

**Health and Wellbeing Board**  
**Oxfordshire Obesity Strategy**  
**Progress Review December 2009**

**Summary**

A key recommendation in this years Director of Public Health's annual report was that the Health & Wellbeing Partnership should evaluate progress against the County obesity strategy by December 2009. This paper provides an overview of progress to date, a more detailed review will be tabled at the March 2010 meeting which is focused on obesity.

Since the obesity strategy was developed in October 2008 much progress has been made in delivering a wide range of interventions to help combat the growing threat of obesity in Oxfordshire. Some achievements are highlighted below:

**Successes**

- **Tier II Obesity Service – Morbidly Obese**

The PCT have recently commissioned a new specialist weight management service for adults who are morbidly obese.

The service will deliver a multi component treatment programme including psychological, dietary, pharmacological and physical activity interventions. It will be available to patients who have not been able to loose weight successfully through tier 1 weight management services such as slimming on referral and exercise on referral.

It is anticipated that this new service will significantly improve the care pathway for the management of obesity in Oxfordshire.

- **GO-Active**

GO Active (Get Oxfordshire Active) aims to help improve the health and well-being of adults in Oxfordshire through increased participation in physical activity. The project is led by the Oxfordshire Sports Partnership and funded by the Oxfordshire Primary Care Trust and Sport England.

There are five GO Active Co-ordinators based in each district of Oxfordshire, working to support people to take part in physical activity. Oxfordshire has seen the highest increase in participation in physical activity out of all the Counties in England.

**Tier I Obesity Service - Slimming on Referral**

Slimming on Referral has now been running since January 2008 and obtained overwhelming support from health professionals across the county. The project has grown significantly with over 4000 patients having accessed the service. 40% of those patients that have completed a slimming on referral programme have lost at least the recommended 5% of their body weight.

**Please note that this report also includes some information on child provision**

## Action Plan

Immediate actions for Obesity Strategy	By Whom	Update	Green/ Amber/ Red
Increase number of people undertaking physical activity by 1% per year using the active peoples survey as a baseline	SPB	<p>An extra 20,000 more adults are taking part in sport and active recreation. This is a 3.5% increase since the first Active People Survey 2005/2006. This means that 26.7% of adults in Oxfordshire are participating in 30 minutes of moderate intensity sport or active recreation three times a week, following decades of no increase in physical activity.</p> <p>Oxfordshire has seen the highest increase in participation out of all Counties in England. There is however, still much work to be done.</p>	
Working with CDRP's to ensure community feels that spaces are safe for recreational opportunities	CDRP	No work currently underway	
Working with local planners (through partners) to ensure community spaces provide recreational opportunities	PCT	<p>A PE, Physical Activity and Community Sport group has recently been brought together to ensure that physical activity, PE and sport is given the strategic input into the Building Schools for the Future programme (BSF). The programme is the biggest-ever school buildings investment programme with the aim to rebuild or renew nearly every secondary school in England. The aim of the group is to provide strategic leadership for the transformation of the educational opportunities pupils can access via physical education, physical activity and community sport through the improved learning environments that the BSF programme and other capital building programmes in Oxfordshire will provide.</p>	
Ensure all schools are offering 2 hours of high quality physical activity per week	OHSP	<p>2009 figures show that 84% of all schools in Oxfordshire are offering 2 hours of high quality PE per week for 5-16yr olds This is an increase of 1% from 2008. This figure is 3% higher than the national average of 81%.</p> <p>New targets have now been set by Government with the aim of all schools offering 3hrs high quality PE. At present 50% of schools in Oxfordshire are offering this.</p>	

Immediate actions for Obesity Strategy	By Whom	Update	Green/ Amber/ Red																		
Increase number of schools which have achieved Healthy Schools status	OHSP	298 out of 300 schools in Oxfordshire currently have Healthy School Status.																			
Ensure that all schools have a physical activity policy in place	OHSP	No work currently underway																			
PE Sports Curriculum includes health related fitness	OHSP	No work currently underway																			
Ensure that all schools have a School Travel Plan in place and monitor number of children who are actively walking or cycling to school	OCC	Over 95 per cent of schools in Oxfordshire now have a School Travel Plan. The national target is for all schools to have a travel plan in place by 2010. The 2009 School travel survey has just been completed.  Previous data below <table border="0" data-bbox="762 622 948 1137"> <tr> <td></td> <td><b>2007</b></td> <td><b>2008</b></td> </tr> <tr> <td>Walk to school</td> <td>42.7%</td> <td>40.5%</td> </tr> <tr> <td>Cycle</td> <td>8%</td> <td>8.5%</td> </tr> <tr> <td>Public Transport</td> <td>18.7%</td> <td>20.6%</td> </tr> <tr> <td>Car</td> <td>24%</td> <td>24.9%</td> </tr> <tr> <td>Car Share</td> <td>5.7%</td> <td>4.6%</td> </tr> </table>		<b>2007</b>	<b>2008</b>	Walk to school	42.7%	40.5%	Cycle	8%	8.5%	Public Transport	18.7%	20.6%	Car	24%	24.9%	Car Share	5.7%	4.6%	
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To increase the level of active participation in groups identified as target populations. <ul style="list-style-type: none"> <li>• Women and Girls</li> <li>• 16 – 19 yr olds</li> <li>• People with disabilities</li> <li>• Older People</li> <li>• BME Groups</li> <li>• 45-65 yr olds</li> </ul>	SPB	Active people survey data  <table border="0" data-bbox="1011 622 1243 1137"> <tr> <td></td> <td><b>2008</b></td> <td><b>2009</b></td> </tr> <tr> <td>Women</td> <td>14.6%</td> <td>15.4%</td> </tr> <tr> <td>16-34yr olds</td> <td>24.1%</td> <td>28.8%</td> </tr> <tr> <td>Limiting disability</td> <td>7.8%</td> <td>7.4%</td> </tr> <tr> <td>No limiting disability</td> <td>17.8%</td> <td>20.8%</td> </tr> <tr> <td>Non white</td> <td>19%</td> <td>24.4%</td> </tr> </table>		<b>2008</b>	<b>2009</b>	Women	14.6%	15.4%	16-34yr olds	24.1%	28.8%	Limiting disability	7.8%	7.4%	No limiting disability	17.8%	20.8%	Non white	19%	24.4%	
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To explore the use of healthy lifestyle co-ordinators to support level 2 of the care pathway	PCT	No work currently underway	
To explore development of healthy eating / exercise options from children's centres	PCT	Following the success of a walking map in East Oxford by Oxfordshire Outside. The County Council and PCT have put forward further funding to create a suite of six additional walking maps for other parts of the county, which will make it easier for families with young children to access and enjoy green spaces in their area. This project will commence in December 2009	
Commission services which ensure prevention aspects of NSF's are fully implemented	PCT	A number of services have been commissioned that offer preventative aspects of obesity especially on levels 1 and 2 on the obesity pathway. Services include slimming on referral (weight management), exercise on referral (weight management/physical activity), health walks (physical activity), GO-Active (Physical Activity) and a new community outreach Breastfeeding service (Obesity).	
Specify training and the relevant competencies required by staff to deliver services dealing with weight issues	PCT	<p>The NHS are currently reviewing competencies required by staff that may be needed in the future to meet the priorities of the Health and Wellbeing Board. A small budget has been made available to meet these needs.</p> <p>The PCT have recently funded a two day weight management course for professionals working with children. The course took place in November 2009 with 15 participants attending. An adult weight management course is being planned for early 2010.</p> <p>The Increasing Participation Rates in Social Care Users forum is an exploratory partnership group, with a separate identity but with links to the Chief Leisure Officers Group. The forum considers how leisure services can work better with people in social care. Part of this group is to identify training needs for leisure providers.</p>	

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To explore with PBC consortia the development of weight management programmes and services which match consortia profile	PCT	Some PBC have invested in SoR by securing additional vouchers  PBC Service Specification is currently being finalised to complement existing weight management interventions and target specific groups i.e. men, BME groups	
Commission a children care pathway and develop service specification including the exploration of MEND as a treatment option.	PCT	An increasing number of families are participating in MEND, a weight management programme for children aged 7 – 13 years. A number of programmes have shown a decrease in BMI, waist circumference and sedentary behaviours and an increase in healthy eating and physical activity.  Our innovative approach for pre-school children, HENRY is helping our community nurses & children centre staff work more sensitively and effectively with families to tackle childhood obesity. A number of staff have been trained and changes in practice include healthy snack times and healthy eating groups in children's centres	
Commission an adult care pathway and develop service specification including the exploration of surgical interventions locally as a treatment option.	PCT	The Department of Health have released the long awaited guidance on the new Physical Activity Care Pathway (Let's get moving).  The PCT and partners are looking at how best to integrate this into current work practices and developing a systematic way of identifying those most at risk of inactivity and referring them to the appropriate services to get more active.	
Commission service outcomes which improve uptake of health walks	PCT	The feasibility of providing bariatric surgical interventions through a local NHS provider is currently being assessed.  Oxfordshire PCT currently deliver Walk leader Training 3 to 4 times per year to help support volunteers and local walking schemes	
Commission service outcomes which improve uptake of national step-o-meter programme	PCT	No work currently underway	

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<p>Improve Local Data to ensure accurate trends can be measured therefore allowing effectiveness of strategy to be monitored.</p>	<p>PCT</p>	<p>New national data has been released on estimated obesity prevalence in Oxfordshire based on our GP registered population. It has been calculated that 24% of the adult population is obese which is the same proportion as the regional level for South Central Strategic Health Authority. An options appraisal of approaches to improving local data on adult obesity will be tabled at the Health &amp; Wellbeing Partnership in March 2010</p> <p>The National Child Measurement Programme (NCMP) is one part of the programme of work to implement the Healthy Weight, Healthy Lives strategy, and is overseen by the Cross-Government Obesity Unit (DH and the DCSF). Every year children in Reception Year and Year 6 are weighed and measured during the school year as part of this programme.</p>	<p style="background-color: yellow;"></p>
<p>Work with Local businesses to offer them the opportunity to commission healthy options for employees</p>	<p>PCT</p>	<p>This will form part of the Workplace health project which is due to get underway in early 2010. This project could include advising local businesses on how to commission local healthy option in canteens etc.</p>	<p style="background-color: #d9ead3;"></p>
<p>Ensure clear and consistent messages across all professional groups and partnership organisations on healthy lifestyle topics are available and are easily identifiable</p>	<p>PCT</p>	<p>The PCT is working alongside the Department of Health's Change4Life campaign which is a society-wide movement that aims to prevent people from becoming overweight by encouraging them to eat better and move more. The first phase of the campaign targeted children and families. From March 2010 the campaign will look to target Adults aged 45-64yrs of age</p>	<p style="background-color: #d9ead3;"></p>
<p>To provide a co-ordinated countywide Exercise on referral scheme which is monitored and evaluated with minimum standards.</p>	<p>PCT</p>	<p>All five districts have now signed up to the countywide exercise on referral programme which has provided a standardised and coherent approach to using physical activity</p> <p>The South East Physical Activity Team are looking at developing at regional accreditation programme for exercise on referral programmes.</p>	<p style="background-color: #d9ead3;"></p>
<p>To audit patients who have been referred to priorities forum for bariatric surgery ensuring that those who do not meet the criteria have alternative care plans in place.</p>	<p>PCT</p>	<p>There are still currently no treatment plans available for those patients that do not meet the criteria. It is anticipated that the new Tier II weight management service will provide an alternative care pathway for these patients when launched in early 2010.</p>	<p style="background-color: yellow;"></p>

<p>Adopt Healthy Workplace Code</p> <p>Develop a PCT Health &amp; Wellbeing Policy including:</p> <ul style="list-style-type: none"> <li>• Criteria for healthy vending &amp; catering</li> <li>• Active Travel Plan</li> <li>• Physical Activity</li> </ul>	<p>PCT</p>	<p>The PCT with partners across Oxfordshire have hopefully secured funding for a three year workplace health project to focus on the strategic priorities of the Health &amp; Wellbeing Partnership to include, tackling obesity, improving mental wellbeing and addressing the needs of an aging population.</p> <p>A bid has also been put forward by the County Council, City Council and PCT on a Workplace Cycle Challenge for Oxford City. The project involves a two year programme encouraging local employees to cycle to work. Funding would come from the Department of Health South East and is equivalent to £80,000 over 2 years.</p> <p>At the time of writing, the bid had been shortlisted to stage 2.</p>	
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