

Adult 'Healthy Weight' Action Plan – Progress Report

The purpose of this paper is to update the board on current progress against the plan in the key work areas:

1. Commissioning treatment services
2. Prevention Projects & Services
3. Healthy Workplace Practices
4. Environment & Transport
5. Social Marketing, Publicity and Public Events
6. Training & Education
7. Data capturing, monitoring & evaluation

We need your help to fully embed the 'Healthy Weight' agenda within all our strategies & plans. As a priority **ALL partners should identify a senior lead or champion in their own organisation** to move this forward and develop action plans which have key milestones.

1. Treatment Services

- A range of organisations are currently being invited to tender for Oxfordshire's new specialist service for people with morbid obesity. It is anticipated that the start up phase of the new service will commence in January. The new service will encompass an intensive period of multi component interventions to help people loose weight safely and a longer period of support and follow up to enable them to maintain weight loss in the long term
- Slimming on Referral is currently being evaluated and a full report was originally due in July 2009. However due to the Swine Flu epidemic the report will now be completed in Dec 2009. The scheme has grown significantly since its inception in 2008 with referrals having increased three fold since Apr 2008.
- Current data suggests that of those patients completing the programme, approximately 40-50% have achieved the recommended target weight loss of 5% or more. The PCT will be revising current protocols to increase the adherence rate.
- Following the recent evaluation of the countywide exercise on referral scheme an action plan is currently being put together and will be presented to partners in October 2009. This will include priority recommendations from the report. The number of practices signed up to the scheme has been steadily increasing. An Equality Impact Assessment (EIA) of the scheme has been completed.

2. Prevention projects and services

- GO Active is progressing steadily. KPIs are lower than required but it's early days and improvement will be seen as projects develop. In particular, Nordic Walking, for which over £5,000 was secured from 'Fit as a Fiddle' funding, has been an overwhelming success – extra sessions were put on across the county in response to high demand and feedback from participants at the sessions has been good. GO Active's 'Two Left Feet' dance programme is launching next month, with new dance sessions across the county for beginners. The GO Active team has recently been strengthened with two GO Active Activators in Cherwell and two in South Oxfordshire being employed by their respective Leisure Providers. GP Surgery engagement is progressing with early indications showing that health professionals are referring the right people to the service.
- Local health walking schemes have slowly been gaining in popularity with 16 schemes now in existence. Over half of these schemes have been accredited by the Walking the Way the Health Initiative (WHI).

3. Healthy Workplaces

- A revised LAA reward grant will soon be going to H&W board for approval. The project aims to deliver productive, healthy employees who are encouraged and enabled to stay in work for longer. The project will be delivered by a small team who will work with senior management, staff, HR and occupational health to identify and embed best practice in a small, pilot group of public, private and voluntary sector organisations.

4. Environment & Transport

- 'Scores on the doors', is being piloted in Oxfordshire for one year. Scores on the doors is a national public information service where you can find the official local authority hygiene ratings for food businesses. It has been agreed in principle that a 'Healthy Eating' component can be included for food business achieving a hygiene status of 4 stars or more. This will then provide people with the opportunity to identify which restaurants/cafes have a range of healthy choices on their menus.

5. Social marketing, publicity & events

- Change 4 Life (the national social marketing campaign) is continually being promoted by the PCT and local authorities. The campaign has shown that nationally over 360,000 families have joined Change4Life and are already making changes to their diet and levels of physical activity. Currently 69% of the population have heard of the Change 4 Life Campaign.
- The Health Pharmacy campaigns continue to take place across the county. Due to the current Swine Flu pandemic the next health topic to be marketed is smoking cessation in January 2010

6. Training & education

- 'Healthy Weight' training has been commissioned by Oxfordshire PCT for practitioners delivering weight management interventions in a clinical or community setting. The training course is being scheduled for Nov/ Dec 09 and will initially be focusing on children with Adult obesity training looking to taking place in early 2010.
- Oxfordshire PCT continues to commission 'Health Walk' leader training to support the existing network of volunteer led walks. The next training course has been scheduled for Wednesday 5th November at Exeter Hall, Kidlington. The training equips volunteers with the basic skills to lead a safe and effective walk that will enhance the health of local communities.

7. Data capture, monitoring & evaluation

- New 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. The table below summarise prevalence in adults aged 16 years and over:

Age	Estimated number of people who are obese (BMI greater than 30kg/m ²)			
	Male		Female	
16-24	3,820	9%	4,600	12%
25-34	8,250	21%	7,250	18%
35-44	11,380	25%	11,570	24%
45-54	10,980	28%	10,880	27%
55-64	11,190	33%	10,680	30%
65-74	6,980	31%	8,370	35%
75+	3,260	18%	7,450	27%
Sub-total	55,860	23%	60,800	24%
Total	116,660			24%