

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview and Scrutiny Committee **DATE:** 3rd March 2015

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PART I **FOR COMMENT AND CONSIDERATION**

CHILDHOOD OBESITY REVIEW – UPDATE AFTER ONE YEAR

1 Purpose of Report

To update the Overview and Scrutiny Committee (OSC) on the changes since the last report dated July – December 2013.

To provide information on the actions taken to reduce obesity in children in reception and also in year 6 taking into account the Committee's previous recommendations to all the key stakeholders.

2 Recommendation(s)/Proposed Action

The OSC is requested to comment on the information provided in the report, and through this make any subsequent recommendations on areas of interest.

3 The Slough Joint Wellbeing Strategy, the JSNA and the Corporate Plan

3.1 Slough Joint Wellbeing Strategy Priorities

Through ensuring that the impact of childhood obesity is lessened, improved outcomes for local residents will be evidenced in several ways. As well as the direct health benefits, it will also assist with the future life prospects of children and reduce the pressure on local services.

3.2 Slough Joint Wellbeing Strategy: Cross-Cutting themes

By providing local residents with the information and support to resolve childhood obesity, civic responsibility will be addressed by increasing the level of self-reliance amongst the population. The improved health outcomes will also help to improve the image of Slough amongst potential residents and employers.

3.3 Joint Strategic Needs Assessment (JSNA)

The reduction of obesity is one of the stated priorities of the JSNA.

4 **Other Implications**

(a) Financial

The financial implications of any policies involved will be managed in conjunction with the partner agencies discussed in this report.

(b) Risk Management

Risk	Mitigating action	Opportunities
Legal	None	
Property	None	
Human Rights	None	
Health and Safety	None	
Employment Issues	None	
Equalities Issues	None	
Community Support	None	
Communications	None	
Community Safety	None	
Financial	None	
Timetable for delivery	None	
Project Capacity	None	
Other	None	

5 **Supporting Information**

- 5.1 It has been a little over a year since the Childhood Obesity was reviewed by the Overview and Scrutiny Committee. It is time the council and its key partners reviewed the recommendations and reported back on the progress on the issues of obesity, healthy eating and physical activity to the committee. There has been a huge progress in terms of improving the offer on physical activity, healthy eating and nutritious school meals. Challenges in the delivery of some of the recommendations are noted.
- 5.2 The monitoring and governance arrangements have been streamlined through the Priority Group 3 under Children and Young People's Partnership Board (CYPPB) chaired by the public health consultant. The physical activity outcomes have been incorporated onto the physical activity & leisure strategy and delivered through the key partners in the Physical Activity Steering Board through a mutually agreed action plan.
- 5.3 The health visitor workforce has been increased prior to the service being commissioned by public health from October 2015. This universal service promotes breastfeeding, healthy weaning and health eating for children aged 0-5. A new priority is to achieve Baby Friendly status locally but this will be dependent on the maternity services supporting antenatally services too. This should add more resources in tackling childhood obesity in early years settings. The healthy snacks award for children's centres has been extended to other early years settings via training for childminders.

- 5.4 The school food survey makes recommendations for individual schools and also has identified that the quality of packed lunches need to improve. There are two core healthy eating programmes offered in local schools and all schools engage in the Slough Schools Sports Network (SSSN). The SSSN has identified schools wishing to establish a school based family physical activity programme.
- 5.5 There have been many examples of best practice in educational settings, children's centres, libraries, parks and open spaces, leisure centres and the community. Slough schools continue to be creative and innovative in running the Change4life clubs, children's healthy lifestyle and weight management programmes like Lets Get Going coordinated by the SSSN. The public health team has been running Walk and Talk initiative with mothers and toddlers in the children's centres and libraries, engaging them in healthy eating and dance sessions, supporting social interaction and English language skills (ESOL courses) through a Big Lottery funded Chances4Change project. The school food survey and nutritionist's time was co-funded by environmental health and public health. Slough Leisure and culture services have been rolling out recreational and sporting opportunities across the town and running a Get Active initiative for older children (14+) and a Junior Movers initiative will start in March 2015 for 5-12 year olds, supported through Sport England funding.

Changes in the National Child Measurement Programme data in 13/14 from the previous report dated 12/13

- 5.6 The National Child Measurement Programme (NCMP) detailed local analysis is still awaited. In terms of the overall trends on the NCMP data compared to the previous years there appear to be no significant changes year on year. The year 6 obesity rates are still higher than England average and comparatively higher than most of the Southeast neighbours, with the exception of Southampton as shown in Appendix A.

Breastfeeding and weaning – positive impact of health visitor transition

- 5.7 Breastfeeding initiation and prevalence 6-8 weeks after birth are above England average. In terms of weaning the impact on reception age obesity rates will not be seen until children enter reception year in 2019/20. As an interim measure by the end of March 2015 additional volunteers are ensuring mothers benefit from a culturally sensitive weaning programme. 17 mothers have been supported to date by volunteers and all new mothers receive weaning advice from health visitors.
- 5.8 The transferred health visiting contract states that they will promote breastfeeding, healthy weaning and health eating. A target has been set to achieve Baby Friendly status in line with the new contract but this will be dependent on the maternity services supporting mothers antenatally too. A positive impact is expected on the health and wellbeing of mothers as well as on the newborn child. The impact of cultural practices on weaning outcomes (i.e. weaning early or to the wrong foods) has been noted in Bradford too and the results of the long term study there will inform local practice here in Slough.

New Early Years initiatives

- 5.9 FAST (Families and Schools Together) is focused on improving educational achievement using a collaborative and family approach. FAST was developed to give parents the confidence and skills needed to support their child's education. FAST offers children aged between 3-8 years and the whole family 8 sessions delivered

weekly in primary schools. Following the completion of FAST parents continue to meet as a group for the next 22 months building social connectedness.

- 5.10 FAST was piloted in Montem Academy and Foxborough school, sponsored by Save the Children and supported by the Children's Centre,s with the support of the Food & Safety team nutritional advisor. Following completion of the project, the families within the HUB are encouraged to meet approximately once a month. Families who have completed the programme have indicated that they would like more food and nutrition support. A detailed report is awaited.
- 5.11 Rates of obesity in reception and year one will not show the impact of this programme until 2020 however interim measures and customer feedback on these pilots which shows the impact on the families as well as the key workers involved in the programme:

“Having been involved in the programme now and seen what a difference it made to the families involved, over the 8 weeks...I would definitely want to be part of such an empowering venture again. It does take commitment and fortitude but I believe the results will speak for themselves, and the relationships and trust built with the families will definitely be invaluable.”

Improvements in physical activity offer

- 5.12 **Culture and sport - Slough leisure strategy with a 5 year action plan launched**
As part of the wider leisure strategy the Council launched it's 'Get Active' Sport England funded programme in September 2014, aimed at getting more local people, more active, more often. Primarily the 14 to 25 age group has been targeted to adopt a minimum of 1 x 30 minutes of activity a week in four wards of high deprivation and low levels of participation. To date over 630 individuals have registered to the Get Active programme, with over 1,900 visits to local neighbourhood sports sessions. The largest take up has been in the Britwell ward, predominantly by males but the largest take up in the three remaining wards of Wexham, Foxborough and Baylis and Stoke has been by women, a target group for the project.
- 5.13 In March Junior Movers will be launched in five wards of the borough and will target under 14's to take part in regular physical activity sessions in local neighbourhood venues. The Head of Culture and Sport is also working with East Berkshire College to submit a funding application to Sport England's Active Colleges fund to address low levels of student participation in sport and physical activity.

Slough School Sport Network (SSSN) - working with primary and secondary schools

- 5.14 **Most schools are now affiliated to the SSSN**
- All 13 Secondary schools affiliated (including two new schools LHEA & Ditton Park)
 - All 3 Special schools affiliated
 - 20 Primary Schools affiliated

Children's participation rates have risen:

- 7 Competitions/ events run
- 810 primary children taken part
- 282 secondary pupils involved
- 86 secondary leaders

More training, coaching and CPD for teachers and schools

- Primary school Teacher continued professional development and new PE Subject Leaders course being delivered
- New 12hr coaching programme rolling out across all affiliated schools - 13 different sports

New programmes launched to increase the physical activity offer in schools

- NEW Infant Legacy Event (joint with A&M SSP) 240 children involved; due to be repeated in NSSW with Year 5/6 hopefully
- Something to Chew On (with London Irish – tag rugby combined with Healthy eating lessons); 13 primary schools involved
- Year 5 tag rugby programme – 5 schools involved
- Creative Academy dance programme – 5 schools involved
- Golf Foundation coaching programme due to launch Jan/ Feb 2015 – 7 schools to be involved
- Sportivate fencing programme bid for – 5 secondary schools
- Development of a new junior netball club
- Gymnastics & fencing opportunities

5.15 Future plans - a new partnership pilot with Get Berkshire Active to engage with families

Family FUNS is a unique early intervention programme pilot in partnership with to bring schools and families together, ensuring consistent messages and promoting positive parenting habits to develop essential learning behaviours. It's aimed at children in Early Years Foundation Stage (EYFS) and KS1 and used by the whole family. By engaging families in regular, positive, active play in school and home environments, Family FUNS will give them the confidence and knowledge to develop relationships and an opportunity to impact on the whole child.

Other measured outcomes include:

- Increased levels of physical activity
- Improved Fundamental Movement Skills (agility, balance, coordination) as well as life long, activity and sporting opportunities
- Improved positive learning behaviours including confidence, resilience, social, creative and thinking skills

School food survey

5.16 The 2014-15 survey was jointly funded by Public Health and the Food & Safety team. Volunteers carry out the visits and consisted of members of the following teams/services: Food and Safety, Public Health, Children's Centres, Trading Standards, GBE Business Support, Health Activists and the Berkshire NHS Dietetic Team.

5.17 The School Food Survey has been running in Slough since 2007. It was instigated to ensure schools comply with the National Legislation for School Food. In November 2014, across Slough, 7402 school meals and 4222 packed lunches were recorded. In total the team observed 11,624 meals, covering 84% of the primary & special school population (within schools visited).

5.18 The data is used by Public Health, Children's Centres, School Meals Contracts Officer and Public Health Dietitians to monitor trends, ensure compliance with the nutritional requirements, promote healthy eating, identify issues and suggest

recommendations for improvement. Across the borough, average school meal uptake has risen to 49% from 32% last year. The increase is explained by the introduction of Universal Free School Meals in September 2014. The School Food Plan's aim is to have 70% of children eating school meals so there is still some work to be done.

5.19 Universal Free School Meals has increased the number of children having a free meals. However, it is not clear if these children are entitled to a benefit-related free school meal. To help schools, Cambridge has developed an 'Eat for Free' form which encourages parents to register for a free meal regardless of whether it is a universal entitlement or benefit related. This will ensure that the children who most need it will receive a Free School Meal beyond KS1 and that the school will receive the Pupil Premium.

5.20 Significantly more school meals are balanced compared with packed lunches (balanced meals contain a vegetable and/or fruit, a carbohydrate item and a protein item). The total number of children having a balanced meal went from 6,268 in 2013 to 8,013 in 2014. More children are having 'no more than one fatty/sugary item' (both packed lunches and school meals).

5.21 Areas to improve include:

- Fruit uptake in school meals
- Balance in packed lunches
- Actual food provision in school meals (ensuring schools serve what is listed on their menus).

Big Lottery funded Chances4Change programme

5.22 The Chances4Change programme is a Big Lottery funded group of work streams led by public health, aimed at improving the physical health, healthy eating and mental health. The four Slough projects follow the life course of our residents.

5.23 Healthy walks were set up for families with toddlers in Slough. They ran on most days from the libraries and Children's Centres. The walks were designed to create community cohesion through social interaction, play and language skills. The project signposted families to relevant services and projects including ESOL courses and support services from Children's Centres. Language development for both children and parents is encouraged during the sessions. 17 walk leaders were trained and 5 Health Activists recruited to the project. Two Champions and one Health Activist are continuing to support the project. There were over 108 benefitted from healthy eating, 328 in terms of mental health and over 219 improved their physical activity.

Strand	No. of beneficiaries this quarter	Previous Quarter(s)	Project Totals To date	Total number stated on hub bid
Healthy Eating	108	4	112	5
Mental Health	328	44	372	20
Physical Activity	219	372	591	200

5.24 Attendance to this project was found to be seasonal, since it was noted that the people do not want to go outside in bad weather. To maintain the project over the winter, dance and healthy eating sessions were introduced. Since November 2014

eleven dance sessions at four venues for a total of 226 people were delivered. An average of 28 people attended each session and they are proving very popular. Six Healthy Eating sessions have been delivered for 168 people, with an average of 26 people at each one. These dance and healthy eating sessions are currently being evaluated and if successful, options for integrating them into core library services will be explored.

New futures

- 5.25 Cooking courses for NEET young people were delivered to improve cooking skills and understanding a healthy way of cooking. In total we reached 32 young people. The young people have really enjoyed the courses which have helped them gain confidence and given them essential life skills such as working as a team, being punctual and working to a high standard. Some of the young people who were involved in the course and are in supported housing have gone on to cook for the other residents at a regular social gathering. Five young people have gone into employment or further education.

Other recommendations from the report and related actions

- 5.26 **‘That the Cabinet agree the prioritising of work currently underway to improve the scope of healthy offers by local retailers, specifically within the vicinity of local schools.’**

The Catering for Health award system is still operating in Slough. However, the award in its current form does not really fit with the types of foods that tend to be available in takeaways and is mainly obtained by businesses on the Trading Estate who do not serve food eaten by the majority of Slough’s local population. With this in mind, the food & safety team embarked on a pilot project to work with takeaway premises to explore what changes could realistically be implemented without negatively affecting the business. Five premises with at least a 3 rating in the Food Hygiene Rating Scheme were visited as part of the project. Each premise offered food where salt was added by staff rather than the customers and/or a substantial amount of fried foods. In order to allow local changes, independent or small local chains were targeted rather than national chains. The work was supported by Trading Standards and GBE Business Support. Following the pilot, several lessons were learnt. Relevant to this report, only simple changes were implemented and maintained e.g. changing 17-holed salt shakers to 5-holed ones which dispense less salt providing training to food handlers was given. The next steps taken will follow guidance suggested in the ‘Encouraging Healthier Takeaways in Low-Income Communities’ document produced by Cities Institute, London Metropolitan University, October 2014.

- 5.27 **‘That the council work with all schools to encourage the inclusion of cooking classes and nutritional education in the curriculum for all schools in the borough.’**

From September 2014, practical cookery is compulsory for children up to Year 9. As part of their work with food, pupils should be taught how to cook and apply the principles of nutrition and healthy eating. Instilling a love of cooking in pupils will also open a door to one of the great expressions of human creativity. Learning how to cook is a crucial life skill that enables pupils to feed themselves and others affordably and well, now and in later life.

- 5.28 Pupils in key stages 1, 2 & 3 need to be taught on the basic principles of nutrition, health and healthy eating, including the seasonality of foods, how the food

ingredients are grown and processed. It is the school's responsibility to deliver this curriculum.

5.29 **Partnership work/ Advice/Training/Resources**

Internal nutrition network meetings between Public Health, Children's Centres and the Food & Safety team have been held since the Childhood Obesity report. The meetings help ensure that nutrition work from within SBC is discussed to prevent duplication and to co-ordinate where projects have cross-over. There is also a School Nutrition Network that discusses school specific work led by the NHS Dietetic Team which meets termly.

5.30 In addition to this, there are strong links between the Food & Safety team/Trading Standards teams who offer advice/training to the Children's Centres (when required) on matters covering food hygiene, health & safety, nutrition and allergies. With budget pressures in mind, resources are shared and health promotion material discussed to ensure that consistent messages (relevant to the Borough) are promoted. This includes working with PH and the NHS Dietetic Team.

5.31 It is worth noting that there are other nutrition/food initiatives that are commissioned by external agencies e.g. schools, housing associations, charities etc that cover some work that may impact on childhood obesity. It is difficult for sufficient links to be made with such providers due to potential competition, budget and time constraints on those who work within nutrition.

5.32 **'That the Overview and Scrutiny Committee receive an update in January 2015 from the CCG on the progress made to implement the areas of work recognised as needing improvement:**

- referrals, and the monitoring of progress through the system following a referral;
- the introduction of a system of regular health checks for children up to the age of 16 across all surgeries; and
- the need for closer liaison with Public Health, Health Visitors and School Nurses, and Children's Centres.'

A detailed update from the CCG is awaited.

5.33 As stated in the previous report "doing nothing is not an option". Since the last scrutiny recommendations, there has been a better understanding of the role of partnership working, better ways of communicating the issue recognising the sensitivity of the childhood obesity and also identifying it as a local key priority through the CYPPB. However there is lot we need to do in tackling the issue of stigma and sending out clear messages. The involvement of all key partners is crucial to helping create the capability amongst individuals and families to help themselves, and making every single contact count in this is vital.

5.34 There has been a better focus on the nutritional quality of food especially in school settings, as cooking skills training is now part of the curriculum. There has been additional support for vulnerable families and groups of children (NEETs) as well as physical activity for mums and toddlers and parents in libraries and children's centres through the Big lottery funded Chances4Change programme. The Get Active and Junior Moves initiatives will cover all children between 5 years onwards funded through Sport England.

- 5.35 The Families and Schools Together (FAST) programme run by the children's services covers the families with younger children. Parental obesity continues to be a big issue which will be tackled in the coming year through further innovative approaches.
- 5.36 Trading Standards will continue to have a supporting role on obesity through the maintenance of food standards and informative nutritional labeling regulatory controls (statutory function) and work around reducing the impact of alcohol consumption in local communities. Funding will be prioritised to address challenges in terms of potential loss of trained manpower to carry out nutrition, food surveys in schools and delivery of some of the physical activity initiatives linked to the restructuring.
- 5.37 Work underway with licencing will develop a cumulative impact policy for a range of health outcomes to improve in the town. When health becomes a licencing objective (based on sufficient evidence demonstrating health harms) then thresholds can be set for new applicants to show how they will aim to reduce health harms such as through reduced sugary drinks on sale for example. This work is being undertaken with national support.

6 **Conclusion**

The OSC is asked to examine the level of progress which has been made in the area of childhood obesity, and to note future plans.

7 **Appendices Attached**

'A' - National Child Measurement Programme data graphs.

8 **Background Papers**

'1' - Childhood obesity review – OSC, 14th January 2014.