

<b>Report of:</b>	<b>Head of Environment &amp; Healthy Lifestyles</b>
<b>Contact Officer:</b>	<b>Mike Edmonds</b>
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<b>Report Track:</b>	<b>Wellbeing Scrutiny Cttee: 02/07/19 Council: 04/09/19</b>

**COUNCIL  
4 SEPTEMBER 2019  
WELLBEING SCRUTINY COMMITTEE ANNUAL REPORT 2018-19**

**1 Purpose of Report**

- 1.1 This report summarises the work undertaken by the Wellbeing Scrutiny Committee during the municipal year 2018-19.

**2 Recommendations**

- 2.1 That the report be noted.

**3 Key Issues and Reasons for Recommendation**

- 3.1 The report summarises the work undertaken by the Wellbeing Scrutiny Committee during the municipal year 2018-19.

- 3.2 The Committee received information on:

- (i) the end of year outturn for the Priority Delivery Plan for 2017-18;
- (ii) progress reports on the Health, Culture and Environment Priority Delivery Plan for 2018-19; and
- (iii) the levels of obesity in the District.

- 3.3 The Committee agreed to undertake a review of obesity and in particular childhood obesity. (Appendix 1). This review included looking at:

- (i) the scale of obesity in the District;
- (ii) what actions partners are taking in Cannock Chase to address this, how these actions are monitored and how effective are they?; and

- 3.4 As a result of the review of the Committee on the 4<sup>th</sup> March made a recommendation that Cabinet, at a future meeting, receive a report for consideration on Health in All Policies.
- 3.5 It was also agreed that a number of further questions be asked on Inspiring Healthy Lifestyles and Public Health (See attached questions and responses at Appendix 2).

#### **4 Relationship to Corporate Priorities**

- 4.1 The Wellbeing Scrutiny Committee is responsible for scrutinising the key priorities relating to improving community wellbeing.

#### **5 Report Detail**

- 5.1 It was agreed in July 2016 by full Council that in future the Scrutiny Committees would produce an annual report for Council on the work undertaken by each of the Committees.
- 5.2 The key role of the Scrutiny Committee is to:
- Hold the executive to account;
  - Ensure corporate priorities are met;
  - Review and develop policies;
  - scrutinise partners;
  - consider performance management information.
- 5.3 The Scrutiny Committee considered the following items during 2018-19:

##### 3 July 2018

- End of Year PDP performance update 2017-18;
- The Committee's Annual report 2017-18;
- The Committee's Work Programme for 2017-18;
- Healthwatch Staffordshire Update;
- Staffordshire County Council's Healthy Staffordshire Select Committee Update;
- Final Report of the Hot Food Takeaway Task and Finish Group.

##### 19 November 2018

- PDP Q1 & Q2 2018- 19 performance update;
- Healthwatch Staffordshire Update;
- Staffordshire County Council's Healthy Staffordshire Select Committee Update;
- Presentation received from the Council's Research and Information on the scale of obesity in the District;
- Scoping review outlined to look at obesity in the District - (Appendix 1).

29 January 2019 – Additional Meeting

- Public Health and Inspiring healthy lifestyles – The Committee received information from representatives of both Public Health and Inspiring Healthy Lifestyles on what they are doing to reduce obesity levels in the district and in particular childhood obesity.

4 March 2019

- PDP Q3 2018-19 update;
- Healthwatch Staffordshire Update;
- Staffordshire County Council’s Healthy Staffordshire Select Committee Update;
- Obesity Review – Update and Next steps.

5.4 The Committee received a number of specific partner updates (e.g. Healthwatch Staffordshire Update, and Staffordshire County Council’s Healthy Select Committee update). As a result of the obesity review of the Committee on the 4<sup>th</sup> March made a recommendation that Cabinet, at a future meeting, receive a report for consideration on Health in All Policies.

5.5 It was also agreed that a number of further questions be asked on Inspiring Healthy Lifestyles and Public Health (See attached questions and responses at Appendix 2).

<b>6 Implications</b>
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**6.1 Financial**

None

**6.2 Legal**

None

**6.3 Human Resources**

None

**6.4 Section 17 (Crime Prevention)**

None

**6.5 Human Rights Act**

None

**6.6 Data Protection**

None

**6.7 Risk Management**

None

**6.8 Equality & Diversity**

None

**6.9 Best Value**

None

**7 Appendices to the Report**

Appendix 1: Scrutiny Review Scope – Obesity in the District

Appendix 2: Questions to Staffordshire County Council and Inspiring Healthy Lifestyles related to the Obesity Review.

**Previous Consideration**

None.

**Background Papers**

None.



## WELLBEING SCRUTINY REVIEW

<b>REVIEW TITLE</b>
Obesity in the District and actions taken to address it
<b>SCOPE OF THE REVIEW / TERMS OF REFERENCE</b>
Members of the Wellbeing Scrutiny Committee wish to examine the following questions in the 2018/19 Municipal Year: <ol style="list-style-type: none"> <li>1. What is the scale of obesity in Cannock Chase?</li> <li>2. What actions are partners taking in Cannock Chase to address this issue and how are they monitored and how effective are they?</li> <li>3. Are there any issues that the District Council need to consider to support existing and future action on obesity in the District?</li> </ol>
<b>REASON FOR SCRUTINY</b>
Members of the Committee debated the issue at the meeting on 3 July 2018 and determined that this is an important issue for the District. The Committee requested that a scope be drafted for consideration at the November meeting. The Committee can ask questions, ask partner organisations for evidence and views and can make recommendations.
<b>MEMBERSHIP OF THE REVIEW GROUP</b>
The whole Committee will be involved but there may be a need to establish a smaller sub group of the Committee as necessary.
<b>KEY TASKS / REVIEW PLAN</b>
The initial key task is to understand the scale of the issue in Cannock Chase District and a presentation will be provided to the Committee on the levels of obesity in the District. At future meetings representatives from Public Health and other partners will be invited to present and to answer any questions on what actions or initiatives are being undertaken to address it. Once the scale of the issue is understood, the Committee will make further decisions about the Review Plan.
<b>SOURCES OF EVIDENCE</b>
<ul style="list-style-type: none"> <li>- Key literature on obesity will be identified and circulated to all Committee Members to read as background.</li> <li>- District Needs Analysis 2018</li> <li>- National and local statistics</li> <li>- National and local Action Plans</li> </ul>
<b>TIMESCALE</b>
The 2018/19 municipal year – review to be completed by May 2019. The review will form the Annual Report of the Wellbeing Scrutiny Committee to Council.

**ITEM NO. 12.**

Appendix 2



15 April, 2019

Angela Schulp  
Strategic Delivery Manager

via email: [angelaschulp@staffordshire.gov.uk](mailto:angelaschulp@staffordshire.gov.uk)

Dear Angela,

Further to the presentation delivered by yourself and Jon Topham on 29 January to the Wellbeing Scrutiny Committee, the Committee resolved at its meeting on 04 March to seek clarification on a number of issues as set out below.

1. What is Public Health doing with schools and nurseries in Cannock Chase to tackle childhood obesity?
  - What is Public Health doing to get schools and nurseries on board to promote healthy eating and active lifestyles?
  - What specific initiatives/pilot activities are being undertaken in schools and nurseries?
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2. What advice, information and support about obesity is Public Health providing to families and how is this being provided?
3. How is Public Health developing a locally tailored approach to tackling childhood obesity in Cannock Chase and is this approach different to that developed for / with other local authorities in the County?
4. Do Public Health have any examples of good practice used in other Districts across the County that could be adopted in Cannock Chase?
5. Given the relatively high incidence of obesity across all ages in Cannock Chase when compared with other Districts in Staffordshire, is this reflected in higher funding relative to other Districts? If not, why not and can you please provide the total level of funding available to Public Health to tackle obesity in Staffordshire and the amount specifically allocated to this District?

I would be grateful if you could respond to me, preferably by e-mail, by Friday 10 May.

Yours sincerely,



**Mike Edmonds**  
Head of Environment & Healthy Lifestyles

**Tony McGovern | Managing Director**

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Search for 'Cannock Chase Life' @CannockChaseDC



## What Is Public health doing with both schools and nurseries in Cannock Chase to tackle Childhood obesity?

### Schools

The Government has identified school's responsibility for contributing towards health and wellbeing of children and young people and have made funding available directly to schools through the following;

- Schools Sports premium - The PE and sports premium which is allocated to primary schools to support the improvement of provision of PE and sport. The headteacher and governors are accountable for the spending of the funding. Schools have a responsibility to use this funding to encourage the development of healthy, active lifestyles, including the prevention of childhood obesity. Approximately £458,937 was allocated from the School Sports Premium to Cannock Chase primary schools in 2017/18. Sport Across Staffordshire and Stoke on Trent (SASSOT) have been funded to monitor the spend of this funding by schools. SCC have been working in partnership with SASSOT to provide data, evidence and other support to encourage schools to invest this resource into programmes and activities that are evidence based.
- In 2017/18 SCC schools were provided with a one-off Healthy Pupils Capital Fund (HPCF). SCC administered this grant, and this resulted in an additional investment of c£204k to Cannock schools.
- SCC has commissioned the Families Health and Wellbeing service (0-19)-Staff provide information, advice and guidance to schools regarding health and wellbeing of children and young people. The service carries out the National Child Measurement Programme (NCMP) measuring height and weight in children in reception and year 6. Results (based on the previous three years NCMP results) are provided to school headteachers on an annual basis to support schools with planning what activities/interventions are implemented in school.
- Personal, Social, Health and Economic education (PSHE)- Staffordshire Commissioner's Office and SCC colleagues have been working with schools in Cannock to identify key PHSE issue for local schools with the intention to identify support and resource for schools.
- 

### Nurseries and Children's centres

Children's Centres offer a range of activities within centres and in the community. These activities are delivered by a range of partners depending on the needs.

- Cannock Chase Family Improvement Board (FIB)- One of the priorities for Cannock Chase FIB is to decrease reception age obesity in Cannock North & Cannock South from **42.5%** to **35%** by April 2020. The following achievements have been reported:
  - Obesity has reduced from 42% to the target figure of 35.3% Cannock North and 33.2% Cannock South.
  - Funding from County Councillors to work in conjunction with Grow up Great to provide proactive visit information packs, free parent and toddler swim sessions, two health and wellbeing sessions in Cannock North & South.

- Information sessions were held at the leisure centre by a variety of partners to promote health and wellbeing.
- Free fruit and vegetable boxes for Think 2 families.
- Health & Wellbeing information is shared via social media e.g. Facebook and display boards within the centre.
- FIB and Entrust shared healthy eating messages with childminders and settings via workshops and promotion of Grow up Great & Nurturing Health websites (previously funded by PH)
- The Children's Centre offers healthy cook and eat sessions and a variety of physical sessions

### What advice, information and support is Public Health providing?

Listed below is details of some of the Services commissioned by SCC to support healthy lifestyles across Staffordshire

- **Breastfeeding peer support-** Staffordshire County Council were successful in achieving funding for breastfeeding peer support training to be delivered to volunteers across Staffordshire. This will enable parents/families to receive key information, advice and guidance to continue to breastfeed and contribute to women and children maintaining a healthy weight. Currently in planning phase.
- **Families Health and Wellbeing Service (0-19)-** All Staffordshire children, young people and families are offered universal reviews and checks from the service. Breastfeeding and healthy weights advice and support is provided at these reviews and information, advice and guidance is available via the Hubs and Chat Health. Chat Health is available to children, young people, family members and professionals. As part of the National Childhood Measurement Programme parents/cares of reception and year 6 pupils are provided with Change4Life resources and details of other resources where they can find information on healthy lifestyle choices. Where appropriate referrals are made to **Time4Sport**.
- **Time4Sport (T4S)** are commissioned to deliver fun healthy lifestyle courses for families with children aged 2 to 15 whose weight is above their ideal weight for their age and height. These courses are available in local communities across Staffordshire. 1:1 provision is provided to those families with more complex needs. Referrals are made to the service via health professionals e.g. GPs, Health Visitors, School Nurses and family self-referrals. To find out more about T4S and what they offer please visit <https://www.time4sportuk.com/>
- **Everyone Health-** are commissioned to deliver adult weight management and physical activity services in Staffordshire.  
<http://www.everyonehealth.co.uk/staffordshire-county-council/>

These services are available to residents aged 50 years and over in targeted lower super output areas (LSOAs) across the county where people face the biggest risk of poor health in Staffordshire. Everyone Health work in ten LSOAs in Cannock Chase (<http://www.everyonehealth.co.uk/wp-content/uploads/2018/04/Wards-updated.pdf>)

## Digital Offer

- **One You How Are You tool**

<https://www.nhs.uk/oneyou/hay#g60f6lRYP4dxXgFC.97>

The One You, How Are You tool asks a range of questions around lifestyle, such as how active you are, how much you drink and smoke, sleep and stress. It then offers a range of advice and tools to help you manage a healthier lifestyle.

- **MyStaffs App** has direct links to NHS One You and a range of Staffordshire County Council information services, including Staffordshire Connects (<https://www.staffordshire.gov.uk/MyStaffs-App/MyStaffs-App-old.aspx>)

- **Staffordshire Connects**

Staffordshire Connects is an umbrella site for adults and communities, children and families, special educational needs and disabilities and social care market development and training. This is a tool to help people to stay independent, safe and well for as long as possible. It is an information resource and easy to use directory to browse and search for details about hundreds of different services, organisations, local activities, events, clubs and community groups taking place across the county. Services and organisations can register for free to share details of what they offer locally.

- **Health and Wellbeing Planner** [www.staffordshireconnects.info/plan](http://www.staffordshireconnects.info/plan)

The Health and Wellbeing Planner is an excellent tool that people can use to find local and national advice, information and support on a range of health and wellbeing related issues, such as alcohol, healthy eating, mental health, physical activity and stopping smoking.

People can use the Health and Wellbeing Planner to help them take positive, healthy changes to their lives, by identifying what they want to achieve, what they can do differently to achieve their goal and understanding what advice and support will help them along the way.

## How is Public Health developing a tailored approach in Cannock to tackle childhood obesity?

As earlier mentioned, this is a partnership responsibility as it should link with Health in all policies and similar initiatives such as Building Resilient Families and Communities as we shouldn't look at issues like this in isolation as families problems can be very complex and interlinked. Examples of this approach are shown below:

Utilising local resources such as the Building Resilient Families and Communities (BRFC) the following tailored programmes have been commissioned in Cannock:

- 'Grow up Great' IAG digital platform which is delivered by Inspiring Healthy Lifestyles and used across district in partnership with Children's Centre and being extended to schools as we speak with schools supporting the information. <http://www.growupgreat.co.uk/>
- Rugeley Community Church – Activate Project. Rugeley Holiday Hunger project with families promoting healthy eating and activity and an extension of the Food Bank. <https://www.rugeleycc.org.uk/community/>

- Cannock Chase Children’s Centre – Cannock Holiday Hunger Project.
- Friends of Hednesford Park Aspiration Project – Schools community project predominantly tackling ASB but will also engage young people in outdoor activities in the park, gardening, tending memorial, parkrun. Currently supported with schools bringing vulnerable cohorts of young people but aim to extend parks use in the holidays with positive activities and behaviour.
- A primary school healthy eating Project – Intergenerational 8-week programme delivered in schools with children learning to cook healthy meals and being taught by elderly residents from the Chasewood Centre in Bridgetown. We are currently evaluating the outcomes from this to consider whether it could be replicated elsewhere.
- West Chadsmoor Family Centre

Local community asset providing a range of well-being activities including healthy eating and physical activity. [https://www.facebook.com/pg/West-Chadsmoor-Family-Centre-335140213275430/community/?ref=page\\_internal](https://www.facebook.com/pg/West-Chadsmoor-Family-Centre-335140213275430/community/?ref=page_internal)

**What examples of good practice are available from other areas?**

Across Staffordshire many districts have similar programme of activity to those being delivered in Cannock. South Staffordshire has seen a reduction in childhood obesity and the feedback is that they have had a local partnership focused priority on this issue. This has been sustained over several years (5+). This long-term approach, has raised childhood obesity as an issue within local communities, providing information advice and guidance through the GoodLife website and small investment in locality-based programmes.

Leeds City Council has recently been reported as one of the few cites to see a reversal in childhood obesity rates. This success has been linked to a focus on supporting parents within early years and using a broad range of strategies (Health in all policies approach) to help people in the city make healthy choices, whatever their age.

**What Public Health Funding is available to tackle obesity in Cannock Chase?**

Funding is not always allocated per district but where possible we have broken it down for Cannock Chase.

**In addition to this it should be noted that there has been other public sector funding allocated as outlined earlier in this letter through BRFC, Pupil Premium or the SCC Local members fund.**

<b>Public Health Grant spend</b>	<b>Overall spend</b>	<b>Cannock spend</b>	<b>Comments</b>
Families Health and Wellbeing Service	£782,047	£97,755	Staff are expected to target those areas of greatest need.
Time4Sport	£100,000	£11,500 (£250 per child/family).	Childhood weight management service. 46 Cannock children/families Payment by results contract

<p>Everyone Health</p> <ul style="list-style-type: none"> <li>• Adult weight management</li> <li>• Physical Activity</li> <li>• NHS Health Check</li> </ul>	<ul style="list-style-type: none"> <li>• £265,500*</li> <li>• £428,340*</li> <li>• £183,300 *</li> </ul>	<ul style="list-style-type: none"> <li>• £51,058*</li> <li>• £82,373*</li> <li>• £35,250*</li> </ul>	<p>This service is focused on targeted areas across the county with the greatest need. There are 10 Local Super Output Areas covered in Cannock</p>
<p>Wider infrastructure support programmes</p>	<ul style="list-style-type: none"> <li>• £2,377,600*</li> </ul>	<ul style="list-style-type: none"> <li>• £297,200*</li> </ul>	<p>Indicative of spend in Cannock Chase</p>
<p><b>Overall spend</b></p>	<p><b>£4,136,787*</b></p>	<p><b>£575,136*</b></p>	<p><b>Indicates a higher spend in Cannock Chase compared to other district/boroughs</b></p>

There is an expectation on all providers to target resources according to need. As indicated above SCC has also worked with other partners within Cannock district to access and utilise a range of resources to support activities that aim to reduce obesity in Cannock.

As mentioned earlier in this response we are more than happy to work with you on initiatives such as this should you wish.

If there are any further queries, please contact me

Yours

Angela Schulp  
Strategic Delivery Manager



Chris Derbyshire  
Inspiring Healthy Lifestyles

15<sup>th</sup> April 2019

Dear Chris,

Further to the presentation delivered by yourself and Lisa Shephard on 29 January to the Wellbeing Scrutiny Committee, the Committee resolved at its meeting on 04 March to seek a response on the following question:

Can IHL provide any examples of good practice that they are aware of, through their work with other Public Health/Local Authorities to tackle childhood obesity/inactivity?

I would be grateful if you could respond to me, preferably by e-mail, by Friday 10 May.

Yours sincerely,



**Mike Edmonds**  
Head of Environment & Healthy Lifestyles

**Tony McGovern | Managing Director**

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Mike,

As discussed – apologies again for the delay.

Our response in Wigan has been to maintain a programme split into 3 areas to impact across a range of indicators and this approach has been very successful in sustaining positive outcomes.

Obviously the programme is fully funded through the Council's Start Well team although the overview below will give you an idea of different activities/approaches that will all have a positive impact on childhood obesity/inactivity.

The 3 areas and focus are below:

***Universal – population interventions aimed at impacting borough wide priorities at scale:***

- Daily mile & Daily Toddle = approximately 70% of school uptake to date (currently conducting research with Bristol university)
- Supervised brushing scheme in foundation / KS1 = the largest scheme in the north west
- National Child Measuring scheme – NCMP = delivered by weight management team not health
- Start Well = healthy strategy groups –professional CPD – collaborative early help – locality and SDF place based working

**Targeted - interventions identified through local and regional data in collaboration with health and education teams:**

- School based activity sessions/ programmes across the life course but weighted in an area of need
- Flexible approach to supporting schools, pupils, parents and wider school community
- Intervention are bespoke to the school community and generally involve curriculum delivery, after schools, parenting sessions, supporting school policy around food and physical, fitness testing and are linked to school SIPs or SEFs.

**Specialist – weight management service for 2 – 17 years**

- linked to clinical weight pathway and data systems
- holistic support = 1 to 1s, school interventions, free swimming, supervised gym, evening classes, residential support and holiday clubs.
- High risk = home and structured 1 to 1 support including paediatric and CAMHS interventions.

Happy to discuss in more detail. Personal opinion would be to look at Daily Mile, you'll be able to District wide engagement and the results from schools in terms of fitness and behaviour are fantastic. I can ask Lynsey to take you through this in more detail if you would like to review at future client meeting?

Many thanks  
Chris Derbyshire  
Inspiring healthy lifestyles  
Head of Business Development