

## Summary of recommendations to the executive and executive responses [Dental Health and Childhood Obesity]

On 17 September 2018, the children and young people scrutiny committee held a spotlight review concerning dental health and childhood obesity.				
The following was recommended to the executive in relation to the issues of dental health and childhood obesity:				
<b>Recommendation No. v</b>	<b>NHS England West Midlands, the executive and the health and wellbeing board are recommended to coordinate efforts in the promotion of campaigns to encourage early years attendance at dentists;</b>			
<b>Executive Response</b>	Accepted.			
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>
An Oral Health Strategy Group is set up to co-ordinate the development and implementation of the oral health plans and will report to the Health and Wellbeing Board.	Public Health Consultant	Sep 2019	Group established	Completed
Develop a co-ordinated campaign (through the Oral Health Partnership) which will encourage early years attendance at dentist and greater understanding of protecting teeth. This will be through, for example, the provision of dental health information (leaflets, social media campaign) for parents; by health visitors at the 1 year health review; and by children's centre services during weaning and Let's Play (dental) sessions.	Public Health Consultant	June 2019	Awareness by parents: 80% of respondents aware of need to register child with dentist and understand sugar-smart foods	
In addition, targets around dental health for children's centre services have been set for 2019. Further work that is planned includes working with early years settings to add a question about accessing a dentist when a child is signed up to attend a nursery, playgroup or childminder. We will also be promoting greater take up of fluoride varnish and seeking to work with dentists to enable a consistent offer to children aged between 3 -16 at every dental check-up.	Public Health Specialist	December 2018	Increase in 0 -2yr olds accessing dental services. All Herefordshire dentists applying fluoride varnish to a minimum of 50% of eligible population.	Interim reporting June 2019

<b>Recommendation No. viii</b>	<b>The executive is recommended to promote a campaign to highlight those foods which are harmful to teeth and those which are sugar smart;</b>				
<b>Executive Response</b>	Accepted.				
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>	
The co-ordinated public campaign (action above) will cover sugar smart food and access to dental services.	Public Health Specialist	December 2018	Children's Centre targets set for calendar year 2019, include: 60% of parents attending Let's Play or 1:1 sessions report a reduction in their child's consumption of sugary foods, drinks and snacks.	Interim reporting June 2019	
We will work with schools, nurseries and other early years providers to raise awareness of the importance of sugar-smart foods and good nutrition in schools.	Public Health Consultant				

<b>Recommendation No. xii</b>	<b>The executive is recommended to expedite a feasibility review of fluoridation in all of Herefordshire's water supplies (mains and private) through the Oral Health Strategy Group and produce a full cost and health benefit analysis of its potential introduction;</b>				
<b>Executive Response</b>	Accepted. The executive agrees that this is an important recommendation to pursue, but an oral health needs assessment requires to be undertaken prior to any feasibility study.				
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>	

An Oral Health Needs Assessment is being prepared and will inform how the recommendations are implemented.	Public Health Consultant	June 2019	Needs assessment completed with clear recommendations	Currently underway
Following completion of the Oral Health Needs Assessment a feasibility study will be commissioned (in line with PHE fluoridation toolkit)	Public Health Consultant	Dec 2019	Feasibility study complete	

<b>Recommendation No. xiv</b>	<b>The executive and CCG as joint commissioners of mental health services are recommended to consider the provision of therapy to address underlying mental health causes of excess weight and impacts of childhood obesity;</b>			
<b>Executive Response</b>	<p>Rejected. Predominantly, the causes of overweight and obesity in childhood are associated with the obesogenic environment, parental behaviour and poverty leading to overeating, eating too many sugary and fatty foods, large portion sizes and lack of physical activity. Underlying mental wellbeing impacts on healthy behaviours however we do not see that provision of therapy is the most appropriate response to improving this across the population. National Institute for Health and Clinical Excellence (NICE) has published guidance on the management of obesity in adults and children. The treatment of choice for the individual is multicomponent lifestyle interventions which include behaviour change strategies to increase people's physical activity levels or decrease inactivity, improve eating behaviour and the quality of the person's diet, and reduce energy intake.</p> <p>We propose that we focus on building resilience across communities and tackling inequalities to address the underlying factors impacting on mental wellbeing and lifestyle behaviours at the population level. And, at the family level we propose tackling obesity and oral health through behaviour change programme.</p>			
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>
The National Institute for Health and Clinical Excellence (NICE) has identified a pathway for obesity management for children and adults and we will work with the CCG to ensure that we are following this pathway, which includes appropriate medical and therapeutic support, in Herefordshire.	Public Health Specialist			
We are also introducing a weight management programme for children and families (Fit Families) from	Public Health Specialist	Start date for Fit	32 families completed the	Interim reporting July 2019.

January 2019, inviting all those children who have been identified as severely obese through the national child measurement programme (NCMP). This programme will be evaluated during 2019/20.		Families is February 2019.	programme. Physical assessments and self-evaluations completed to provide a record of progress.	
The rollout of training for the Solihull Parenting programme and online resource for parents will contribute to positive mental health and attachment for parents and children and help to foster positive parenting and building children's resilience.	Public Health Specialist		25 Solihull train the trainers and cascaded training to all health visitors, midwives, children's centre staff plus early years, primary school reception teachers and social workers offered courses. 60% of parents undertake the online course in 2019/20	Solihull training begun October 2018 and reporting to Solid Roots Delivery and Project Boards.

<b>Recommendation No. xv and xvi</b>	<p><b>(xv) The executive is recommended to use public health data to identify areas where evidence exists to support a restriction on fast food takeaways; and</b></p> <p><b>(xvi) The executive is recommended to evaluate the introduction of a policy to regulate the prevalence of fast food outlets in those areas identified.</b></p>			
<b>Executive Response</b>	Accepted.			
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>

Review the public health evidence base with regard to fast food outlets and their impact on health of the local community. We will work with planning and licensing colleagues as part of a council wide approach to ensuring "health in all policies". Current discussions on this with regard to the Hereford Plan, includes the suitability of developing a supplementary planning document on hot food takeaways.	Public Health Consultant	February 2019.	Clear understanding and recommendations.	Next steps identified April 2019
---	--------------------------	----------------	--	----------------------------------

<b>Recommendation No. xvii</b>	<b>The executive is recommended to fast track measures to enable safe walking and cycling, within the city of Hereford and our Market towns, and to encourage these modes of active travel to reduce obesity and to enhance mental and physical health and wellbeing.</b>			
<b>Executive Response</b>	Accepted			
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>
The Active Travel team will continue to promote and facilitate walking and cycling in Hereford and the market towns. In addition, we will undertake insights work to understand why people do/do not use active travel measure in Hereford and market towns.	Public Health Consultant	September 2019	Report completed	

<b>Recommendation No. xviii</b>	<b>The executive is recommended to commission a survey into the eating habits of parents and their children and the provision of cookery lessons at local schools. It is recommended that the survey targets three local schools (one to the North of Hereford; one to the South of Hereford; and one in a rural area) and asks: what home cooked meals are provided for children; what fast food/convenience food do children eat; and what cookery lessons occurred at the schools.</b>			
<b>Executive Response</b>	Partially accept.			

<p>Survey: We agree that developing a survey of parents to enable baseline measures and change in attitudes/behaviours will be useful for both understanding the current situation and measuring impact. The methods of such a survey will need to be considered.</p> <p>Schools: We propose working more broadly with schools to encourage a holistic approach to children's wellbeing, including physical activity, healthy eating, growing schemes etc. This may include a survey of current activities in schools. A survey of food provision and menus in early years settings was undertaken in 2017, which provided useful information about whether or not nurseries were following healthy eating guidance. This approach could be developed to cover schools and include additional information about cookery lessons and also personal, social and health education (PSHE) classes and the use of food diaries, for example.</p>				
Action	Owner	By When	Target/Success Criteria	Progress
Develop appropriate survey methods to gain baseline measures and enable measurement of change in attitudes/behaviours in children's oral health and obesity.	Public Health Consultant	June 2019	To be identified	Reporting December 2019
We will work with the Children's Board to gain a better understanding of the current activities being undertaken in schools and identify where the opportunities lie. We will look to facilitate schools taking a lead on this agenda. Possible interventions include training, awards scheme, daily mile, growing schemes.	Public Health Specialist	June 2019		
Neighbourhood approach: We have developed a proposal for a place-based, co-developed approach to tackling childhood obesity in rural Herefordshire. This work would look at the broad range of drivers of obesity and work with local residents and key stakeholders to implement locally-relevant and locally-designed interventions.	Public Health Consultant	Initial bid submission is due November 30 <sup>th</sup> . If successful, second round bids in the new year 2019.		Proposal has been submitted to Department of Health and Social Care for Trailblazing funding.

<b>Recommendation No. xix</b>	<b>The executive is recommended to safeguard green spaces as areas for people to exercise and consider the increased provision of allotments in the green infrastructure strategy.</b>				
<b>Executive Response</b>	Accept. Herefordshire is a county with a range of different outdoor spaces and we want to encourage everyone to access these safely and often. The Green Infrastructure Strategy has a commitment to incorporating green infrastructure into new and existing settlements and communities and putting people close to open and green spaces and wildlife, natural and cultural assets, providing alternative means of movement and transport.				
<b>Action</b>	<b>Owner</b>	<b>By When</b>	<b>Target/Success Criteria</b>	<b>Progress</b>	
We will work with planning colleagues to identify potential options and measures with regard to green spaces and provision of allotments/alternative means for gardening. This will reflect a council wide approach to ensuring "health in all policies".	Public Health Consultant	July 2019	To be identified		