

# CHILDREN AND YOUNG PEOPLE'S HEALTHY WEIGHT PLAN 2017- 2022

Southampton City Council

**A city of opportunity where everyone thrives**



# About Childhood Obesity

## Causes

The causes of obesity are complex; social circumstances, family background, educational background, food skills and lack of opportunities to be active can all contribute.

These factors vary but at the core is energy balance, which is the balance between what we eat and how much physical activity we do.

## Tackling the issue

We know that childhood obesity is an issue both locally and nationally

We have learned that the issue cannot be addressed by a single organisation or by a single intervention. Action is needed across all sectors and organisations.

## Our vision

Our vision is that Southampton is a city where children and young people have happy, healthy, active lives where healthy choices are the easy choices.

The aim is to create a “healthy weight” environment where healthy choices are the easy choices for children; as well as ensuring early intervention targets those in greatest need.

This 5 year plan outlines steps towards achieving this vision.

# How is Childhood Obesity Measured?

The National Child Measurement Programme (NCMP)

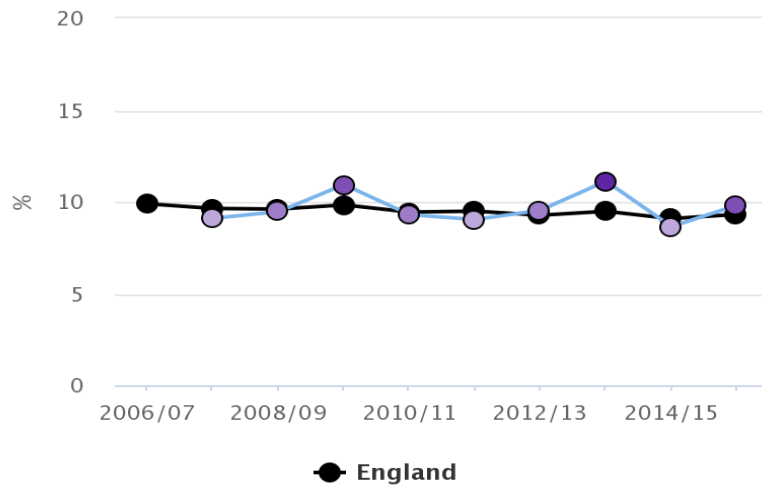
What?	How?	Reference
Measures year R and year 6 pupils annually	Each child is assigned a BMI centile, taking into account height, weight, gender and age	Using the British 1990 child growth reference (UK90) to assign each child a BMI centile

For the assessment each child is then placed in one of four categories:

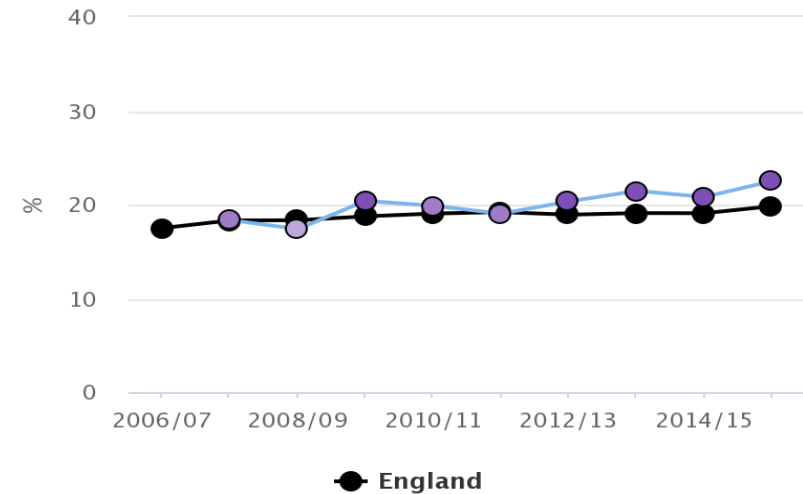
- Underweight: less than 2nd centile
- Healthy weight: between 2nd - 91th centile
- Overweight: more than or equivalent to 91st centile
- Very overweight : more than or equivalent to 98th centile (obese)

# Scale of the Problem in Southampton

Reception: Prevalence of obesity – Southampton



Year 6: Prevalence of obesity – Southampton



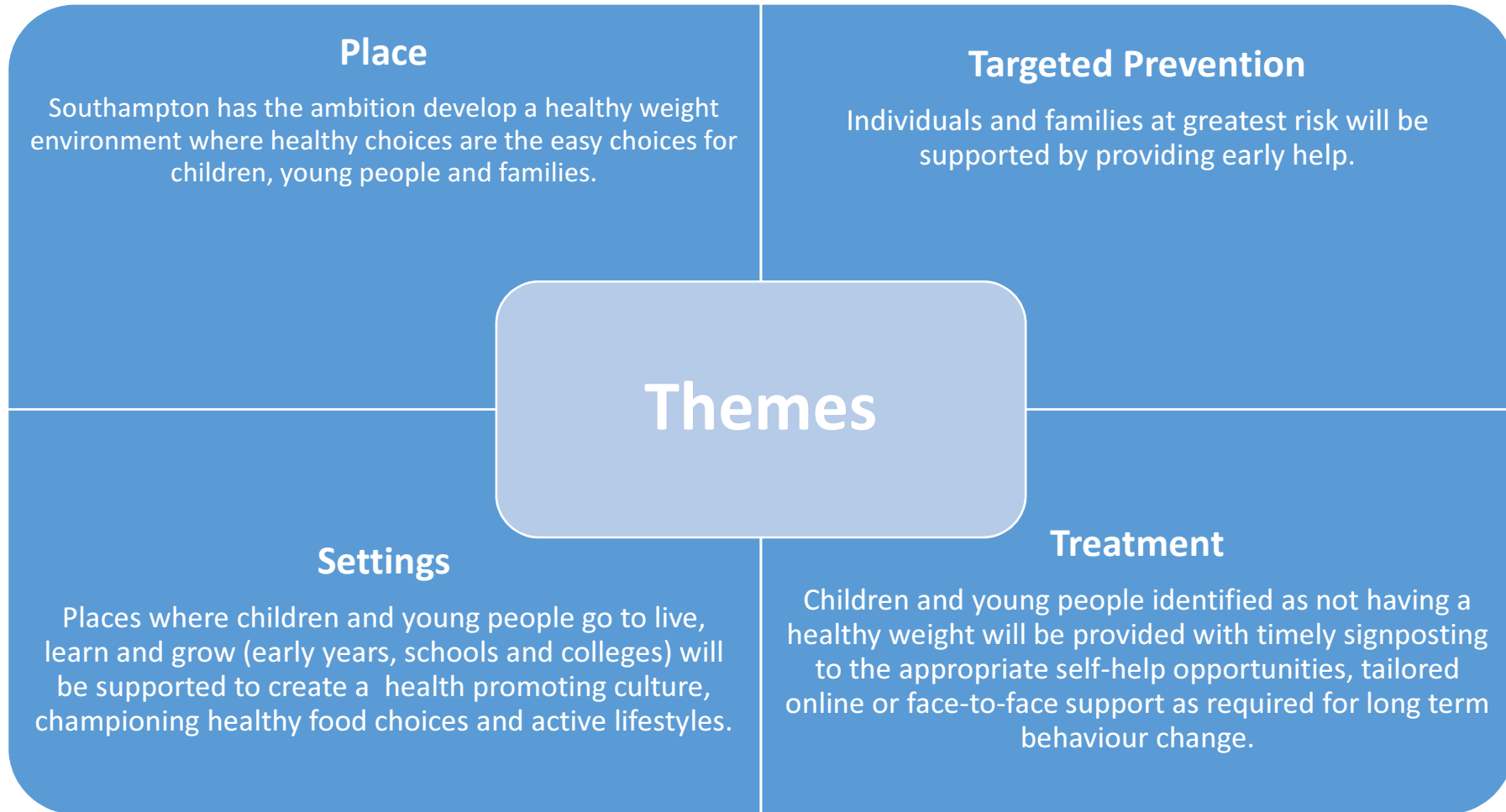
- Obesity in year R is similar to the England average. In 2016/17 23.2% of year R children are overweight or obese (England average 22.6%)
- Obesity in year 6 levels are higher than England and levels are increasing. In 2016/17 35% of year 6 Children are overweight or obese (England average 34.2%)
- Only 47.8% of young people age 15 meet their 5-a-day (England average 52.4%)

- Obesity is associated with poorer mental health and lower educational attainment.
- 40% children obese in year 6 were a healthy weight in year R
- Breast feeding initiation rates in Southampton is 73.2%, (England average 74.3%)
- Childhood obesity is strongly linked to deprivation

# Actions are Required at National and Local Levels



# Our Priorities



# A Call to Action

- The outcomes set out in this plan will only be achieved in partnership with a range of sectors including local businesses.
- This is a call to local businesses and partners to pledge a contribution and measure the changes that result.
- Whether this is through partners applying for funding for a local target groups to sustainably increase physical activity levels.
- Or local businesses improving their cycle storage or outside space to encourage walking.
- Share your success:  
<https://www.southampton.gov.uk/health-social-care/children/healthy-weight/>

## Place

- Improve outside space to encourage more walking/cycling/active play
- Secure cycle storage for employees/tenants
- Prioritise walking over motor vehicles

## Settings

- Workplace health and wellbeing accreditation enabling healthier choices among staff
- Workplace active travel plans
- Healthy product placement in staff canteens
- Healthy vending machines

## Targeted prevention

- Securing funding to support local families to sustainably increase physical activity levels
- support local parents lead healthy cook and eat sessions in the community
- Support for local groups e.g. peer led buggy walks

## Action plan- Place

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
Map childhood obesity data so that activities to promote physical activity, active travel and healthy food choices can be targeted to areas, communities and groups in greatest need.	NCMP briefing	Public Health/ Intelligence team	Format of maps agreed	Updated annual NCMP briefings with maps produced and disseminated	Included as part of child growth briefing-ongoing	→		Annual child growth briefing, with mapped NCMP data	
Ensure principles of planning for healthy weight environments are embedded in the new Local Plan.	Local Plan	Planning /Public Health	Principles of Healthy weight environment included and approved as part of draft Local plan		Draft plan finalised			New Local Plan with principles of Healthy weight environment embedded	
Work with the Planning team to implement restrictions on new takeaways near secondary schools.	Local Plan	Planning/ Public Health	Restriction on takeaways approved as part of draft Local plan					Restrictions included in Local Plan	
Implement internal space standards for new dwellings (to ensure adequate kitchen and dining space)	Local Plan	Planning	Draft local plan to include internal space standards		Internal space standards adopted			Standards adopted and implemented	
Re-examine existing cycle parking standards and improve cycling routes in the city. Review the cycle parking and cycle parking standards for new developments to ensure good quality, safe and secure cycle parking is available locally. Improve pedestrian and cycle routes to address gaps in provision and prioritising areas of greatest deprivation.	Transport Plan, Cycle Strategy 2016-2026	Transport Planning	New standards for cycle parking in new developments agreed, annual programme for cycle parking Improved cycle routes/ facilities as outlined in the Cycle strategy					Adoption Parking Standards SPD Increase in cycle parking in city centre	
Implement interventions to maximise access to and use of green and public spaces, with projects focussing on the most at risk communities to achieve a measurable increase in the use of green and other public space.	Town Plan Green space Strategy	Transport, Public Health, Parks and greenspaces	Funding in place for pilot(s) Green space identified and project agreed Project delivered and evaluated			Funding sought to replicate successful measures in other target areas, activities replicated and evaluated		Evaluation complete Successful measures in place and replicated	



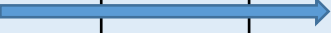
## Action plan-Place

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
Work with businesses and partners to promote city wide initiatives/campaigns which promote sustainable increase in physical activity (PA) , makes use of green/open spaces and promotes healthy food choices	HWB plan	Comms Public Health Open Spaces/ Transport	Campaigns calendar planned Regular campaigns promoting healthy choices and active lives			→		Annual comms plan includes promotion of sustainable PA and local open spaces	
Work with Active Travel to promote projects and interventions targeting at risk groups and communities through workplaces and schools in priority areas as identified through NCMP and relevant mapping data.	Active Travel	Transport /Public Health	Funding in place, Identify and engage with priority communities, through workplaces and schools			Evaluate activities and findings disseminated		Active travel plans adopted among priority communities and schools	
Put in place procurement mechanisms that promote and enable a healthy weight environment. Through contracts, agreements and the Social Value Act.	Contracts	Integrated Commissioning unit (ICU)			Resource in place Amendments made to core contracts All providers meet guidelines set out in Healthier More Sustainable Catering principles toolkit		Increased number of contracts promoting and enabling a healthy weight environment		
Work with local universities to evaluate the impact of actions to strengthen the evidence base. Including developing the local evidence base for interventions to improve the food environment around schools and children's centres.	HWB plan	Public Health/ MRC Life course Epidemiology Unit, University of Southampton	Southampton focussed research shared with key boards including HWB Local evidence base routinely shared and disseminated among stakeholders				Southampton focussed research shared with key boards including HWB Local evidence base routinely shared and disseminated among stakeholders		
Review of the local food system to establish how the local food environment could be influenced to ensure healthy choices are the easy choices for families in Southampton	To be developed	Public Health	Scope out food systems review to identify priorities for the review	Funding in place Local food system review commissioned		Report findings disseminated			

## Action plan -Settings

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
To influence school leadership and governing body to champion health and wellbeing and provide a clear strategic vision.  This may include developing guidance on using pupil premiums to promote health promoting curriculums and activities, which also seek to improve pupil attainment and tackle obesity.	0-19s (Health Improvement)  Public Health Energise Me	0-19s Board			Funding/resource in place Guidance developed Guidance piloted Final guidance in place and disseminated.			Increase in school engagement with refreshed Healthy Schools offer.	
Develop a refreshed Healthy Schools offer with schools and other partners to ensure schools are offered relevant support and expertise to address their priorities towards being a healthy setting (healthy school and colleges).	0-19s (Health Improvement)	Public Health, ICU	0-19 health improvement contract in place New healthy school offer developed and piloted		New offer rolled out			Annual increase in schools engaged with new healthy school. Offer evaluated and amended as required.	
Develop refreshed Healthy Early Years Award offer to maximise engagement with early years and childcare settings so that providers are offered relevant support and expertise to address their priorities towards being a healthy setting.	0-19s (Health Improvement)	Public Health, ICU	0-19 health improvement contract in place New Healthy Early Years offer piloted and evaluated And rolled out					Annual increase in schools engaged with Healthy Early Years Award. Programme evaluated	
Encourage all schools to adopt the School Food Standards for school food.	0-19s (Health Improvement)	0-19s Board Public Health PH School Nursing			Funding in place Survey of food provision Schools Promotion of SFT via Healthy Schools			All schools meet the SFT standards	
Support workplaces to enable them to create a health promoting culture which champions healthy lifestyle choices, through providing an online offer to include signposting resources, case studies, activities and local support.	Well and Working	Public Health	Workplace wellbeing programme promoted widely Local businesses demonstrate commitment to workforce health					Increased number of workplaces engaged in improving workplace health	

## Action plan- Settings

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
Improved communications, signposting and networking opportunities between providers and schools/education and health to enable settings to access SCC funded and wider services/programmes which address their priorities.	CYPHWP	0-19s Board CYPHWP PH School Nursing	Biannual updates Regular promotion of activities through CYPHWP		Piloting and uptake of support and services among local schools			Healthy Schools offer in place  Schools signposted to relevant support including training	
Support education professionals in the development of age and stage appropriate teaching and learning activities for children/young people during curriculum time, including PSHE and PE provision. Support teachers as part of science curriculum by encouraging participation in LifeLab (secondary schools) and Early LifeLab (primary schools).	PSHE Network LifeLab	PSHE network Wessex Education Network Behaviour Change providers	2022-ongoing		Funding/resource in place Needs assessment completed with PSHE network and activities addressing healthy lifestyle choices developed and implemented			PSHE network has access to and delivers activities addressing healthy choices and obesity	
Support activities which encourage joint work with housing associations to reinforce school/community/home based initiatives promoting healthy lifestyles.	To be developed	Public Health CYPHWP (Children and Young people's Healthy weight Partnership)	Work force access to MECC and other relevant training	Funding/resource in place. With Housing sector pilot a range of activities for families promoting healthier lifestyles. Housing supporting families with healthier lifestyles through range of mechanisms/activities				Housing sector leading/piloting activities promoting healthy lifestyles	
Work with local businesses to contribute to the Children and Young Peoples Healthy weight plan by pledging an action to enable healthy active lifestyle choices among staff, clients and service users	HWB plan	Public Health	Web page developed Pledges made by a variety of organisations Pledges implemented					Web page in place with pledges from local businesses	
Create opportunities for innovative programmes/projects/activities promoting healthy settings.	0-19 Health improvement Workplace wellbeing Charter	0-19s Board CYPHWP Public Health ICU Partners ?SVS	Providers supported to seek funding/resource for innovative projects Projects piloted and evaluated Reports with recommendation produced and disseminated			Programmes evaluated and findings shared		Programmes piloted and evaluated and findings disseminated	

## Action plan- Targeted Prevention

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
Promote self-help and adult behaviour change services, to ensure women thinking about starting a family can access weight management support	Behaviour change service	Maternity services and Primary care/ Adult behaviour change service	Behaviour change service in place Promoted through range of mediums			→		Increase in proportion of women of child-bearing age accessing support/self-help resources	
Enable women identified as obese in pregnancy to access the local behaviour change support services including self- help and one-to-one support as required.	Behaviour Change Service	Maternity services	Behaviour change service in place. Routine referral mechanism developed and implemented		→			Routine referral mechanism in place to behaviour change service for pregnant women identified as obese in pregnancy	
Work with partners to promote projects and interventions which support families and young people to improve food choice, targeting groups most at risk (including families matter, foster carers and Sure Start centres). Through early years settings, communities, schools and colleges.	0-19 service (Health Improvement)	SCC (Public Health, ICU, Early Help team)/ Children & Young People's Healthy Weight Partnership/ Active Travel	Funding in place. Range of programmes in place for target communities Range of community lead programmes piloted and evaluated.		Successful programmes supported to seek funding to scale up			Programmes in place to promote healthy food choices for families	
Work with partners, including leisure providers and local businesses to promote opportunities and projects which achieve a sustainable increase in physical activity among, families with young children, school aged children and young people, targeting those in greatest need (including families matter, foster carers and Sure Start centres).	0-19 service (Health Improvement)	Public Health CYPHWP Active Travel Other partners	Funding in place for programmes aimed at target communities	Programmes evaluated. Successful programmes supported to seek funding to scale up		→		Programmes in place to support increased physical activity among target groups	

## Action plan- Targeted Prevention

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5	Output	S
Work with partners to expand the Youth Health Champion programme- to train more peer mentors in secondary schools to promote healthy eating and physical activity at their schools and among their peers.	LifeLab	Public Health LifeLab CYPHWP	LifeLab led Youth Health Champions training pilot completed		Youth Health Champions training rolled out			YHC Programme available to all secondary schools in Southampton	
Develop capacity of the 0-19 workforce supporting families and young people (including Sure Start Children's Centres, Families matter, fostering/adoption services) in using Making Every Conversation Count (MECC) and Healthy Conversation Skills	0-19 Service Behaviour Change Service	Public Health Behaviour Change service	Training providers (Behaviour change service in place)	Trained promoted among 0-19 workforce				Trained staff competently using MECC and Healthy Conversation skills	
Develop capacity among workforces supporting families and young people (including Sure Start Children's Centres, Families matter, fostering/adoption services), in delivering hands-on/practical activities to support families to eat healthily on a budget and being an active family in a way which is attainable, attractive, healthy and fun.	0-19 service (Health Improvement)	Public Health ICU	Training provider in place and training provided- monitored through ICU		0-19 workforce leading activities to measurable increase healthy choices			Increased number of children and families accessing activities promoting healthy eating	

## Action plan -Treatment

Action	Linked programme	Lead	Y1	Y2	Y3	Y4	Y5		S
A co-ordinated tier 1 offer (signposting and self-help resources for healthy lifestyles and weight management) to include a central point where individuals and families can access information about universally available national and local resources to support weight management.		Public Health School Nursing Adult behaviour change service	Behaviour change service in place	Online hub developed	Online hub in place	→		Online hub developed and accessible	
A strong stakeholder network to provide an opportunity for organisations to promote discuss projects and share resources to meet local needs and ensure projects/activities targets children and families effectively.	Public Health	Children and Young people's Healthy weight Partnership	Twice yearly implementation meetings for Children and Young people's Healthy weight Partnership established		→			Bi-annual network meetings established	
Review of NCMP feedback letters to increase uptake of support offered at tier 2.	0-19s Service	Public Health School Nursing	Revised NCMP letter piloted, finalised and implemented		Increase in uptake of support among families with obese children			Annual increase in uptake of support	
Conduct insight work among families to understand facilitators and barriers for take up of community based healthy lifestyle and weight management support (tier 2).	0-19s Service	Public Health/Public Health School Nursing	Resource in place Commissioning of Insight work Final report and recommendation produced and disseminated at CYP HWP			→		Final report and recommendation produced and disseminated at CYP HWP	
Use findings from insight work to inform the NCMP feedback letter for children with excess weight and inform the development/ of support available to families and children in the community. Ensure support meets the needs identified and addresses issues such as self-esteem and body image.	0-19 Service	Public Health Public Health School Nursing	Amended NCMP letter Dissemination of insight report Adapted community programmes based on findings		Increase in uptake of support post NCMP feedback, including School Nurse led support and community/voluntary sector led programmes.			Adapted community programmes based on findings. Increase in uptake of support post NCMP feedback	

	Status (S)
	Deliverable through existing plans
	Deliverable within existing resources- require embedding in work plans/programmes
	Additional resources required

# Action Plan Measures

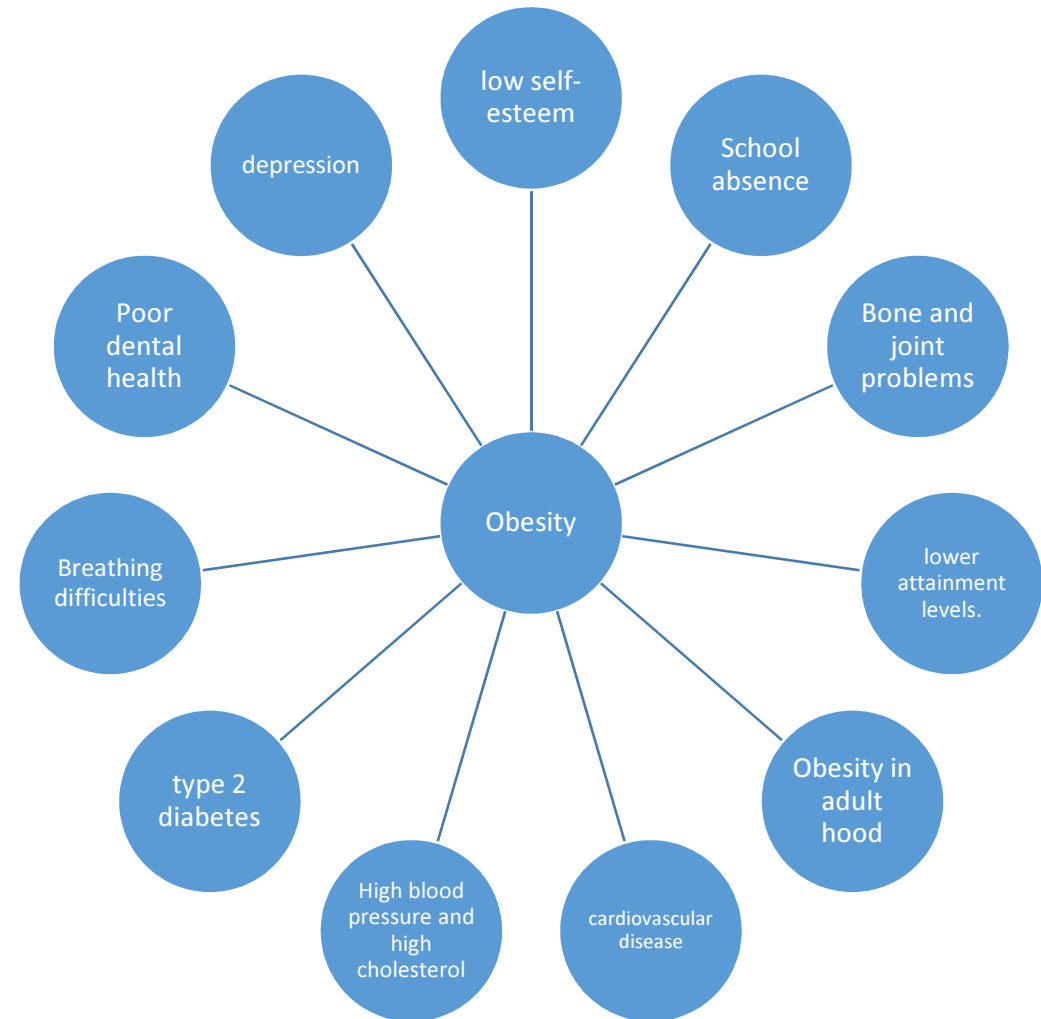
Measures	Baseline (Southampton) 2015/16	England 2015/16	Target	2017-2019	2020-2021	2022
5% more new mums breast feeding	73.2%	74.3%	78.2%	74.3% 37 more*	76.2% 97 more*	78.2% 167 more*
5% more pupils with healthy weight at year R	77.0%	76.9%	82.0%	79% 63 more*	81% 126 more*	82% 158 more*
5% more pupils with a healthy weight at year 6	61.8%	64.5%	66.8%	63.8% 45 more*	65.8% 90 more*	66.8% 112 more*
4% increase in 15 year olds achieving 5-a-day	47.8%	52.4%	57.8%	52.8%	55.0%	57.8%
60 more settings (early years, school, colleges and workplaces) engaged in work to create a healthy setting	10	-	70	20	50	70
100 new businesses pledging an action to enable healthier choices	0	-	100	30	70	100

# Further Information

- Consequences of Childhood Obesity
- Childhood Obesity and deprivation

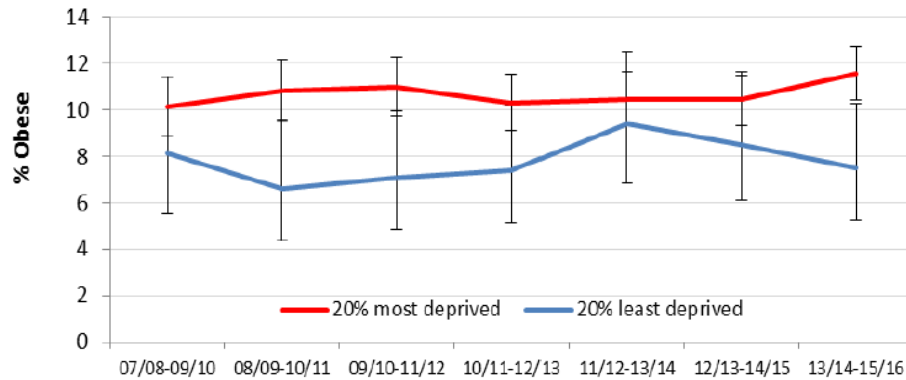


# Consequences of Childhood Obesity

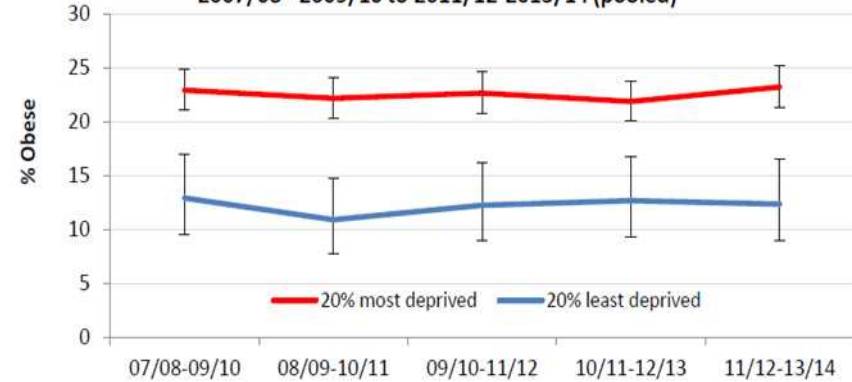


# Childhood Obesity is Associated with Deprivation

Proportion of Southampton children in Year R considered to be obese by IMD Quintile trend: 2007/08 - 2009/10 to 2013/14-2015/16 (pooled)



Proportion of Southampton children in Year 6 considered to be obese by IMD (2010) Quintile trend: 2007/08 - 2009/10 to 2011/12-2013/14 (pooled)



Data notes: Data has been taken from the validated NCMP national dataset. Only data for children resident in Southampton (but attending a Southampton school) is shown and therefore may not exactly match other locally or nationally published figures.

Obesity levels are consistently higher in children from the most deprived areas for year R and year 6