

## LINCOLNSHIRE HEALTH AND WELLBEING BOARD

Open Report on behalf of Professor Derek Ward, Director of Public Health

Report to	<b>Lincolnshire Health and Wellbeing Board</b>
Date:	<b>12 March 2024</b>
Subject:	<b>Healthy Weight Priority Annual Update</b>

### Summary:

This report provides an update on how Lincolnshire is addressing the challenge of high overweight and obesity levels in the county. At the population level, levels of healthy and unhealthy weight are the product of a complex system of interacting influences, encompassing individual and group behaviours, the food environment, social and cultural norms, industry, the workplace, and the built environment. Many organisations in Lincolnshire can influence levels of healthy weight, but none can directly control this. Lincolnshire has therefore adopted the national strategy and modelled a 'whole system approach', bringing together a range of partners to work together to address and improve these influencing factors. The Healthy Weight Delivery Plan (Appendix A) provides more detail on the range of activities that link to the healthy weight agenda.

This paper focuses on three key areas:

- 1) The progress and impact of the Integrated Lifestyle Service (ILS), the main provider of adult weight management support, due to be recommissioned in 2025.
- 2) Healthy weight in children, identified as a key priority by the Healthy Weight Partnership: the activities, reach and impact of the child and family weight management service, Gloji Energy (GE), as well as the Holiday Activities and Food (HAF) programme.
- 3) The development of the Healthy Weight Partnership and establishment of the Healthy Weight Operational Partnership, which shape the strategic direction and support the implementation of the healthy weight agendas respectively.

This paper highlights chief successes and challenges over the last year.

### Actions Required:

The contents of the report be noted, and partners continue to work together to contribute to delivering solutions to the challenges raised.

## **1. Background**

Excess weight and obesity remain significant public health problems both nationally and locally, being directly associated with serious illnesses, such as Type 2 diabetes, heart disease and some cancers. Obesity and overweight are also associated with musculoskeletal and mental health problems.

In Lincolnshire, more than seven out of ten adults are currently overweight or obese, which is significantly worse than the national average. By year 6, over 37% of local school-children are overweight or obese. This is similar to the national average but shows a worsening trend. There is a clear relationship between childhood obesity and deprivation. National data (to which the local picture is likely to be very similar) shows that obesity in year 6 increases from 13.1% in the most affluent communities to over 30% in the least. The increase in prevalence of severe obesity, defined as a weight at or above the 99.6<sup>th</sup> centile in the British 1990 Growth Reference Charts, is even steeper for this age group with the most deprived children being 4 ½ times as likely to be severely obese as the least deprived.

### **1.1 Successes**

#### **Healthy Weight Networks**

The Healthy Weight Partnership (HWP) was revived (having previously existed prior to Covid) in Feb 2023. The partnership brings together strategic level actors across key organisations including Public Health, Integrated Care Board, Primary Care, schools, the VCS, Children's Services and district councils. One of the first actions from the HWP was to establish a similar network to support joint working on this agenda at an operational level. The Healthy Weight Operational Partnership (HWOP) began meeting in summer 2023. Term of reference are attached as an appendix. The HWOP provides a valuable forum through which to share knowledge, expertise and resources, with members having identified a number of ways, for example the joint delivery of training and the coordination of health promotion campaigns, to work together. The group has also explored key gaps within existing healthy weight provision and discussed ways in which to address these.

#### **The Integrated Lifestyle Service**

One You Lincolnshire (OYL) continues to deliver a range of high-quality weight management services that adopt a holistic approach to wellbeing in order to ensure sustainable, long-term behaviour change. In 2023, 4050 adults with a BMI of 30+ received support in the core 12 week weight management programme. 61% of these participants lost 3% of their body weight and 42% lost at least 5%. This surpasses the targets set out in guidance from the National Institute of Health and Care Excellence (NICE) and shows continuous improvement over the lifespan of the service. The advantage of the integrated approach is indicated by the fact that a further 140 clients not enrolled on the weight management pathway lost at least 5% of their body weight. 2023 saw a new approach to targeted partnership working in an area of deprivation between OYL, Primary Care and the Integrated Care Board. Eligible patients were texted via the GP obesity register and invited to a drop-in. The first event far exceeded expectations, attracting 120 attendees, with 94 signing up to the service. Plans are underway to replicate this approach with other GP practices.

#### **Child and Family Weight Management Service: 'Gloji Energy' (GE)**

Participation in Gloji Energy, delivered by One You Lincolnshire, has continued to gather momentum and it is expected that growth will accelerate in 2024. Outcomes compare very favourably with services in other places, with 64% of families (70 children) completing the 12 week programme and 76% of these reducing their BMI score. In addition, the healthy lifestyles pathway of GE, for which eligibility depends on

deprivation and broader lifestyle, social and emotional needs rather than weight status, saw significant improvements in 68 children's diets, physical activity levels and overall wellbeing. This is particularly positive as many of the families, over 90% of whom live in the most deprived communities, have significant, complex needs. Establishing a strong, positive relationship with the National Child Measurement Programme (NCMP) has been very beneficial by enabling OYL to contact families directly in order to engage parents and recruit into GE.

### **Holiday Activities and Food Programme (HAF)**

The Holiday Activities and Food Programme (HAF) began during the COVID-19 pandemic but continues to be a significant support to children and families, increasing physical activities and providing nutritious, healthy food during school holidays. Whilst the HAF programme does not have explicit goals around weight management, healthy eating and physical activity are core components of the programme. HAF is able to reach large numbers of children and has significant potential to address inequalities as it is targeted at areas of higher socioeconomic deprivation, where the risk of overweight and obesity is higher. Over 2023 there were 12,000 attendances at HAF activities. Although HAF is principally funded by central government, the local programme has been extensively enhanced through partnerships with the private, public and voluntary sector organisations, many of whom have supplied funding, resources and equipment that has increased the range of activities and support on offer. Notable examples include joint training, learning and networking events with Active Lincolnshire, funding from Branston Ltd for the delivery of GoGro interactive cookery sessions as well as the donation of recipe cards and 5000 water bottles and the delivery of training to HAF providers along with the supply of oral health packs from the Community Dental Service. A full list of HAF's partnerships is available at Appendix B.

## **1.2 Challenges and Solution**

### **Reaching deprived communities**

Engaging the most deprived and underserved populations remains a challenge, both nationally and locally, across adult and children's weight management services. As rates of overweight and obesity are higher in these populations, interventions need to be targeted at these groups to ensure inequalities are reduced, rather than increased.

#### *Potential solutions*

The recommissioning of the Integrated Lifestyle Service provides an opportunity to consider the extent to which services should be targeted and geographically located to ensure they are accessible and acceptable to those most in need. Likewise, the 'weighting' of outcome measures to incentivise delivery in the most disadvantaged communities should be explored.

Increased emphasis on community engagement approaches and seeking opportunities for localised co-production with respect to service design, promotion and delivery methods may also be beneficial.

### **Exit Strategies and signposting**

Whilst the two healthy weight partnership networks have provided better opportunities to effectively link services, there is still a danger of service users facing a steep 'cliff edge' when interventions end. This can result in the benefits of weight management programmes being diminished or lost.

#### *Potential Solutions*

The aim must always be to sustain positive behaviour change outcomes, and that can be achieved through lowering the barriers that people experience to making these changes permanent. One approach is to ensure lifestyle changes are as easy and enjoyable as possible - whether through natural daily elements

such as a well-designed active and inclusive environment – including safe, active travel of walking and cycling to school and college or utilising mainstream resources such as the Activity Finder. Resources such as Connect to Support are important to facilitate signposting following participation in a service. There are opportunities for cross sector partnerships through the Let’s Move Lincolnshire strategy, and opportunities to align cross sector investment opportunities through Levelling Up and Greater Lincolnshire. The partnership will explore whether a more structured system of transitional support, for example the increased use of subsidised leisure passes, may be beneficial in order to maintain positive behaviour change in the longer term, especially amongst the most deprived communities.

Increasing awareness of the local food environment would enable service users to be directed to accessible, affordable or even free sources of healthy food, such as community groceries, community cafes or growing projects and cooking clubs.

### **Opportunities for expanding service provision**

Further work will be conducted to explore potential gaps in Lincolnshire’s service provision for supporting adults & children to maintain a healthy weight. The Healthy Weight Operational Partnership has identified opportunities for further work to understand current service provision and identify opportunities for expanding support for antenatal weight management, breastfeeding support and support for children and families aged 0-5, and children and young people aged 0 to 18.

Lincolnshire’s Integrated Care Board will commence work on evaluating need and provision for tier 3 & 4 specialist weight management services in Lincolnshire from Quarter 1 2024/25.

## **2. Conclusion**

Healthy weight at all ages is vital to a happy, thriving population, economy and sustainable NHS. This paper has focussed on three principal aspects of supporting healthy weight in Lincolnshire. It is clear that the challenges that face the county in terms of helping its population of all ages achieve, enjoy and sustain a healthy weight are significant, and often outside of the direct control of partner agencies. The Healthy Weight Partnership is leading in making this whole-system, multi-agency approach effective and welcomes continued cross sector consideration, support and investment in this important area. This work remains an important component of an overall Lincolnshire-wide approach to preventing ill-health, reducing demand and increasing the overall wellbeing of Lincolnshire’s population.

## **3. Joint Strategic Needs Assessment and Joint Local Health & Wellbeing Strategy**

The Council, NHS Lincolnshire Integrated Care Board and the Lincolnshire Integrated Care Partnership must have regard to the Joint Strategic Needs Assessment (JSNA) and Joint Local Health and Wellbeing Strategy (JLHWS).

The healthy weight agenda and weight management and healthy lifestyle services directly address the issues raised in the JSNA and support the JLHWS to effectively implement the Healthy Weight priority.
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## **4. Consultation**

Not applicable.

## 5. Appendices

These are listed below and attached at the back of the report	
Appendix A	Healthy Weight Priority Delivery Plan 2024-25
Appendix B	Healthy Weight Operational Partnership Terms of Reference
Appendix C	Holiday Activity Fund HWP Update Briefing: Partnerships, Successes, Challenges, Solutions

## 6. Background Papers

These are listed below and attached at the back of the report	
UK National Strategy for Obesity	<a href="https://www.gov.uk/government/strategies/tackling-obesity">Tackling obesity: government strategy - GOV.UK (www.gov.uk)</a>
JSNA Healthy Weight	<a href="https://lhih.org.uk/healthy-weight">Healthy Weight - Lincolnshire Health Intelligence Hub (lhih.org.uk)</a>
Joint Health and Wellbeing Strategy	<a href="https://lhih.org.uk/joint-health-and-wellbeing-strategy">Joint health and wellbeing strategy (lhih.org.uk)</a>
Better Lives Lincolnshire, Integrated Care Partnership Strategy	<a href="https://lincolnshire.icb.nhs.uk/documents/strategies-and-plans/integrated-care-partnership-strategy/integrated-care-partnership-strategy-january-2023/?layout=default">lincolnshire.icb.nhs.uk/documents/strategies-and-plans/integrated-care-partnership-strategy/integrated-care-partnership-strategy-january-2023/?layout=default</a>

This report was written by Sarah Chaudhary, who can be contacted on [sarah.chaudhary@lincolnshire.gov.uk](mailto:sarah.chaudhary@lincolnshire.gov.uk).

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