

WMCA Wellbeing Board

Date	24 October 2019
Report title	Proposal for Consultation on a 'Healthy Weight' action plan for the West Midlands
Portfolio Lead	Cllr Izzi Seccombe, Warwickshire County Council
Accountable Chief Executive	Deborah Cadman - WMCA
Accountable Employee	Sean Russell Implementation Director Sean.russell@wmca.org.uk Dr Sue Ibbotson PHE West Midlands Sue.Ibbotson@phe.gov.uk
Report has been considered by	Dr Henry Kippin PSR Director

Recommendation(s) for action or decision:

The Wellbeing Board is recommended :

1. To critically review the report and work with officers to develop an agreed final consultation document
2. Consider the proposed timetable for stakeholder consultation and agree subsequent actions including how Local Wellbeing Boards and Members can support the broadest Consultation opportunities

1. Purpose

- 1.1. This report provides a high level overview of a potential draft Healthy Weight Strategy for the West Midlands. It seeks to highlight the overarching ambition for a whole system approach and the need to engage partners, stakeholders and the citizens of the West Midlands; and the need for clear value-add in areas where working in collaboration (and with the WMCA) can achieve things that are not possible otherwise. The paper is being circulated through the board for early consultation with Lead Wellbeing Members, Health and Public Health partners before formal sign off in Early January 2020. A broader consultation will take place with wider partners, stakeholders and the public in the early part of 2020.
- 1.2. Throughout the development of the Healthy Weight programme, there has been strong commitment from the Mayor for the development of a set of Mayoral priorities; creating a Black Country Place Based Fund to tackle high levels of physical inactivity, developing a policy for the removal of junk food adverts off buses, developing the healthy housing design framework and increasing the participation of young people in physical activity through a digital nudge.
- 1.3. In addition, the Wellbeing Board is well placed to convene local authority partners across the region to drive key priorities. The board sought to identify programmes of work that add additional value, which include areas of high cost but low volume, that may not be within the scope of a local authority to develop policy or delivery changes. The Wellbeing board through work over the last two years is able to demonstrate its ability to accelerate action and/or amplify best practice in a number of areas.

2. Background

- 2.1. In October 2018, the Wellbeing board received a presentation outlining the challenges and scale of the problem of childhood obesity and the relationship to a number of disease impacting on the healthy life expectancy of the population. It is well documented that problematic obesity has complex determinants and consequences, and is driven by a number of environmental, societal and individual factors that reinforce other aspects of deprivation and exclusion. These factors impact on communities across places and sectors – and thus the Combined Authority has a role to play in supporting and championing a health weight approach. The Combined Authority has a strong Wellbeing Board and can demonstrate a track record of delivery in the wellbeing space i.e. Thrive at Work, Include Me. The role of the Combined Authority has powers an influence in relation to housing, employment and skills and transport, examples of this can be seen in the Healthy Housing design approach and the project to reduce junk food advertising on the transport network. The Combined Authority operates on a regional footprint which has the potential to work across borders. This creates a unique

ability to work with national and regional partners at scale and create opportunities for amplification. It also creates the potential to work at scale and align regional approaches with Government Departments to demonstrate stronger collaboration and potential devolution opportunities.

- 2.2. Over the last 12 months the draft framework – “Healthy Weight in the West Midlands: Strengthening partnerships for Collective action 2019-2030” (Appendix 1) has been developed with partners and is seeking to create a whole system approach. It should be recognised that there has been a shift of focus from purely childhood obesity to one of a healthy weight region in line with the national direction of travel. To tackle obesity across the population there needs to be a cultural and systematic shift to make obesity everybody’s business whilst at the same time developing a broader understanding of the unintended consequences that the stigma attached to weight and poor body image has for our population.
- 2.3. Early consultation with partners found a consensus for action and an agreement that system leadership is critical to make a substantive difference to the obesity challenge and shift the dial to create a healthy weight region. This is echoed in the Public Health report ‘What Good Healthy Weight for all ages looks like” (PHE, ADPH, 2019) and “Whole systems approach to obesity – A guide to support local approaches to promoting a healthy weight” (PHE, LGA, ADPH and Leeds Beckett University, 2019)
- 2.4. This draft report seeks to create a narrative for generating action through system leadership and collaboration and create a social movement within communities. The framework seeks to align current work streams and approaches within Local Authorities, Public Health and wider health economy to enable locally tailored programmes to continue but ensure they are amplified across the region.
- 2.5. The overarching framework seeks to work within 4 key pillars:
 - 2.5.1. **Leadership and enabling change** – driving improved collaborative leadership and accountability across all sectors – recognising that this approach is not just for public health professionals to act; local authorities, the NHS, third sector and businesses all have an important role to play
 - 2.5.2. **Health environment** – creating an environment which supports everyone to make healthier food and activity choices
 - 2.5.3. **Healthy settings** – co-producing opportunities for people to access healthy meals, snacks and drinks, and be physically active
 - 2.5.4. **Healthy people** – supporting people and communities to achieve and maintain a healthy body weight and reduce health inequalities.
- 2.6. The aim is to align this framework with the “What Good Healthy Weight for all ages Looks Like” 7 pillars which includes systems leadership, a long term whole system approach, a health promoting environment, community engagement, focus on inequalities, a life course approach and monitoring, evidence, evaluation and innovation.
- 2.7. It is recognised that this framework is a draft that has been created with support from colleagues around the region. The early feedback identifies a need for greater clarity of

the role and added value of the framework in this space. There needs to be a stronger sense of radical change to the system in areas that the system can influence i.e Food, and the built environment. The Combined Authority is uniquely placed to drive and support activity at a regional level and create leverage and influence that is not available on a local place level.

3. Next Steps

3.1. A Healthy Weight Task Force is being established that will be chaired by Cllr Hamilton (Wellbeing Lead Birmingham City Council and Vice Chair WMCA Wellbeing Board). The group will consist of representative partners, stakeholders across the broader system and ensure the most upto date evidence and interventions are examined. The Task Force will provide the governance to ensure the framework is consulted on across the broader partnership arena. The final signed off framework will then be published for consultation with the public to ensure that each locality is able to shape and reflect local context.

3.2. Proposed Timeline –

- 3.2.1. The draft framework is being shared with the Wellbeing board on 24th October 2019
- 3.2.2. It will be presented to a representative Health Forum consisting of Clinical Commissioning Group (CCGs) and Sustainable Transformation Partnership (STPs) on 24th October 2019.
- 3.2.3. A broader system leadership workshop will take place in early / mid December.
- 3.2.4. Final draft Framework to be presented to Task Force in early January 2020
- 3.2.5. Public Consultation commencing late January 2020 for 45 days.
- 3.2.6. Review of consultation and final framework return to Task Force April 2020 for creation of delivery plan.

4. Conclusion

4.1. This draft framework is intended to spark a debate and create the social movement required to make the significant change in our region to reduce the burden that obesity is creating for our wider society.

5. Financial Implications

5.1. No implications at this stage. Funding for the resources to construct the framework and support the consultation are met within the existing wellbeing budget

6. Legal Implications

6.1. No issues at this stage. This will be reviewed post consultation

7. Equalities Implications

7.1. It is recognised that there are growing inequalities, with the prevalence of obesity in children in the most deprived parts of the West Midlands more than twice that in the least deprived. This framework will seek to address these issues and focus on reducing the inequality gap.

8. Inclusive Growth Implications

8.1. There is an opportunity to test innovative interventions in the inclusive growth arena and work with the population intelligence hub and inclusive growth dashboard to tackle the rising inequalities. It is proposed that this framework supports the Inclusive Growth programme.

9. Geographical Area of Report's Implications

9.1. The framework is a whole system approach and any decision to test interventions or propose action will be considered within the Task Force and provide regular update to the Wellbeing Board.

8. Other Implications

None

10. Schedule of Background Papers

10.1. Appendix 1 - "Healthy Weight in the West Midlands: Strengthening partnerships for Collective action 2019-2030"