges	Workplace travel plans including; Mapping routes, advice on Cycle storage and cycling facilities	Offer more corporate memberships / Reduce cost of gym fees. Discounted / corporate tax subsidised bike scheme. Increase cycle parking provision within; 1. Workplaces 2. Residential 3. On-street 4. Key locations e.g. parks Sport England Workplace challenge, scheme trains workplace physical activity champions to co-ordinate team physical activity challenges and advocate for increased activity within the workplace	Mytime to expand corporate gym memberships. LBB Cycling team to expand discounted bike scheme. Increase cycle parking within new cycling strategy. Partners to raise awareness of gym / bike schemes. Raise awareness of and offer workplaces the opportunity to take in the Workplace Challenge.

Recommendations

1. Map local activities available for businesses and referral routes. Create a workplace healthy lifestyle information pack.
2. Mytime to expand corporate gym memberships to more workplaces
3. LBB Cycling team to expand discounted bike scheme to new workplaces
4. Advise workplaces on how best to incorporate cycle parking facilities within new cycling strategy
5. Investigate the opportunity for the Health Checks outreach team to undertake Health Checks in workplaces at risk of health inequalities

Education

The question was posed in the Healthy Weight Forum on whether education and an obesity action plan should focus on children and adults separately or have a focus on the whole family.

Childhood Obesity

Being overweight or obese in childhood has consequences for health in both the short term and the longer term. Overweight and obese children are more likely to become obese adults, and have a higher risk of morbidity, disability and premature mortality in adulthood. Some obesity-related conditions can develop during childhood. Type 2 diabetes, previously considered an adult disease, has increased dramatically in overweight children as young as five. Partners needed in a healthy weight pathway for children are very different from an adult pathway e.g. schools, nurseries, children's centres.

Adult Obesity

Obesity occurs when people take in far more energy in food than they expend through physical activity, increasing obesity is due to people eating more energy dense and processed food whilst undertaking less physical activity. Leading to an increase in long-term health conditions and increased reliance on adult social care provision. Severely obese people are 3 times more likely to need social care than those who are a healthy weight.



Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
<p>Nutrition and physical activity education programmes.</p>	<p>Children: Since September 2014, practical cookery and food education has been compulsory in the new national curriculum for pupils up to the end of Key Stage 3 Nutrition sessions within GCSE PE curriculum. HENRY programme (Healthy Eating and Nutrition for the Really Young) – It is a tier 1 healthy weight programme offered through Children & Family Centres across the borough. 1. HENRY – teaches staff to talk about healthy lifestyles and effectively prevent obesity 2. The Let's Get Healthy with HENRY group programme is an 8 week course for parents and carers of children up to the age of 5 years. MEND (Mind, Exercise, Nutrition, Do it) weight management programmes. For children aged 7+. School Sport Co-ordinators are promoting a co-ordinated sports programme in primary and secondary schools to improve school fitness levels.</p> <p>Adults / Families: A Healthy Community Officer works across the council offering educational programmes</p>	<p>Education needed in; Breastfeeding support Reduce screen time Reduce portion sizes Impact of alcohol and binge drinking in weight gain.</p> <p>School profiles - Amount of green space per school, are there playgrounds on route to schools, can residents walk / cycle safely to school? Teach people how to shop and cook Co-ordinate with schools. Teach Teachers what's available in the area and healthy lifestyles information – more communication.</p>	<p>Community links manage the Community Health Trainer Programme = voluntary support – Health champions spread health information within the community. Community Links / PH to co-ordinate Bromley's large voluntary sector to offer 1:1 and group health education sessions, volunteer at events.</p> <p>PH - Map school profiles. Trends of childhood obesity by school / ward.</p> <p>LBB Cook and Eat sessions offered – Crays / Mottingham and Cottmandene increase access to those session. Increase sessions available in the borough. See Industry section.</p> <p>Expand Growtime programme.</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	<p>such as growtime - fruit and vegetable growing schemes.</p> <p>Community Links Bromley contracted by CCG to facilitate health awareness days for the disabled, including;</p> <ol style="list-style-type: none"> 3. Members of Bromley Sparks (self-advocacy group for people with a learning difficulties) to deliver health awareness days highlighting the importance of keeping fit and eating healthily 4. Mottingham Healthy Eating Awareness Workshop 5. Penge Diabetes awareness and education course 		<p>Adult and families Cycling team promote discounted / subsidised bikes scheme. Promote safer cycling initiatives.</p>
Healthy Meals	<p>Children:</p> <p>Early years nursery food standards Breakfast clubs Schools / Community – food growing programmes. Free school meals (meeting nutritional guidelines) to all primary school children aged 4-7 years. School Food Plan (SFP) - designed to increase the quality and take up of school meals. Healthy Schools Programme – Focus on health and wellbeing to increase attainment, achievement, happiness and physical wellbeing for all; pupils, staff and the</p>	<p>Planning around schools: See Urban Redesign</p>	

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	<p>wider school community. Includes healthy eating, grow, cook & eat sessions, understanding food labels. Increased availability of a wider variety of healthy options.</p> <p>Adults: See Industry section</p>		
Ban vending machines	School Food Plan states there can't be drinks with added sugar, crisps, chocolate or sweets in school meals & vending machines	Planning around schools: See Urban Redesign	
Increase physical activity	<p>Children: Pro-Active Bromley strategic lead for Children and Young People - Created new sports strategy. 'Walk on Wednesday' Schools initiative School travel plans and related active travel initiatives Schools Games Organisers (SGOs) on-going support to schools to participate in School Games competitions, run satellite clubs, offer school clubs or improve PE provision and run CPD courses School PE&Sport Premium funding to encourage more children to get active. Ten schools being offered support to develop physical activity action plans. Adults / families Cycle training – adults – children – and families</p>	<p>Add family Cycle Sundays. Increase number and awareness of family / children's programmes at local gyms We need a borough wide survey of fitness/activity levels</p>	<p>Children: Introduce Junior Park Run Utilise Sport England Funding to promote increased physical activity in local sports clubs through Pro-Active Bromley's network Increase number of Playgrounds: Voluntary groups raising money</p> <p>In order to achieve Silver Healthy Schools status, a number of schools have chosen increasing physical activity as their priority.</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	Cycle maintenance classes Community gardens including Green gyms		

Recommendations to take forward in year 1

6. PH - Map school profiles. Trends of childhood obesity by school / ward.
7. Better integration of the Community Health Trainer Programme and voluntary support. Use the Health champions to spread health information within the community at partner events.
8. Expand Growtime programme particularly within schools
9. Introduce Junior Park Run
10. Signpost clubs / community groups and schools to the Pro-Active Bromley's network to utilise Sport England Funding focused on increasing physical activity

Healthcare

Excess weight can have a significant impact on health. Obesity is associated with a reduced life expectancy of approximately nine years and this is mainly due to the increased risk of heart diseaseⁱⁱⁱ.

Obesity is a key risk factor for circulatory disease and cancer, which were accountable for 62.3% of the deaths in Bromley in 2012. Obesity has an attributable risk for Type 2 diabetes of 24%. In tandem with the rising levels of obesity in Bromley, there has been a significant increase in the prevalence of diabetes, with 13,681 cases on the GP registers in 2012/13, as compared to 4,846 in 2002.



Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Bariatric Surgery / Weight Loss Drugs	Drugs - Via GP only and restriction on prescribing	CCG responsible for commissioning Bariatric surgery from April 2016 (2015 shadow year taking over from NHS England). Currently no programme for weight loss drugs in Bromley.	CCG: Identify usage of Bariatric surgery in Bromley Create a coherent weight management pathway from tier 1 to tier 4
Individual / Group Counselling	Lifestyle management by Pharmacists, GP's, Practice Nurses IAPT help overweight and/or obese patients if depression/anxiety is a contributing factor to their weight gain	Role for the community to lead on obesity? Public engagement – give people/patients a voice	Meena Kharade To look at healthy lifestyle trainers within the practice. 46 practices in Bromley with their own patient participation groups
Physical Activity on Prescription	Freshstart – Exercise Referral for patients with Long Term Conditions	Restrictive inclusion criteria Consistent and accurate physical activity prescription	Maintain / increase inclusion criteria to Freshstart

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	<p>Heart Smart – Rehabilitation through exercise for cardiac patients</p> <p>Exercise Referral Hub - Promoting active lifestyles in the borough</p> <p>Cycling on Prescription</p> <p>Health Walks</p> <p>Primetime</p> <p>Age UK Bromley and Greenwich fitness sessions</p> <p>Walking Away from Diabetes</p> <p>Primary Care signposting to outdoor gyms/green gyms</p> <p>Bromley Healthcare – signposting to physical activity programs</p> <p>Programme to recruit 300 new cyclists</p> <p>Park runs / introduction to beginners groups</p> <p>NHS Choices - Couch to 5k</p>		<p>Promote physical activity training within Primary Care and Pharmacy - My Best Move Education Programme</p>
<p>Commissioning commercial weight management programmes</p>	<p>Public Health Commissioned Weight Management Programmes:</p> <p>Adult:</p> <p>Tier 2 Weight Management GP referral scheme: Slimming World and Weight Watchers.</p> <p>Weight Watchers Diabetes</p>	<p>Does not cater for overweight/obese (BMI >25-35), no referral pathways for those that are at risk of becoming obese.</p> <p>CCG - Funding is needed for programmes such as Tier 2 and 3 to support patients without resorting to tier 4</p>	<p>Investigate expanding the inclusion criteria to incorporate all obese patients</p> <p>Investigate prioritising commissioning to focus on health inequalities e.g. BME patients, Lower</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	<p>Prevention Programme.</p> <p>Children: Mind Exercise Nutrition Do it! (MEND) is a multi-component weight management support for the families of children aged 4-13 years identified through NCMP as being overweight and obese. It will be available to Bromley families (Starts April 2015)</p>	<p>surgical care</p> <p>Extension of the Mend programme needed to be commissioned in Bromley – teenage and family weight management. Boost child/teenage exercise and weight management</p>	<p>SES, Target people at times when they may gain weight (such as when giving up smoking, during and after pregnancy and at the menopause).</p> <p>Investigate commissioning Tier 2 for 13+ year olds</p>
<p>Tier 3 intensive lifestyle interventions.</p>		<p>No Tier 3 service, needs to be commissioned. Patients who are very obese but could avoid surgery by Tier 3 are missed.</p> <p>Gaps in Healthy Weight Pathway: Need to fill gaps,</p> <p>Tier 1 – could be better join up partnership actions</p> <p>Tier 2 – Protect Tier 2 services.</p> <p>Tier 3 – Pilot programme for Tier 3 service.</p> <p>Tier 4 - Work with Kings to establish the weight management pathway from Brief Advice to Bariatric surgery.</p> <p>Need to co-ordinate / connect tiers better</p>	<p>Need to develop a Healthy Weight Pathway</p> <p>CCG: Liaise with rest of CCG/organise a meeting to get work started on tier 3 care i.e. write mandate for Tier 3 obesity services.</p>

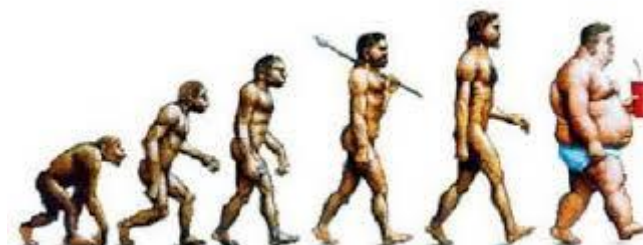
Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Prevention Screening Programmes	NHS health checks. Diagnostic blood tests and clinical assessments National Childhood Measurement Programme (NCMP) measures weight / height of children in reception class and year 6. Kings Health prevention CQUIN Making Every Contact Count promoting activity.	Gaps in Primary Care - More lifestyle advisers in Primary Care. More help identifying at risk groups.	Nurse: Promote current services to primary care partners. Bromley Healthcare – Outreach health risk assessments in targeting populations (Health MOT's) Support GPs to deliver health checks

Recommendations to take forward in year 1

11. Creation and delivery of an Obesity strategy to tackle obesity and the factors that cause it. Small changes or developments to existing services may lead to significant differences when brought under an overarching strategy The strategy should 'join-up' the work of different services and organisations so that resources are maximised to their full potential. Ensure co-ordinated commissioning
12. Develop a Healthy Weight Pathway which includes all obesity tiers
13. CCG: Identify usage of Bariatric surgery in Bromley
14. CCG: Liaise with rest of CCG/organise a meeting regarding Tier 3 care
15. Promote current services to primary care partners via the new Lifestyles for life resource pack
16. Tier 2 services: Adults: Investigate expanding the inclusion criteria to incorporate all obese patients (BMI>30). Investigate prioritising commissioning to focus on health inequalities. Children: Investigate commissioning Tier 2 for 13+ year olds
17. Maintain / increase inclusion criteria to Freshstart
18. Bromley Healthcare – Outreach health risk assessments in targeting populations (Health MOT's)
19. Promote physical activity training within Primary Care and Pharmacy - My Best Move Education Programme
20. Investigate Health Champion Programme expanding to incorporate patient participation groups to create healthy lifestyle trainers within the practice.

Industry

Tackling obesity involves people eating fewer calories whilst undertaking more exercise and lessening time being sedentary. The Healthy Weight Forum does not advocate interfering in people's lives and telling people what they can or cannot eat. However, we suggest that the dramatic rise in obesity demonstrates that the problem will not be resolved by individual action alone. The significant impact of obesity on the nation's health dictates that a collective approach through industry, government and individual action is needed.



Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
<p>Industry: Supermarket layouts to increase prominence of healthy products</p>		<p>Lack of representation from Town Centre Planning on Healthy Weight Forum. Shop well – partnership with supermarkets and other shops / bodies. That teaches people how to shop, what to look for / food labelling and how to cook. Healthy food shopping on a budget sessions Host a ‘How to cook’ roadshow – in shopping/community centres using cheap basic foods – need to consider a variety of styles i.e. healthier Indian & Caribbean cooking as well as English.</p>	<p>Look at Mytime model of Shop Well and Sainsbury’s model of Type 2 Diabetics shopping sessions. Investigate implementation in Bromley.</p> <p>Promote Tier 2 weight management service in the May half term 2015 Intu shopping Centre health roadshow.</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Reduce number of price promotions of high calorie foods/drinks		Introduce the NHS Health Check Discount card	
Nutritional labelling of packaged foods, restaurant and fast food outlet foods		Support Governments Responsibility Deal - good food labelling in Bromley	
Reduced portion sizes of food, high calorie drinks, packaged food, restaurants and fast food outlets.		Support Governments Sugar Reduction Policy – Decrease amount of energy dense foods readily available	
Reformulation of foods and drinks e.g. reduced sugar.		Provide support and guidance to retailers / caterers / restaurants on healthy ingredients – types of cooking oils, volume of salt, saturated fat and sugar in products	
Government: Public Health campaigns	GLAs Food programme Health Guidelines on food – RDAs on fat and salt. Change4Life campaigns aim to help families introduce healthy changes to their routines, facilitated by Public Health England and promoted at the local level though healthy lifestyle programmes.	Encourage Active Transport Increase number of NHS Health Checks Standardise use of change for life logo in Bromley	

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Tax on certain types of food		Add tax on 'unhealthy' foods	
Obesity Champions	Health and Wellbeing Board Obesity Sub-Group – Chair and Vice Chair are champions GP obesity champion	Senior political support for this coordinated approach is needed to ensure any potential divisions and gaps between services and organisations are overcome. A political 'champion' is needed to tackling the problem and ensure commitment and progress is made.	Obesity Subgroup and will feedback progress to the Health and Wellbeing board. Raise confidence in community to get people out and active Health champions gives the public a voice / public engagement
Media: Restrict advertising of high-calorie foods			
Advertising / Promotion		Communication is a key issue. No social media use by Council to disseminate information Information for the public - need to get better at disseminating information. Need to review LBB web-site as it is not easy to access information / incorrect information hosted currently.	Councillor Angela Page - To investigate the accessibility of information available. PH Vascular Nurse Improve LBB website health information and access. Healthwatch to communicate outcomes of the Health Weight Forum and any associated pathways to the public.

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
		<p>Need a strategic plan/communication plan to raise the profile.</p> <p>Produce a reference guide/directory of local services to advice patients and direct them for further support.</p> <p>More awareness of programmes at local gyms.</p> <p>Raise confidence in community to get people out and active.</p> <p>Promote services / programmes / sports clubs / groups at community events such as the Cray day.</p>	<p>Signposting to healthy options/activities.</p> <p>Diabetes Support Group – Communicate to members activities taking place around healthy weight management.</p> <p>Friends groups / buddy system to new activities.</p> <p>Better integration of the Community Health Trainer Programme and voluntary support. Use the Health champions to spread health information within the community at partner events.</p>

Recommendations to take forward in year 1

21. Look at Mytime model of Shop Well and Sainsbury's model of Type 2 Diabetics shopping sessions. Investigate implementation in Bromley.
22. Introduce the NHS Health Check Discount card
23. Host a 'How to cook' road-show – in shopping/community centres using cheap basic foods
24. Improve LBB website health information and access.
25. Improve usage of social media to disseminate information
26. Need a strategic communications plan to raise the profile

Urban Redesign

We now live in an ‘obesogenic environment’ that leads to ‘passive obesity’. Our environment makes healthy living difficult and many unhealthy behaviours are common because they are the ‘easy’ option. For example, many parents drive their children to school for this is perceived as a preferable (and often easier) option than allowing children to walk or cycle once factors such as safety and bike storage are factored in. However, the healthy choice should be the default choice.



Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Active transport, cycling / walking	Mytime – Mytime Exercise Referral Hub informs people of healthy physical activity programmes e.g. health walks, cycling on prescription LBB Cycling – Discounted / Subsidised bicycles	Designing streets and roads to encourage more walking and cycling Increase cycle parking provision in <ul style="list-style-type: none"> • Workplaces • Residential • On-street • Key locations e.g. parks Cycle hire scheme at stations	LBB cycling team - to agree cycling strategy including increased cycle storage and cycle hire and implement. Affinity Sutton - Work with Mytime and LBB Cycling team to increase young people riding bikes, undertaking bike maintenance courses and increasing bike storage.
Increase community sports facilities / activities	Mytime - Smalls pots of funding for groups to increase activity – Community Fund (next round September 2015) Sports facilities – Leisure centres /sports halls, Golf courses, sports clubs. Green Gyms. Outdoor Gyms.	Volunteer groups to lead community run programmes/groups to promote physical activity/healthy eating – church halls etc.	Map current facilities including leisure centres, sports clubs / athletics track etc and sporting activities available. Pro-Active Bromley - To ensure that the 2016-21 strategy for Pro-Active Bromley includes specific recommendations for tackling obesity issues within Bromley, particularly raising awareness

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	Planning - 'Proud Place / the Big Local' work in Mottingham.		of the need to promote healthy living within the education sector.
Parks and Green Spaces	<p>Mytime - Door step partnership activities – engaging 16-25 years old in sport.</p> <p>Men in sheds Age UK Bromley & Greenwich project.</p> <p>Park Run.</p> <p>Grow time in the Cray's - 52 allotments.</p> <p>Wide ranging calendar of events and activities in Parks.</p> <p>Deficiency Map protection of existing parks and open spaces.</p>	<p>Evidence required for play space amenity.</p> <p>PH need for play spaces and new facilities – priority locations in borough.</p> <p>Highlight the value of accessible open spaces and the cost of economic inactivity.</p> <p>Increase PHOF 1.16 utilisation of outdoor space for exercise/health reasons.</p>	<p>LBB parks - Map all of the opportunities going on in parks and greenspaces and provide contact details for each activity.</p> <p>LBB Planning - Continue to protect local parks / and publically accessible open spaces.</p> <p>Conduct facility mapping against health need - Prioritise locations for new facilities such as playgrounds, green gyms, outdoor gyms, etc.</p> <p>PH evidence cost of economic inactivity – PHE return on investment tools.</p>
Planning and Infrastructure	<p>Access to open space – new developments – protecting existing</p> <p>Renewal Areas (planning)</p> <p>Crystal Palace</p> <p>Penge</p> <p>Anerley</p> <p>Mottingham</p>	<p>Address areas with higher levels of child obesity and adult and link with proximity of fast food/takeaways - need evidence (KFC planning application West Wickham).</p> <p>Outlets situated close to schools and youth facilities</p>	<p>LBB Planning / PH - Planning policy control fast food/take away in the borough. LBB Planning - Begin drafting planning's (summer 2015) local planning policy and guidance relating to hot food takeaways with public health colleagues to</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
	<p>Cray Valley Bromley Common</p> <p>Current cycle parking provision – workplaces – residential – on street – identified priority locations. LBB Cycling - Bike recovery service. Outdoor gyms. LBB Cycling - New safer cycle routes and other cycling infrastructure.</p>	<p>undermine schools’ healthy eating policies and wider efforts to tackle childhood obesity.</p> <p>Work with takeaway businesses to implement recommendations set out in the ‘Takeaways Toolkit’ (published by GLA).</p> <p>Support the planning applications for extra sporting facilities in the borough.</p> <p>Designing streets and roads to encourage more walking and cycling.</p> <p>Outdoor gyms - 2 in borough at moment – maybe plans for more.</p> <p>Public transport accessibility – (encourage non – car movement).</p>	<p>provide the evidence base; health/weight evidence. Obesity prevalence / schools proximity data. Investigate options to limit locations, restrict opening times, types of catering.</p> <p>Councillor Terrance Nathan - To prepare a report as to why the all-weather pitch at Kemnal should be permitted, at the planning committee meeting on 2nd April. AWP encourages activities such as walking football - This will be an asset to the community and encourage better health and wellbeing.</p> <p>Support planning applications for sporting facilities.</p> <p>Community Links - Help facilitate/act as conduit between the Healthy Weight Forum and the new Orpington Health and Wellbeing Centre partnership initiative (Proposed).</p>

Interventions to Reduce Obesity	Partner examples in Bromley	Gaps in Provision	Partner actions
Housing Environment	Affinity Sutton: Neighbourhood investment officer & Mytime – emphasises young people bike riding. Introduced bike sheds. New cycle path through a housing estate. Community – level neighbourhood interventions e.g. big local – Mottingham	Lack of awareness of services.	Affinity Sutton – Join up Healthy Weight Forums prioritises and services with the Affinity Sutton Priority Neighbourhood agenda for residents.

Recommendations to take forward in year 1

27. LBB Planning / PH - Provide evidence based recommendations to promote a restrictive planning policy to control fast food/take aways in the borough
28. Councillor Terrance Nathan – Support the development of an all-weather pitch at Kemnal
29. Map current facilities including leisure centres, sports clubs / athletics track etc and sporting activities available.
30. Pro-Active Bromley - To ensure that the 2016-21 strategy for Pro-Active Bromley includes specific recommendations for tackling obesity issues within Bromley, particularly raising awareness of the need to promote healthy living within the education sector
31. Submit outdoor gym evaluation report
32. Mytime Active - Work with partners to increase usage of leisure facilities and sports halls
33. Conduct facility mapping against health need - Prioritise locations for new facilities such as playgrounds, green gyms, outdoor gyms, etc
34. PH evidence cost of economic inactivity – PHE return on investment tools
35. Support planning applications for sporting facilities
36. Join up provider services with Affinity Sutton residents and community initiatives such as the Big Local Funding
37. Affinity Sutton - Work with Mytime and LBB Cycling team to increase young people riding bikes, undertaking bike maintenance courses and increasing bike storage

Role of the Healthy Weight Forum

- Raise the profile of tackling obesity
- Map the current activity from different organisations that tackle obesity
- 'Join-up' the work of different services and organisations so that resources are maximised to their full potential through coordinated approaches
- Co-ordinate effective communication of information and services related to obesity prevention
- Lead cross cutting obesity programmes that need a partnership approach to be delivered e.g. planning and active environments
- Actively promote healthier choices and promote health education

Appendix 1 - Partners that attended the Healthy Weight Forum.

Healthy Weight Forum partners	Department / organisation	Partner	Responsibility	Contact Details
Cllr Angela Page	Councillor	Health & Wellbeing Board	Obesity Subgroup Chair	Angela.page@bromley.gov.uk
Cllr Terence Nathan	Councillor	Health & Wellbeing Board	Obesity Subgroup Vice Chair	Terence.nathan@bromley.gov.uk
Dr Agnes Marossy	Public Health	Consultant in Public Health – Adult obesity	Chair Healthy Weight Forum	020 8461 7531 Agnes.marossy@bromley.gov.uk
Carolyn Piper	Public Health	Public Health Programme Manager - Adults	Vice Chair Healthy Weight Forum	020 8461 7775 Carolyn.piper@bromley.gov.uk
Alison Navarro / Rosanna Ottewell / Colin Maclean	Community Links	Community Links	Resident engagement	020 8315 1900 Alisonn@communitylinksbromley.org.uk rosannao@communitylinksbromley.org.uk colinm@communitylinksbromley.org.uk
Amanda Day / Local Press	PR department	Communications Lead	Comms	020 8313 4390 Amanda.day@bromley.gov.uk
Charles Obazuaye	Human Resources	LBB Occupational Health and/or HR	Staff / workplace engagement.	020 8313 4381 Charles.obazuaye@bromley.gov.uk
Marlon Brown / Warren Galstin	Clinical Commissioning Group	CCG rep	Part of the Healthy Weight Pathway, Tier 3&4 services.	01689 866544 marlon.brown@nhs.net warren.galstin@nhs.net
David Pickup	Pro-Active Bromley Chair	Pro-Active Bromley Chair	Represent Sports Clubs, Sports Networks and Leisure organisations	No email address contact via Carolyn.piper@bromley.gov.uk
Dr Meena Kharade	GP	GP Obesity Champion	GP lead – primary care representative	Meena.kharade@nhs.net

Finola O'Driscoll	Public Health	Public Health Programme Manager - Children	Children's obesity lead	020 8461 7772 Finola.O'Driscoll@bromley.gov.uk
Folake Segun	Healthwatch	Healthwatch	User Voice.	020 8315 1917 folakes@healthwatchbromley.co.uk
Gill Slater	Planning	Head of Planning Strategy / Development Planner	Planning and Environment lead.	020 8313 4492 Gill.slater@bromley.gov.uk
Judie Obeya / Judy Ferguson	Affinity Sutton Housing	Affinity Sutton Housing	Housing Department – residents and funding initiatives.	0300 100 0303 Judie.obeya@affinitysutton.com Judy.ferguson@affinitysutton.com
Louise Simpson / Carol Long	Environmental Services	Environmental Services - LBB Street Scene & Green Space Growtime	Parks and green spaces contribution to an active environment. Health eating / growing campaigns.	020 8461 7846 Lsimpson@thelandscapegroup.co.uk 020 8461 3038 clong@thelandscapegroup.co.uk
Mark Clune	Bromley Healthcare	Head of Healthy Lifestyles	Deliver commissioning services	020 8315 8880 Mark.clune@bromleyhealthcare-cic.nhs.uk
Mike Evans - Director of Health	Mytime Active	Mytime Active Leisure Provider	Facilities and programmes	mike.evans@mytimeactive.co.uk
Caroline Dubarbier	Transport	Transport Planning Manager	Transport planning - active transport lead	020 8461 7641 Caroline.Dubarbier@bromley.gov.uk
Tracy Ennis	Public Health	Public Health Cardiovascular Nurse	Primary Care obesity pathway.	020 8461 7660 Tracy.ennis@bromley.gov.uk
Tricia Wennell (PA - Nicola Bush)	Social Care	Head of Adult Social Care	Represent complex care leads.	020 8461 7495 Tricia.wennell@bromley.gov.uk 020 8313 4476 Nicola.bush@bromley.gov.uk
Vicky Power	Weight Watchers	Weight Watchers	Tier 2 services.	VPower@Weight-Watchers.co.uk

Appendix 2 - Healthy Weight indicators mapping by ward.

Ward	% of Obese Children in 4-5 yr olds	% of Obese Children in 10-11yr olds	Obesity estimates (16+)	Healthy eating estimates	Binge Drinking Estimates (16+)	% Recorded Diabetes (16+) (2012/13)	% Recorded Hypertension (2012/13)	Deprivation, IMD (Mean) (2010)
Bickley	4.7	12.2	19.3	40.1	12.4	4.39	14.21	8.56
Biggin Hill	8.2	15.1	26.7	32.8	14.2	3.94	14.18	8.93
Bromley common and Keston	9.5	15	22.6	34.1	13.1	4.01	12.95	15.68
Bromley Town	4.5	16.8	18.5	39.7	15.5	4.66	15.05	12.91
Chelsfield and Pratts Bottom	6.4	16.9	22.1	35.7	11.7	4.09	15.93	5.99
Chislehurst Ward	6.3	16	20	39.2	11.5	3.82	13.9	11.04
Clock house Ward	6.9	18.2	22.2	34.1	17	3.3	9.89	14.07
Copers Cope Ward	7.5	12	17.1	42.3	17	2.99	11.08	11.92
Cray Valley East	9.9	22.4	26.4	30.4	12.4	5.02	14.49	27.04
Cray Valley West	8.7	21.6	25.3	29.9	13.2	4.79	13.79	29.24
Crystal Palace	12.4	23.2	22.7	34.3	18.9	2.17	5.83	32.54
Darwin	8.7	15.9	24.2	34.6	11.6	4.9	19.9	14.73
Farnborough and Crofton	4.8	11.5	21.3	37.4	11.4	4.67	17.1	7.95
Hayes and Coney ward	6.4	12	21.7	36.4	13.8	3.98	14.9	6.97
Kelsey and Eden Park	7.8	15.2	21.5	35.8	13.8	4.48	15.36	11.73
Mottingham and Chislehurst North	12.4	22.3	25.8	28.9	14.5	2.24	7.14	29.06
Orpington	7.5	19.2	23.2	33.9	11.3	7.02	24.05	18.4
Penge and Cator	9.9	21.7	23.6	33.4	15.4	2.95	8.14	25.75
Petts Wood and Knoll	5.7	12.3	20.6	39.4	11.9	4.4	15.22	4.9

Plaistow and Sundridge	9.7	17.3	20.5	36	15.4	3.32	10.75	17.37
Shortlands	5.4	11.8	17.8	42.4	13.2	3.81	12.56	6.58
West Wickham	6.1	12.2	20.7	38.6	12.8	4.25	2.46	6.6

Source: Joint Strategic Needs Assessment

REFERENCES

ⁱ McKinsey Global Institute (2014), *Overcoming Obesity: An initial economic analysis*.

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ⁱⁱⁱ PHE slideset (2015). *Why invest in obesity*.