

Report for: Children and Young People's Scrutiny Panel

Item number:

Title: Update on tackling childhood obesity

Report authorised by: Susan Oti - Assistant Director Public Health

Lead Officers: Linda Edward – Public Health Senior Commissioner, Children and Young People

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Ward(s) affected: All

**Report for Key/
Non Key Decision:** N/A

1. Describe the issue under consideration

1.1 This report sets out the progress on tackling childhood obesity in Haringey.

2. Cabinet Member Introduction

N/A

3. Recommendations

3.1 Children and Young People's Scrutiny Panel is asked to note the contents of the report.

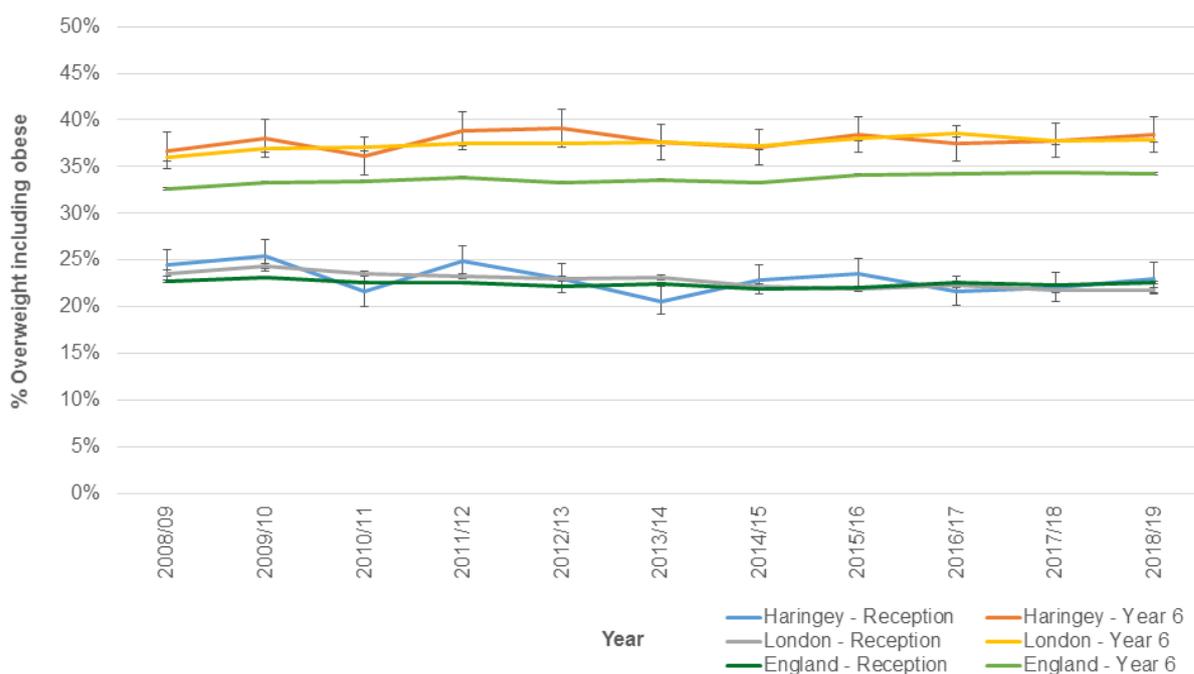
4. Background information

4.1 Reducing obesity is one of Public Health England's key priorities. Obesity is a complex problem with many drivers, including our behaviour, environment, genetics and culture. Childhood excess weight can have serious implications on the physical and mental health of a child, which can follow into adulthood, and in addition, there are significant health inequalities for the poorest families. (*Promoting healthy weight in children young people and families, Public Health England Publications, October 2018*).

Haringey adopted a whole systems delivery plan and collaborative approach to tackling childhood obesity which has partnership working throughout, as one agency working alone cannot improve outcomes for children and young people - Appendix 1.

5. What does the data tell us?

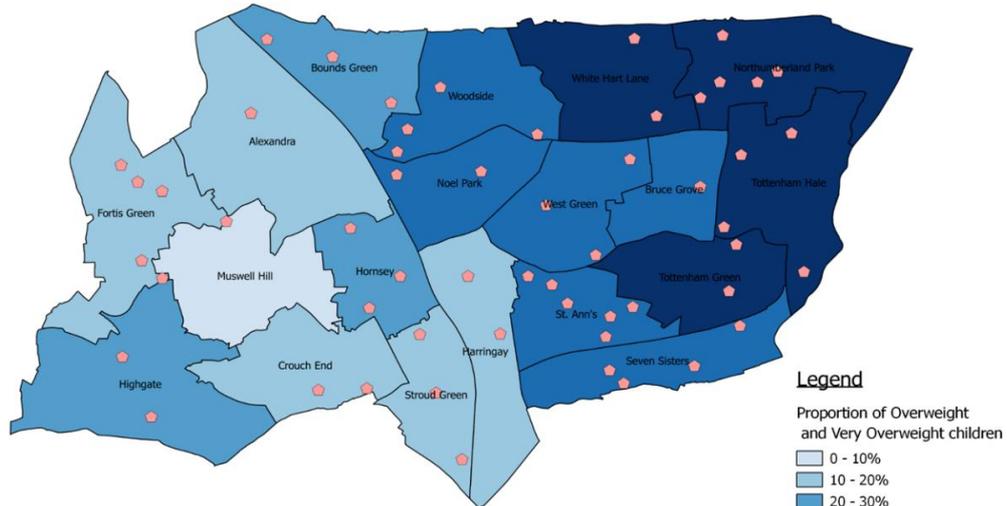
- 5.1 The data from the annual National Child Measurement Programme (NCMP) carried out in 2018/19 is presented in Figure 1 below. This demonstrates that over 1 in 5 (23.0%) pupils in Reception are either overweight or obese, and although there has been a 1% increase in children in Reception year who have excess weight since 2017/18, this change is not statistically significant.
- 5.2 The results also showed that over 1 in 3 (38%) of children in Year 6 were recorded as overweight or obese in 2018/19. This is an increase of 1.3% from 2017/18, however this change is not statistically significant.
- 5.3 These results are not significantly different when compared to the percentage of Reception and Year 6 pupils who were overweight or obese 10 years ago.



Note: The analysis is based on the postcode of the pupil, therefore pupils who attend a school in Haringey but do not live in Haringey are excluded from the Haringey trend.

Figure 1. Comparison of the percentage of overweight and obese children in Reception and Year 6 in Haringey, London and England, from 2008/09 to 2018/19 (obtained from 2018/19 NCMP data).

- 5.4 This means that overweight and obesity rates in children in Haringey have plateaued. The trend in obesity among Reception and Year 6 pupils in Haringey remains in line with the London average however for Y6 the rate is significantly higher than the England average.
- 5.5 Figure 2 shows inequalities persist across Haringey, with children living in some parts of the east of the borough three times more likely to be overweight or obese than their peers living in some areas in the west.



Note: The number of children who live outside of Haringey and were therefore excluded from this analysis was 496 (17%).
 21 of the 2411 (1%) Year-6 aged children residing in Haringey had BMI but not Ward recorded, and so were excluded from this analysis.

Figure 2. Proportion of overweight and obese children in Year 6 across Haringey wards (obtained from 2017/18 NCMP data).

6 Preventative Approach

6.1 Figure 3 describes our prevention pyramid that works at 3 levels:

1. A **population health** approach to make Haringey a healthier place to live – this includes using a Health in all Policies framework
2. A **community health** approach that will build capacity to support improved health and wellbeing in our communities
3. A **personal health** approach which is about developing joined up services which prevent and respond to individual health and care needs.

The pyramid has a collection of local services and practice examples to tackle excess weight and shows innovative approaches being taken across Haringey.

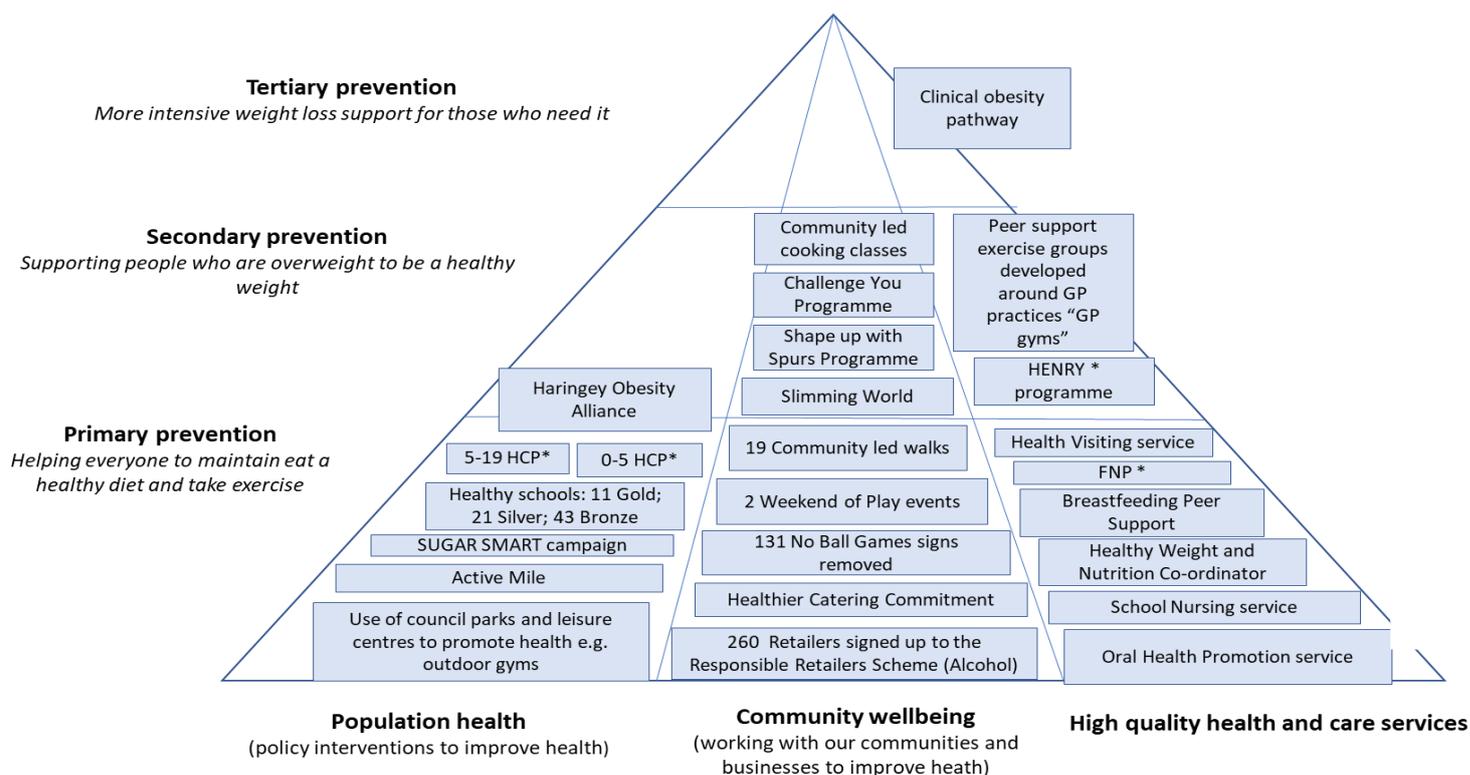


Figure 3. Haringey prevention pyramid outlining the approaches in place to tackle obesity.

7. Progress

This section describes the progress we have made against each of the objectives described in Appendix 1 (Haringey Whole System Approach).

7.1 Developing infrastructure, skills and capacity

We have worked with Haringey Clinical Commissioning Group and Paediatric clinical specialists to update and revise our existing clinical obesity pathway. The pathway outlines the referral routes for children and young people who are underweight or overweight and will ensure a consistent approach across professionals to ensure that children and young people get the right level of care to meet their needs. A training programme is underway to ensure all frontline practitioners across, health services, the council children's services and the voluntary sector are aware of the pathway and provided with information and skills to carry out brief interventions with families.

All commissioned Public Health services for children and young people, in line with public health priorities, implement 'making every contact count' (MECC). These include health visiting, school nursing, and the oral health promotion service. MECC has an online and group teaching courses and is also embedded across the council and other organisations.

The council has a Physical Activity & Sports Strategy which brings a number of partners together to develop and promote extensive physical activity programmes across Haringey.

7.2 Challenging social norms, values and attitudes

This year, we informed parents and carers for the first time of their child's height and weight measurements which were collected through the NCMP. We included information about healthy eating, outlined free and low-cost activities in the borough, and in line with the clinical obesity pathway, signposted parents and carers to the School Health Service for concerns or queries.

Practitioners are working with parents of young children to help share their experiences to support other parents. The HENRY programme is a unique intervention programme to support parents and carers to give their child a healthy, happy start in life, tackling obesity.

Haringey's Corporate Advertising and Sponsorship Policy was reviewed and updated this year to reflect the council's commitment to promoting health eating and reducing obesity. Changes included the ban on advertising food that contained high fats, sugar and salt. Haringey Council followed Transport for London's ban on unhealthy food on the buses and underground. Haringey was the first council to take this stance and other councils are following suite.

7.3 Healthcare professionals: clear and evidence-based advice

The revised School Health Service specification stipulates a stronger role for public health nurses in supporting the clinical obesity pathway, taking an holistic approach for delivering on key public health objectives and approaches to facilitate whole family behaviour change.

To embed this approach, Health Visitors and School Nurses have received training on the clinical obesity pathway.

7.4 Support schools to create a healthy weight environment

Our proactive and successful Healthy Schools Programme has secured good engagement from schools and partners across the borough. The programme is used to drive forward school-based initiatives which improve health and wellbeing outcomes for children and young people, improve attainment and improve school attendance. These include:

- The SUGAR SMART campaign – engaging schools in the borough-wide campaign to become water-only, reduce sugar in snacks and meals, and to educate about sugar.
- Active Mile – supporting schools to introduce an Active Mile (such as the Daily Mile) which encourages children to get out of the classroom for 15 minutes every day to run, jog or walk.

- Alongside the TfL Stars awards and cycle training in schools; Saucy Sandwich Snaps social media healthy eating campaign for young people; School Nursing health promotion and Oral Health promotion including fluoride varnish, brushing for life resources and supervised brushing.
- Haringey Council is committed to the roll out of school streets. School street closure schemes are where cars are prevented from going up to the school gates at drop off and pick up times. The programme has been successfully trialed in urban areas within the UK. This has a positive impact on air quality, reducing car congestion and improving safety. It is hoped that more families will walk or cycle with their children to school. Lordship Lane Primary has Haringey's first School Street and other schools are being assessed for their suitability.

7.5 Create high streets where the healthier choice is the easy choice

The Council is using planning policy to create a borough where it is easy and safe to play, walk and cycle; this includes the promotion of the Healthy Streets Approach, partnership with Transport Strategy – Public Health has trained 15 officers e.g. planners, highways, in the policy planning approach and held two training sessions for councillors.

Public Health's Health in All Policies Team assess large development planning applications for the provision and quality of play space, green and open spaces. The assessment includes how these spaces are connected to existing communities. We are working closely with planning and regeneration to drive improvements on design and our requirements to reduce obesity and promote walking and cycling is key to our work. The Haringey Local Plan will be renewed in 2022 and work will start this year to include and embed an emphasis on health and wellbeing so that all developers coming into the borough will have to consider, not just the larger developments.

The national Department of Health and Social Care Healthy Start Vouchers scheme enables low-income families to benefit from free fruit, vegetables and milk. The vouchers are free to pregnant mothers (from 10 weeks) and children up to four years old. Our review of the uptake of the healthy start vouchers showed between April 2018 and March 2019, more than a third of the eligible families in Haringey had not registered for the scheme. This means that nearly 800 low income families missed out. We are working with services across the council and partner agencies to promote Healthy Start vouchers.

7.6 Create healthier places to support people to maintain a healthy weight

The Active Communities Team are working to influence behaviour change to encourage families to change from car use to walking and cycling, particularly for shorter journeys. They manage a comprehensive cycling programme offering free cycling training, for children from age 9 years upwards to adulthood. They work with families, schools, programmes within parks with free and low-cost Dr Bikes and access to bike maintenance.

The Council has started development on a parks and green spaces strategy. Alongside this, a walking and cycling strategy will be underway this year.

Play Streets are a simple, effective and low-cost way for children to be able to play out in the streets where they live or go to schools. Schools and residents can request their street to become a play street.

Over 80+ small community events in the parks have taken place attracting children and young people, these events relate to the weekend of play, the big lunch, cultural and sports. Those small events that are under 50 people attract no hire charges.

The actual and perceived levels of safety prevent some parents to allow their children from participating in activities after school and during the holidays. During the Haringey 'Fix Up, Look Sharp' children and young people's obesity hackathon event held in 2018 children and young people reported that they did not attend activities as they felt unsafe walking on the streets. They also expressed playing internet games all day was their norm during most holidays. Subsequently, Haringey is tackling youth violence and is taking a public health approach. Part of the strategic approach is the 'Haringey Community Gold' programme, this is made up of detached youth workers and community programmes that allow young people to find local provisions which range from sports, training and employment, future leaders programme, mental health support and a BAME careers service.

To counter these perceptions further, this year Haringey Council invested in extending the holiday programme for children and young people. This was successful with 20,000 throughputs of children and young people participating in activities from cooking classes, swimming, martial arts to sport, roller skating and team games. We envisage this will have a positive impact on supporting our approach on tackling obesity in addition to improving their general health and wellbeing of children and young people.

7.7 Promoting healthier choices in community setting

An infant feeding strategy has been developed for Haringey, to facilitate closer working between partner agencies and to support a co-ordinated preventative and early intervention approach across the borough. The strategy aims to emphasise responsive feeding, increase breastfeeding rates to reduce a child's risk of being overweight, and provide consistent advice and information for parents on introducing solid food, portion size and healthy options.

Our new Infant Feeding Board provides a strategic steer on a programme of work informed by our strategy, which has been agreed by partner agencies. The overarching aim of the board is to work together across Haringey to ensure that all barriers are removed that prevent women from breastfeeding and to improve general nutrition from age zero to two years. We continue to work towards achieving UNICEF Baby Friendly status in Haringey as a key part of the infant feeding strategy.

Local businesses are encouraged to sign up to the council's well established and successful Healthier Catering Commitment programme. 131 businesses have signed up to reducing salt, fats and sugars from their menus. One caterer

has won an award for the healthier changes they made and has been the subject of a TV documentary on healthier eating.

7.8 Create healthy weight workplaces

We have worked with Haringey Clinical Commissioning Group (CCG) on a healthy workplace policy for their staff, as a result the CCG have won awards as part of the London Healthy Workplace Charter.

We have a range of activities designed for council staff such as lunch-time walks, health days and healthy food available in our café. Creating healthy workplaces is in line with our ethos of leading by example and therefore, this translates into our interventions and approaches for tackling childhood obesity as described in this paper.

8. Next Steps

- 8.1 We will engage directly with families and community groups to understand the barriers that families face and how we can co-produce family led approaches to support behavioural changes for sustained healthy lifestyle. This is to ensure that the voices of children young people and their families lived experiences are included in decision-making to inform design and delivery of services.

We will continue to work with our partners agencies to increase the uptake of Healthy Start Vouchers for families who need it most.

- 8.2 We will continue to use the health in all policies approach to engage and support other parts of the Council and partner agencies to deliver the desired health and equity outcomes by, for example, doing no harm to health, promoting fair access to life opportunities, and supporting social and economic development. This includes, for example, increasing the proportion of premises that follow healthy food policy practices, and increase the engagement and number of pledges among Haringey Obesity Alliance members.

- 8.3 The Schools Superzone Pilot is a Greater London Authority and Public Health England initiative to create a 400-metre health and wellbeing zone around schools (5-10-minute walk). The aim is to create healthier and safer places for children and young people to live, learn and play. This helps protect children's health and encourage healthy behaviours through interventions that target unhealthy food and drink sales, advertising, alcohol, smoking, gambling, air quality, physical inactivity, youth violence and mental health. Haringey's local priorities included child inclusive regeneration and reducing youth violence. Three primary schools, Holy Trinity, Earlsmead and Welbourne including Welbourne's Children's Centre are part of the pilot.

9. Recommendations

- 9.1 The Council to continue to take an effective leadership role, working with our partners and stakeholders to promote a healthy weight for children, young people and their families as part of a whole systems approach.

- 9.2 Continue to use the Haringey Obesity Alliance to secure commitment across agencies in working together in tackling obesity.
- 9.3 We will align our approaches and collective actions with the Mayor of London's ambitions to end childhood obesity. Every Child A Healthy Weight – Ten Ambitions for London includes wide-ranging calls for action across all aspects of life in the capital, including the NHS, the government, London boroughs, the Mayor, schools and the food industry.

10. Contribution to strategic outcomes

- 10.1 The vision for the People Priority set out in the Borough Plan 2019-23 priority 2, outcome 4, is to give every child the best start in life and to enable them to have long term foundations to thrive.

11. Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

N/A

12. Use of Appendices

Appendix 1

13. Local Government (Access to Information) Act 1985

N/A

14. References

- i. Public Health England (2019) [Creating Healthier Spaces for London's Children to Live Learn and Play](#) accessed on 05/03/2019

Obesity Whole System Delivery Plan



Objectives

- ➔ Embed strong leadership for reducing obesity
- ➔ Ensure Haringey leads and influences the obesity agenda
- ➔ Build a robust partnership to deliver a whole systems approach.
- ➔ Research and understand the values and attitudes to inform a targeted communications plan
- ➔ Normalising healthy weight.
- ➔ Increase the proportion of premises that follow healthy food policy practices
- ➔ Healthcare professionals to deliver brief interventions.
- ➔ Increase the number of children who cycle and walk to school
- ➔ Develop skills and knowledge of healthy eating
- ➔ Increase physical activity in school.
- ➔ Increase the availability of healthier choice (Fruit & Veg)
- ➔ Increase healthier options in catering settings
- ➔ Reduce the proliferation of fast food outlets.
- ➔ Increase access to open space
- ➔ Improve street safety to increase cycling and walking
- ➔ Improve the cycling skills of children and families.
- ➔ Increase movement and play in early years settings
- ➔ Increase participation in activities promoting health eating
- ➔ Create breast feeding friendly places.
- ➔ Improve staff health and wellbeing
- ➔ Create a health enhancing food environment
- ➔ Increase physical activity through workplace challenges.

Goals and ambitions

- ➔ Increase the number of members in the Alliance
- ➔ Increase engagement and number of pledges among alliance members
- ➔ Commission research to understand values and attitude
- ➔ Increase awareness of what a healthy weight is
- ➔ Increase the number of healthy options available in secondary care settings
- ➔ Increase the number of healthcare staff trained in brief advice
- ➔ Healthy Schools 50% to achieve bronze.. 25% silver,
- ➔ Increase the number of ambitious pilots i.e. Daily Mile, Sugar free schools, healthy tuck shop
- ➔ Increase the number of caterers implementing the HCC
- ➔ Increase new healthier businesses in the east of the borough through regeneration
- ➔ Increase the amount of open space and play provision through the regeneration of Tottenham
- ➔ Reduce the availability of poor quality junk food in community settings.
- ➔ All large employers in Haringey to achieve 'excellence in the London Healthy Workplace Charter'

Appendix 1