

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

- The business case for a new multi disciplinary service to treat morbidly obesity has been approved by Oxfordshire PCT Clinical Executive and procurement will commence in June. The new service is expected to be available to patients from January 2010.
- Slimming on Referral is currently being evaluated and a full report is expected later in the year. In 2008-2009, 953 people had completed the 12 week course with 457 people achieving at least 5% weight loss at 12 weeks. Feedback from clinicians has been largely positive although there is some concern about the schemes ability to deliver long-term weight loss outcomes.
- Oxfordshire Exercise on Referral scheme has been evaluated and a full report is available on request. The scheme compares well with similar schemes across the country and plan will be developed to implement the priority recommendations from the report.

2. Prevention projects and services

- The Go Active Project is progressing well and plans are being finalised for district projects and countywide work streams over the next year. Some of the proposed projects include Fit@Work, GO Active Outdoors, Strictly Dance and Activities for Older Adults. The project aims to optimise the momentum gained from national events and provide support at local events, such as those planned for Men's Health Week to promote the benefits of activity to the local community. The team is also beginning to make links with local practices and community groups to increase informal referrals and raise awareness of the support on offer.
- The CVD Project, which aims to identify patients at risk from cardio vascular disease (including those who are overweight) and signpost them to relevant services such as Health Trainers, has been launched in targeted areas of Oxford and Banbury. To date there have been fewer referrals than anticipated and the PCT is working closely with practices & pharmacies to identify more patients and offer them appropriate support.

3. Healthy Workplaces

- It now appears unlikely that the 'Making the most of Work' proposal for LAA reward grant monies will be successful. The project group will now develop a business case in preparation for other funding opportunities.
- The Nuffield Orthopaedic Centre have been successful in securing £40k funding for workplace health (consultancy time & revenue) as part of work being piloted by GOSE.

which are in line with the objectives of Local Transport Plan. The policy statements will be valid for the remaining 2 years of LTP2 (2009/10 and 2010/11).

- During the next two years, Oxfordshire County Council is developing its new Local Transport Plan (LTP). While road safety has always been an important part of the previous and current Plans, the new LTP3 which will run from 2011 will also feature a stronger emphasis on health and fitness. This is likely to strengthen the case for schemes to encourage walking and cycling.
- 'Scores on the doors', is due to be 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. We are exploring the idea of adding a 'Healthy Eating' award to food business achieving a hygiene status of 4 stars or more. Environmental health officers would require a small amount of additional training to assess business against local 'healthy eating' criteria before adding or declining the additional award.

5. Social marketing, publicity & events

- We are promoting Change 4 Life, a national social marketing campaign to encourage people to eat better and move more. A local Change 4 Life newsletter has been circulated encouraging ALL partners to join as local supporters and co brand local healthy eating or physical activity projects with Change4Life or one of the sub brands i.e. Walk4Life.
- A series of health promotion campaigns have been commissioned including 'Raising the Risk' of overweight in association with Diabetes and activates in Men's Health Week to promote healthy eating, physical activity & weight control.

6. Training & education

- 'Healthy Weight' training has been commissioned by Oxfordshire PCT for practitioners delivering weight management interventions in a clinical or community setting.
- Oxfordshire PCT is also supporting partners & voluntary organisations wishing to communicate healthy eating and physical activity messages to older people by commissioning relevant training.
- Oxfordshire PCT continues to commission 'Health Walk' leader training to support the existing network of volunteer led walks.

7. Data capture, monitoring & evaluation

- Oxfordshire PCT is exploring the use of Sentinel practices to monitor progress against the three priorities. We will not know if our efforts to reverse the rising trend in obesity are successful without a baseline. This is a large piece of work and will require significant clinical & practice support to be achieved.