Local Obesity Services and Strategies in Cambridgeshire

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Cambridgeshire generally ranks well for health and wellbeing.
But has geographical health inequalities

2.06i – Child excess weight in 4–5 and 10–11 year olds – 4–5 year olds – Fenland

- England
April 2013 public health functions transferred to local authorities...

We brought with us:

• A county-wide Obesity Strategy running since 2008

• Funding and contracts for:
  – The ‘CHIP’ adult weight management service: focussed on areas of deprivation
  – The ‘Health Trainer’ service focussed on areas of deprivation (MyTime Active)
  – The ‘Fit for the Future’ service in Cambridge and South Cambridgeshire (CCS)
  – Tier 3 weight management service (CUHFT)
  – National Childhood Measurement programme (CCS)
  – Energise child weight management programme (in house)
  – Food for life working in some primary schools (Soil Association)
and we commissioned an integrated lifestyle/weight management service in 2014/15

• Contract won by ‘Everyone Health’ the public health arm of Leisure Service Provider SLM, with CUHFT delivering tier 3 weight management services.

• Universal integrated service available in all parts of the County

• Increased input to areas of deprivation with targets for referrals of vulnerable clients
In 2015 we set up Cambridgeshire public health reference group

Co-chaired by District Council CE and DPH

- County Council Executive Directorates
- All five District/City Councils
- Clinical Commissioning Group
- NHS provider representative
- Public Health England
- Cambridge University Institute of Public Health
- Community and Voluntary Sector representative
- Police commissioners office
- Regional Housing Board
- (NHS England)
PHRG did some things quickly....

• Discussed and agreed our two main priorities
  – obesity and the wider impacts of diet and physical activity
  – Community engagement
• Assessed the evidence base for interventions
• Funded some short term community pilots
• Evaluated the success of the pilots
..and developed a longer term strategic approach
A Whole System Approach
Cambridgeshire Healthy Weight Strategy “on a page”

**Environment**

- Adopt policies and programmes for the built and natural environment that support a healthy weight
- Local use of policy, legislative and planning levers with a consistent approach across Cambridgeshire
- Evidence based interventions to increase walking and cycling e.g. Personalised Travel Plans
- Minimise local promotion of unhealthy foods
- Work effectively with local retailers to increase access to healthy food and drink

**Settings**

- Ensure that the places or social context in which people engage in daily activities support a healthy weight
- Ensure all relevant settings have local guidelines in place to prevent malnutrition in high risk groups
- Ensure that policies and practice are established to support infant feeding in all relevant settings
- Increase in schools and early years using policy and interventions to promote healthy weight
- Engage employers across Cambridgeshire in the adopting healthy workplace programmes
- Engage communities in taking a leadership role and whole community approach to promote healthy weight

**Information & Skills**

- Create opportunities for individuals, communities and organisations to build knowledge and skills that support a healthy weight
- Embed behavioural change techniques into interventions to promote physical activity and healthy diet
- Ensure professionals, voluntary sector workers and community members have the skills to make behavioural change interventions
- Secure and embed social marketing intelligence into the design and implementation of interventions and campaigns
The Environment!

- Ensuring that Cambs. New Towns are healthy places to live
- Supporting district councils to develop supportive policies
- Introduction of Personal Travel Plans in Key Workplaces
- Healthy Options Initiative with retailers
Healthy Settings!

0-19 Healthy Child Pathway

- Key Services – maternity, early years, schools and colleges
- Nurseries & schools: Food for Life – understanding how food is grown and cooked
- Walk Buggy - children’s centres and communities
- Daily Mile – schools

Working Age Population

- Commissioned workplace programme
- Well evaluated staff weight management programme - Addenbrookes
Healthy Settings!

Older People

- Shift in focus but still on a Healthy Weight
- Bespoke walks and other activities

Whole Communities – Community Ownership

- Peer Led Breast feeding Groups
- Walking Groups
- Healthy Fenland Fund
- Countywide Community “Lets Get Moving” Programme
Skills and Information

Skills

- Making Every Contact Count - Professionals and Voluntary Sector
- Personal Skills for behaviour change
- Weight Management Programmes
- National Diabetes Prevention Programme

Communications

- Social marketing intelligence
- Ongoing campaigns
- Tweeting
Cambridgeshire Integrated Weight Management Pathway

Tier 1: Prevention interventions
EVERYONE HEALTH

Tier 2: Multi-component weight-loss programme
EVERYONE HEALTH

Tier 3: Intensive medical/psychological/lifestyle
ADDENBROOKE’S

Tier 4: Bariatric Surgery

INTEGRATED TIER 1-4

GP
Great things can be achieved and changed…
…but we need whole systems approach

**Teamwork**
- Accentuate skills
- Share knowledge
- Create matrix

**Vision**
- Clarify purpose
- List objectives
- Enable leaders

**Excellence**
- Use benchmarks
- Apply science
- Don’t give up

**Resources**
- Define budget
- Identify staff
- Specify timescale

**Systems**
- Identify increments
- Target resources
- Develop training