

Camden's Healthy Weight Acceleration Plan – 2024/25 – headline deck

Camden's Multi-Agency Healthy Weight Driving Group

Convened by Camden's Health & Wellbeing Department

July 2024

Camden's statement of intent on healthy weight

- We are in a health and wellbeing crisis linked to population levels of overweight and obesity that keeps intensifying. This crisis has major and sustained impact on residents, communities, health & care services, workplaces, and the economy. Reducing and reversing this impact requires concerted and ongoing local/national action on a range of factors, drawing together the collective action of a broad range of organisations/sectors.
- Camden is committed to drawing on all available resources and levers to support residents to have and maintain a healthy weight. This will include enhancing the local environment to support healthy behaviours, and continuing to address the wider determinants of health, including poverty experienced across our communities. Clinical and senior leads back both the need for a plan and the benefit of coming together to work across organisation and portfolio boundaries on addressing this vital issue. Local Action will focus on

Early years – further progressing support for families to enable infants and young children to maintain a healthy weight

School years - working through Camden's family of schools & with parents to take forward the principles of the healthy schools programme

Adult years – supporting people motivated to move towards a healthier weight, often at key stages or events in life, ensuring strong links between frontline services and effective healthy weight support.

A growing epidemic of preventable disease and poorer quality of life linked to obesity

People who are obese may

- Have fewer years of healthy life & more preventable health conditions
- Face day to day problems such as breathlessness, feeling very tired, snoring, joint and back pain, feeling isolated
- Have poorer mental wellbeing and quality of life
- Have poorer employment prospects and face discrimination at work
- Face stigma & prejudice.

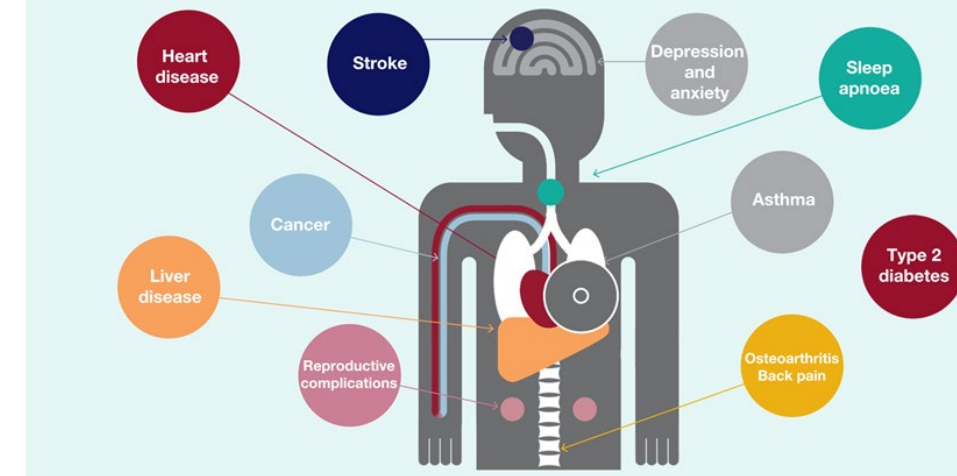
Levels of overweight and obesity are projected to deepen further

Obesity most affects people experiencing higher levels of deprivation, with inequalities set to widen further

- The burden of obesity falls hardest on children from low income areas

This growing epidemic is costly

Obesity harms health



Purpose of the Plan

Camden's Healthy Weight Acceleration Plan set outs local action planned across organisations which will be built on year by year.

What the plan will do

- Much is in place already. The plan will be clear on key gaps & opportunities in Camden.
- The plan will help initiatives have deeper impact, greater scale, and be better connected
- The plan aligns with key local strategies including the Joint Health & Wellbeing Strategy, We Make Camden, Camden's Food & Estates Missions, and Camden's Education Strategy
- The plan includes clear outputs and timeframes. Evaluation will be short term (for immediate impact & promising learning) and medium/long term (for impact on population level indicators)
- In year review of progress and further opportunities will inform the focus of next year's plan
- Reporting will enable clarity on the steps Camden is collectively taking over time

The plan is overseen by a multi-agency driving group

- Chaired by the Exec Member for Health, Wellbeing & Adult Social Care, with membership across Council departments, lead clinicians, VCS organisations, Schools, and the NHS

Building on what we have – themes & examples

Borough wide food initiatives

- Significant financial support to extend the VCS led Food Partnership into food poverty support & healthy food
- Community cooking initiatives onto estates
- Food growing opportunities

Action in the early years & wider

- Family Hubs development work
- Breastfeeding support
- Little steps to Healthy Lives
- Staff training on effective support
- Families for life programme
- Childrens centres

Action on the environment

- Resisting fast food takeaways
- Advertising of food high in fat, sugar and salt
- Active travel improved routes
- Developer contributions
- Parks for Health

Moving more programmes

- Extensive offer for schools & young people – targeted & universal programmes
- Leisure centre venues
- Behaviour change programmes linked to NHS
- Rehab programmes

Whole School Approach to Food

- Extending Healthy Schools
- Nutritious Food at school – Breakfast, Breaks, Lunch – free school meals to all at primary school
- Holiday Activity & Food Programme

Behavioural Support Services

- Tiered services for CYP
- More Life for adults
- Arsenal in the Community for men
- NHS Digital programme
- NHS Health Checks
- Diabetes Prevention Programme

Healthy Weight Treatment services

- NHS Low Calorie diet programme
- Medication (developing area)
- NHS led tier 3 multidisciplinary support (developing)
- Bariatric Surgery (tier 4)

**Tackling Poverty –
underpinning theme**

**Mental Health & Wellbeing –
underpinning theme**

**Food Manufacturing & Marketing
- national advocacy**

Camden's Healthy Weight Acceleration Plan

Aims

- To set out the most up to date picture on the obesity crisis, its impact, and the most effective actions
- To support people of all ages to reach and maintain a healthy weight, through a combination of whole system working and targeted support
- To ensure greater collective action through organisations and citizens in addressing this growing issue locally, and identify the key areas where concerted national action is needed

Population Health Goals

- Increase levels of healthy weight across different population groups, with a priority first focus on early years and primary school aged children
- Narrow the gap in overweight and obesity between the most and least deprived citizens, by focusing on addressing this inequality in everything that can make a difference

***New* Healthy Weight Needs Assessment**

Summary- healthy weight for children & young people

Data



The prevalence of obesity and overweight almost doubles by the time a child in Camden reaches year 6, from 19.5% in reception, to 35.9% in Year 6.



Other boroughs (statistical neighbours) have lower prevalence of obesity and overweight among children in reception and year 6. Camden ranks 6th among statistical neighbours.



Only 20% of secondary school pupils said they had 5 or more portions of fruit and vegetables the day before the HRBQ survey. 13% said that they have chips 'most days' or 'every day'



Only 12% of secondary school aged pupils met the physical activity recommendations.



56% of Camden state schools have 3 or more fast food takeaways within 400 meters.

Recommendations

Work should focus on **schools** to reduce the increase in overweight and obesity in school aged children, with a continued focus on **early years** to lower the proportion starting school overweight.

Camden should aim to be "best in class" with the lowest levels of overweight and obesity compared to our statistical neighbours.

Further progress can be made through current work focusing on improving access to nutritious food in **secondary schools**, increasing physical activity to meet recommendations, and by identifying other actions that could contribute to health weight in secondary school settings.

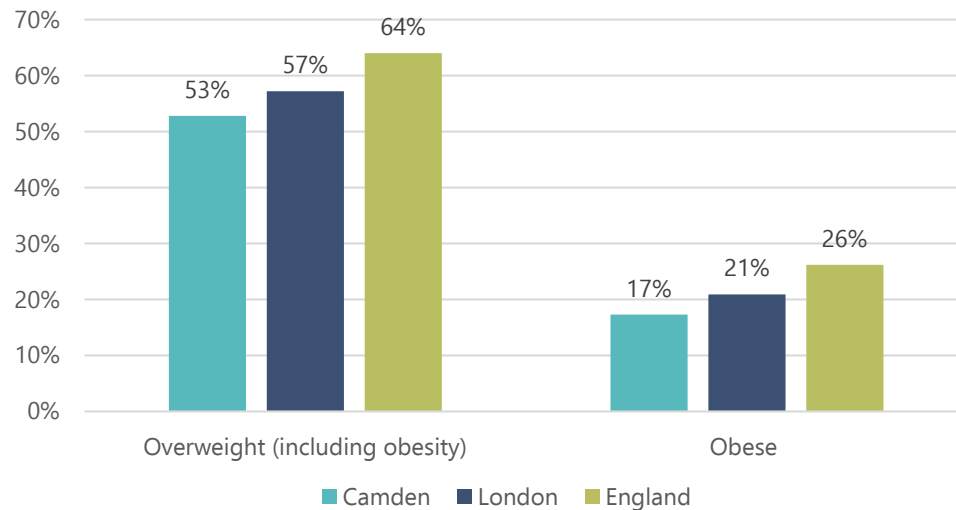
The child weight management services will be assessed under the Child Health Equity quality improvement programme, to determine whether the services meet the needs of the community.

Summary- healthy weight for Adults

Adult Data

53% of Camden adults are overweight or obese:

Active Lives Survey- overweight and obesity figures 2021/2022



People with learning disabilities are more likely to be obese compared to the average population.



Adults from South Asian and Black-Caribbean backgrounds are more likely to be overweight and obese than the average population.

A greater proportion of **older adults** are underweight, putting them at increased risk of losing independence

Recommendations

Continue to enhance the local environment to support residents to achieve and maintain a healthy weight and address wider determinants of health linked to healthy weight.

Strengthen links in weight management support provided throughout Camden and identify additional ways to improve access to effective healthy weight support across the adult population, and for specific populations with greater needs.

Work with service providers and community organisations to develop tailored healthy weight approaches to meet the needs of residents with greater needs.

A health equity lens should be used to assess the weight management services. This will help to identify gaps and opportunities to improve the provision of weight management services in Camden.

Workstream profiles



Year 1 – key workstreams

Starting criteria: Important issue/need, key leads identified, starting resources in place, impact across organisations/boundaries

Workstream 1 - Early Years

- including training all frontline staff to enable effective support, and clear onward pathways to access further support

Workstream 2 - Schools

- substantial capital improvement programme for school dining/eating areas in secondaries
- further progress on Healthy Schools, improving food & nutrition in schools, and whole school approaches to physical activity

Workstream 3 – Organisations & Place Shaping

- healthy weight reflected in place shaping (e.g. action in neighbourhoods; healthy convenience stores; stronger food partnership working); Camden’s food buying standards; population health in all policies
- meaningful healthy weight support programmes in place within Camden Anchor institutions

Workstream 4 - Weight Management Services

- Increasing access to services, connection between services, and new services (tier 3 developed by the NHS)

Workstream 5 – Population Groups – Year 1 Starter

- Starting focus on support programmes for people with learning disabilities, people with Asian ethnic backgrounds, older people, people with long term conditions - building on work started

Workstream 1 – Early Years

Statement of the issue

- Despite effective local action, 1 in 5 (20%) Camden children are still entering reception at school overweight or very overweight. There is a need for more focused preventative support in the early years to build healthy habits, enable a best start in life, and ensure children are healthy and ready for school.

Aimed for progress in Year 1

In the first year of this plan we will expand membership of the existing 0-5 Obesity Working Group to enable more collective action – this group will be accountable for progress linked to this workstream. We will increase awareness among front line workers of the options available to support children and families, through training and easy access to local support pathways. We will also ensure consistent messaging around healthy weight so that parents and staff have a deeper appreciation of the issue, and the support they can access

Landmark practical actions to be achieved in Year 1

- Comprehensive health improvement training programme for all EY staff including healthy weight – first pilot programme **by September 2024**, into the mainstream staff training offer **December 2024**, 300 staff trained by **April 2025**
- Two revised age specific child weight management pathways by **October 2024** (Early Years split into 0-2 years & 3-4 years), and one toolkit for community use
- Little Steps to Healthy Lives in Family Hubs – **pilot new approach in Autumn term**
- Healthy Movers programme (Youth Sport Trust) in Family Hubs & Nurseries by **Sept 2024**
- Increased opportunities to weigh and measure children resulting in referrals to support services - include in Child Psychological Support Programme in Family Hubs **Sept 2024**



Workstream 2 – Schools

Statement of the issue

- Camden's Family of Schools have had whole school approaches to Food, Physical Activity & Mental Health (and other topics), progressed through Healthy Schools and other specific initiatives. In 2023 there was a step change in food & nutrition delivery in schools. We need to maintain progress on issues linked to Healthy Weight, working alongside schools with a full appreciation of demands on their time & priorities.

Aimed for progress in Year 1

Camden is launching a programme of capital investment in the school food infrastructure in secondaries. All primary school pupils can continue to eat lunch for free and a new specification for school meals is being developed. The test and learn initiative in secondaries is making applying for free school meals easier and more tailored to the needs of our residents, as well as piloting free breaktime offers.

Landmark practical actions to be achieved in Year 1

- £600k school food infrastructure programme in secondaries to be completed – **this year**
- Further testing of breakfast and breaktime support in secondaries - **summer term**
- Additional tailored support available for families applying for free school meals - **in place in the summer term**, ahead of important period of school enrolments
- "Bite Back" national pupil led food advocacy campaign promoted – **summer term**
- Street Tag Physical Activity Campaign in schools – **May 17th launch, through to July**
- Healthy Schools moving to full engagement of Camden schools – **ongoing engagement**
- Revised primary and secondary child weight management pathways – **by Oct 2024**



Workstream 3 – Organisations & Place Shaping

Statement of the issue

There are a range of measures that can be taken individually & collectively across organisations to shape the environment and make it more supportive of healthy weight initiatives through creative use of powers and influence. Workplaces are also an effective setting for promoting health & wellbeing, including healthy weight support – Camden Anchor organisations can share good practice and improve the reach of their workplace health & wellbeing offer.

Aimed for progress in Year 1

Significant investment in the Food Mission will enable Camden’s Food Partnership to grow, alongside further improvements to the food system, including food growing, cooking initiatives on estates, and engagement with local markets to increase sales of fruit and vegetables within the borough. Food buying standards will be completed, a Healthy Catering Commitment for local businesses will be developed, and a “population health in all policies” approach will be piloted. Camden Health & Wellbeing Dept will offer local organisations constructive review of their current workplace health & wellbeing offer, starting with Health Anchor organisations.

Landmark practical actions to be achieved in Year 1

- Significant investment in Camden’s Food Partnership over 5 years – **starting 2024/25**
- Working with Markets to develop their fresh fruit and vegetable offer – **Ongoing**
- Camden Food Buying Standards completed – **July**
- Healthy Catering Commitment for businesses starts – **September**
- Population health in all policies approach piloted for the Council – **September**
- Review of staff health & wellbeing offers by local health organisations – **from May**



School "takeover" of
Chilton Street Market,
2019

Workstream 4 – Weight Management Services

Statement of the issue

There are a number of weight management services in Camden which more residents (adults, young people, and families) could benefit from. Connections between services could be improved, and services could be better promoted to front line workers. Parents & young people need a better way in that helps them to promptly reach the service that best meets their needs.

Aimed for progress in Year 1

We will be reviewing and implementing ways to extend the reach of all weight management services this year. Key parts of this will be: revising and clarifying referral pathways into services for child and young people and removing bottlenecks; connecting services so that the needs of those around the individual are better met (e.g. staff of children's weight management services signposting more parents who are motivated to lose weight onto adult services)

Landmark practical actions to be achieved in Year 1

- Children & Young People: new weight management pathways - **by October**
- Children & Young People: options appraisal on enabling more prompt & effective support (including a potential triage service) - **by September**
- Adults: campaign across partners to promote services – **by September**
- Adults: Tier 3 business case (specialist multi-disciplinary support programme) completed for the Integrated Commissioning Board - **by July**



The poster features the Arsenal Community logo at the top left and the Arsenal crest at the top right. A central graphic shows a red and white Arsenal football jersey with 'SHAPE UP' written on it. To the right of the jersey, a man in a grey 'TOSA SOCCER' t-shirt is leaning over a man in a blue Arsenal training kit who is sitting on a red chair. Text on the poster includes 'STARTS JANUARY 2023' and 'FREE 12 WEEK WEIGHT LOSS COURSE'. Below the main image, there are two columns of text: 'Entry Criteria' and 'Further Information'. At the bottom, it lists the location and logos for Camden and Islington.

Entry Criteria
Camden/Islington Resident
Male aged 18-65
Body Mass Index of 27.5+

Further Information
Rhys Ratcliffe
P: 07548 107576
E: rratcliffe@arsenal.co.uk

Location: Camden - Queens Crescent Community Association Dome

Camden ISLINGTON
For a more equal future

Workstream 5 – Populations with greater needs

Statement of the issue

Some population groups that are at increased risk of ill-health from not having a healthy weight and have higher overweight levels – both factors driving the need for increased and/or more tailored levels of support. The Healthy Weight Acceleration Plan will focus in its first year on supporting population groups where work has already started and can be progressed further. Learning will inform action to support more groups in future years.

Aimed for progress in Year 1

The first wave population groups are proposed to be **adults with learning disabilities** (an action group is in place), **residents from Asian ethnic groups** (building on the Scrutiny report focusing on addressing health inequalities within the Bangladeshi community), **older adults** (following a nutrition needs assessment identifying opportunities to support those at risk of losing their independence), and **people with long term conditions**. Scoping work is needed in the first six months of 2024/25 to inform action.

Landmark practical actions to be achieved in Year 1

- First year priority plan for adults with learning disabilities developed by group - **July**
- Physical activity needs assessment for Asian residents completed – **July**
- Plan for tailored support to the Bangladeshi community on healthy weight developed with community groups – **July**
- Active for Life physical activity campaign for adults aged 60+ - **March through June**
- Adult Social Care action plan in response to older adult needs assessment – **June**
- Opportunities identified to embed healthy weight support in care pathways for people with long term conditions (nutrition, behavioural support & physical activity - **July**)



Assessing Progress & Next Steps

Next Steps & Evaluation

- **Finalised first year of the plan** - Including feedback from driving group meetings, and in communications outside – NB detail can be adapted as we progress through the year
- **Setting the first year baseline** – through the new Healthy Weight needs assessment
- **Organising the work programme** – specific task and finish groups will be set up for some actions, with open invitations for contribution
- **Assessing progress**
 - **Using Camden wide population healthy weight linked metrics routinely available – e.g.**
 - for **children & young people**, benchmarked levels for those aged 5 & 11 – aiming to move to 'best in class' (compared to similar areas, and in London)
 - for **adults**, similarly benchmarked (but NB data is survey based and estimated)
 - Narrowing healthy weight inequalities in Camden between the most and least deprived
 - Physical activity levels, 5 a day fruit consumption, breastfeeding rates + others
 - **In year/shorter term**
 - Reach and effectiveness of initiatives
 - Completion of outputs
 - Learning
 - Organisation involvement
 - Resident co-development of initiatives