

27 November 2015

Healthy Weight, Active Lives Strategy 2009 - 2020

1.0 Executive Summary

- 1.1 The purpose of this report is to obtain a mandate from the Health and Wellbeing Board for the re-write and re-launch of the Healthy Weight, Active Lives Strategy for North Yorkshire.
- 1.2 The current Healthy Weight, Active Lives Strategy can be accessed via the link <http://www.northyorks.gov.uk/CHttpHandler.ashx?id=30345&p=0>
The current Healthy Weight, Active Lives Strategy is for North Yorkshire and York, which was only applicable pre transition from primary care trusts to local authority.

2.0 Recommendation

- 2.1 It is recommended that the Health and Wellbeing Board consider the rationale for re-writing the Healthy Weight, Active Lives Strategy and agree the proposed process associated with this.

3.0 Report Details

3.1 A Healthy Weight, Active Lives Strategy re-write - the rationale

Based on the following reasons it is suggested that a re-write is required:

- The national and local obesity and physical activity data for adults and children and young people in the existing Strategy needs updating and re-structuring, using the recent JSNA Healthy Weight deep dive work completed.
- It is suggested the Strategy is revised to align the presentation of refreshed intelligence, the vision, and priorities with the refresh of the Joint Health and Wellbeing Strategy and other recently published Public Health strategies i.e. Tobacco Control Strategy.
- The focus of the Strategy needs to be on North Yorkshire therefore a joint North Yorkshire and York Strategy is not required- the content of the Strategy needs to reflect this.
- The Strategy priorities need assessing to ensure they are relevant to current need. A comprehensive engagement process will not only ensure priorities are (re-) established but will create the opportunity to establish stronger joint accountability and governance in relation to obesity.
- Obesity-related strategies and frameworks across the region include significantly more focus on physical activity and sustainable food than the current North Yorkshire and York Healthy Weight, Active Lives

Strategy. The vision and the aims of the Strategy need revising to reflect a balance with healthy eating and physical activity across a life course.

- The Strategy needs to have an increased focus on the wider determinants of health in order to reflect current Public Health practice.

3.2 A Project Group has been formed to oversee the process and has suggested the following project plan:

Milestone	Original timescale	Revised timescale
Obtain a mandate for the re-write of the Healthy Weight, Active Lives Strategy (from PH Business Team, HASLT, and the Health and Wellbeing Board)	July - October 2015	July – November 2015
Engagement (including stakeholder mapping, establishment of tools, engagement activity with stakeholders)	August – November 2015	August 2015 – end of January 2016
Reflection and development (including draft framework/strategy and action plan written for 30th April 2016)	November 2015 – January 2016	February to end of April 2016
Consultation	April – May 2016	April to end of June 2016
Reflection and development	June – July 2016	July – September 2016
Framework/strategy launch	August 2016	October 2016
Implementation of action plan and establishment of working groups		October 2016 onwards

Please note that revised timescales have been amended since mandate has been obtained from the Public Health Business Team meeting and HASLT. A new milestone has also been added 'Implementation of action plan and establishment of working groups'.

The Project Group recognises the timescales are very challenging. The Health and Wellbeing Board will be provided with updates on any significant slippage and actions associated with this.

3.3 Engagement activity is imperative to ensuring the priorities relating to healthy weight and physical activity are relevant to the local residents; the outcomes of the engagement activity will shape the focus of the Framework/Strategy. The process of engagement will also further develop relationships with key stakeholders and promote a shared leadership for tackling obesity across

North Yorkshire. The Project Group are currently working through identifying stakeholder groups and agreeing the most appropriate methods tools for engaging with key groups. Stakeholder mapping is underway and initial contact will be made with key stakeholders to initiate the engagement process.

4.0 Framework

4.1 As part of the engagement activity, a framework has been proposed to ensure the outcome of a more action-focused document. This is being discussed with key stakeholders and the Yorkshire and Humber Obesity Network.

4.2 The framework promotes:

- 'taking action across the life course' (including pregnancy and first year of life, early years 1-4 years, childhood 5-10 years and 11-16 years, adulthood 17-59 years, older people 60+ years)
- 'taking action that is universally proportionate' – universal, targeted and specialist interventions

5.0 Next steps

5.1 The Project Group has undertaken a stakeholder mapping exercise and is making initial contact with some key partners. Decisions on the most appropriate methods of engagement and tools to be used have been agreed (one-to one interviews) amongst the Project Group. Stakeholder interviews are scheduled in the Project Group members' calendars.

5.2 A draft Strategy and action plan will be developed for consultation. The draft will be presented to the Health and Wellbeing Board for approval in order to launch the new Healthy Weight, Active Lives Strategy in October 2016.

County Hall NORTHALLERTON

Author: Ruth Everson

Contact Details: Tel 01609 797027

E-mail: ruth.everson@northyorks.gov.uk

Presenter of Report: Lincoln Sargeant

Background Documents: None

Annexes: None