



Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026
Annual progress report 2017

Introduction

A year into the strategy, unsurprisingly overweight and obesity in our local population remains a public health concern, with rates rising nationally and locally in some areas.

There is no easy fix to this complex issue. Our biology, the environment we live in, influences in our society and cultures and the choices we make about the foods we eat and the activity we do all affect our weight.

This first annual progress report provides an update on the patterns and trends of obesity nationally and locally. The report show cases studies of the achievements of stakeholders which supports the outcomes of the strategy. The report also highlights actions to be taken in the forthcoming year.

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Patterns and trends of obesity – children and adults

The national picture

Children and young people

In England, the 2016/17 school year reported almost a quarter of children in Reception (aged four to five years) as being in the excess weight (overweight and obese) category. In Year 6 (aged 10-11 years) it was over a third of children.

The prevalence of obesity in 2016/17 for Reception children has risen slightly to 9.6% but remained similar in Year 6 at 20%.

Obesity prevalence is higher for boys than girls in both age groups. For children living in the most deprived areas obesity prevalence is more than double that of those living in the least deprived areas for both Reception and Year 6. The deprivation gap, as measured by the differences in obesity prevalence between the most and least deprived areas, has increased over time. It has increased more for boys than girls in Year 6.ⁱ

Adults

Most recent data available indicates the prevalence of obesity among adults in England has increased from 15% in 1993 to 27% in 2015. The prevalence of excess weight (overweight and obese, BMI 25 and above) in adults is 61.3%.ⁱⁱ

The local picture

Children and young people

Four to five year olds

Excess weight in four to five years has decreased slightly in 2015/16 to 20.6% which is significantly lower than the England average of 22.1%.ⁱ

Ryedale (19.6%), Craven (19.2%), Hambleton (20.9%), Scarborough (22.6%), Selby (20.7%) and Richmondshire (22.0%) are statistically similar to the England average (22.1%) and the North Yorkshire average (20.6%). Harrogate (19.4%) is significantly lower than the England average but statistically similar to the North Yorkshire average.

The diagram opposite illustrates the prevalence of excess weight in 4-5 year olds at a district level and compare with county and England averages. Numbers are included to highlight comparisons for 2014/15 and 2015/16.

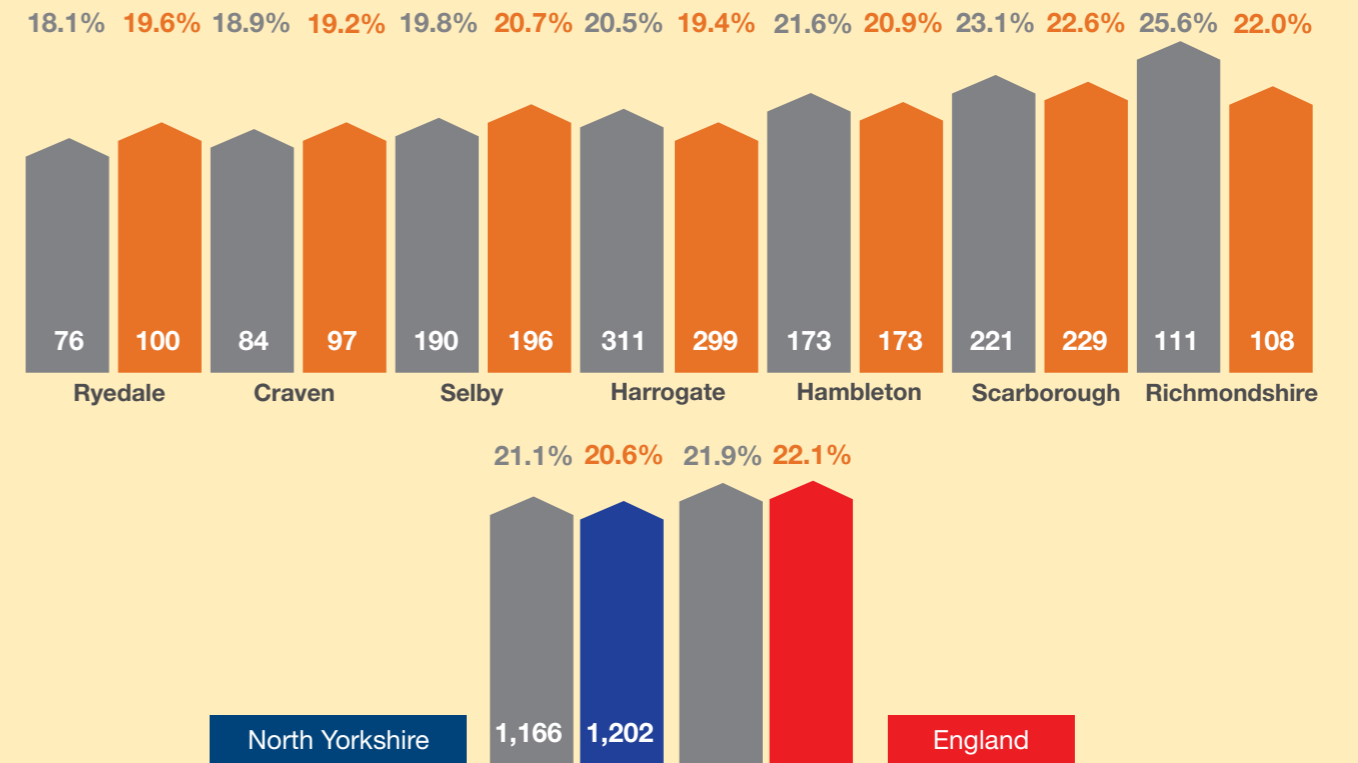
Adults

2012-2014 data presented in the Strategy reported overweight and obesity rates in North Yorkshire at 66.7%. 2015/16 data highlights prevalence of overweight and obesity at 60.8%, which is statistically similar to the England average (61.3%)ⁱⁱⁱ. It is important to note that 2012-2014 data uses the historical method of data collection (aged 16 years and above) whilst 2015/16 data uses the new method (aged 18 years and above). Therefore changes in prevalence over years cannot be compared.

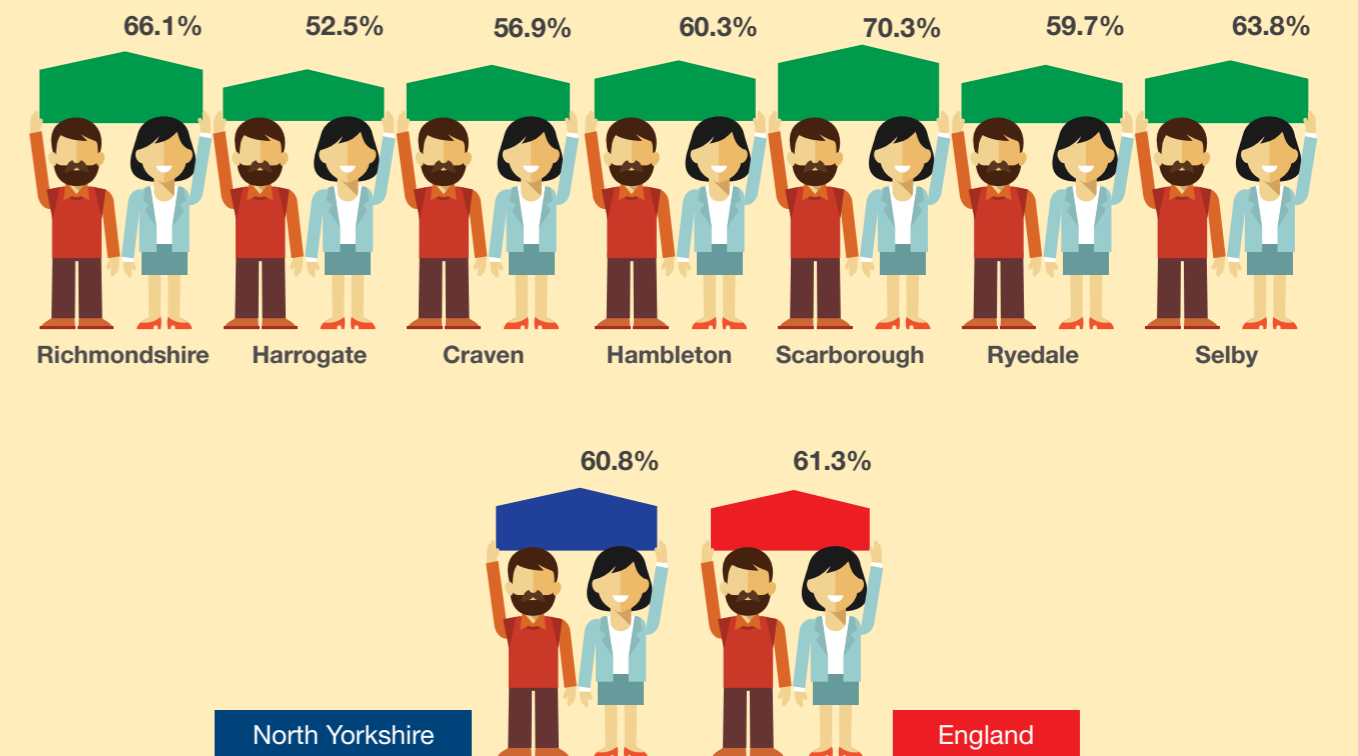
At a district level, 2015/16 data reports Craven (56.9%), Hambleton (60.3%), Richmondshire (66.1%), Ryedale (59.7%), and Selby (63.8%) are statistically similar to England (61.3%) and North Yorkshire (60.8%) averages. Harrogate (52.5%) is significantly lower than England and North Yorkshire averages whilst Scarborough (70.3%) is significantly higher than England and North Yorkshire.

The local picture

Child excess weight in 4-5 year olds (%) - 2014-2015 and 2015-16



Excess Weight in Adults (%) 2015-16 (aged 18+)



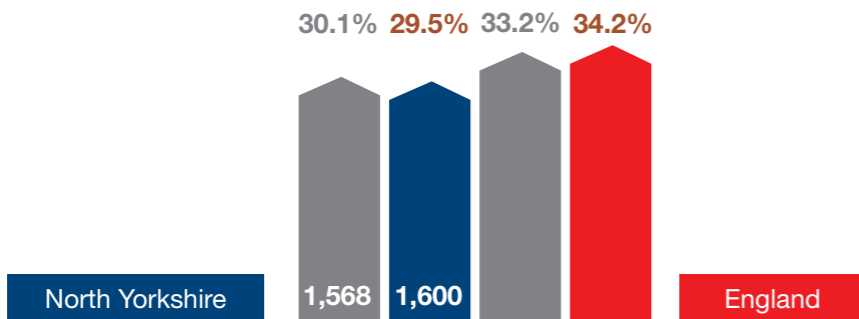
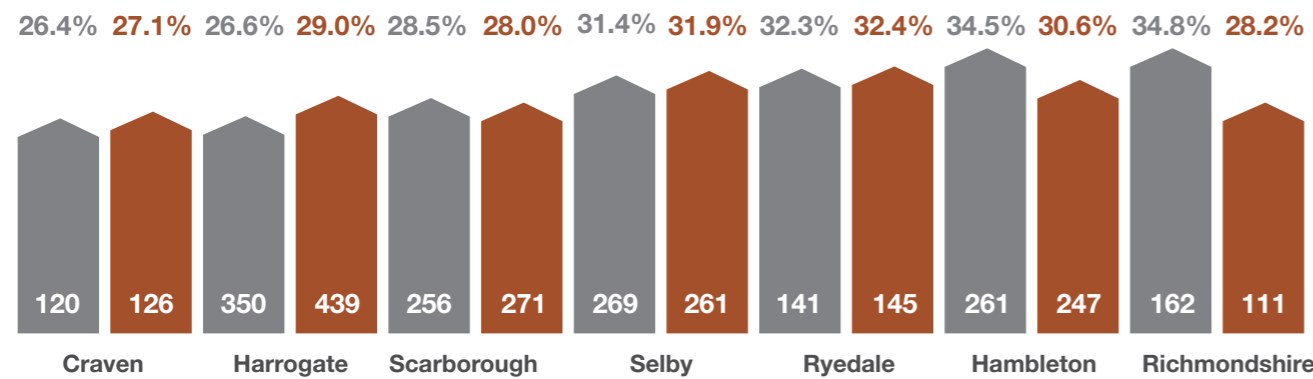
10-11 year olds

For 2015/16 the prevalence of excess weight in 10-11 year olds in North Yorkshire is 29.5%, which is significantly lower than the England average (34.2%).

Craven (27.0%), Hambleton (30.6%), Harrogate (29.0%), Richmondshire (28.2%) and Scarborough (28.0%) are significantly better than the England average (34.2%) but statistically similar to the North Yorkshire average (29.5%). Ryedale (32.4%) and Selby (31.9%) are both statistically similar to the England average (34.2%) but significantly worse than the North Yorkshire average (29.5%)

The diagram below illustrates the prevalence of excess weight in 10-11 year olds at a district level and compare with county and England averages. Numbers are included to highlight comparisons for 2014/15 and 2015/16.

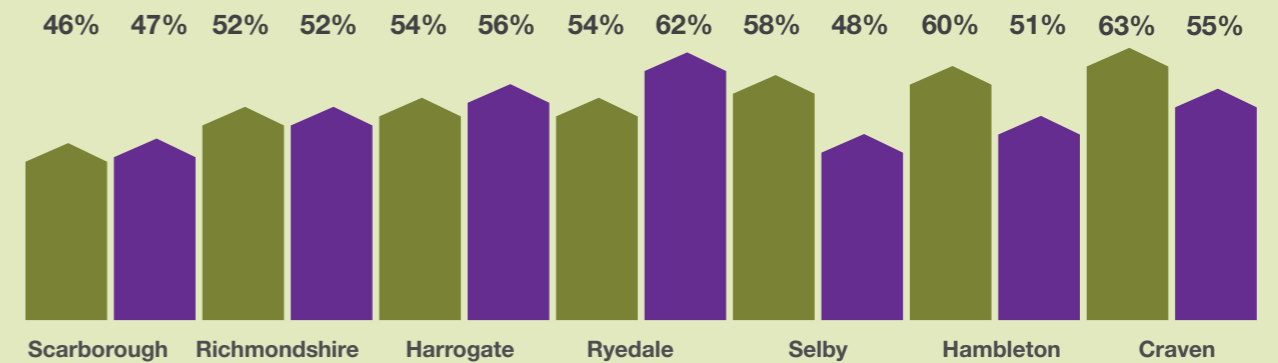
Child excess weight in 10-11 year olds (%) - 2014/15 and 2015/16



Physical activity – children and young people

North Yorkshire County Council Children and Young People's Service (CYPS) commission a survey of children and young people covering aspects of learning and wellbeing on a biannual basis called Growing Up in North Yorkshire. As part of this survey children are asked about their levels of physical activity. The diagram below illustrates district level physical activity levels, reported for primary and secondary school year groups, for 2016.

Percentage of Year 6, and Year 8 and 10 (combined) children who reported completing five or more hours of physical activity per week

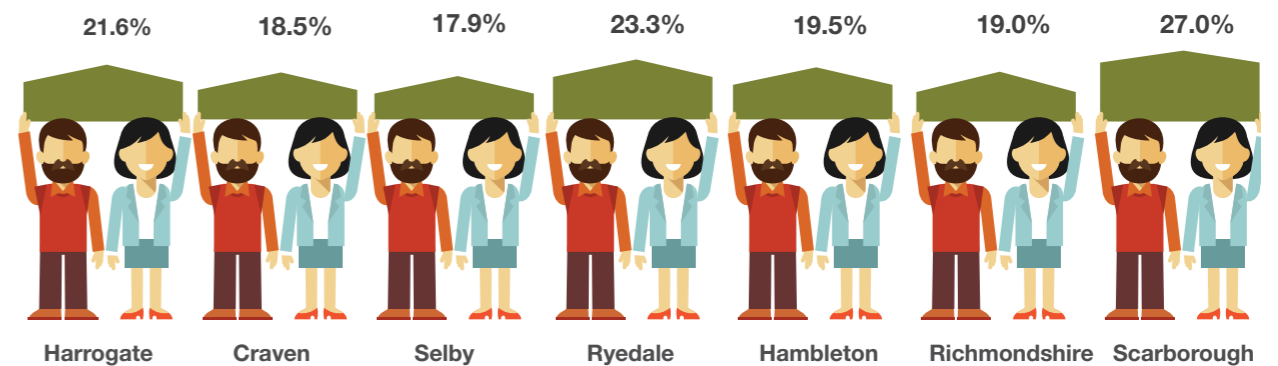


Physical activity – adults

For 2015/16 22.3% of adults (aged 19 years and above) in England and 21.4% of adults in North Yorkshire are classified as inactive (less than 30 minutes of physical activity per week).

North Yorkshire inactivity levels (21.4%) are statistically similar to the England rates (22.3%). The diagram below illustrates the district level of inactive adults for 2015/16. The methodology of collecting physical activity and inactivity data has now changed both in terms of questions and the mode of completion (telephone to online/postal version). As a result a direct comparison with historical data is not appropriate.

Percentage of physically inactive adults 2015-2016



Achievements and continued opportunity

Priority: Supporting children's healthy growth and healthy weight

Breastfeeding

Community services in North Yorkshire have achieved Stage 1 of the UNICEF baby friendly initiative. 100% of staff from North Yorkshire County Council Prevention Service and the Healthy Child services are fully trained to provide sensitive and effective care and support for mothers, enabling them to make an informed choice about feeding, get breastfeeding off to a good start and overcome any challenges they may face. Breastfeeding initiation rates have risen by 20% since the Baby Friendly Initiative was established in the UK.



Food provision in schools and child care settings

Food for Life in North Yorkshire is supporting schools to take a whole school approach that sees them grow their own food, organise trips to farms, providing cooking and growing clubs for pupils and their families. Serving freshly prepared, well-sourced meals and provide an attractive dining environment are also a focus of this initiative. 18 schools in North Yorkshire from the targeted 20 have enrolled onto the programme.

"We believe that food education is essential, especially teaching children how to cook from scratch, use knives safely and educating them about where their food comes from. Food for Life encourages children to try different foods in a safe environment." (Aspin Park Primary)

Weight measurement

The National Child Measurement Programme (NCMP) measures the height and weight of children in Reception class (aged four to five years) and Year 6 (aged 10-11 years) to assess overweight and obesity levels in children in primary schools. This data is used at a national level to support local public health initiatives and inform the local planning and delivery of services for children.

The NCMP is embedded in the work of the 5-19 Healthy Child Team (HCT). Childhood obesity is multi factorial and in North Yorkshire the aim is to implement a "whole systems approach": "It's more than just a measurement" has been adopted as a strap line for the Programme, identifying an opportunity to make every contact count.

In 2016/17 the NCMP referred 45 children onto NYCC Healthy Choices Service that uses a variety of cognitive, behavioural and affective techniques to help families to make small behaviour changes that are sustainable. 31 parents reported increased confidence in using the Eatwell guide and 25 increased confidence to read food labels.

Physical activity

The Youth Sports Trust has delivered a pilot scheme called 'Healthy Movers' within Scarborough. Healthy Movers is an initiative that supports early years settings and parents of two to five year olds to utilise training and resources in the childcare setting and at home. The aim of Healthy Movers is to increase the number of children aged two to five years achieving the recommendations for physical activity (180 minutes a day). Eleven early years settings in Scarborough have attended the Healthy Movers training and obtained teaching resources and home packs to engage children's families with their physical development journey.

Selby District Council's Inspiring Healthy Lifestyles service have been working with four primary schools in Selby town centre to take part in guided health walks. Children who participate walk just over a mile, keeping within the proximity of the school, using newly created walking routes. So far 846,000 steps have been taken and a total of 423 children have taken part in weekly walks. This walk is in addition to school regular curriculum PE sessions, with the aim to get more active and explore the local areas.



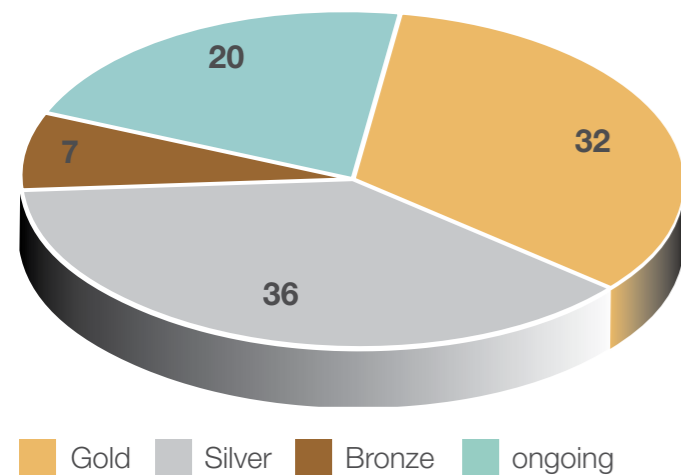
Priority: Promoting healthier food choices



Community Food Provision

North Yorkshire County Council Trading Standards team established a free to join certification scheme aimed at supporting and promoting businesses selling healthier food choices. Since the Healthier Choices award launched in 2015, 95 businesses across Harrogate, Scarborough, Selby and Hambleton have engaged within the scheme. These organisations include Ryedale School, Bed & Breakfast accommodations, workplace canteens, takeaways, tourist attractions, leisure centres, and a hospital provider. Businesses are rated a bronze, silver or gold award depending on their achievement of set criteria.

Figure Three: The number of businesses achieving the healthier choices awards and the grade of the award achieved.



Case Studies

Little Miss Muffins tea room in Selby achieved the gold award. Owner Stephanie Turner said *"We use fresh products, and felt we already had quite a healthy menu, but with guidance from the Healthier Choices team we found we were quite easily able to improve our food choices and make it even more healthy, just by making some small changes. Our regular customers have been impressed with our changes and one customer said they fitted in well with the slimming programme she was following"*.

Hunters of Helmsley achieved the silver award but are implementing changes which will mean the award should rise to gold. They have started selling new healthier sandwich options, healthy salad boxes, healthy vegetable-based soups for winter. All healthier options are going to be marked up as healthy options once the nutritional content has been verified.

The Buck Inn in Hambleton achieved the gold award. The owner creates dishes to order for his customers. With a focus on locally reared meat and home grown vegetables he goes out of his way to cater for walkers using the Cleveland Way footpath, providing healthy packed lunches and breakfasts upon request.



The Healthier Choices team have been working with Ryedale School in a new initiative, which has seen the school canteen achieving a gold award. A reward scheme aiming to increase the uptake of healthier foods at lunchtimes has been introduced; pupils with the most points are put into a prize draw with the chance of winning a bike. Alongside these canteen based activities, lessons have been delivered to Year 7 pupils on sugar, salts and fats with the aim of improving nutritional awareness.

The Healthier Choices team have been working specifically with takeaway outlets, hosting takeaway master classes in Scarborough and Harrogate. In Scarborough, a comprehensive marketing campaign led to the attendance of 30 individuals, who between them made 40 pledges to improve a variety of aspects of their businesses including the re-composition of sauces and the use of low fat/sugar/salt ingredients. In Harrogate ten businesses made 22 pledges for improvements. Plans are now in place to host a further masterclass for the takeaways and pizzerias of Hambleton and Richmondshire in February 2018.



Priority: Building physical activity into our daily lives

Walking, cycling and active travel

Creative communications agency, Magpie, have been commissioned to deliver a Discoveries on Your Doorstep walking project, targeting the residents of Scarborough and Selby. The aim is to encourage more people to get outdoors and walk in the local area. So far the project has partnered with six communities across Scarborough and Selby:

Selby

- Selby (town) North – Flaxley Road estate
- Selby (town) South – Abbots Road estate

Scarborough:

- Barrowcliff/Northstead
- Castle
- Eastfield
- Falsgrave/Mere

County Councillor Caroline Dickinson, Executive Member for Public Health, added:

“We want to encourage local people to enjoy more exercise by using existing trails around the town and discovering hidden gems by using the downloadable trail maps.”

“Many adults are inactive for more than seven hours a day, which increases to ten hours a day for people aged 65 and over. This can increase the risk of developing many illnesses. The Scarborough Trails are a simple way to enjoy walking and having fun while benefiting your health and wellbeing at the same time.”



North Yorkshire County Council offers free Level 1 and 2 Bikeability courses to all Year 5 and Year 6 pupils in primary schools across the County. Training takes place on local streets, giving pupils a real cycling experience. On completion of Bikeability Level 2 Year 5 and 6 pupils will be able to:



- Start and finish a journey by road, including passing parked or slower moving vehicles and side roads
- Make a U-turn
- Identify and react to hazards in the road
- Signal intentions to other road users when needed

- Understand where to ride on the road
- Use junctions, including turning left and right into major and minor roads
- Decide whether to use cycle lanes
- Use the Highway Code, particularly when it comes to understanding road signs.

2016/2017 Achievements

4,820 young people aged 9-11 years have achieved Level 1 and Level 2 bikeability

96 Reception and Year 1 children have completed the balanceability programme.

20 Year 7 pupils have achieved the Level 3 standard for bikeability.



Active play and planned physical activity

In October 2017 Stronger Communities and Public Health commissioned a community based universal and targeted physical activity service for older people in North Yorkshire. The aim of the service is to increase physical activity levels and reduce falls for older people. The service will contribute to the reduction of loneliness and improve mental wellbeing of older people.

Harrogate Borough Council have seen excellent growth in the number of people attending the Fit 4 Function programme throughout the Harrogate district, as shown in the table below. Fit 4 Function is an exercise class aimed at the more elderly, potentially frail individual, who would not, in all likelihood, attend another exercise class. Through the nature of the exercises included in the sessions, Fit 4 Function was purposefully designed to have a ‘falls prevention’ benefit for all those attending the classes, whether a risk of falling was an identified reason for attending or not. The programme is proving so popular that additional classes have been organised to offer Fit 4 Function to more people in Harrogate and the wider district in 2018.

Community Safety

North Yorkshire Sport and local partners are developing new physical activity programmes and improved access to swimming pools for people living with dementia. Richmond Leisure Centre Swimming Pool has been given the official stamp of ‘Dementia Friendly’ approval. The title has been awarded by North Yorkshire Sport and the Amateur Swimming Association (ASA) who have been working together to improve swimming pool facilities for people living with dementia.



Table one: Number of people attending Fit 4 Function classes in Harrogate district.

Month	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	July 2017	Aug 2017	Sept 2017	Oct 2017	Nov 2017
Attendees	104	89	99	130	142	159	167	181	187	189	214	225

Source: Harrogate Borough Council

Tees, Esk and Wear Valley NHS Trust (TEVV), North Yorkshire County Council (NYCC) and Hambleton District Council have developed a pilot scheme that offers an eight week running and social programme for people receiving secondary mental health care.

Key achievements from the eight-week running programme:

- Athletes lost weight over the eight-week summer training programme.
- Athletes completed Northallerton park run along with 111 other park runners and 17 dedicated park run volunteers.
- Athletes' engagement improved throughout whole summer.
- Athletes' mood improved weekly and after mental health assessments post running group the scores were significantly higher than when we started the running group.
- Athletes have gone on to take part in the tier 2 Adult Weight Management service, 'Take That Step', at the local gym.
- Athletes' diets have improved following professional nutritional support.



North Yorkshire Sport have worked with Tees, Esk & Wear Valley community mental health organisations and semi-professional football clubs to create 'Think With Your Feet'. This new initiative uses football as a vehicle to offer friendly football sessions for people living with mental health. Throughout the year 'Think With Your Feet' sessions have been offered within each district, creating opportunities for people to play, officiate, volunteer, and coach football.

Priority: Providing the right personalised, accessible weight management services

Assessment, brief advice and tailored support

Healthy Choices Service

A component of the North Yorkshire 0-19 Healthy Child service, includes the Healthy Choices Service, which helps children and young people work towards achieving and maintaining a healthy weight. The Healthy Choices Service provides children and their family with the tools and information to make positive, and realistic, changes in their habits, helping them to start enjoying a healthier way of living.

Achievements 2016/2017

245 participants starting the Healthy Choices 12 week bespoke programme.

195 participants completed the programme

78% of families completing the programme.

Teesside University have been commissioned to conduct an evaluation of the Healthy Choices programme to help inform service development.

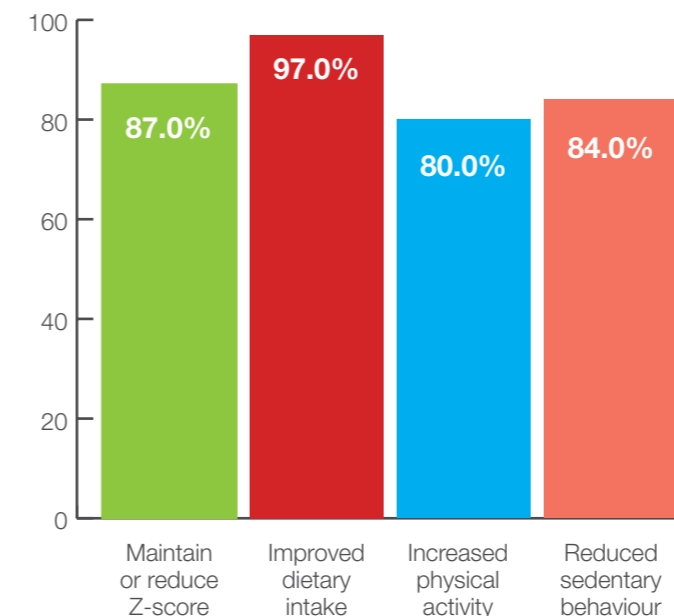
Case Study: A significantly overweight boy, age 16.

Background

At the age of eight this young boy's father died and he started to gain weight. Mum reports that she offered him food as comfort. The young boy received dietetic support, however this intervention was unsuccessful. Mum felt that they were given information which was not realistic or achievable.

Mum has type 2 diabetes, and at the end of 2016 was admitted to hospital in a diabetic coma. Mum described this as a life changing moment. She did not want her son's weight to damage his health. Mum was ready to make lifestyle changes as a family.

Figure One: The lifestyle outcomes following the Healthy Choices programme.



MoreLife

In 2016/17 35 young people from North Yorkshire aged 8-17 years old (who have a centile of above 99.6 for age/gender) completed a two week MoreLife summer camp. The aim of the MoreLife camp is to support young people to change lifestyle habits through re-education of healthy eating, increasing physical activity levels and understand the personality traits and triggers that influence unhealthy lifestyle behaviours.

The young people achieved impressive weight loss results. In total they lost 53.7kg, with an average weight loss of 2.69kg per child. They also saw an average waist circumference reduction of 3.99cm.



HENRY

Health Visitors and Assistant Practitioners from the Harrogate and District NHS Foundation Trust 0-5 Healthy Child service have all received core training in the HENRY approach during 2017. HENRY is a nationally accredited programme offering interventions designed to protect young children from the physical and emotional consequences of obesity through a holistic approach. HENRY focuses specifically on 0-5 year olds and empowers parents and carers to provide a healthy start for babies and young children through a solution focused, strengths based partnership approach. The whole family is supported to change old habits and achieve new goals. In addition to the Core HENRY Training, 14 staff have received advanced HENRY training which allows them to offer a one to one targeted intervention with families of babies and young children over the 91st centile. Those trained are able to offer more intensive support to support families adopt a healthier family lifestyle and achieve a healthier weight trajectory.



shape a new tier 2 adult weight management service that is due to launch on 1 January 2018. Teesside University and Public Health England have used the findings from the evaluation to write 'A Guide to Delivering and Commissioning Tier 2 Adult Weight Management Services, PHE, June 2017'.

Achievements from September 2014 to March 2017 include:

3,793 adults completing a 12 week programme

2,279 achieving 3% weight loss at 12 weeks

1,774 achieving 5% weight loss at 6 months

Case Study

In Sept 2016, Arlene had a full hip replacement due to osteoarthritis, after six weeks of physiotherapy at Selby hospital gym, she realised she needed to lose weight. Arlene joined Selby's 'Move It Lose It' weight management service with a start weight at 16st 11lbs. She attended the Slimming World sessions, the 'Move It Lose It' fitness classes twice weekly and attended the gym once a week. Within 25 weeks Arlene noticed dramatic changes, she was fully recovered from the hip replacement, and she gained confidence. Her weight was reducing each week and she lost 5st 10lbs almost at target weight, Arlene feels the combination of Slimming World and fitness classes has given her life back and more.



Tier 2 Adult Weight Management Service

In September 2014 North Yorkshire County Council funded the seven district councils to deliver a pilot tier 2 adult weight management service, which is due to end in December 2017. The aim of the Service was to provide evidence based interventions that support adults aged 18 years and over, with a BMI >25 to lose weight and learn how to maintain a healthier weight (through diet and physical activity). Those accessing the Service are supported to lose 3% weight loss at 12weeks, and 5% weight loss at six months.

North Yorkshire County Council Public Health Team commissioned Teesside University to complete and academic evaluation of the pilot tier 2 Adult Weight Management Service. The aim of the evaluation was to determine 'what are the key elements of a cost effective, high quality tier 2 adult weight management service for the residents of North Yorkshire'. The findings from the evaluation were used to help

Service design and pathways

In partnership with the North Yorkshire County Council Prevention Service, Harrogate District NHS Foundation Trust 0-5 and 5-19 Healthy Child services, the Healthy Choices Service, Midwifery services and Public Health have developed the "Healthy Weight Pathway for Children, Young People and Families in North Yorkshire" booklet. This resource has been designed predominantly for professionals working in North Yorkshire to support them in identifying and raising the issue of overweight and obesity, deliver healthy lifestyle brief advice, and signpost their clients to further information and programmes that help them to achieve and maintain a healthy weight.

April 2017 saw the launch of the Healthier You: National Diabetes Prevention programme (NDPP) in the West Yorkshire and Harrogate STP area. The programme is part of a wider package of measures to support people with diabetes and those at risk of diabetes, to stay fit, well and prevent long term ill-health. Since the start of the Diabetes Prevention Programme in June 2017, 652 referrals have been made in Harrogate and Rural CCG practices. In addition to the programme in Harrogate and Rural CCG, Humber Coast and Vale STP have been identified to pilot a digital offer of the programme. Humber, Coast and Vale STP and Darlington, Durham Tees and Hambleton, Richmondshire and Whitby STP have submitted bids for a wave 3 roll out.



The pathways and booklet will be launched to professionals working with children, young people and families across the County. The impact of this resource will be evaluated.

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

Services and community programmes

In November 2017 North Yorkshire Connect community directory for North Yorkshire was launched. The Directory provides information about local community and voluntary organisations who provide advice, support and a wide range of services and initiatives. The Directory enables up to date lists of local lifestyle weight management programmes to be available to the local residents and better connect people with health and wellbeing community programmes in their locality.



Health Education and Skills

North Yorkshire County Council currently delivers two arms of a Making Every Contact Count (MECC) training scheme; one for internal NYCC Staff and one for external partners. Making Every Contact Count is an approach to behaviour change that utilises the millions of day to day interactions that organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing. MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.

MECC focuses on the lifestyle issues that, when addressed, can make the greatest improvement to an individual's health:

- Stopping smoking
- Drinking alcohol only within the recommended limits

- Healthy eating
- Being physically active
- Keeping to a healthy weight
- Improving mental health and wellbeing.

In June 2017 primary care teams were offered Motivational Interviewing training. Motivational interviewing is a style of communication that uses a guiding/reflective style to engage with patients, clarify their strengths and aspirations, utilise their own motivations for change, and promote independence of decision making. The training has supported practice nurses to gain the correct techniques to discuss health behaviours appropriately and to effectively signpost individuals to further lifestyle support.

"Fabulous training day! Engaging and interactive. Awesome speakers. Animated and informative. This WILL alter my practise. Everyone should attend this course! Bravo."

"Enjoyable and interactive training course – very well delivered by the trainer. The skills learnt will be transferrable into my role."

38 individuals from primary care completed the training. 85% of the participants reported that they gained new skills and knowledge and 90% felt they would be able to apply their learning within their setting.

Campaigns

A range of campaigns have taken place across North Yorkshire in the past year. These include Public Health England's 'One YOU', 'Active 10', 'This Girl Can', 'Change 4 Life, and 'Wake up and Shake up'. All of these campaigns feature in the wider Public Health communications calendar and feed into North Yorkshire County Council Communication steering group.

Priority: Building healthier workplaces that support employees to manage their weight

Policy and interventions

In December 2016 trading standards and tier 2 weight management providers took part in workplace health and wellbeing events across North Yorkshire. The events allowed an opportunity to inform and inspire the workforce through a range of fun, interactive wellbeing sessions.

North Yorkshire County Council are working towards achieving the Workplace Wellbeing Charter accreditation and encouraging other workplaces to sign up to the scheme. Trading standards are currently piloting the accreditation scheme, which requires organisations to engage in healthy workplace programmes, provide health improvement leadership and expertise, and deliver interventions and guidance on the evidence base for workplace health (including helping organisations to conduct health needs assessment).

North Yorkshire County Council Employee Health and Wellbeing Group has been established to improve health and wellbeing for employees of North Yorkshire County Council. The group are in the process of developing a workplace health strategy and have a variety of planned interventions for the coming year to support employees lead a healthier lifestyle and improve physical, mental and social wellbeing. The group has supported initiatives that encourage employees to become more active during the working day. These have included: wellbeing walks during meetings, health walks, yoga and running sessions at lunchtimes and the ONE YOU four week challenge throughout September 2017. Brierley's restaurant at County Hall has achieved a silver Healthier Choices for a Healthier You award.

Actions for 2018/19

Priority: Supporting children's healthy growth and healthy weight

- HDFT 0-5 Healthy Child Service and NYCC Prevention Service to achieve UNICEF Baby Friendly Stage 2 accreditation
- Introduction of Breastfeeding Friendly Places Scheme Pilot in Selby for organisations and businesses to sign up to from January.
- Support schools and early years settings around the children's obesity agenda, by working with partners to strengthen their capacity, encompassing healthy eating and physical activity.
- Ensure a proactive approach to the NCMP so that parents and carers are supported and know where to get advice and support if their child is overweight or obese. To link in with a whole school approach to obesity.

Priority: Promoting healthier food choices

- Explore opportunities to work with local planning policies to address the increase of fast food outlets in Scarborough and Selby.
- Continue to work with local businesses to reduce the levels of fats, sugars and salts in food sold on their premises.

Priority: Building physical activity into our daily lives

- Explore opportunities to promote and develop walking and cycling infrastructure to encourage active travel.
- Roll out of the older people's physical activity services.
- To develop a North Yorkshire wide steering group to drive this priority and influence organisations to broaden their offer to improve their appeal to inactive adults.

Priority: Providing the right personalised, accessible weight management services

- Mobilise and support the new Tier 2 weight management service providers.
- Work with primary care to ensure the obesity pathways for North Yorkshire are clear (links with NDPP, NHS Health Checks etc.).
- Continue to raise awareness of MECC and MECC training so that all practitioners have the skills to advise on the health benefits of weight management and physical activity.

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

- Develop a cross section approach to local promotions of campaigns such as Change 4 Life, ONE YOU, Bike to work and School week.
- Ensure that children, young people and adults have access to a publicly available up to date list of local lifestyle weight management programmes across the weight management pathways.
- Explore further ways in which residents can get easy access to an expanding set of accredited health apps and digital information services to self-manage their physical activity levels and nutrition.

Priority: Building healthier workplaces that support employees to manage their weight

- Continue to influence change and to promote healthier workplaces across North Yorkshire.
- Support local organisations to meet government buying standards for food and catering services.
- Support local businesses to achieve the workplace wellbeing charter accreditation.
- Support local employers to develop and implement travel plans that encourage employees to walk, cycle or use another mode of transport involving physical activity to travel part or all of the way to and from work.

Actions for 2018/19

Priority: Alignment of work with other key local policies and strategies

Reducing alcohol consumption

The North Yorkshire Joint Alcohol Strategy 2014-2019 Annual Progress Report for 2016 presents the main developments against its three priority areas. In relation to reducing alcohol consumption, therefore calorie consumption, there have been some key achievements worth sharing in order to maintain the notion of aligning the two strategies.

- Alcohol Identification and Brief Advice (IBA): Since 2015 there have been over 900 front-line staff trained to deliver Alcohol IBA interventions. The interventions have been found to be one of the most straightforward and cost effective approaches to reducing risky but non-dependent drinking at an individual level.
- Trading standards: prevention of underage sales
- Children and Young People's Service: The Growing up in North Yorkshire Survey has shown a decline in the number of secondary school pupils drinking alcohol. Contributions to this include promotion to all schools, updates on guidance and policy, innovative approaches to education.

Changing the environment we live in

Align North Yorkshire County Council's 'A Plan to Deliver Economic Growth (2017)' with the Strategy in order to support innovative growth through efficient transport system, maintaining a high quality environment and housing and enhancing communications technology.

Establishing governance arrangements

Apply a place-based approach to address each of the six priorities within each district.

- Establish expert group(s) to provide specialist support within each district.
- Establish a Healthy Weight, Healthy Lives steering group to direct Strategy outcomes.

Appendix: New Guidance

During the past year, PHE has issued the following relevant guidance:

A Guide to Delivering and Commissioning Tier 2 Adult Weight Management Services, PHE, June 2017

<https://www.gov.uk/government/publications/adult-weight-management-services-commission-and-provide>

Health matters: obesity and the food environment, PHE, March 2017

<https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2>

Eligibility Changes relating to the NHS Diabetes Prevention Programme: Revised Guidance

<https://www.england.nhs.uk/publication/nhs-diabetes-prevention-programme-eligibility-changes/>

NEW Food environment assessment tool (FEAT)

The FEAT Tool has been developed by CEDAR and the MRC Epidemiology Unit at the University of Cambridge. It allows for detailed exploration of the geography of food retail access across England. <http://www.feat-tool.org.uk/>

References

- i National Child Measurement Programme – England, 2016-17, Publication date: 09:30 October 19, 2017
- ii Active People's Survey 2013-2015
- iii Public Health England Outcomes Framework 2015/16

Health and Wellbeing Board
North Yorkshire



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