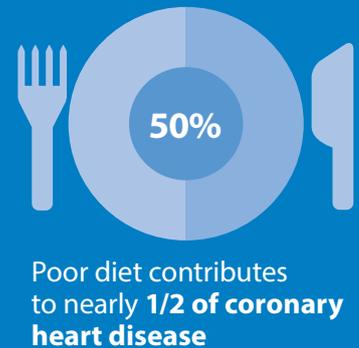
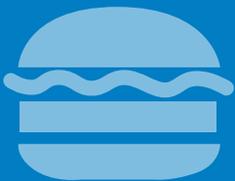


Healthy Weight Strategy

2018-2022



There are **612** fast food and takeaway outlets in Cornwall



Being overweight increases risk of high blood pressure, high cholesterol and pre-diabetes

22% of children aged 5 have one or more decayed, missing or filled teeth



Health and care professionals are in a unique position to talk to patients and families with excess weight about weight management to prevent ill-health



We need to make sure we are providing evidence based and cost effective weight management services



Good nutrition between pregnancy and a child's second birthday sets the foundation for all the days that follow



We need to work together using a whole systems approach to create an environment that facilitates healthy choices and supports a healthy weight



Contents

- 4 Introduction
- 5 Context and purpose of the strategy
- 7 Our vision and targets
- 8 Delivering the strategic objectives
- 9 Healthy weight strategy plan
- 10 Delivery theme 1: Healthy weight environment
- 10 **Strategic objective one**
- 11 **Strategic objective two**
- 12 Delivery theme 2: Support services for people to achieve and maintain a healthy weight
- 12 **Strategic objective three**
- 13 **Strategic objective four**
- 14 Delivery theme 3: Working with professionals and partners to promote a healthy weight
- 14 **Strategic objective five**
- 15 **Strategic objective six**
- 16 **Strategic objective seven**
- 17 References

Introduction

The 2018-2022 Healthy Weight Strategy sets our partnership priorities and approach to promote a healthy weight and tackle obesity in Cornwall and the Isles of Scilly.

Obesity is a complex and multifaceted problem that requires coordinated, effective action to change the food, physical activity and social environments from 'obesogenic' to ones which promote a healthy weight.

If we are going to take effective action to reverse obesity at population level we need to work together with partners in a 'whole systems' approach to create an environment that facilitates healthy choices and supports individuals to achieve and maintain a healthy weight.

This strategy builds on the work of the multiagency Core Healthy Weight Group which has been working to ensure the objectives of the Healthy Weight Strategy (2009-13) for Cornwall were delivered.

This document and following action plan is committed to working together with a range of sectors, including food, health, education, planning, transport, sport and leisure, and economic development to support our communities to start, live and age well, and develop in a way which facilitates healthy behaviours and a healthy weight.



Dr. Caroline Court
Interim Director of Public Health

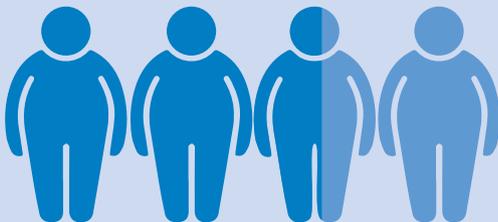
Context and purpose of the strategy

The prevalence of overweight and obesity in the UK has risen dramatically since 1993, and whilst the increase has slowed down since 2001, the trend is still upwards. Nearly two-thirds of adults (64%) in England were classed as being overweight (a body mass index of over 25) or obese (a BMI of over 30) in 2013-2015.

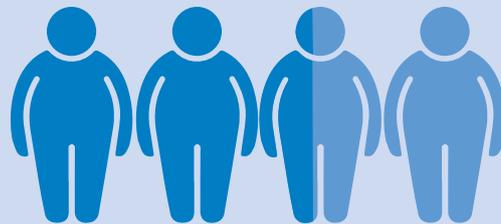
Obesity prevalence in reception year children in England increased for the second consecutive year – from 9.3% in 2015-16 to 9.6% in 2016-17. It remained stable at 20% for year 6 children. Nearly a

quarter (22.6%) of reception children and over a third of children in year 6 (34.2%) were overweight or obese in 2016-17. Younger generations are becoming obese at earlier ages and staying obese for longer.

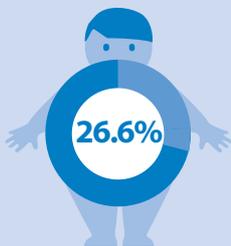
Local picture



68.4% of adults were overweight or obese in Cornwall¹



63.8% of adults were overweight or obese in the Isles of Scilly in 2013-2015¹



of reception children were overweight or obese in Cornwall and Isles of Scilly in 2016-17²

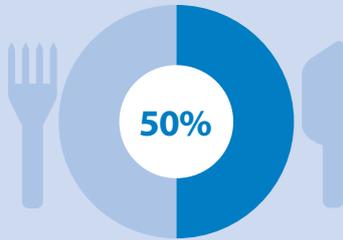


of 10-11 year old children were overweight or obese in Cornwall and Isles of Scilly in 2016-17³

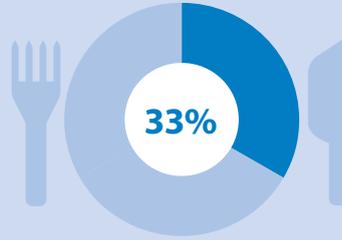


Childhood obesity is **2x** more likely in the most deprived communities compared to the least deprived⁴

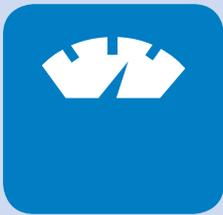
Why is it an issue?



Poor diet contributes to nearly **1/2 of coronary heart disease**⁵



Poor diet contributes to **1/3 of all cancer deaths**⁶



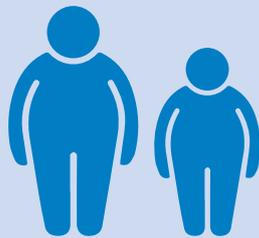
Being overweight increases risk of high blood pressure, high cholesterol and pre-diabetes⁷



Severe obesity reduces life expectancy by **8-10 years**⁸

Economic impact

Failing to address overweight and obesity will place an even greater burden on resources



The overall cost of obesity to wider society is estimated at **£27 billion** in obesity medication, obesity attributed days lost due to sickness, and costs to the NHS and social care



The UK-wide NHS costs attributable to overweight and obesity are projected to reach £9.7 billion by 2050



The wider costs to society are estimated to reach £49.9 billion per year⁹



Local annual cost of **diet-related ill health**¹⁰

3x

Severely obese adults are three times more likely to need social care¹¹

Our vision and targets

Our vision is a future where everyone in Cornwall and the Isles of Scilly has the opportunity to eat well, be physically active and develop in a way which facilitates a healthy weight.

We will work together with a range of sectors to make lasting changes to the food, physical activity and social environments to promote a healthy weight. Our aim is to increase the number of adults, children and families who are a healthy weight in Cornwall and the Isles of Scilly by 2022.

This strategy will be closely aligned with the Physical Activity Strategy for Cornwall with integrated action plans to achieve our shared objectives.

Through a strong evidence base this strategy will tailor its approach to address the needs of the population and key stages where people are more at risk of obesity across the life course. Whilst recognising that there are people in all population groups who are not a healthy weight, this strategy will focus on areas in Cornwall and the Isles of Scilly with the highest prevalence of childhood and adult obesity.

Outcomes

Monitoring of the prevalence of healthy weight in children and adults is a requirement of the national public health outcomes framework. The key performance indicators relevant to a healthy weight are:

- 2.02i - Breastfeeding initiation
- 2.02ii - Breastfeeding at 6-8 weeks
- 2.06i - Child excess weight in 4-5 year olds
- 2.06ii - Child excess weight in 10-11 year olds
- 2.11i - Proportion of the population meeting the recommended '5-a-day' on a 'usual' day
- 2.11ii - Average number of portions of fruit consumed daily (adults)

- 2.11iii - Average number of portions of vegetables consumed daily (adults)
- 2.11iv - Proportion of the population meeting the recommended '5-a-day' at age 15
- 2.11v - Average number of portions of fruit consumed daily at age 15
- 2.11vi - Average number of portions of vegetables consumed daily at age 15
- 2.12 – percentage of adults (aged 18+) classed as overweight or obese- current method
- 2.12 – percentage of adults (aged 16+) classed as overweight or obese- historical method

Governance

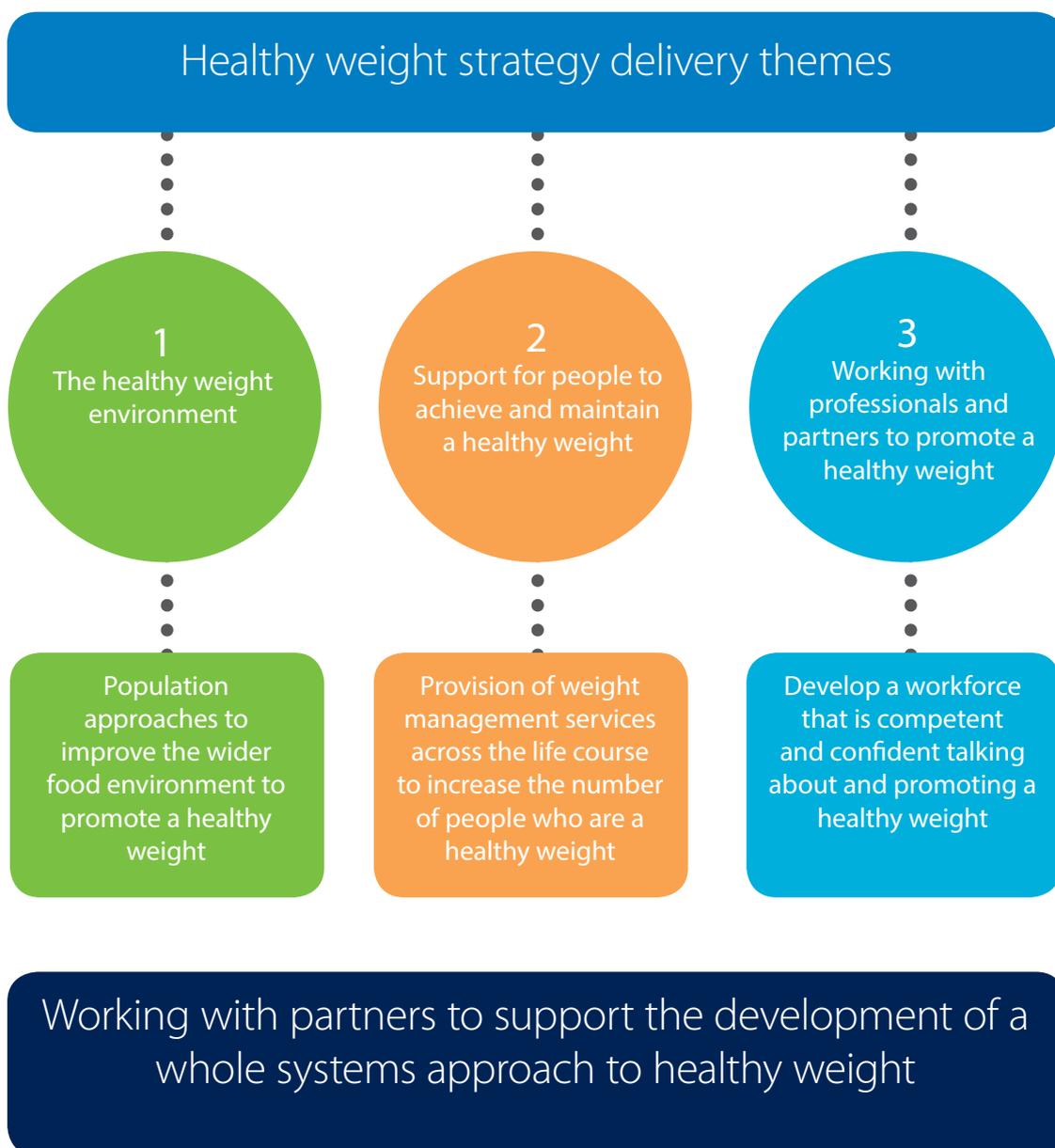
This strategy is supported by, and reflects our local Healthy Weight Needs Assessment, which sits alongside the Cornwall Joint Strategic Needs Assessment (JSNA)¹². It was developed by Cornwall Council's Public Health Team in collaboration with the Core Strategic Healthy Weight Group.

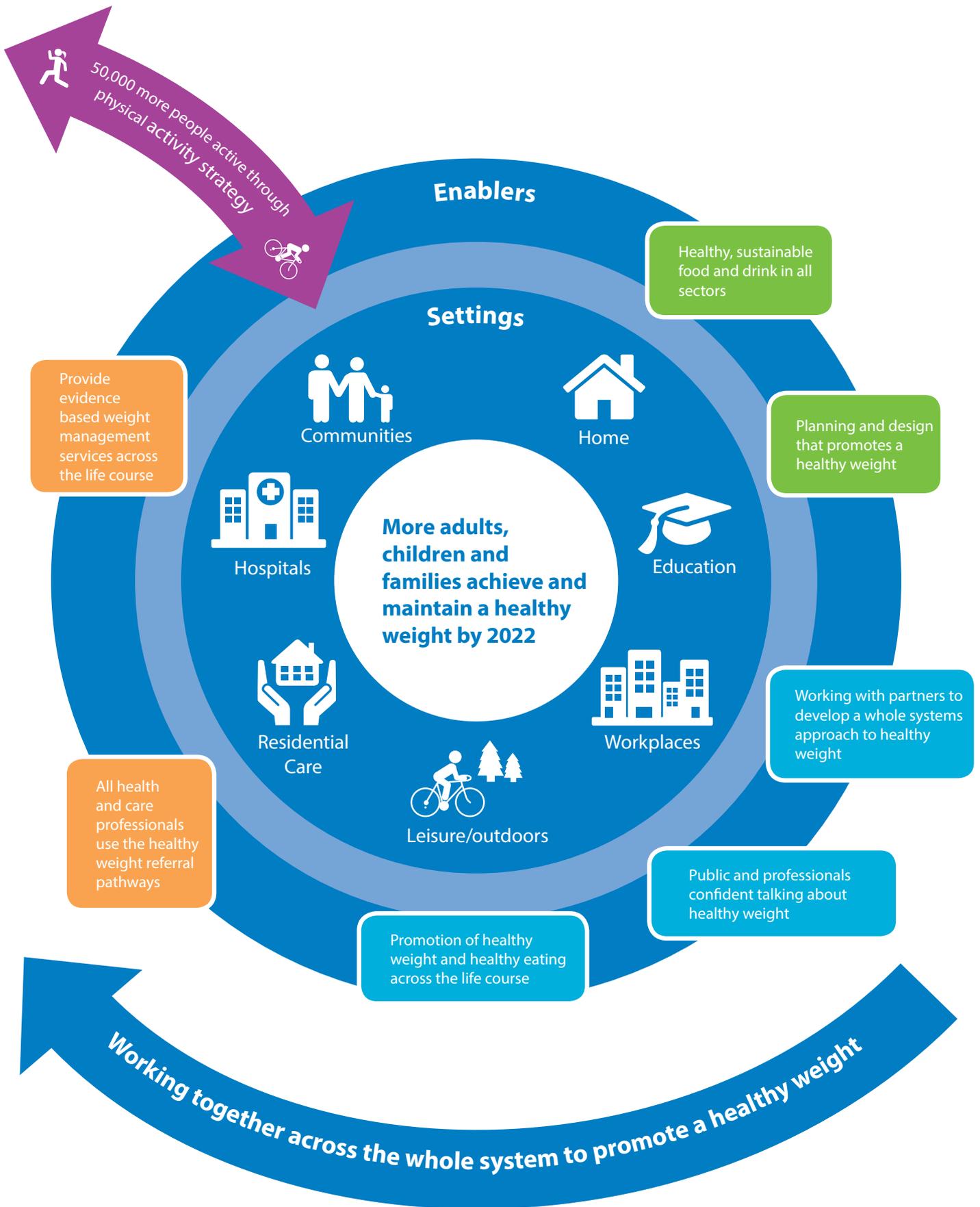
Stakeholders and interested members of the public were invited to give their views on the strategy. These views have been incorporated into the strategy and implementation plan. A final version of the strategy has been published following approval of the Health and Wellbeing Board.

This strategy will be supported by an annual action plan. Reporting of outcomes will be via the Core Strategic Healthy Weight Group to the Health and Wellbeing Board.

Delivering the strategic objectives

The healthy weight strategy is structured around 3 delivery themes. Each theme identifies objectives needed to achieve our vision. Each objective identifies actions that are included in the implementation plan.





Delivery theme 1: The healthy weight environment

Why is it important for Cornwall and the Isles of Scilly?



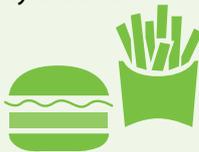
We are living in an obesogenic environment, with an abundance of energy dense food, motorised transport and sedentary lifestyles¹³



More than one quarter (27.1%) of adults and one fifth of children eat food from out-of-home food outlets at least once a week. Meals consumed out of the home tend to be associated with bigger portion sizes and higher intakes of fat, sugar and salt¹⁴

There were over **50,000** fast food and takeaway outlets in England in 2014¹⁵

There are **612** fast food and takeaway outlets in Cornwall¹⁶



There is an association between exposure to fast food outlets and fast food consumption, BMI and obesity¹⁷



People who live in deprived areas are more likely to live near fast-food outlets, which may contribute towards the disparity in levels of obesity across the population¹⁸



Food poverty is associated with an inadequate intake of fruit, vegetables and certain nutrients²⁰

22% of children aged 5 have one or more decayed, missing or filled teeth¹⁹



Strategic objective 1

Improve the provision of healthy and sustainable food and drink in all sectors

What we are doing now

Local organisations and agencies are beginning to work in partnership in a more strategic way to tackle the obesogenic environment, encourage healthy eating and improve the diet of the Cornwall population

Healthy food advice is delivered alongside labelling and food safety discussions with food businesses

Kernow Food Collective

builds on the Food and Cornwall Programme to improve access and develop longer term food security plans for Cornwall



Sugar Smart Cornwall is in development to promote healthy eating and reduce sugar consumption

What else we will do

- 1.1** Promote and support the Government Buying Standards for Food and Catering services, and investigate the feasibility of developing a healthy options accreditation scheme for all food establishments in Cornwall
- 1.2** Develop a framework to guide decision making on the regulation of fast food outlets and mobile street traders close to schools, leisure centres and other places frequented by children

- 1.3** Establish and promote Sugar Smart Cornwall, prioritising early years and education settings, leisure centres and workplaces
- 1.4** Support the development and implementation of a Food Action Plan for Cornwall



Strategic objective 2

Work with maternity, early years and education settings, and workplaces as an opportunity to prevent obesity and increase healthy weight in adults, children and families



What we are doing now

Accreditation schemes are in place across the life course for all settings:

Unicef Baby Friendly accreditation scheme

All maternity and health visiting services, and Children's Centres in Cornwall were accredited from 2012-2017 and have until June 2018 to reassess to maintain accreditation

Nippers Nutrition

99 nurseries and preschools (**29%**) in Cornwall were engaged in 2016-17

Food in Schools Award

51 settings were registered and 12 schools had achieved the award in 2016-17

Workplace Health Award

52 businesses achieved the award and 23 achieved the highest accreditation (gold and mentor) in 2016-17

What else we will do

- 2.1** Continue to promote accreditation to best practice standards for infant feeding (e.g. Unicef Baby Friendly Initiative) by maternity and health visiting services and Children's Centres to ensure high quality consistent advice is available to all families regarding infant feeding and timely introduction of solid foods
- 2.2** Further promote and support early year's settings to achieve the re-developed Nippers Nutrition accreditation programme to ensure good nutrition is embedded into childcare practice

- 2.3** Encourage all schools to achieve the revised Food in Schools award to promote healthy eating and drive forward the whole school approach to healthy weight
- 2.4** Promote the Workplace Health Award in targeted workplaces as a vehicle to implement healthy eating standards and improve the healthy weight environment



Delivery theme 2: Support for people to achieve and maintain a healthy weight

Why is it important for Cornwall and the Isles of Scilly?



20.8% of pregnant women in Cornwall were classified as obese in 2016²¹

79.3% of babies start their life being breast fed²²



51% of babies are breast fed at 6-8 weeks following birth²³



The prevalence of overweight and obesity in reception aged children was higher in Cornwall and Isles of Scilly (26.6%) compared to England (22.6%) in 2016-17²⁴



The prevalence of overweight and obesity in adults was higher in Cornwall (**68.4%**) compared to England (**64.8%**) in 2013-15²⁵

Strategic objective 3

Ensure there is a comprehensive tiered approach to weight management across the life course to increase the number of people who are a healthy weight

What we are doing now

Universal (tier 1) services include an antenatal education programme, sessions for new parents promoting timely introduction of appropriate solid foods, swimming and walking sessions for adults, 6 week cookery courses and healthy eating programmes for specific groups

Cornwall Healthy Weight

'7-13' and 'Adults' are tier 2 healthy lifestyle programmes for overweight children and their families, and adults. One to one support is available for pregnant women and young people who are above a healthy weight²⁶



Living Well Taking Control

has been commissioned to deliver the National Diabetes Prevention Programme (NDPP) Healthier You across Cornwall²⁷

Lifestyle, Eating and Activities for Families (LEAF)

is a tier 3 weight management programme for children aged 0-6

Specialist weight management services

The Dietetics service at Royal Cornwall Hospital Trust (RCHT) supports overweight or obese adults with long term conditions and/or complex needs.

There is a limited specialist community weight management service at tier 3 for adults in Cornwall that are not on the surgical (bariatric) pathway. The current service offers complex obesity support exclusively for those eligible, and choosing bariatric surgery for weight loss (Tier 4)

What else we will do

- 3.1** Commission evidence-based effective weight management interventions for children, young people and adults. Close gaps in the service provision, ensuring there is a universal and a targeted offer across Cornwall and the Isles of Scilly
- 3.2** Improve the uptake of healthy start vitamins and food vouchers, including promoting the service and training for relevant staff
- 3.3** Ensure accreditation to best practice standards for infant feeding (e.g. Unicef Baby Friendly Initiative) by maternity settings and community providers, and continue to promote and support families with breast feeding and responsive bottle feeding

Strategic objective 4

Develop, coordinate and promote an evidence based healthy weight pathway which includes prevention, self-management and treatment for adults, children and families

What we are doing now

There are two care pathways for child obesity.

The first is for children from birth to 23 months, the second is for 2-16 year olds²⁸

An adult healthy weight care pathway

is in the early stages of development



A preliminary review

of the children and adult weight management programmes and evaluation frameworks at tiers 1-4 has been completed as part of the Healthy Weight Health Needs Assessment²⁹

What else we will do

- 4.1** Develop a clear, streamlined healthy weight care pathway for adults and improve the integration and referral protocols across the pathway for adults and children
- 4.2** Conduct a full review of the children and adult's weight management programmes and evaluation frameworks at tier 1 and 2
- 4.3** Benchmark the existing service provision at tier 3 and 4 against current national evidence and best practice guidance from other areas. Develop a business case if appropriate for a specialist adult and child weight management service at tier 3

Delivery theme 3: Working with professionals and partners to promote a healthy weight

Why is it important for Cornwall and the Isles of Scilly?



Health and care professionals are in a unique position to talk to patients and families of children or young people with excess weight about weight management to prevent ill-health^{30, 31}

The impacts of obesity stigma

on people who identify as being overweight or obese include depression, anxiety, low self-esteem, body image concerns, binge eating, avoidance of physical activity, self-harm and suicide, and may exacerbate an individual's weight problem³³



A brief opportunistic intervention

(30 seconds) by trained primary care physicians to motivate weight loss in patients who were obese was found to be helpful and highly acceptable to patients³²

Obesity is complex and multifaceted

Taking a whole systems approach with a range of multiple, coordinated and sustained actions delivered at scale to change the food, physical activity and social environments, is needed to reverse obesity³⁴



Strategic objective 5

Develop a workforce that is competent and confident talking about and promoting a healthy weight

What we are doing now

E-learning for health (e-lfH)

is available for public facing early years and children's staff

Making Every Contact Count

training is widely available for public sector and voluntary staff. It has also been delivered in workplaces as part of the workplace health award

NHS Health Check Practitioners

receive training in motivational interviewing skills and talking about weight and physical activity

Public Health England Physical Activity Champions

deliver education sessions on physical activity to healthcare professionals across Cornwall

What else we will do

- 5.1** Review, develop and coordinate healthy weight training across all relevant sectors for key staff to improve their knowledge and skills in talking about and promoting healthy weight and healthy eating habits
- 5.2** Assess knowledge and practice gaps for planning officers in relation to the healthy weight environment. Develop a bespoke training course for planning officers on ensuring health and healthy weight is considered in all policies and development

Strategic objective 6

Raising awareness of the benefits of healthy eating and being a healthy weight across the life course

What we are doing now

Start 4 life and Change 4 Life

campaigns are promoted locally



Get Active Cornwall

website promotes physical activity opportunities, clubs and get active challenges

Cornwall Healthy Weight

website provides information on healthy eating, physical activity and weight

What else we will do

- 6.1** Develop a communications plan for the healthy weight strategy, including the promotion of physical activity opportunities and the use of active transport
- 6.2** Review and improve the existing Cornwall Healthy Weight resources, including digital and social media to reduce the stigma of overweight and obesity and promote healthy weight services
- 6.3** Ensure all health and care professionals are aware of the healthy weight initiatives and referral criteria to ensure people are signposted to and/or referred to the correct service according to their needs

Strategic objective 7

Working with partners and stakeholders to support the development of a whole systems approach to healthy weight

What we are doing now

Leadership of the Sustainability and Transformation Plan

Shaping Our Future

are developing a whole system approach to tackle trends in obesity

Partners in Planning Teams

are looking to combine healthy weight issues into the current review of The Design Guide and the forthcoming Local Plan review

The Physical Activity Strategy for Cornwall

aims to help **50,000** more people in Cornwall and the Isles of Scilly to be more physically active as part of daily life by 2020

Partners in Neighbourhoods, Public Protection and Public Health Teams

are beginning to work together in a more integrated way across a range of interventions



The Transport Team

are delivering a new dedicated infrastructure for walking and cycling as well as supporting active travel in schools, workplaces and communities

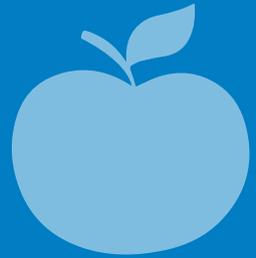
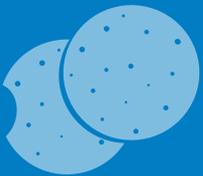
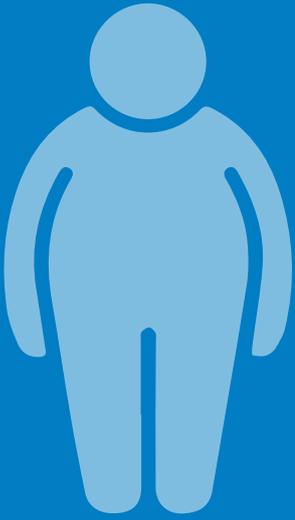
What else we will do

- 7.1** Define and develop a whole systems approach to tackle overweight and obesity in Cornwall and the Isles of Scilly
- 7.2** Encourage Cornwall Council and the NHS to sign up to the 'Food Active Local Authority Declaration for Healthy Weight' to support them to exercise their responsibility in developing and implementing policies which promote a healthy weight
- 7.3** Develop a 'Health in all Policies' approach to review how healthy weight can be incorporated with existing strategies, policies, commissioning specifications and work areas to support and promote healthier weight environments in Cornwall

References

1. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
2. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
3. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
4. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/613532/obes-phys-acti-diet-eng-2017-rep.pdf [accessed on 04//04/2018]
5. Yusuf, S. et al (2004) Effect of potentially modifiable risk factors associated with myocardial infarction in 52 countries (the INTERHEART study): case-control study. *Lancet*; 364: 937-52
6. Doll, R. Peto, R (1981) The causes of cancer: quantitative estimates of avoidable risks in cancer in the United States today. *Journal of the National Cancer Institute*; 66:1191-208
7. http://webarchive.nationalarchives.gov.uk/20170110171057/https://www.noo.org.uk/NOO_about_obesity/obesity_and_health/health_risk_child [accessed on 04//04/2018]
8. Dent M, Swanston D (2010) Briefing Note: Obesity and life expectancy
9. http://webarchive.nationalarchives.gov.uk/20170110165555/https://www.noo.org.uk/slide_sets [accessed on 04//04/2018]
10. Extrapolated from Scarborough, P. et al (2011) the economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: an update to 2006–07 NHS costs. *Journal of Public Health May* 2011
11. PHE (2014) Preliminary analysis of Health Survey for England combined data 2011 and 2012. *Obesity Knowledge and Intelligence*, 2014
12. <http://www.cornwall.gov.uk/health-and-social-care/public-health-cornwall/joint-strategic-needs-assessment-jsna/> [accessed on 04//04/2018]
13. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/287937/07-1184x-tackling-obesities-future-choices-report.pdf [accessed on 04//04/2018]
14. <https://publichealthmatters.blog.gov.uk/2017/03/31/healthmatters-obesity-and-the-food-environment/> [accessed on 04//04/2018]
15. <https://publichealthmatters.blog.gov.uk/2016/10/21/obesity-and-the-environment-the-impact-of-fast-food/> [accessed on 04//04/2018]
16. University of Cambridge (2017) Food environment assessment tool <http://www.feat-tool.org.uk/map/> [accessed on 04//04/2018]
17. <https://publichealthmatters.blog.gov.uk/2017/03/31/health-matters-obesity-and-the-food-environment/> [accessed on 04//04/2018]
18. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/296248/Obesity_and_environment_March2014.pdf [accessed on 04//04/2018]
19. <http://webarchive.nationalarchives.gov.uk/20131212000926/https://www.gov.uk/government/news/survey-finds-27-of-5-year-olds-have-tooth-decay> [accessed on 04//04/2018]
20. Sustain (2016) Measuring household insecurity in the UK <https://www.sustainweb.org/resources/files/reports/MeasuringHouseholdFoodInsecurityintheUK.pdf> [accessed on 04//04/2018]
21. South West Clinical Network (2017) Women delivered in 2016/17 in CIOS, Kernow CCGs – including cross border births.
22. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
23. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
24. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
25. <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/0/gid/1000042/pat/6/par/E12000009/ati/102/are/E06000022/iid/20101/age/235/sex/4> [accessed on 04//04/2018]
26. <https://www.cornwallhealthyweight.org.uk/> [accessed on 04//04/2018]
27. <http://www.lwtcsupport.co.uk/> [accessed on 04//04/2018]
28. <https://www.cornwallhealthyweight.org.uk/professional/childobesity-pathways/> [accessed on 04//04/2018]
29. <https://www.cornwall.gov.uk/health-and-social-care/publichealth-cornwall/joint-strategic-needs-assessment-jsna/> [accessed on 04//04/2018]
30. Public Health England (2017) Let's Talk About Weight: A step-by-step guide to brief interventions with adults for health and care professionals https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/620405/weight_management_toolkit_Let_s_talk_about_weight.pdf [accessed on 04//04/2018]
31. Public Health England (2017) Let's Talk About Weight: A step-by-step guide to conversations about weight management with children and families for health and care professionals https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/649095/child_weight_management_lets_talk_about_weight.pdf [accessed on 04//04/2018]
32. Aveyard, Lewis, Tearne, Hood, Christian-Brown, Adab, Begh, Jolly, Daley, Farley, Lycett, Nickless, Yu, Retat, Webber, Pimpin, Jebb, (2016) Screening and brief intervention for obesity in primary care: a parallel, two-arm, randomised trial [http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(16\)31893-1.pdf](http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(16)31893-1.pdf) [accessed on 04//04/2018]
33. <http://www.nature.com/articles/ijo201785> [accessed on 04//04/2018]
34. <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/how-the-world-could-better-fight-obesity> [accessed on 04//04/2018]

Notes



More information

Public Health Desk, 1E, Cornwall Council, County Hall, Treyew Road, Truro TR1 3AY

Email: phdesk@cornwall.gov.uk

www.cornwall.gov.uk

Telephone: 01872 323583



 **eylgylghya** rag Kernow

03/18 JN43724

If you would like this information in another format or language please contact:

Cornwall Council, County Hall, Treyew Road, Truro TR1 3AY

email: comments@cornwall.gov.uk

www.cornwall.gov.uk

telephone: 0300 1234 100