

DUNDEE CITY COUNCIL

REPORT TO: Policy & Resources Committee - 13 February 2012

REPORT ON: Dundee Health Weight Community Programme

REPORT BY: Director, Leisure and Communities

REPORT NO: 38-2012

1.0 PURPOSE OF REPORT

1.1 To inform the Committee of the outcome of the Dundee Healthy Weight Community Programme and to seek their approval to establish Dundee as a Health Weight Community in the future.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

2.1 notes the contents of the Dundee Healthy Weight Community Programme;

2.2 approves the establishment of the city as a Health Weight Community;

2.3 approves Dundee joining the international Ecode network.

2.4 agrees with the establishment of a 2 year fixed term post of Dundee Healthy Weight Community Programme Co-ordinator;

3.0 FINANCIAL IMPLICATIONS

3.1 There are no direct financial implications arising from this report. A budget of approximately £225k has been made available from the Scottish Government to undertake the initial work of the Healthy Weight Community Programme implementation.

4.0 BACKGROUND

4.1 Following publication of "Healthy Eating, Active Living (HEAL) Action Plan to Improve Diet, Increase Physical Activity and Tackle Obesity (2008-2011)", the Scottish Government in partnership with NHS Health Boards asked other key partners to submit proposals for setting up a Health Weight Community Pathfinder Programme.

Dundee City Council, in partnership with NHS Tayside, were successful in obtaining funding and the Dundee Healthy Weight Community Programme (DHWCP) was established.

4.2 In 2010 NHS Tayside Health Equality Strategy (Communities in Control) was published. This strategy recognised that poor health outcomes are strongly associated with social and economic disadvantages. A key recommendation was the prioritising of preventative approaches specifically targeted towards improving poor health and life outcomes. The strategy recommended this could best be achieved through working with communities rather than services doing things to communities.

The population profile supporting the strategy highlighted that obesity is linked to a range of illnesses and plays a part in reducing life expectancy. Being overweight during childhood is acknowledged as a health concern in itself.

The key thrust of the Dundee Healthy Weight Community Programme is the

prioritisation of preventative approaches specifically targeted towards young children and their families. This strategic approach provides a clear direction of focus for partnership actions locally in a community based, behaviour centred approach.

- 4.3 In Dundee, during 2011, a consultation to examine people's current thoughts and opinions on healthy weight and healthy lifestyle was undertaken. This consultation was carried out within three specific areas in the city (the Council wards of Lochee, Strathmartine and North East) and the information gathered, along with relevant national and local strategies, was analysed.
- 4.4 The main points that came out of the consultation were the scale of the problem and the importance of partnership working to help to combat it. It became clear that a move towards Dundee becoming a Health Weight Community would be positive for the city and most importantly a significant investment in people's futures. As a result of the consultation and subsequent analysis the following aim has been developed.

The Dundee Community Healthy Weight Programme has been passed to Group Leaders, the Lord Provost and Depute Lord Provost.

To profile Dundee as a Health Weight Community

By profiling the city as a Health Weight Community, Dundee will become a community that takes care of their weight.

- 4.5 Within this context the proposal is to have supportive health weight interventions delivered to targeted groups in communities while a healthy weight message is promoted citywide. The overarching aim will be to ensure that families within Dundee recognise the importance of achieving and maintaining a healthy weight. To fulfil these recommendations an action plan has been developed as part of the report
- 4.6 The action plan will be the first of a series of action plans that will take at least 10 years of activity for changes to become evident. The subsequent action plans will be responsive to the changes previously implemented, whilst continuing to move forward in fulfilling the overarching recommendations.

The work will be taken forward by an implementation steering group, including representatives from Dundee City Council, NHS Tayside, Dundee Healthy Living Initiative and Leisure & Culture Dundee. While members of the implementation steering group will be recruited from the original Dundee Healthy Weight Community Programme Steering Group new personnel will be invited to join.

- 4.7 The action plan is based around five recommendations that will fulfil the aim of profiling Dundee as a Healthy Weight Community while taking the long term sustainability of the proposals into consideration.

Raising Awareness and Engagement with the Community

The preparation and delivery of a long term communication strategy which aims to positively influence the attitudes and behaviours of families in relation to achieving and maintaining a healthy weight and healthy lifestyle in Dundee.

Making Health Eating and Physical Activity an Easy Choice

The offer of incentives and strengthening of relationships between affordable healthy eating choices and opportunities for physical activities within communities and work places.

Children First

Ensuring healthy lifestyle interventions are available and actively promoted as part of the whole child approach during the following life stages: preconception and antenatal care, breastfeeding infant nutrition, early years and school years.

Developing the Workforce

The provision of training to support staff and volunteers in promoting physical activity, good nutrition and healthy weight and support families to achieve a health lifestyle for

a health weight.

Provide Support for Overweight and Obese Individuals

The provision of a range of lifestyle weight management programmes to targeted individuals.

- 4.8 Funding from the Scottish Government has been provided to date to undertake the pilot and produce the attached report. This funding of £225,000 is also available to start the implementation of the proposals arising from the report.

It is proposed that part of this funding is utilised to employ a co-ordinator for a fixed term of 2 years to start the implementation of the action plan. They would be employed by Dundee City Council but work with all partners in its Healthy Weight Community Programme.

- 4.9 The original concept of a healthy weight community came from a French town called Epode. The idea has now gone worldwide and is proposed that Dundee joins the international Epode Network to gain valuable information from other cities trying to fulfil the same aims of a healthy weight community.
- 4.10 The ultimate aim of the proposals is to improve the health of the citizens of Dundee by reducing obesity levels in the city, making more residents of a healthy weight. It is considered that success will most likely come from targeting young children and their families.

5.0 POLICY IMPLICATIONS

- 5.1 This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. No major issues have been identified.
- 5.2 An Equality Impact Assessment has been carried out and will be made available on the Council website <http://www.dundee.gov.uk/equanddiv/equimpact/>.

6.0 CONSULTATION

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), and Director of Finance as well as Leisure & Culture Dundee have been consulted on this report and are in agreement with its contents.

7.0 BACKGROUND PAPERS

- 7.1 Health Equity Strategy (Communities in Control). NHS Tayside 2010.
- 7.2 Healthy Eating, Active Living: an action plan to improve diet, increase physical activity and tackle obesity. Scottish Government 2008.
- 7.3 Equality Impact Assessment.

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1 FEBRUARY 2012