

Local Obesity Services and Strategies in Cambridgeshire



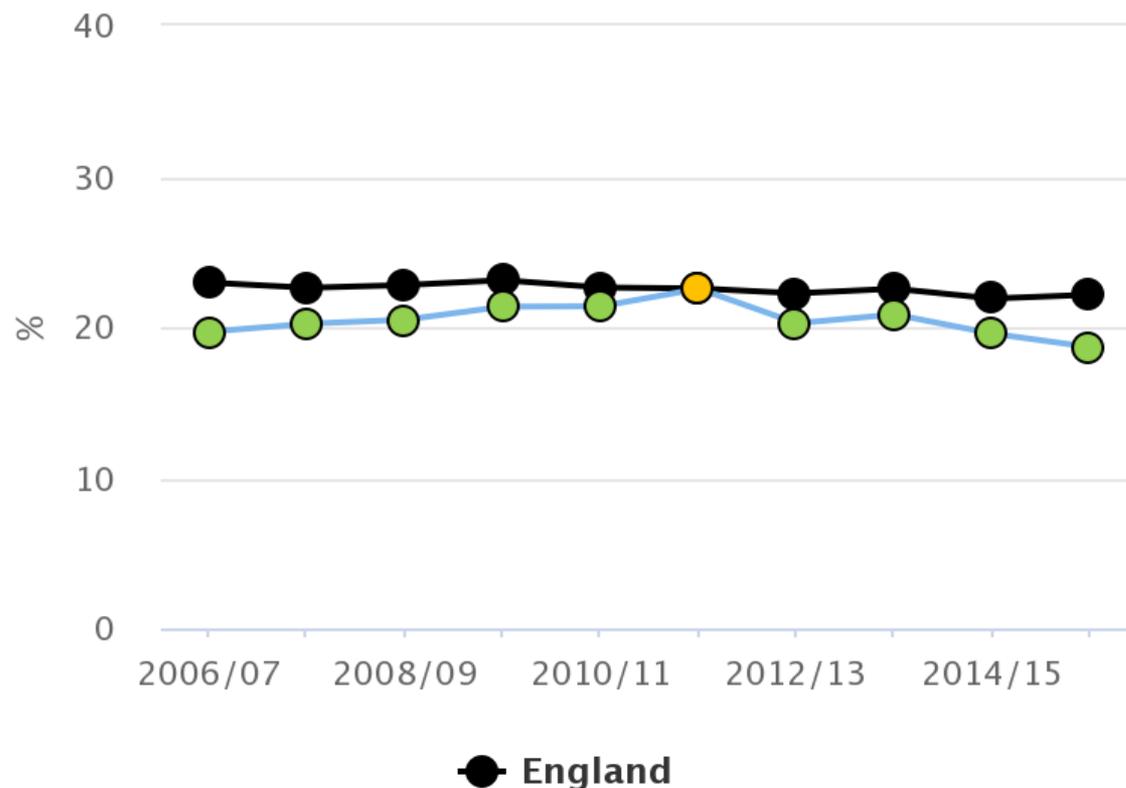
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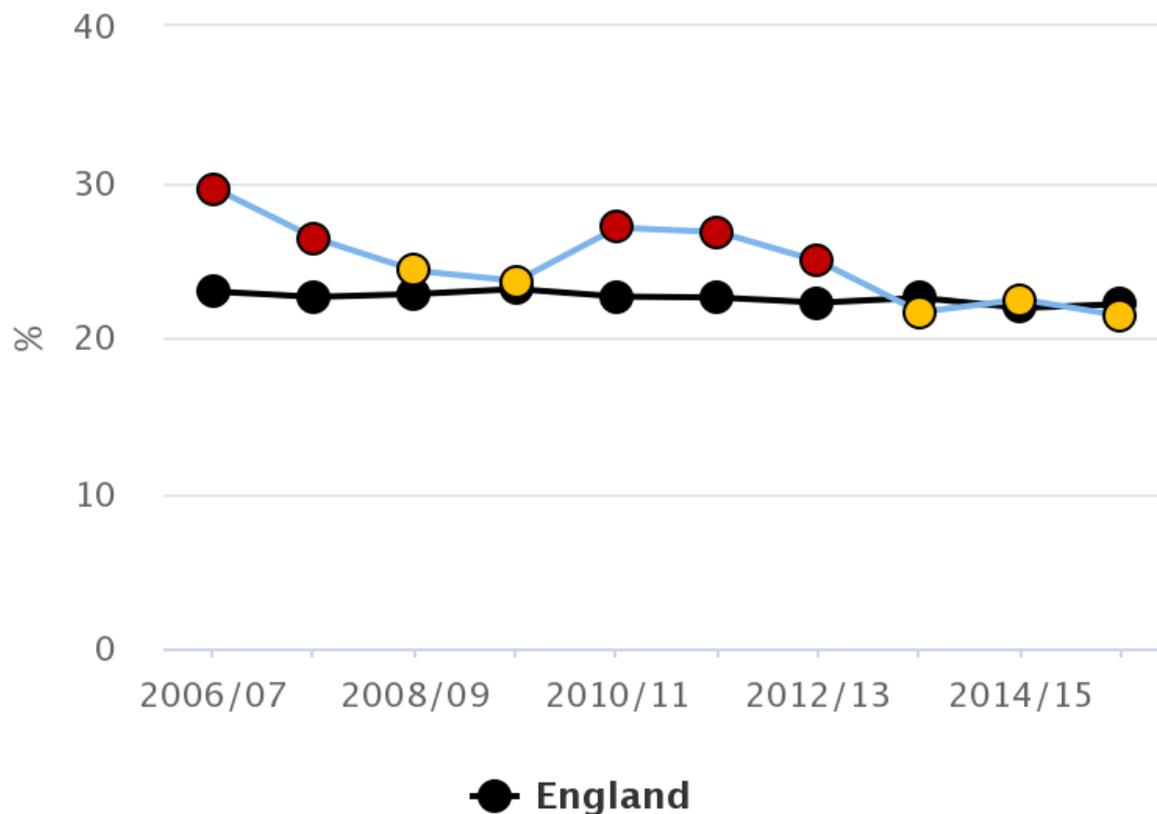
Cambridgeshire generally ranks well for health and wellbeing

2.06i - Child excess weight in 4-5 and 10-11 year olds - 4-5 year olds - Cambridgeshire



But has geographical health inequalities

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



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)

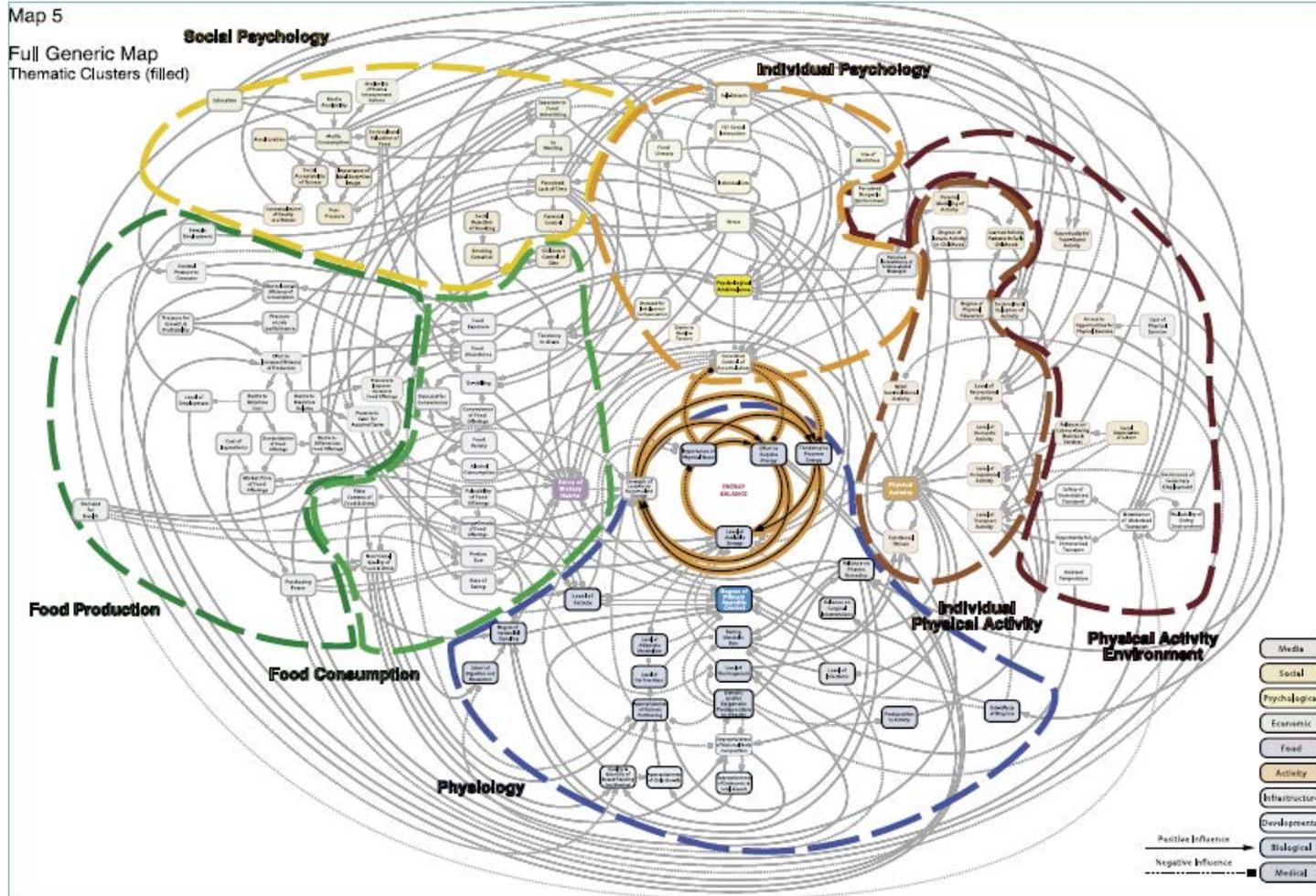
PHRG did some things quickly....

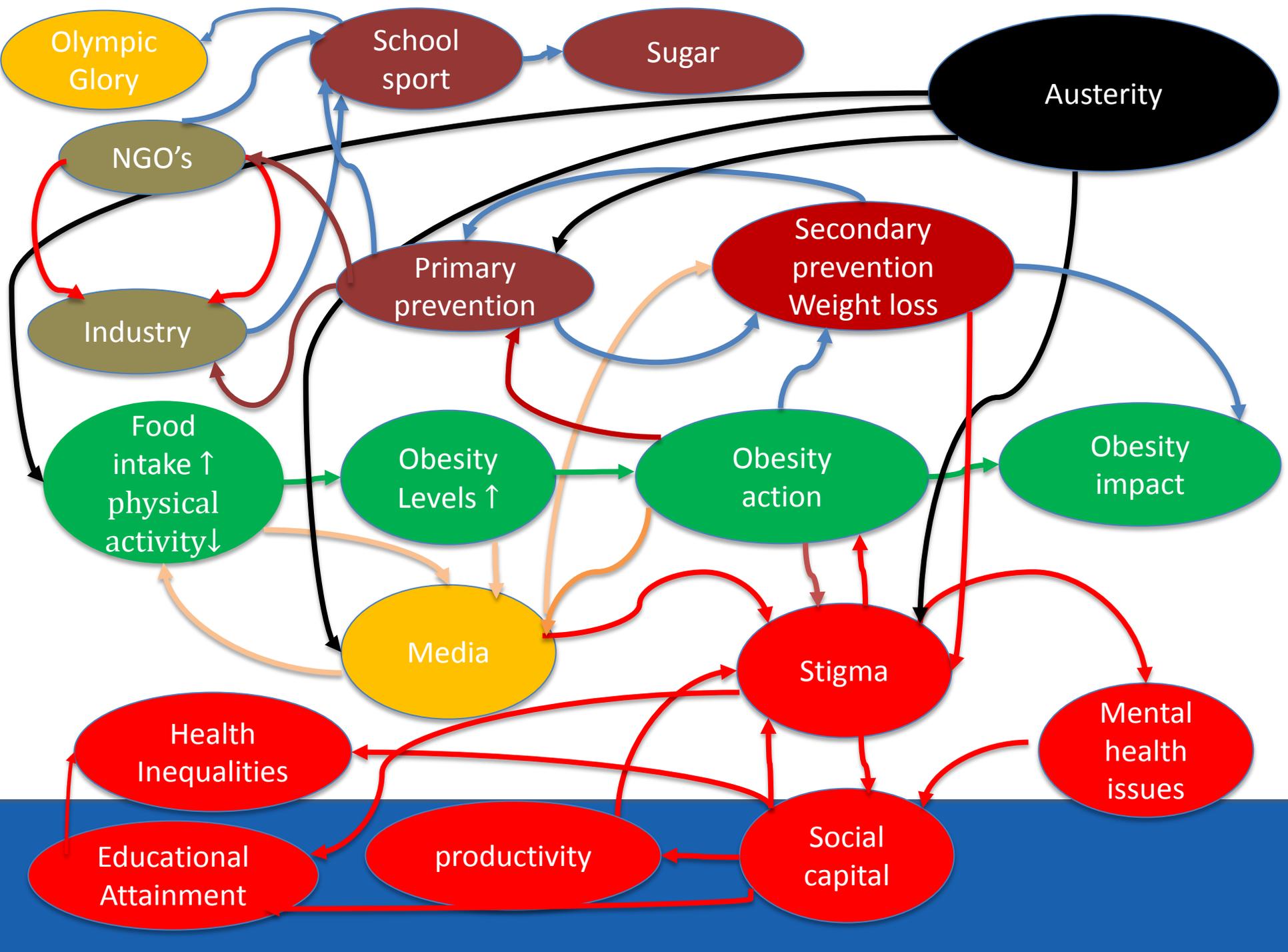
- Discussed and agreed our two main priorities
 - obesity and the wider impacts of diet and physical activity
 - Community engagement
- Assessed the evidence base for interventions
- Funded some short term community pilots
- Evaluated the success of the pilots

..and developed a longer term strategic approach



A Whole System Approach





Environment

Adopt policies and programmes for the built and natural environment that support a healthy weight

Settings

Ensure that the places or social context in which people engage in daily activities support a healthy weight

Information & Skills

Create opportunities for individuals, communities and organisations to build knowledge and skills that support a healthy weight

Cambridgeshire
Healthy Weight
Strategy
“on a page”

Life course

Whole Population and Targeted

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

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

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 Camb. 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

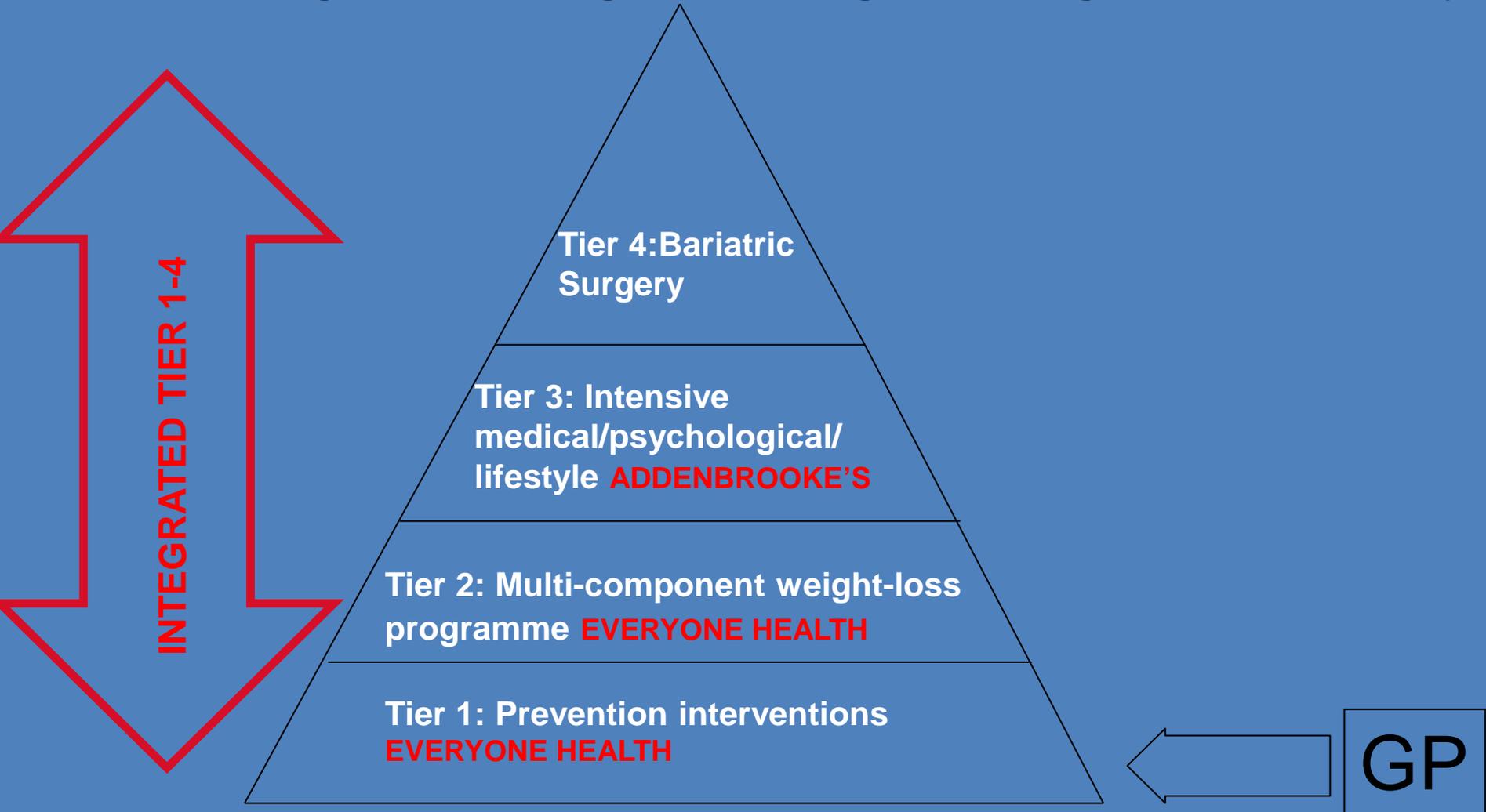
Skills

- 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



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

