

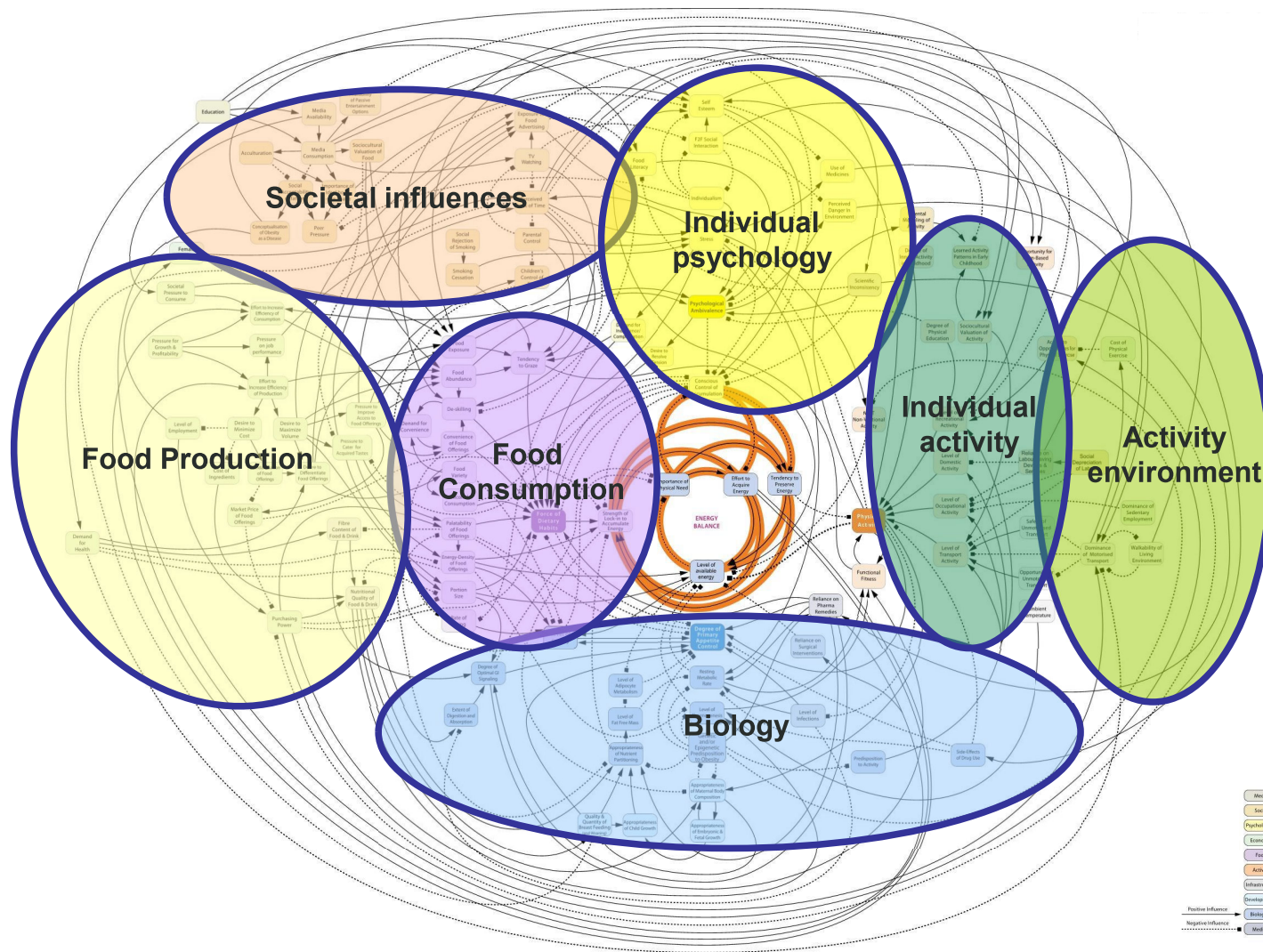
Tackling Obesity

Health, Care and Wellbeing  
Scrutiny Committee

23<sup>rd</sup> September 2022

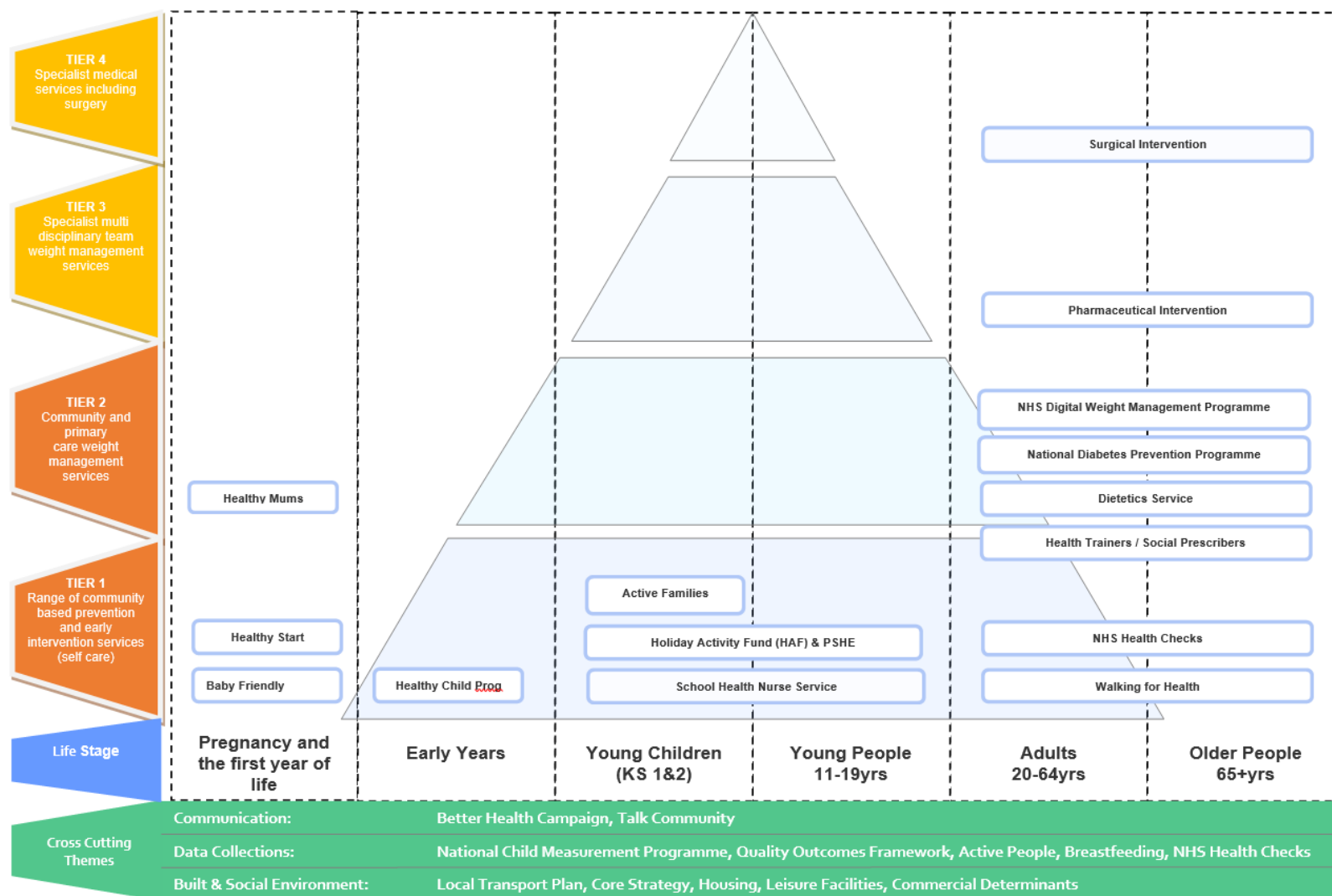
# Epidemiology

- 26.9% of Reception age children and 38.7% of Year 6 children are classified as overweight or obese (2020/21)
- 30.9% (48,700) of adults are obese in Herefordshire (20/21) which is statistically higher than the national average (25.3%)
- 67% (105,592) of adults in Herefordshire are overweight or obese (20/21)
- 23.6% of pregnant women are obese at the time of their 12 week booking with a midwife (18/19)
- 49.3% of children and young people are physically active
- 19.5% of adults do less than 30mins physical activity per week
- Certain people are more at risk of obesity including; people with a learning disability, people on a lower income, people with a mental health condition, ethnically diverse groups
- Obesity is associated with a number of adverse health, social and economic outcomes



# Overview of current action to tackle obesity

- Ambitious national child obesity plan focusing on macro level interventions
- Some gaps in weight management support across Herefordshire's child and adult healthy weight pathways
- Targeted investment from NHS England in supporting people with their weight e.g. NHS Digital Weight Management Programme, National Diabetes Prevention Programme
- Innovative work underway through the Food Alliance & Sustainable Food Places Programme
- Implementation of a countywide physical activity strategy
- Individual and community-orientated approaches through Talk Community and the Health Trainer service
- Co-benefits through tackling climate change e.g. sustainable travel initiatives, healthy eating
- Renewed focus on obesity within the integrated care system and primary care networks
- Several successful programmes in place including; holiday activity fund (HAF), Get Active programme



# Summary of Recommendations

1. Embed healthy weight as a strategic priority across local organisations and deliver collective action through a whole system approach
2. Address the current gaps in the county's weight management services
3. Encourage health professionals and residents to identify ways in which patients can do more to help themselves through promotion of digital and self-help resources
4. Work with the planning department to develop and implement a Health Impact Assessment Tool to ensure health is considered in all planning decisions
5. Improve the quality of data on weight management services and obesity across the life course with a particular focus on long-term outcomes
6. Develop a training package around 'raising the issue of weight' for health practitioners and promote existing services
7. Build on the Sustainable Food Partnership to deliver collective action through a systems approach
8. Consider a consistent approach to the type of language and media used to communicate about obesity