

Healthy weight in Slough Large Group Event Report

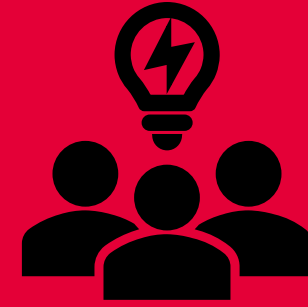
Over 60 people from across the community, voluntary sector, NHS, Council and other partners gathered for the day on 5th February 2024 at Wexham Court School Barn.

Here's the summary of what happened.



Overall project purpose

"Creating an environment throughout Slough that encourages and enables everyone to make positive choices that support the maintenance of healthy weight and active lifestyles"



Today we want to start a movement rooted in our collective insight to make this a reality

- Develop relationships, connections and commitment focussed around our purpose
- Create a welcoming and creative space where everyone feels able to contribute
- Explore evidence around healthy weight in Slough and identify key insights
- Develop opportunities for collective and individual action to progress the project
- Identify and align around next steps

Agenda

- 1
 - Welcome, purpose event and agenda
 - Connecting
- 2
 - Sharing the evidence?
- 3
 - Identifying the key insights
- 4
 - Lunch
- 5
 - Developing our Vision
- 6
 - What's working?
 - What do we need more of?
- 7
 - Review and close

The Design group

The project sponsors are Tessa Lindfield, Director of Public Health, East Berkshire and Caroline Farrar, Executive Director, Frimley ICB. The design, preparation and facilitation of the workshop has been supported by a cross-sectional group from across Slough system.

- Kelly Evans, Deputy Director of Public Health, Slough BC
- David Davies, Registrar in Public Health, Slough BC
- Jaslin Seehra, Public Health, Slough BC
- Pippa Hopkins, Planning Team, Slough BC
- Navroop Mehat, Wexham Court Primary School, Head Teacher
- Daniel Ray, Chief Planning Officer, Slough BC
- Marriyah Shakoor, Integration Delivery Project Manager, Slough Operations Team, NHS Frimley
- Mike Wooldridge, Slough Operations Team, Frimley ICB
- Vicki Atherton, Director of Operations, Slough CVS
- Brett Nicholls, CEO, Get Berkshire Active
- Nick Oram-West, Director of Operations, Get Berkshire Active
- Sharon Rose, Early Years Advisory Teacher, Education & Inclusion, Slough BC
- Nicoll Loyd, Sarah Amies, Chris Jones and Alastair Mitchell-Baker – Tricordant
Previously Neil Hoskinson AD Education and Ann McGale, AD Social Care, have been involved.

How we change

$$D \times V \times F > R$$

Drivers, data and
the dissatisfaction
with the old

Vision, a shared,
aspirational,
energetic future

First steps, we take
together to begin to
deliver the change

Resistance, to the
change, but seen as a
gift to be explored

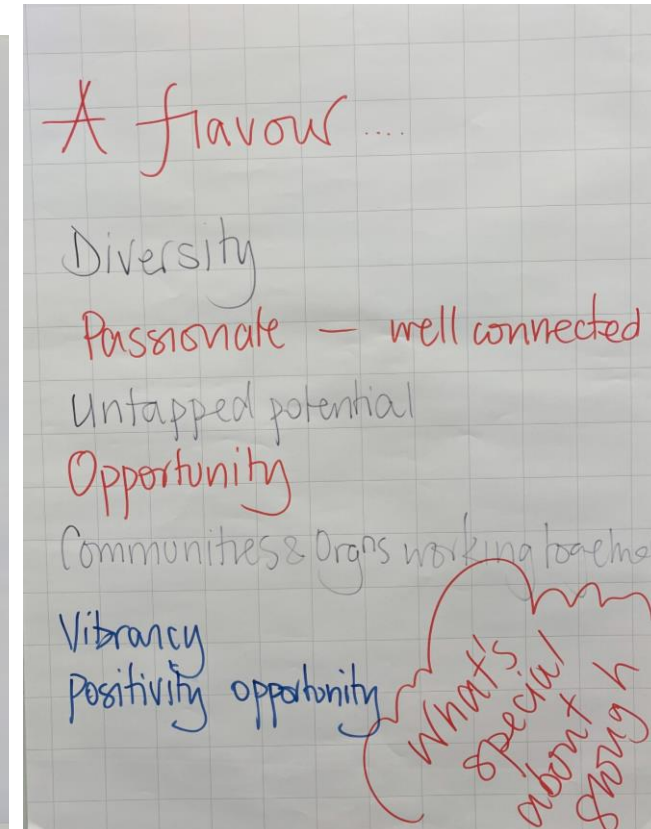
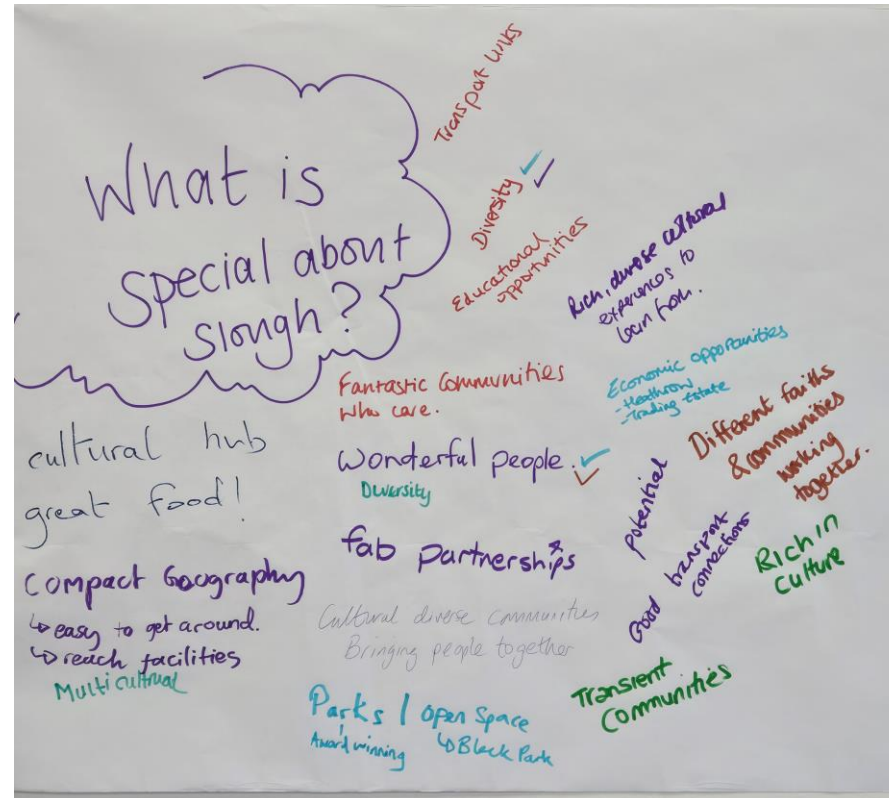
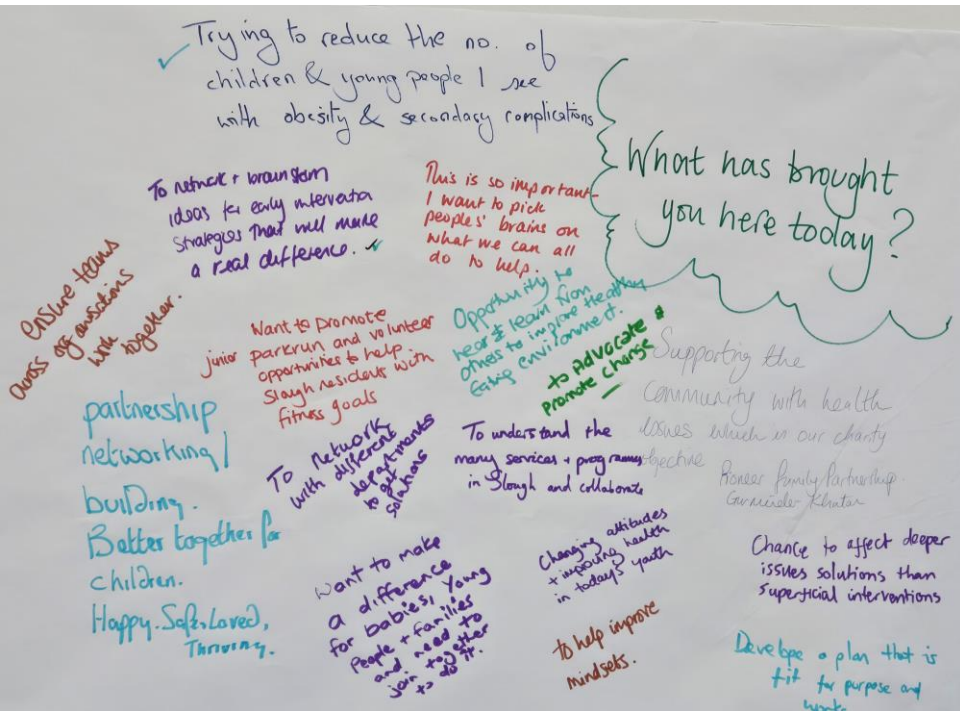
This change equation is a quick and effective way of ensuring people understand why change is necessary, why the "to be" state will be better, and what people can do now to bring it to life! When all of this is in place, the likelihood of success is much greater.

Adapted from Beckhard, Richard; Harris, Reuben T., Organizational Transitions: Managing Complex Change, 2nd, © 1987

Connecting

On your tables, please introduce yourselves.

- Who are you, and where do you live and work?
- Why are you here today?
- What's your favourite meal?
- What is special about Slough?





Healthy weight in Slough

David Davies, Kelly Evans
Public Health, Slough Borough Council
Large Group Event
5th February 2024

Aims and overview

Introduction to healthy weight

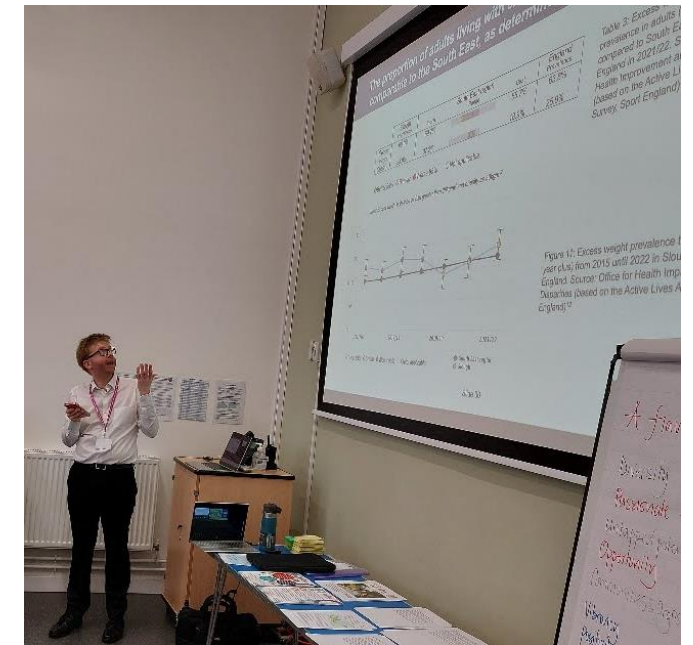
- What is healthy weight?
- Why is healthy weight important?
- What are the factors involved in developing excess weight?

Healthy weight in Slough

- What makes Slough unique?
- How many individuals are living with excess weight in Slough?
- Which groups are most affected by excess weight?
- What do we know about the factors involved in developing excess weight in Slough?

Interventions to help maintain a healthy weight at a local level

- What interventions have been shown to be effective at a local level?



What is healthy weight?

- **Healthy weight** refers to a range of weights where the risk of future weight-related illness is low¹.
- Weight is commonly measured using **Body Mass Index** (BMI, weight in kilograms divided by height in metres squared).
- **Underweight** is when the weight is below the 'healthy' range, usually below 18.5kg/m². This is not commonly explored within healthy weight.
- **Excess weight** is when the weight is above the 'healthy' range, usually above 24.9kg/m². This is the focus of healthy weight.
- **Excess weight** includes both **overweight** and **obesity**.
- Individuals with a family background from South Asian, Chinese, other Asian, Middle Eastern, Black African, or African-Caribbean origins face risks related to excess weight at lower BMI levels, approximately 2 kg/m² below the standard range.
- In children and young people (**CYP**), BMI is age and sex specific.

Category	BMI ranges (kg/m ²)
Underweight	Less than or equal to 18.5
Healthy weight	18.5 to 24.9
Overweight	25 to 29.9
Obesity	Greater than or equal to 30

Table 1: Definitions of underweight, overweight and obesity in adults (aged over 18 years), adapted from NICE¹

Why is healthy weight important?

Excess weight has broad impacts including biological, psychological and social consequences (figure 1 and 2).

Health

- In England, adults living with obesity are **five times more likely to develop type 2 diabetes**³.
- **Over 90% of adults with type 2 diabetes have excess weight** and those with severe obesity are at the greatest risk⁴.
- More than **1 in 20 cancers are attributed by excess weight**⁵.
- Adults living with obesity are **three times more likely** to develop high blood pressure⁶.

Hospitalisation

- In 2019/20, in England, obesity was noted as a factor in **over a million hospital admissions**⁷.

Economic costs

- In 2019, the **direct healthcare costs** attributed to obesity were estimated at **£51 billion annually - £10.7 billion of this is direct cost to the NHS**⁸.
- When factoring in **indirect costs**, including those related to social care and occupational productivity, the cost increased to **£62 billion**, 2.7% of the UK's GDP⁸.



Figure 1: Impact of living with excess weight in adults. From OHID².

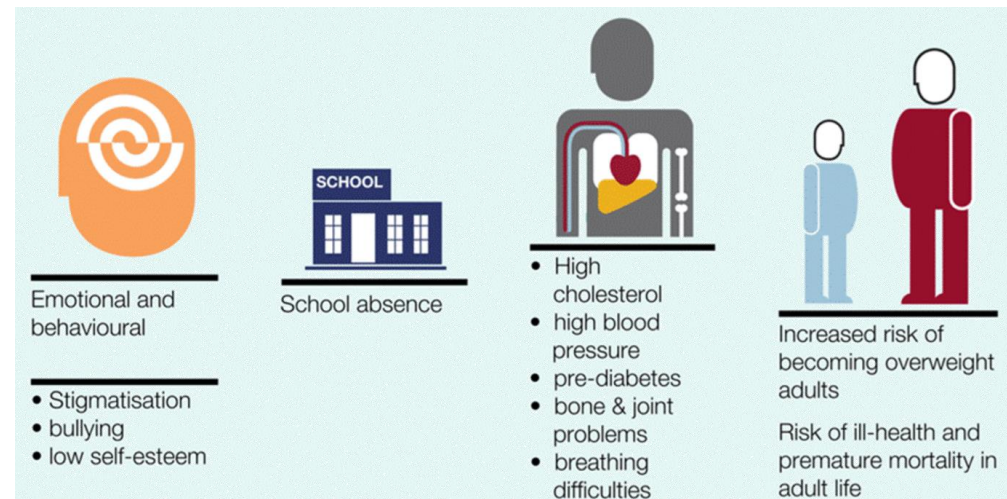


Figure 2: Impacts of living with excess weight in CYP. From OHID³.

What are the factors involved in developing excess weight?

- **Excess weight** is the result of an energy imbalance driven by individual behaviour wherein energy intake exceeds energy expenditure over time.
- The focus on excess weight interventions historically has been on the individual. However, it is now widely acknowledged the role of the '**system**' – the various factors which enable the development of excess weight⁹.
- This approach considers the entire landscape influencing healthy weight, including barriers like access, motivation, safety, and the built environment related to dietary intake and physical activity⁹.
- Examples of factors (in addition to those in figure 3):
 - Socio-economic status
 - Breast feeding uptake
 - Wider built environment
 - Biology
 - COVID-19 pandemic

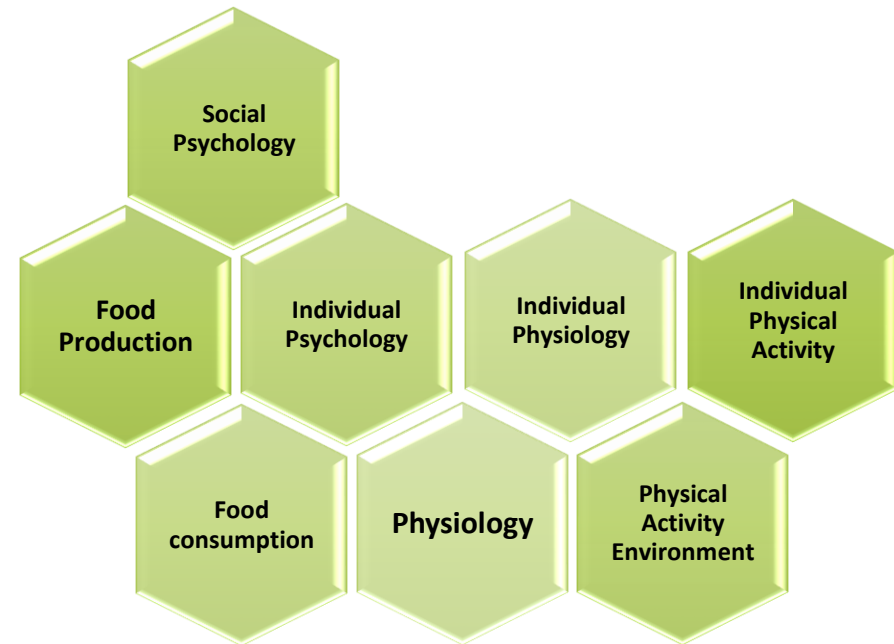


Figure 3: Key factors in the development of excess weight identified from the obesity system map. Adapted from: Tackling obesities: future choices - obesity system atlas, Government Office for Science, 2007⁹

Aims and overview

Introduction to healthy weight

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- Why is healthy weight important?
- What are the factors involved in developing excess weight?

Healthy weight in Slough

- What makes Slough unique?
- How many individuals are living with excess weight in Slough?
- Which groups are most affected by excess weight?
- What do we know about the factors involved in developing excess weight in Slough?

Interventions to help maintain a healthy weight at a local level

- What interventions have been shown to be effective at a local level?

What makes Slough unique?

- Slough is **young and ethnically diverse**.

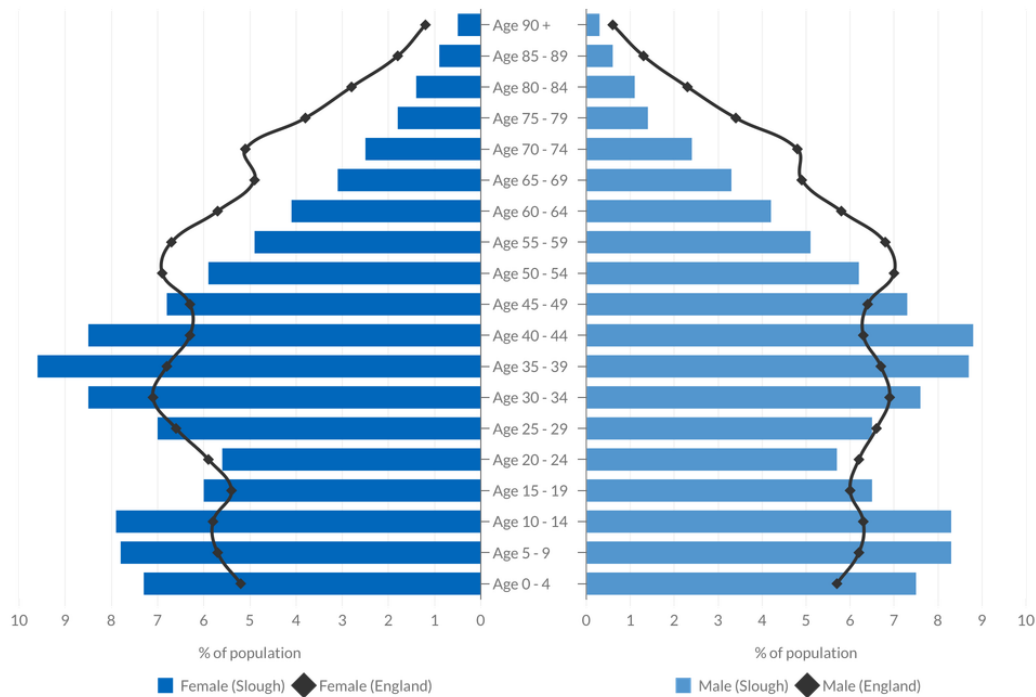


Figure 4: Percentage of population by 5-year age groups in Slough and England. Source: Census 2021, ONS¹⁰

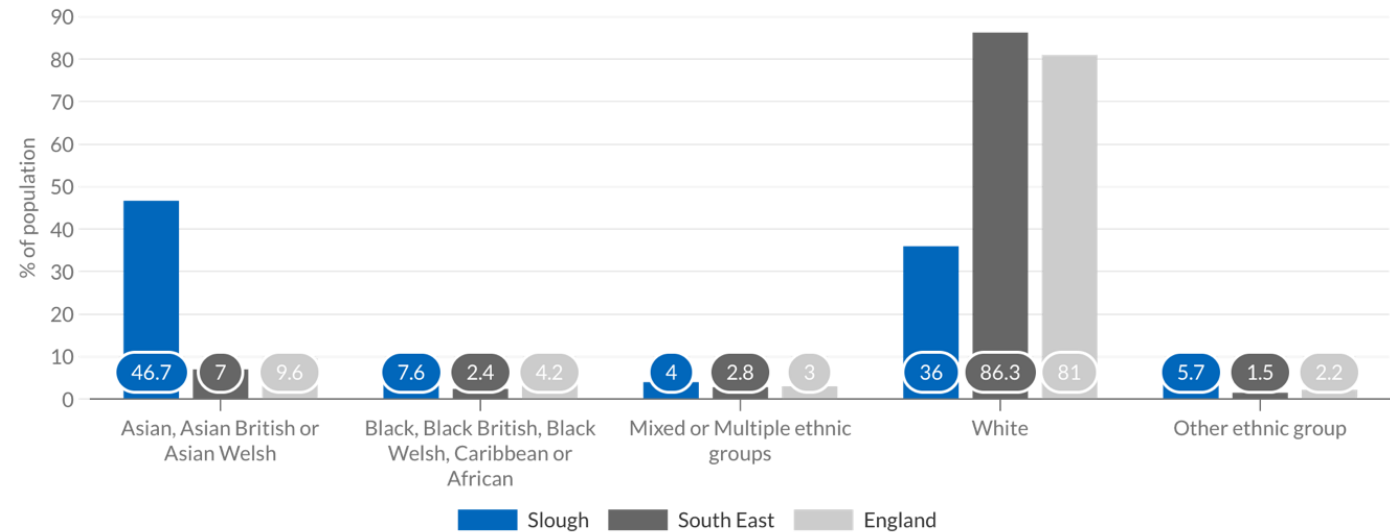


Figure 5: Percentage of population by ethnic groups in Slough, South East England and England. Source: Census 2021, ONS¹⁰

Slough has the highest proportion of Year 6 students living with excess weight and obesity compared to other local authorities in the South East region

	Slough			South East region			England
	Child count	Prevalence	Trend	Worst	Range	Best	Prevalence
<u>Reception</u>							
Excess weight	385	18.1%	↓	26.3%		14.4%	21.3%
Obesity	220	10.4%	→	10.7%		4.9%	9.2%
<u>Year 6</u>							
Excess weight	985	42.5%	→	42.5%		25.2%	36.6%
Obesity	635	27.4%	→	27.4%		12.9%	22.7%

● Better 95%
 ● Similar
 ● Worse 95%
 ○ Not applicable

Recent trends: — Could not be calculated
 → No significant change
 ↑ Increasing & getting worse
 ↑ Increasing & getting better
 ↓ Decreasing & getting worse
 ↓ Decreasing & getting better
 ↑ Increasing
 ↓ Decreasing

Excess weight refers to overweight and obesity.

Table 2: Excess weight and obesity prevalence at Reception and Year 6 compared to South East England and England in 2022/23. Source: NCMP¹¹

Since 2006, the proportion of Year 6 students living with excess weight and obesity has grown, widening the gap between Slough and the South East

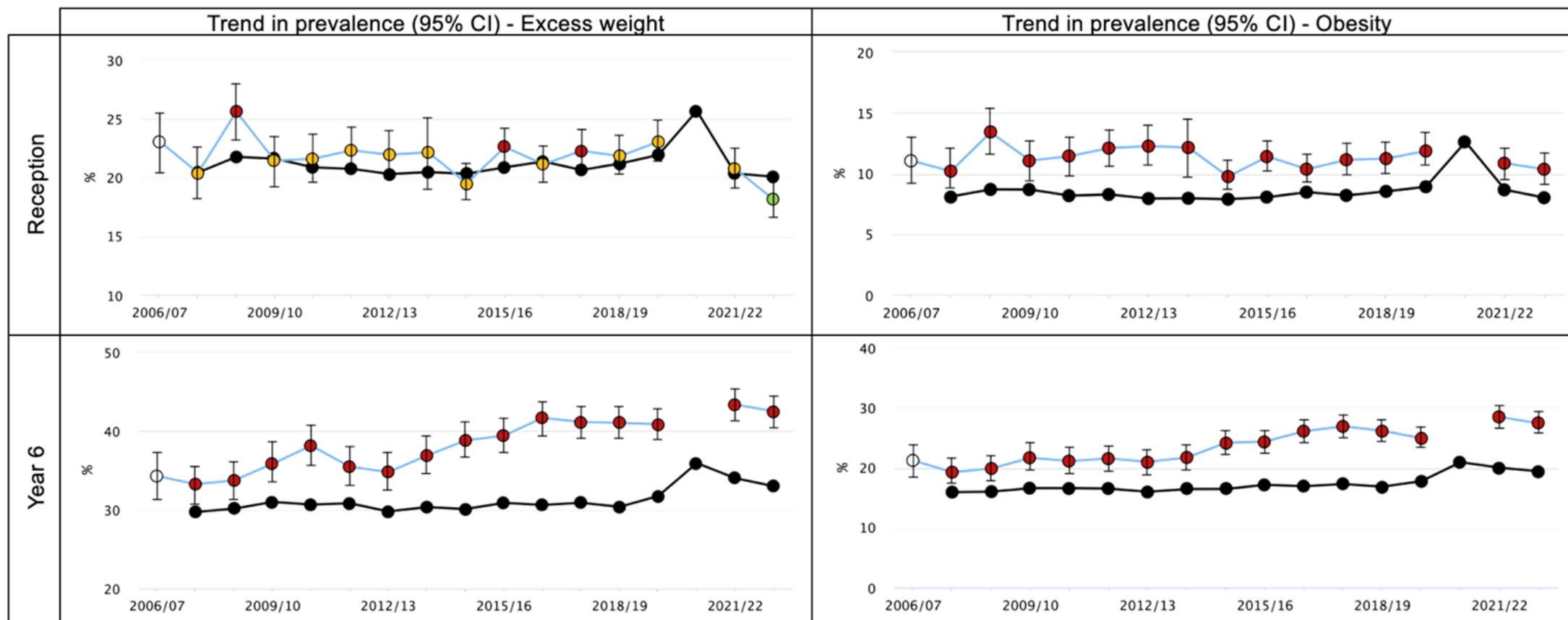


Figure 6: Excess weight and obesity prevalence trends at Reception and Year 6 from 2006 until 2023. Source: NCMP¹¹

The proportion of CYP living with excess weight and obesity varies across wards, reaching up to a two-fold difference

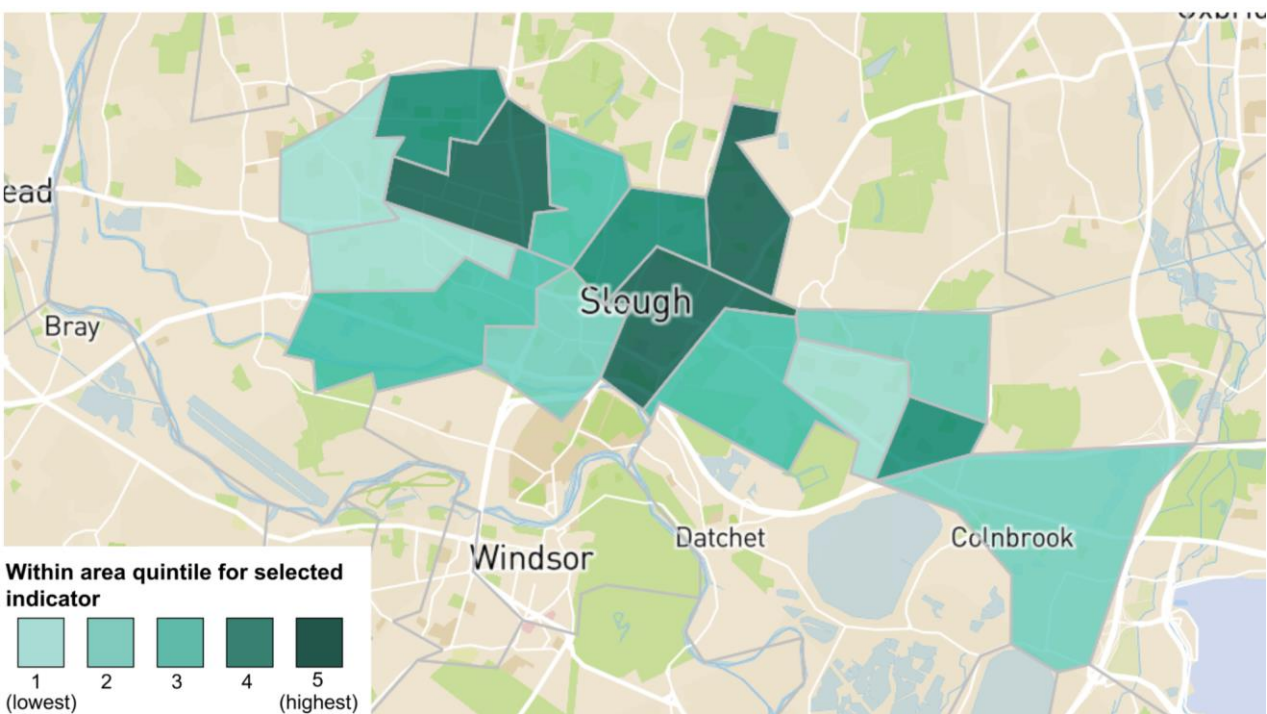


Figure 7: Prevalence of **excess weight in year 6** children by wards ranked into fifths, 3-years combined data 2019/20-2021/22. Source: NCMP¹¹

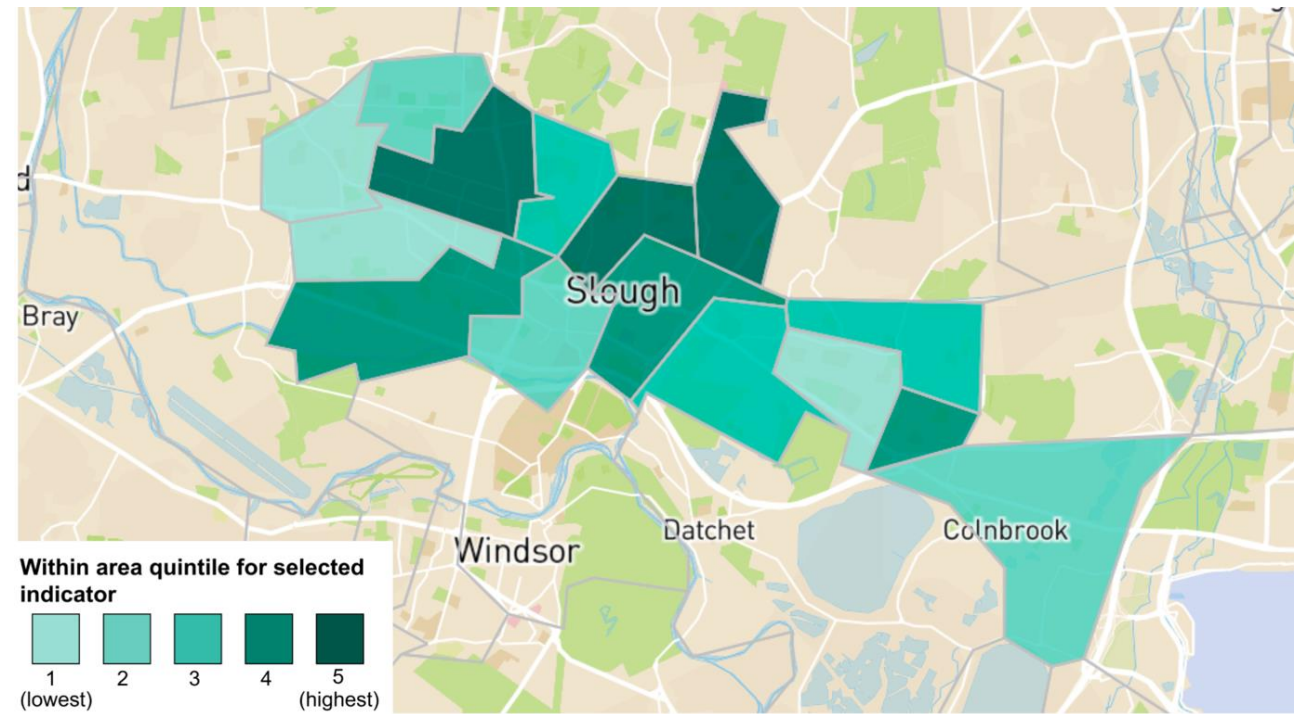


Figure 8: Prevalence of **obesity in year 6** children by wards ranked into fifths, 3-years combined data 2019/20-2021/22. Source: NCMP¹¹

The proportion of CYP living with excess weight and obesity vary dependent on personal characteristics

The proportion of CYP living with excess weight in England varies across¹¹:

- 1) Ethnic groups
- 2) Deprivation
- 3) Sex

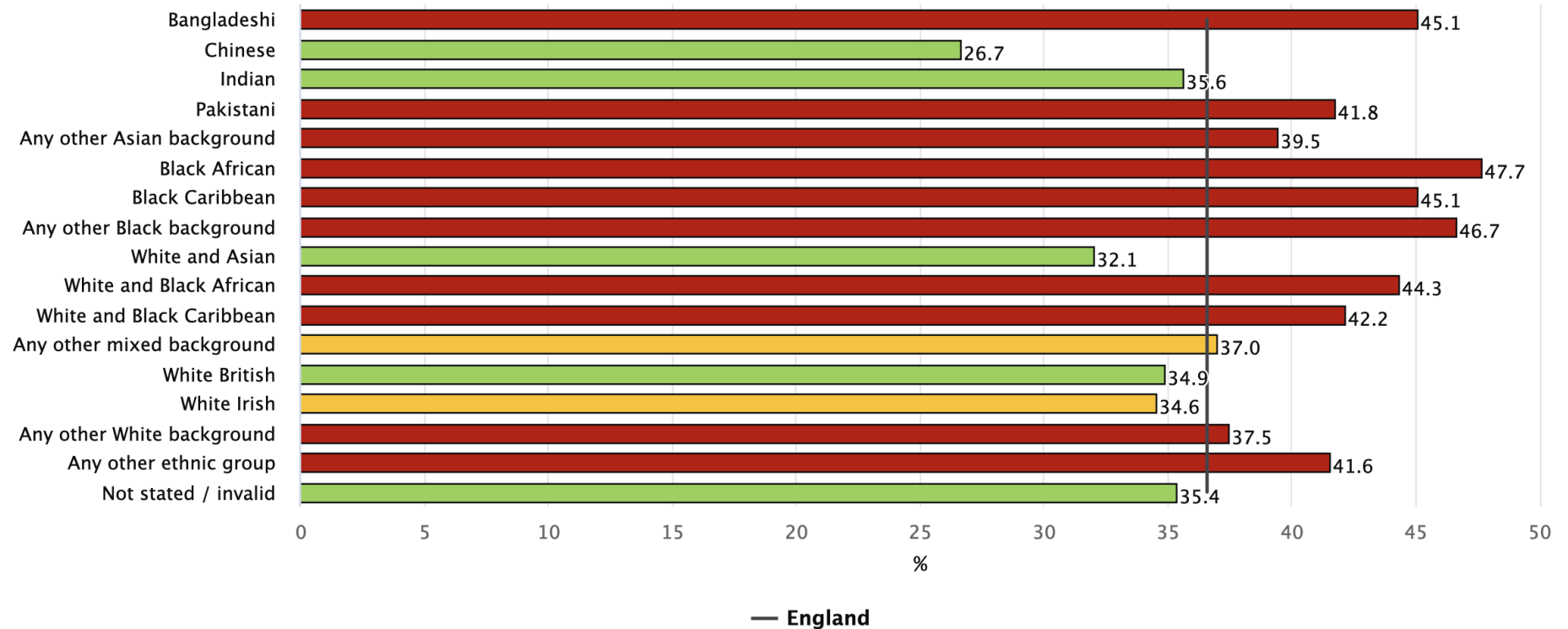


Figure 9: 2022/23 Year 6 prevalence of excess weight in England by ethnic group. Source: NCMP¹¹

The proportion of adults living with excess weight and obesity in Slough is comparable to the South East, as determined by standard BMI thresholds

	Slough Prevalence	Worst	South East region Range	Best	England Prevalence
Excess weight	66.0%	69.7%		55.7%	63.8%
Obesity	23.8%	37.2%		18.9%	25.9%

Table 3: Excess weight and obesity prevalence in adults (18 years plus) compared to South East England and England in 2021/22. Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)¹²

● Better 95% ● Similar ● Worse 95% ○ Not applicable

Note: Excess weight is defined as BMI greater than 25kg/m² and obesity as 30kg/m²

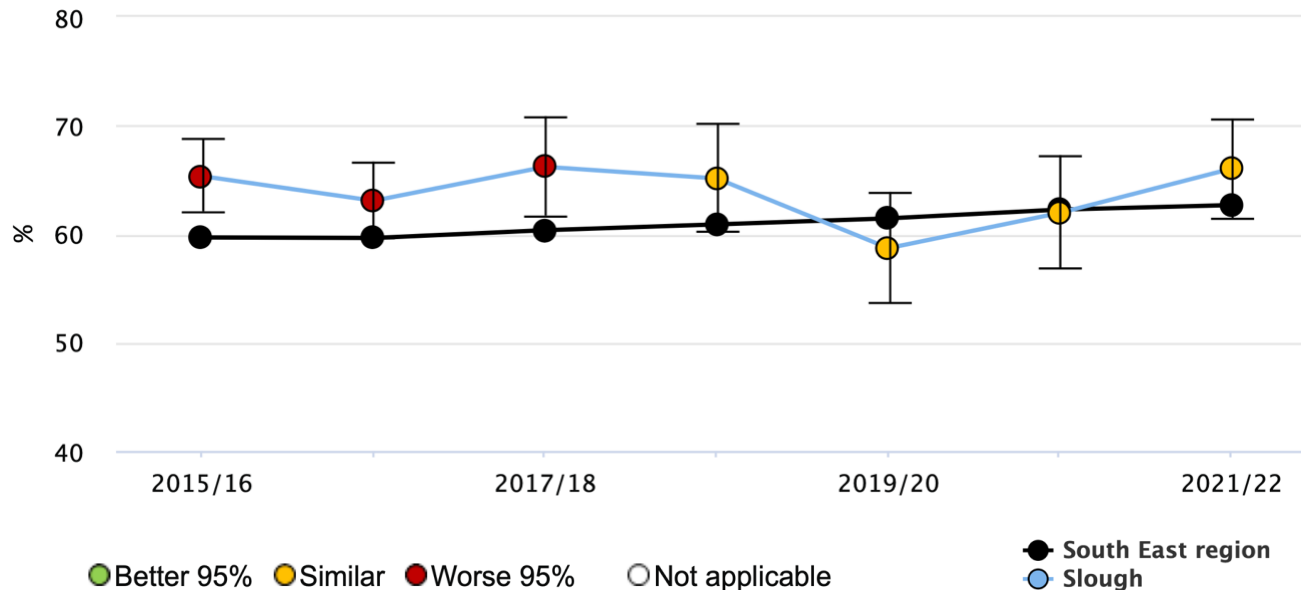


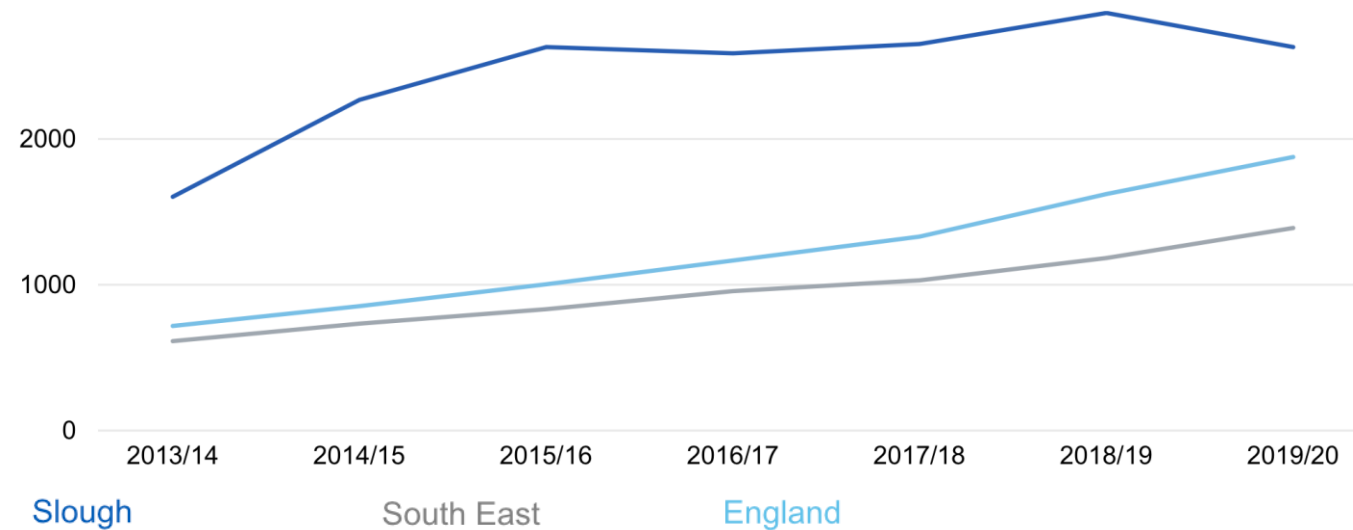
Figure 10: Excess weight prevalence trend in adults (18 year plus) from 2015 until 2022 in Slough and South East England. Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)¹²

Excess weight and obesity is an important factor in the health of adults in Slough

	Slough			South East region			England
	Count	Prevalence	Trend	Lowest	Range	Highest	Prevalence
Diabetes (17+ years)	13,149	10.2%	↑	4.4%		10.2%	7.3%
Hypertension (All ages)	-	12.2%	→	-	-	-	14.0%

Slough has the highest diabetes prevalence in England by LA.

Table 4: Diabetes and hypertension prevalence compared to South East England and England in 2021/22. Source: Quality and Outcomes Framework (QOF), NHS Digital¹³



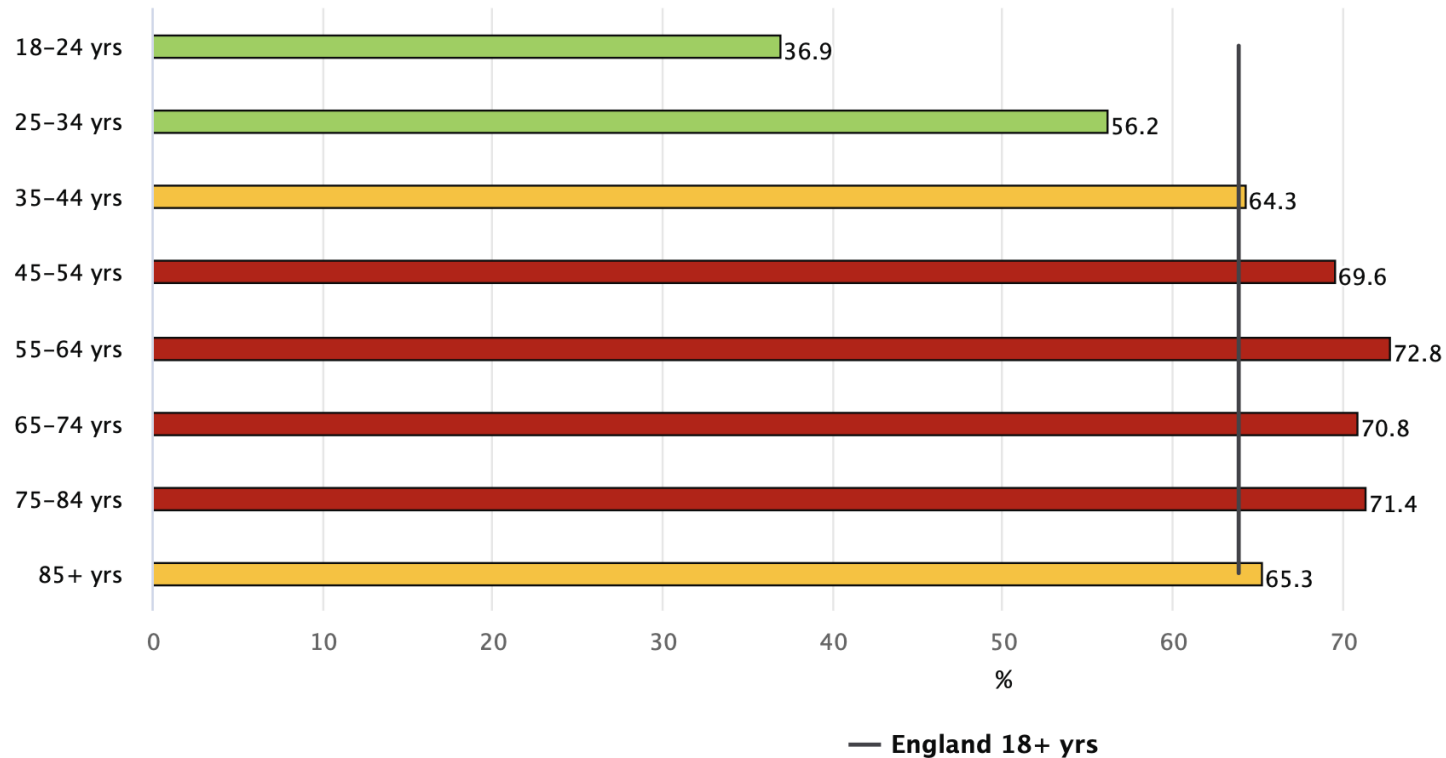
A secondary diagnosis of obesity does not necessarily indicate obesity is a contributing factor for the admission but may instead indicate that obesity is a factor relevant to a patient's episode of care.

Figure 12: NHS hospital admission rate per 100,000 population per year from 2013 to 2020 where a primary or secondary diagnosis of obesity was recorded. Source: Obesity related hospital admission dashboard, Hospital Episode Statistics, NHS Digital¹⁵

Condition	Percentage of total DALYs in Slough (%)
Ischemic heart disease	6.19
Low back pain	5.32
Diabetes mellitus	4.17
Depressive disorders	3.42
Headache disorders	3.29
Chronic obstructive pulmonary disease	3.24
Tracheal, bronchus, and lung cancer	3.04
Stroke	2.52
Neonatal disorders	2.40
Falls	2.37

Table 5: Top ten conditions causing greatest disease burden in Slough (Disability-Adjusted Life Years). Source: Global Burden of Disease, 2019¹⁴

The proportion of adults living with excess weight and obesity also vary dependent on personal characteristics



The proportion of adults living with excess weight in England varies with¹²:

- 1) Age
- 2) Disability
- 3) Sex
- 4) Deprivation
- 5) Ethnic groups

Figure 11: Excess weight prevalence in adults (18 year plus) in 2021/22 in England by age. Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)¹²

	Period Years	Slough Prevalence	Worst	South East region Range	Best	England Prevalence
Obesity in early pregnancy ¹	18/19	20.7%	26.9%		14.2%	22.1%
Physically active CYP ²	20/21	42.0%	41.0%		57.6%	47.2%
Physically inactive adults ³	20/21	33.7%	33.7%		14.9%	22.3%
Adults (16+) who meet the recommended '5-a-day' fruit and vegetable consumption ³	20/21	24.8%	24.8%		39.7%	32.5%
Healthy start uptake ⁴	Jan-Nov 2023	55.3%	-	-	-	66.0%
Baby's first feed breastmilk ⁵	20/21	81.1%	56.3%		85.7%	71.7%
Breastfeeding prevalence 6-8 weeks after birth ⁶	22/23	-	-	-	-	49.2%
Adults drinking 14+ units alcohol per week ⁷	15-18	7.9%	40.7%		7.9%	22.8%
Adults binge drinking on heaviest drinking day ⁷	15-18	5.8%	23.6%		5.8%	15.4%
5 year olds with experience of visually obvious dental decay ⁸	21/22	34.9%	-	-	-	23.7%
Adults walking for travel at least three days per week ³	19/20	18.0%	10.1%		33.4%	15.1%
Adults cycling for travel at least three days per week ³	19/20	2.8%	1.1%		6.6%	2.3%

Dietary intake and physical activity are critical factors in maintaining a healthy weight, and these pose challenges in Slough

Table 6: Key determinants for healthy weight compared to South East region and England. Date sources:

¹Maternity Services Dataset (MSDS) v1.5, NHS Digital

²Active Lives Children and Young People Survey, Sport England ³Active Lives Adult Survey, Sport England

⁴Healthy Start Uptake Data – England, NHSBA

⁵Maternity Services Dataset (MSDS v2.0), NHS Digital

⁶OHID's (formerly PHE) interim reporting of health

visiting metrics ⁷Health Survey for England ⁸Dental

Public Health Epidemiology Programme for England: oral health survey of five year old children (Latest 2022)

Takeaway food outlet distribution may also be another important factor

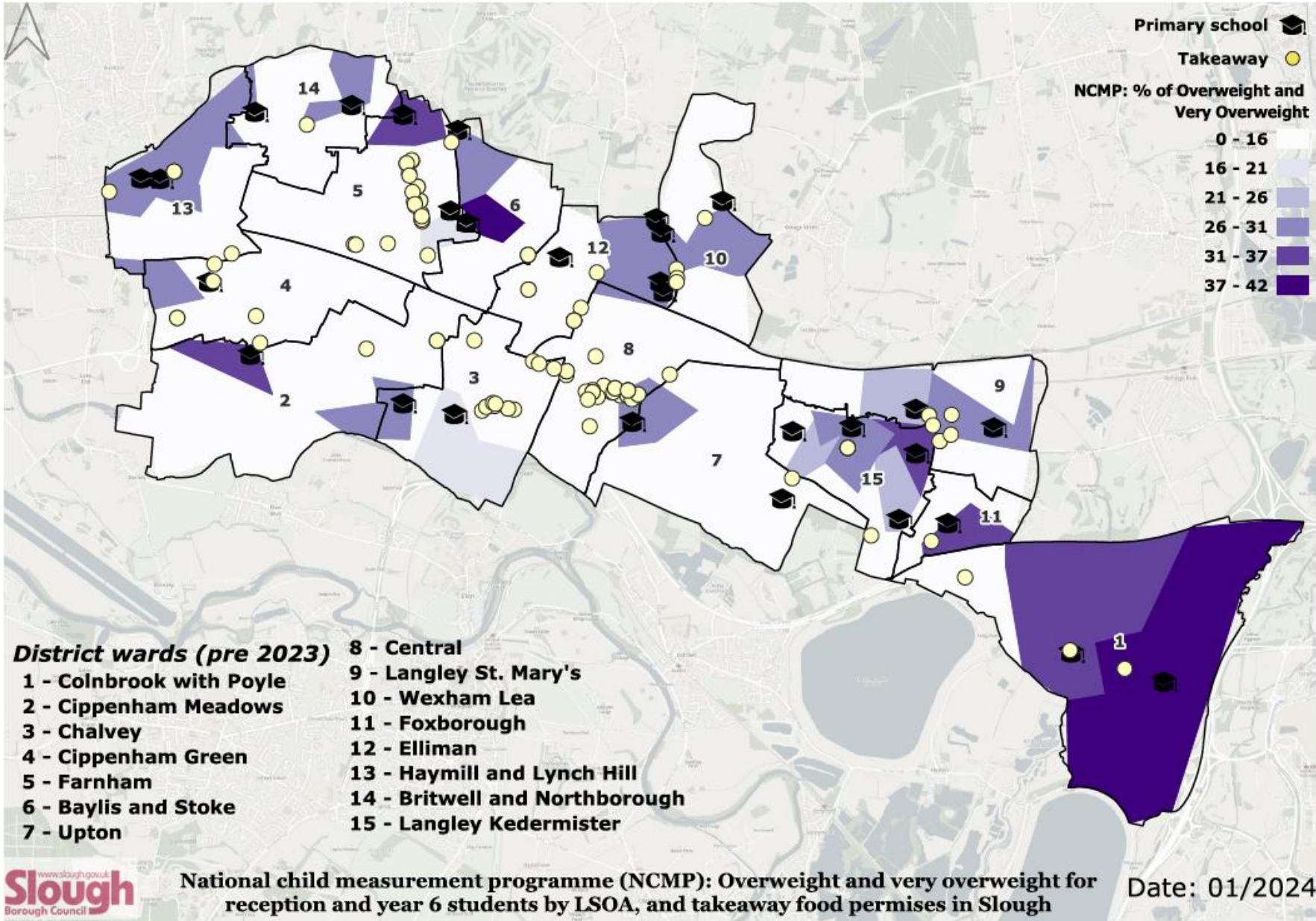


Figure 13: By school LSOA¹¹

Takeaway food outlet distribution may also be another important factor

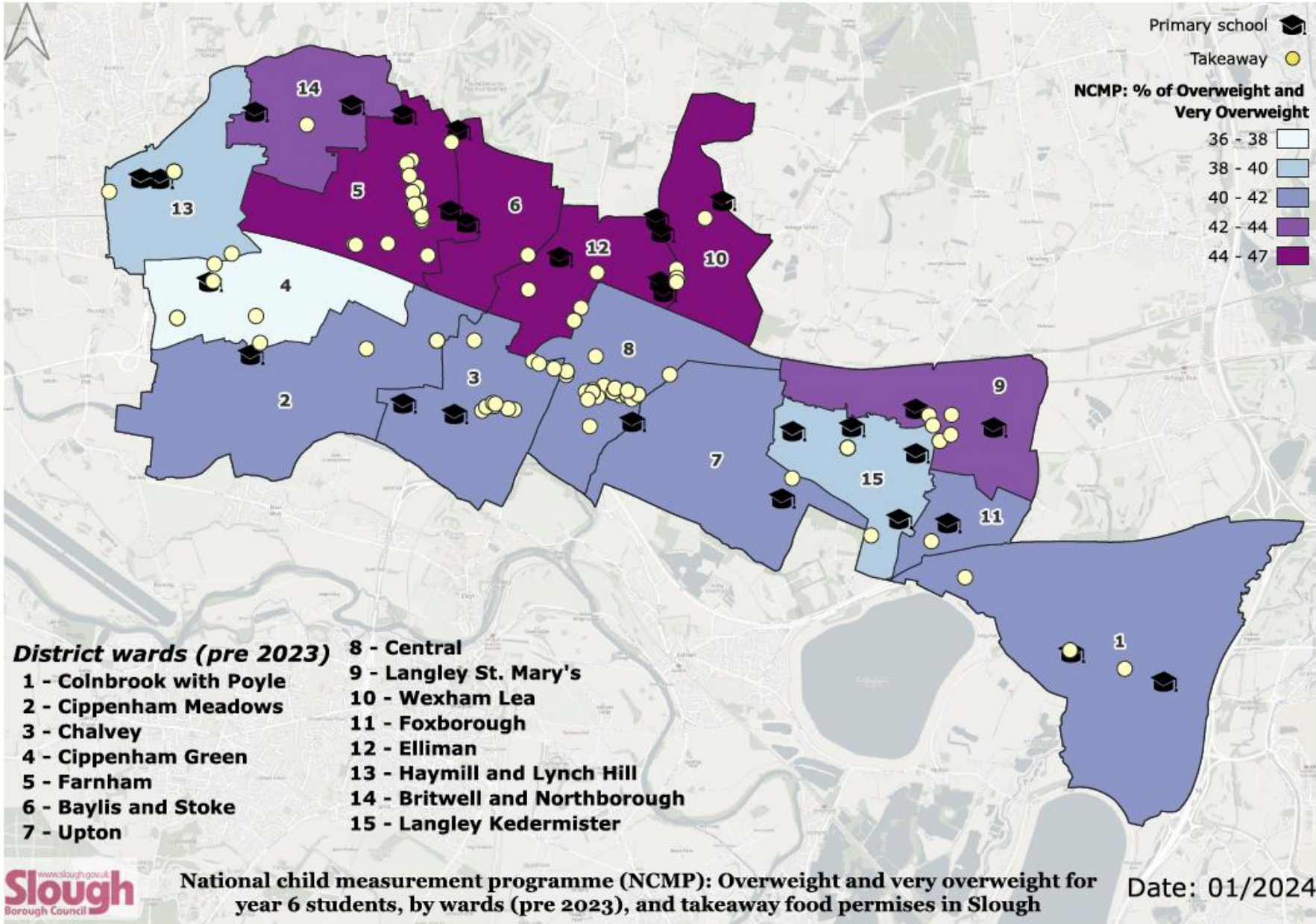


Figure 14: By LSOA¹¹

Most CYP in Slough are interested in increasing their physical activity levels

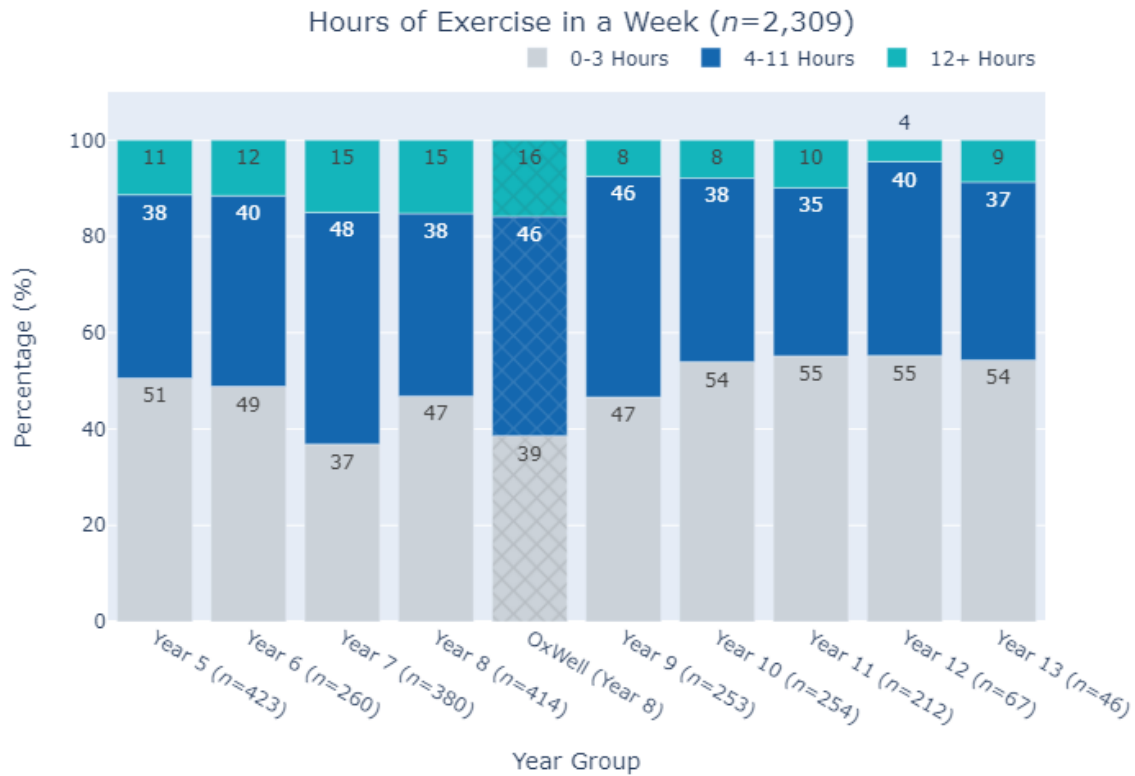


Figure 15: Hours of exercise per week. Source: Oxwell Student Survey, 2023¹⁶

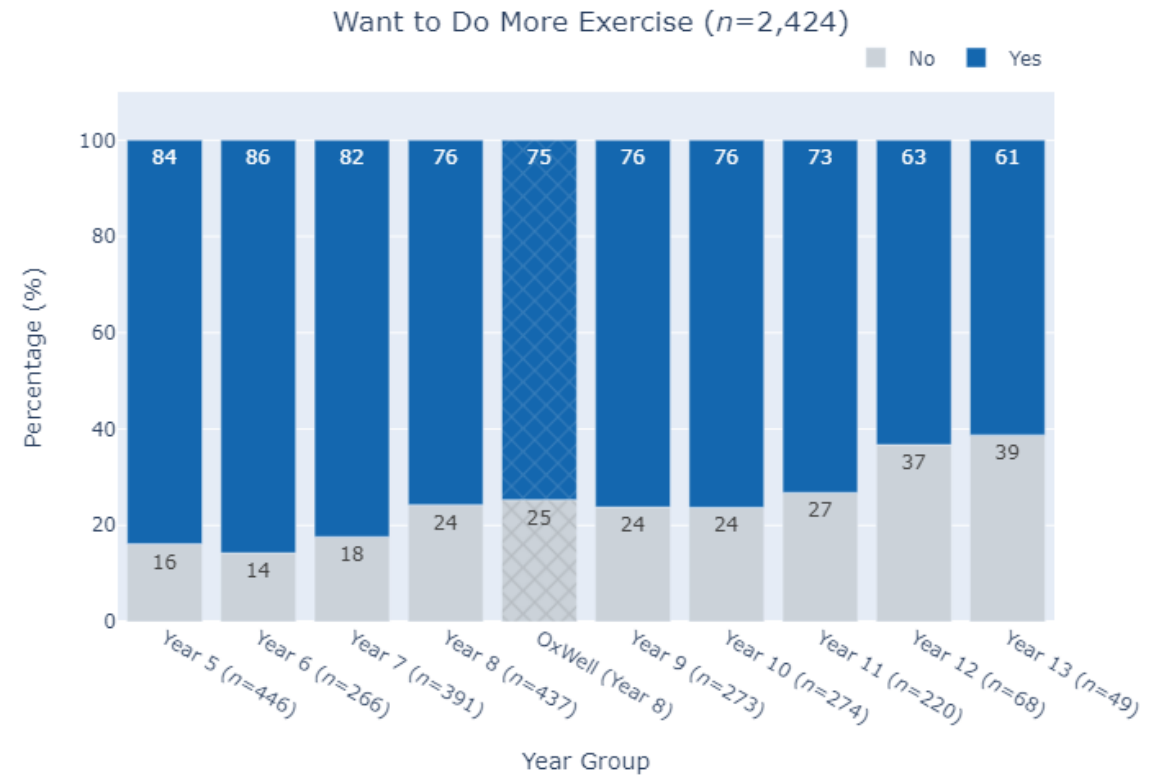


Figure 16: Number of students who want to do more exercise. Source: Oxwell Student Survey, 2023¹⁶

Aims and overview

Introduction to healthy weight

- What is healthy weight?
- Why is healthy weight important?
- What are the factors involved in developing excess weight?

Healthy weight in Slough

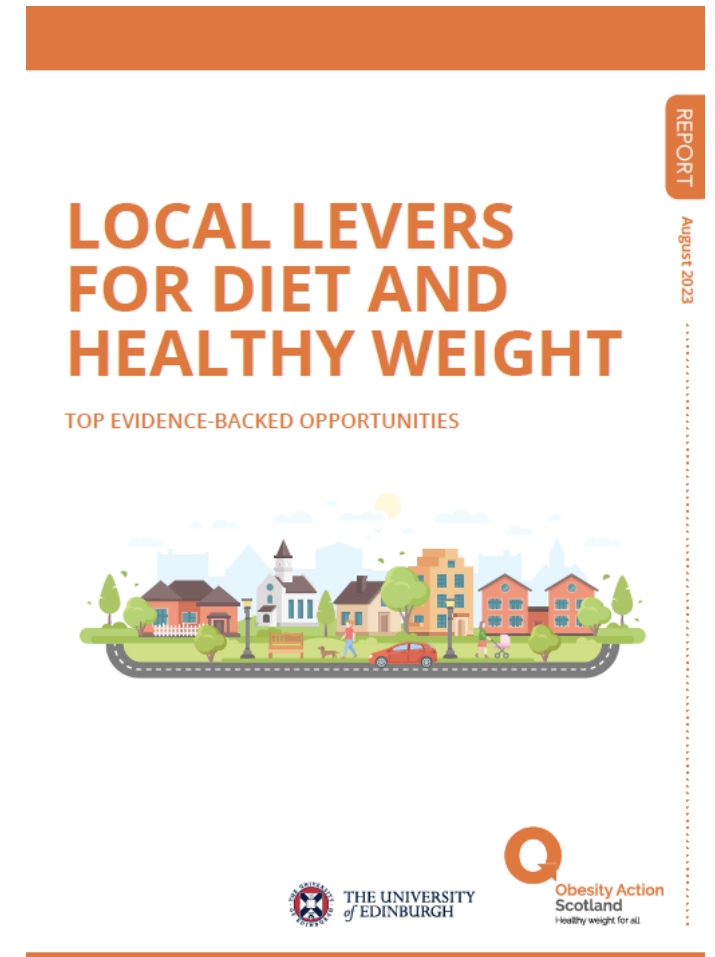
- What makes Slough unique?
- How many individuals are living with excess weight in Slough?
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Interventions to help maintain a healthy weight at a local level

- What interventions have been shown to be effective at a local level?

What interventions have been shown to be effective at a local level?^{17, 18}

- **Restrict food advertising:** Limiting advertisements for foods high in fat, sugar, or salt.
- **Utilise planning to improve food environments:** Implementing strategies to enhance the availability and accessibility of healthier food options.
- **Strengthen public food procurement and provision standards:** Ensuring that public sector entities offer predominantly healthy food and drink choices.
- **Work with the out-of-home sector to reduce calories on menus:** Collaborating with restaurants and food outlets to offer lower-calorie options.
- **Improve uptake of school meals:** Encouraging the consumption of nutritious meals provided in schools.
- **Promote and support physical activity:** Implementing initiatives to increase physical activity among the population.
- **Protect, promote, and support breastfeeding and healthy diets for children:** Focusing on early nutrition and breastfeeding to establish healthy eating patterns from infancy.



Thank you for listening

Any questions?

References

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Community Conversations

with Rosanne Naicker and Vicki Atherton

sloughcvs 
www.sloughcvs.org.uk



Outreach

Involving
community
groups and
events

- **Afro-Caribbean Wellbeing Event**
- **Café Mama Group – Jamia Masjid & Islamic Centre (JMIC)**
- **Bumps and Babies**
- **Ujala Foundation**
- **Rise and Shine**



Diversity

Conversations
with a range of
diverse
communities

- **African Caribbean**
- **Pakistani**
- **Bangladeshi**
- **British**
- **North African**
- **Arabic**
- **Iranian**



Themes

Interactive discussions

- **General eating habits**
- **Dietary choices**
- **What does nutrition mean to you?**
- **Children and food**
- **Exercise and Activity**
- **Factors that promote a healthy lifestyle**



Key Factors

What influences current choices and decisions ?

- **Access,**
- **Availability**
- **Information and knowledge**
- **Restrictions**
- **Culture**
- **Social**
- **Economic**
- **Environment**



Eating Habits

“As parents, we feel we have little control over our teenage children buying fast food takeaways”

- The majority of people eat at home, rather than takeaways or eating out
- Teenagers are the highest group buying fast food takeaways
- Cost is a factor in preferring to eat at home above restaurants and takeaways, plus cultural restrictions eg halal
- Eating as a family, at home, is overall the most popular, and for many South East Asian families there were little other options than eating what is prepared for the family.
- Some parents ensure their children have healthy snacks in their packed lunches, but forgo this themselves



Dietary Choices

“Let’s have cooking classes where traditional recipes can adopt healthier ingredients”

- For all communities, cultural or ‘native/home’ food is always the number one choice!
- For most communities, this includes a significant focus on meats, fried foods, curries, breads, desserts, fruit juices
- Nearly everyone stated that choice and availability in Slough, of a wide variety of foods was really good especially through local shops
- Cost, along with cultural preference was the biggest factor in choice. Many use food banks- which predominantly are tinned, processed food



Understanding Nutrition

“We know too much fried food is unhealthy, but it won’t go from our diet completely”

- There was a high awareness of the nutritional value of fruit and vegetables, but not taking into account cooking methods eg deep frying, or quantities
- Of those who have a vegetarian diet, most thought this was healthy
- A recognition that salt and sugar should be kept to a minimum but overall, but difficult to achieve
- Over 50% of individuals considered themselves very nutritionally healthy as they did not have a diagnosed health condition or take regular medication



Children and Food

“We choose vegetarian options for school dinners. Pack lunches will be a sandwich like jam, cheese or peanut butter with crisps, snack bar and fruit”

- There is a fairly even split between children eating school meals and taking a packed lunch
- Some parents give their children additional snacks to supplement school dinners
- Some parents feel they provide nutritionally healthy packed lunches, without sweet or salty snacks, most opt for quick, easy, affordable options
- Parents of teenagers are aware that they buy takeaways, but feel this is out of their control
This is a big social factor



Physical Activity

“It is important for the activities to be separate for men, women and children”

- Most feel they is not enough variety or choice for free, accessible exercise or physical activity
- Open spaces in Slough are ok during the daytime, but safety poses a problem in the evenings, particularly for women
- Our older population are reluctant to take part in physical activity without support
- Time, cost and transport were the three biggest issues preventing participation in group or organised activities.



Healthy Lifestyle- Our Future

“We are open to change and want to be part of the change”

- **Some communities feel forgotten when big decisions are made that affect them**
- **Community and Faith leaders are well placed to be health and wellbeing champions, leading change**
- **Food is at the centre of most cultures and so messages around healthy weight need to be carefully considered within this wider context**
- **When considering change in diet and lifestyle we need to consider cultural differences and the motivations that can support changes along with barriers that need to be addressed**





Case Studies



Case Studies

- General Eating Habits
- Dietary Choices
- Understanding Nutrition
- Children and Food
- Exercise and Activity

Thinking about the individual....

What are the factors that influence the current situation?

What are the challenges that could be seen as barriers to change?

Case studies #1 session

④ hierarchy in families - no control over what I eat
eating food not prepped at home - chips 'a snack'

③ Not the person's choice
- environmental issues

② where person is living ...
'can't sort for themselves' - hard to find own agency

'Rose' Rose's culture & heritage
'would like to know more'

'Not the obvious thing'

YP Lack of choice
Lack of opportunity to prep & cook

Physical activity 'least of our problems'
Perception reality 'Going back to school' - pref. not to
to access facility

Lack of support, £ hardship
Isolation / transport - barriers getting in the way
Loneliness

On line Survey Results

Alastair Mitchell-Baker, Tricordant

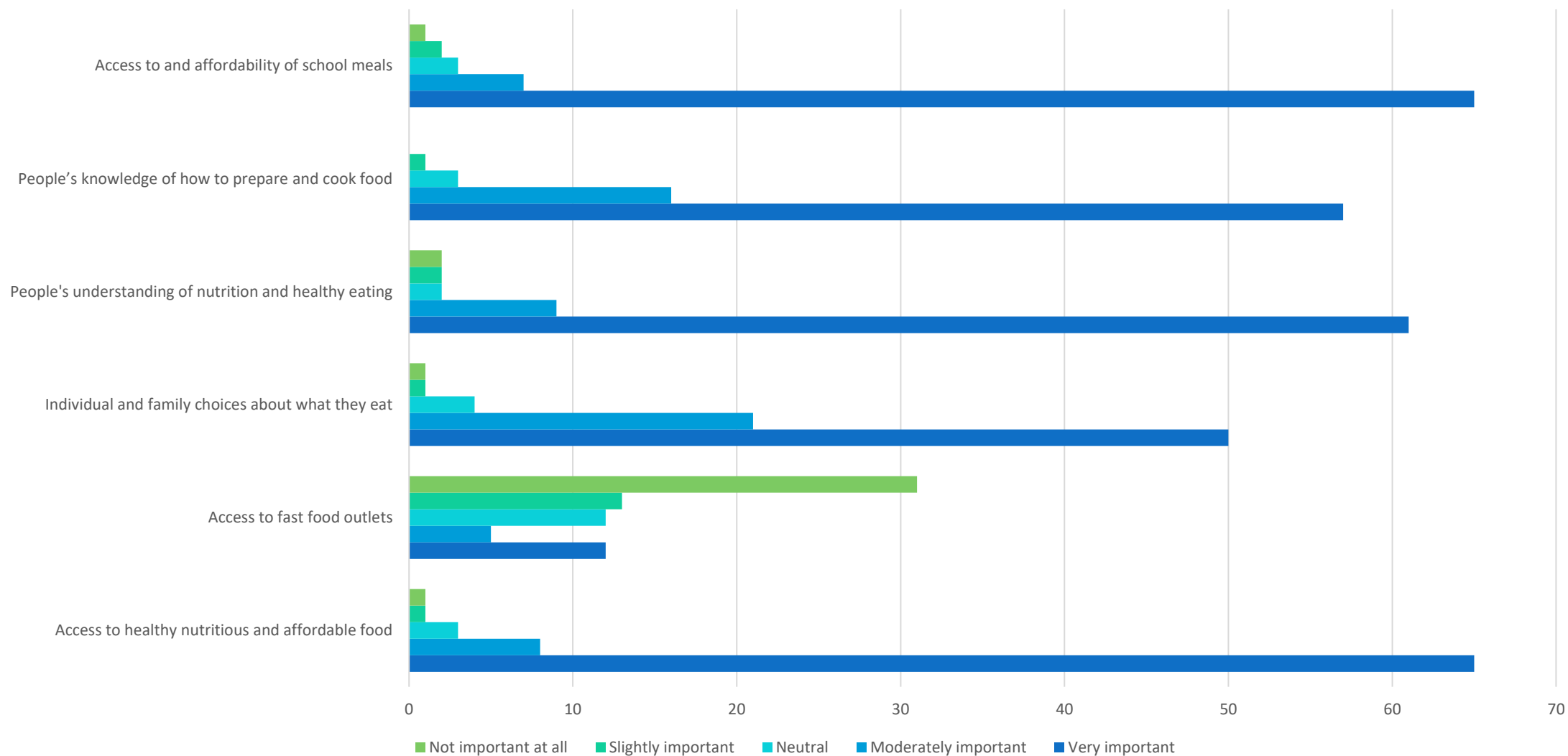
78 responses

Where do you work – mainly
across VCS & statutory sector ?

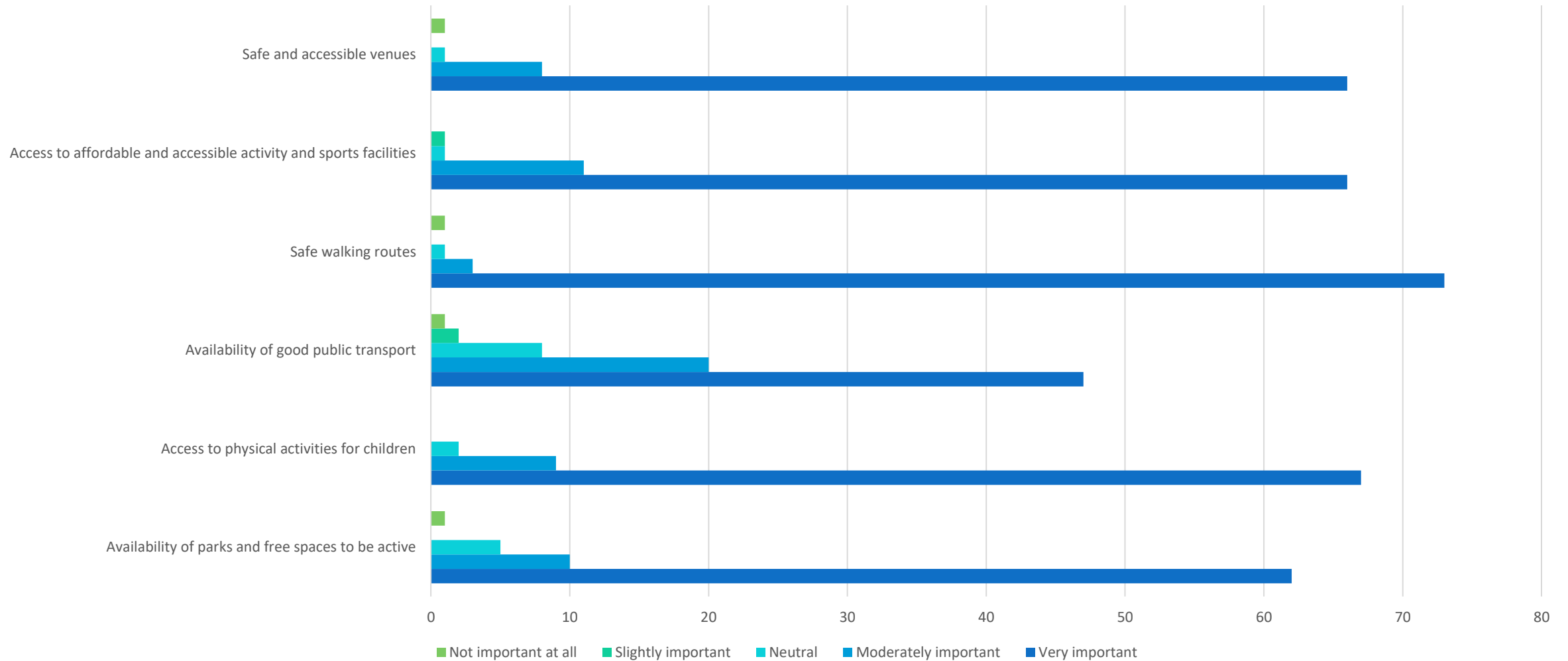
Resident of Slough – 75%



How important do you think the following food and nutrition issues are in Slough?



How important do you think the following factors influencing physical activity are in Slough?



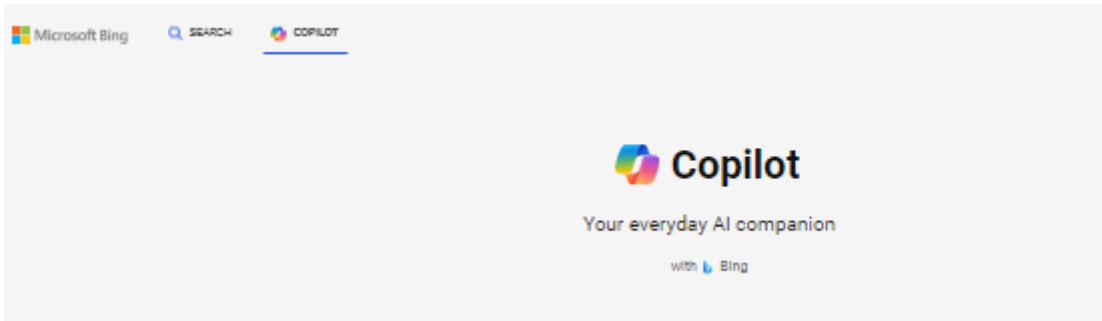
How much do you think issues related to maintaining a healthy weight impact the day-to-day lives of people you interact with in Slough?

	Response Percent
No impact at all 😄	11.39%
Slight impact 😊	7.59%
Moderate impact 😐	21.52%
Significant impact 😞	44.3%
Very significant impact 😓	15.19%

How much do you think issues related to maintaining a healthy weight impact the day-to-day lives of people you interact with in Slough?

- Obesity can prevent people from doing activities they want to do and can lead to embarrassment and difficulty in engaging in physical activity.
- The issue of obesity is more prevalent among older people with existing health issues.
- The lack of time to exercise due to long commutes is a significant challenge in Slough.
- There are too many fast-food outlets in Slough and Langley, which is contributing to the obesity problem.
- People don't talk about obesity enough, and it's up to individuals to maintain good health and physical activity.
- Unhealthy and unfit people would like to change, but it's expensive to eat healthier and exercise.
- People are more worried about money, transport, family, and weather than maintaining a healthy weight.
- Obesity can affect across all needs such as mental, financial, emotional, social, and more physical.

Our digital environment?



I appreciate your passion for good nutrition and mental health. It's great to hear that you practice cooking on a budget using community fridges, Too Good to Go, Olio, and supermarket yellow stickers. These are excellent ways to reduce food waste and support the community. If you're interested in learning more about healthy eating, you may find the following resources helpful:

- NHS Eatwell Guide
- British Nutrition Foundation
- Mind
- Mental Health Foundation






I hope this information is helpful. Let me know if you have any other questions or concerns.

Learn more [1](#) slough.gov.uk [2](#) slough.citizenspace.com [3](#) bing.com



1 of 30 responses



	HFC Fast Food ●●●○○ Tripadvisor (8) Open - Closes 23:00 49 Chalvey Rd W, Slough "Great prices Exceptional food"	WEBSITE	DIRECTIONS
	Pepe's ●●●○○ Tripadvisor (31) Open - Closes 02:00 256 High Street, Slough	WEBSITE	DIRECTIONS
	KFC ●●●○○ Tripadvisor (41) Open - Closes 01:00 409 Bath Road, Cloppanham, Slough	WEBSITE	DIRECTIONS
	Nando's Slough - High Street ●●●○○ Tripadvisor (227) Open - Closes 22:00 258 High St, Slough, Berkshire "Always fresh food , never any issues!"	WEBSITE	DIRECTIONS
	Big Boy's Kitchen ●●●●○ Tripadvisor (13) Open - Closes 23:00 73 Grays Road, Slough	WEBSITE	DIRECTIONS

See more results

Summary of Comments

- Encouraging walking and active transport by making crossings quicker for pedestrians and educating parents about the benefits of walking to school.
- Making interventions affordable, safe, and reliable in the long term.
- Improving the readability of surveys, especially for non-native English speakers.
- Providing free places to get fit and more healthy food shops.
- Reducing the number of fast-food outlets in Slough.
- Ensuring safe areas to run or walk and increasing police presence when gangs of youngsters are hanging around.
- Offering more activities to hospital workers on shift, such as zumba, yoga, or counselling.
- Making parks safe and family-friendly.

Identifying key insights

Each table reviewed what they had heard and discussed



Sorting and sharing key insights



Key insights around Healthy weight in Slough



- Some access is too easy
- Mental health and motivations of people
- Family influence and support
- Importance of schools and education
- Culture & social factors
- Things that support change
- NHS & health support

Post lunch activity: Improving systems together



Vision – 1

What slough could be like as environment that encourages and enables everyone to make positive choices?

- Starting with your case study, what would need to be in place to help that person thrive?
- Share top 6 things needed and capture on flipchart or postits

In the afternoon

supporting people to thrive

⊗ Cross generational competency.
⊗ Ed. for service providers ↑ quality of engagement.

⊗ Looking at what's on offer locally

- signposting Rose into community activities

⊗ Opening access to school facilities NOT teacher led. → Rense/learn

⊗ Community champion leading by example ... influence 'Dear Marcus' → activities winncha

⊗ Social links & connections

⊗ health & care providers more culturally competent? Making every contact count

⊗ Enable Anita to have her conversation and include alternatives eg cookery class - helping people see & experience alternatives - peers | intergenerational ...

⊗ 'youth club' range of social activities
- representative youth work

⊗ Multi-agency coll. ↑ young people agency's choice

Vision – 2

What slough could be like as environment that encourages and enables everyone to make positive choices?

- Explore an overall vision for Slough reflecting Whole borough level, Local [school, workplace, neighbourhood, GP practice] and personal.
- Each person to capture a key aspects of their vision on A4 sheet
- “As <my role > I’d like to see <XYZ> so that <ABC>.”



Vision: a word cloud



Vision: So That.....

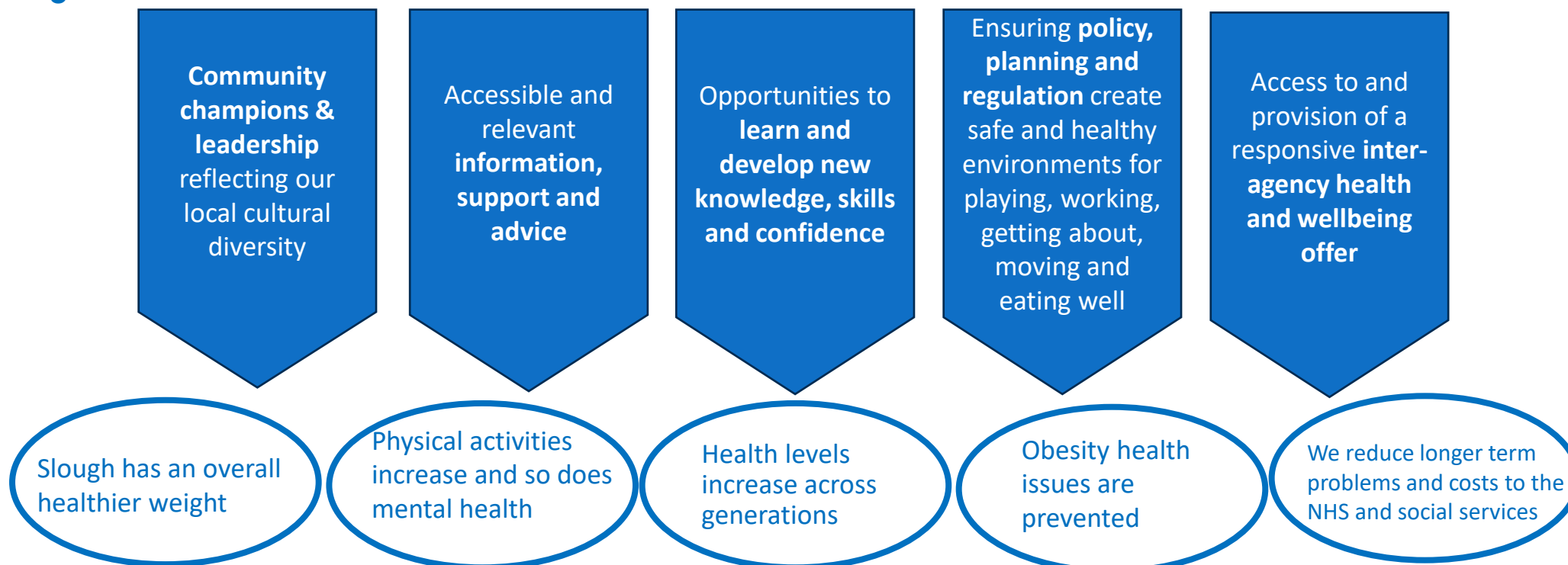
- People have the skills and experience fewer barriers to healthy eating
- Slough has an overall healthier weight
- Sport can be free and accessible to everyone in Slough
- Residents are empowered with more knowledge to make better choices
- Parents can get out of the house more with their children, improving physical activity
- We reduce longer term problems and costs to the NHS and social services – less reactive
- Families and children get consistent messages
- Physical activities increase and so does mental health
- Health levels increase across generations
- Obesity health issues are prevented
- There are good role models, good information and advice, healthier food choices and sports and activities
- Young people can make their own healthy fast food!
- Young people can experience the myriad of benefits of movement, for weight, health and more!

We have collated all the vision statements and alongside what was said at the workshop have drafted the following vision and accompanying picture.

All the residents of Slough enjoy a healthy weight and live well by default – and this is how we do it: THE SLOUGH WAY!

Amplifying our assets, pride and potential in Slough: its diversity, green space, community activity and regeneration opportunity.

Ensuring great collaborations between communities and organisations, and meaningful social connections between people. Putting to good use our collective knowledge and motivation to make a difference. Helping us all play our part in the SLOUGH WAY, for healthy weight and living, for our children, young people, adults and older residents in the Borough



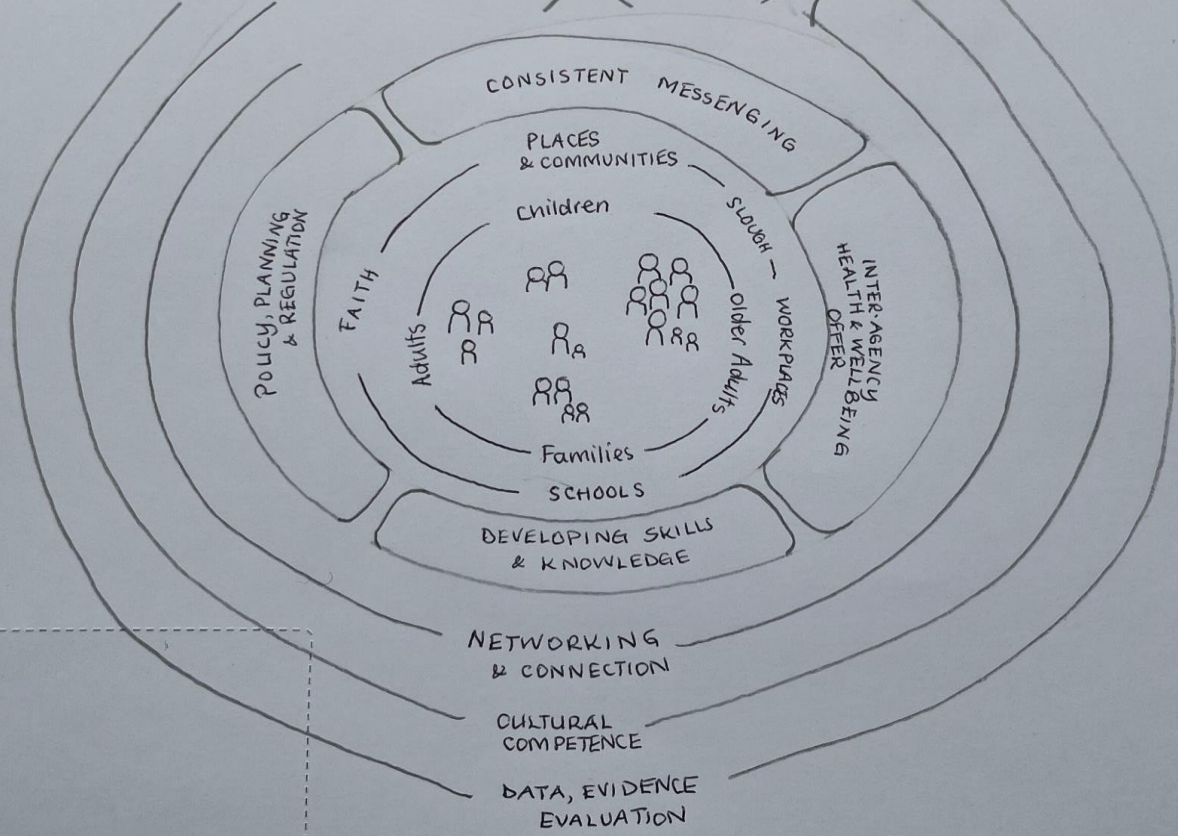
We reduce longer term problems and costs to the NHS and social services

Health Levels increase across Slough

Slough has an overall healthier weight

Physical activity increases and so does mental health

Obesity health issues are prevented



Enablers for Healthy Weight in Slough

Policy, Planning and Regulation

- Health embedded in all policies: physical activity and healthy weight
- Common policies across agencies
- Schools adhering to food standards guidance
- Good quality free school meals
- Green spaces and outdoor space are available and accessible
- Safe walking and cycling routes, pedestrian crossings inc when its dark
- Places for physical activity and recreation: eg sports, dancing.
- Out of hours access to school facilities
- Places to meet and to eat healthier food
- Youth Club provision
- Reduced transport fares for school age children
- Creative use of Govt planning Guidance re fast food outlet planning
- More jobs located in town (not out of town) and part time opportunities linked with the school day
- Funding for VCSE sector for prevention

Consistent Messaging

- An understanding of what healthy weight is and the value associated with it
- Across ICS and wider stakeholders
- More universal messaging across all agencies and sectors
- Media campaign targeting diverse groups with information on a healthy lifestyle: radio, cultural groups, faith places and use of advertising hordings

A common approach across our organisations so that eating well and being active are built into the daily life of people in Slough: ' This is how we do it in Slough!'

Enablers for Healthy Weight in Slough

Developing Knowledge and Skills

- Confidence to have conversations about healthy weight and challenge pre-existing habits and routines associated with food and cooking
- Activity sessions with healthy food information built in
- Adult/parent experiences of making food, with recipes swaps being available
- More cooking classes in the community
- For the paid/volunteer workforce to be more informed about healthy weigh/activity/food choices
- More bike training and bike maintenance

Cultural understanding and Influence

- Enabling the paid/volunteer workforce and community members to share their knowledge and skill set about food practices and preferences from different communities and cultured An understanding of what healthy weight is and the value associated with it
- Increased cultural awareness and capability and confidence for the paid/volunteer workforce to engage in conversations about healthy weight

Enablers for Healthy Weight in Slough

Responsive Interagency Health and Wellbeing Offer

- More support for [parental] mental health
- Access to GP and healthcare facilities
- Long term commitment to physical activity and local offer to children, young people, adults and older adults
- More personalised approaches to support people with their non-clinical, non-medicalised needs, enabling healthy and fulfilling lives
- An understanding of what healthy weight is and the value associated with it

First steps?

In trios with people not on your table discuss.....

- What's already working?
- And what do we need more of?

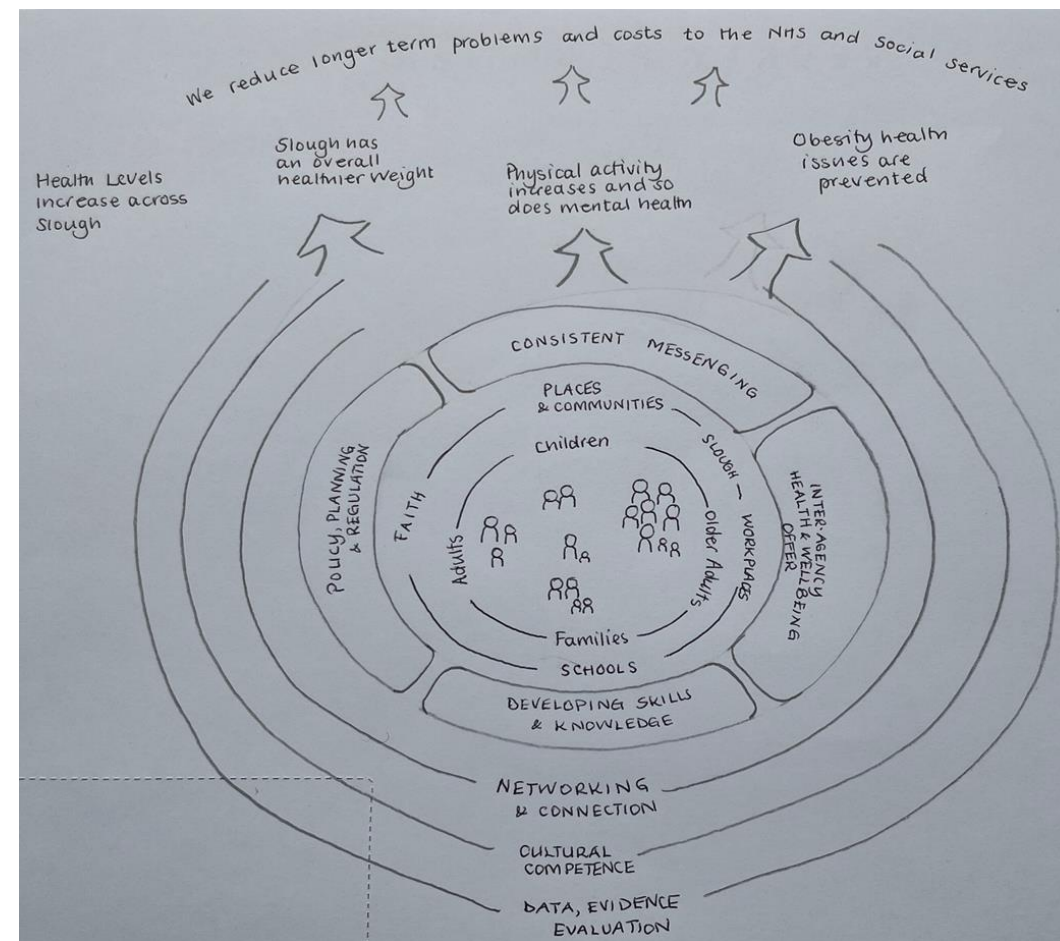
Capture your top ideas on postits

- Green = more please!
- Yellow = start this!



Working well / We need more of...

1. Develop a consistent and compelling narrative and communications across Slough around Healthy Weight
2. Network VCS providers, NHS & council teams to support connection, understanding and cross-referrals.
3. Support and focus primary care on key areas
4. Enhance offer for 16-25 years old around life skills
5. Schools offer for H&WB and food tech
6. Develop joined up health and wellbeing offers including MH support for CYP and families
7. Planning policy and infrastructure development
8. Cultural competence
9. Work with existing food retailers and fast food outlets
10. Data, evidence and Evaluation



Next steps

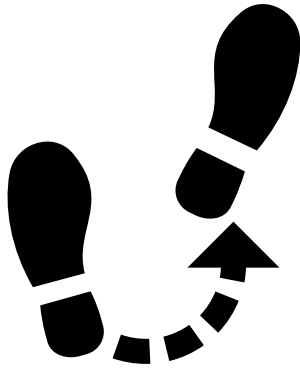
Sharing the story of the workshop:

- Short summary report for the Slough Health and Care partnership
- Vlog for wider sharing across Council, VCS and NHS communications channels

Moving into action:

- The Design Group is reviewing the wealth of detailed comments and proposals which were shared at the workshop
- They are organising these with a 'logic model' for how our work together can impact short and longer-term outcomes and have the impact people shared in their visions, in the context of a diverse 'complex adaptive system'
- The Design Group will share the key actions which can just start, and will set up Task and Finish Groups where wider input is needed– and invite your participation
- These groups will then feedback their proposals into a further follow up workshop

Review walking out of the door



How useful have you found today.....?

Please tick.....

0 (sad face) 10 (happy face)

What are you going away with that you didn't have when you joined today?

Slough's TRYING To Help??

- Awareness of health issues & community specific issues
- Cultural issues - understanding
- Very useful data
- Knowledge & ideas on how to tackle the above & some of the other issues discussed through the course of the day.

Learned from today

Shoved vision that needs to be co-ordinated for two parts of Slough

A framework to move forward.

Awareness of health issues in Slough. esp affecting our children

Awareness of community bonding and met some wonderful people to collaborate with

I will leave with a better understanding of Slough's data. Better informed when deciding which projects/age groups to focus on for our BEST initiatives.

More face to face connections + better links with others

Renewed energy!

Fabulous energy in the room, and met some nice people who are very proactive

Collaborative working will make changes in Slough.