

Children & Families Overview & Scrutiny Committee
Thursday, 24 January 2019

REPORT TITLE	Local Action to Tackle Obesity
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REPORT SUMMARY

The purpose of this report is to provide a response to a request by members of the Children and Families Overview and Scrutiny Committee for an update on each of the following action to tackle increasing rates of obesity within Wirral:

1. Local obesity statistics (with the inclusion of data on diabetes prevalence)
2. 'Eat Well Wirral' programme
3. Takeaway licensing

This work is a key strand of the Wirral 2020 Plan pledge "Wirral Residents Live Healthier Lives" and sits within a much broader set of actions designed to tackle obesity. It must be acknowledged that action to reduce levels of obesity needs to take a system-wide approach incorporating the following: planning, transport, housing, environment, behaviour-change and social and health care systems, further work is required to develop a system wide response.

Action on reducing childhood obesity will provide the focus of a report to the Children & Families Overview and Scrutiny Committee in February 2019.

This report affects all wards with in the borough, it does not contain any key decisions

RECOMMENDATIONS

The Overview and Scrutiny Committee is asked to note actions taken to tackle growing trends in obesity as outlined in this report

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

Members are asked to support the recommendation to note the actions taken to tackle growing trends in obesity. The Marmot Review Fair Society, Healthy Lives¹ states that action in communities is important for good physical and mental health and well-being and that local policies and interventions that reduce health inequalities should be prioritised. The report recommends full integration of planning, transport, housing, environment and health systems to tackle health inequalities. This report outlines local work that is addressing social determinants of health in Wirral.

2.0 OTHER OPTIONS CONSIDERED

This report has been developed in response to the request by members of the Children and Families Overview and Scrutiny Committee, to provide an update on; local obesity statistics (with the inclusion of data on the prevalence of diabetes); 'Eat Well Wirral' programme; Takeaway licensing; as such, no other options were considered.

A report on action to tackle childhood obesity will be presented to the Children and Families Overview and Scrutiny Committee in February 2019.

3.0 BACKGROUND INFORMATION

Local obesity and diabetes statistics

Adults

Definitive obesity data on adults is lacking, we rely on national surveys e.g. 'Active People Survey' and the 'Health Survey for England' to help us calculate local statistics. It is well known that adults tend to underestimate their weight therefore self-reported data is likely to produce lower estimates of obesity levels than prevalence calculated from independently measured data. Based on current estimates:

- Approximately 63% of adults (aged over 16 years) in Wirral are likely to be overweight or obese. This is similar to the national average and equates to approximately 164,000 people.
- Just over 70,000 adults in Wirral are estimated to be obese i.e. having a Body Mass Index, or 'BMI', of 30 or more. Between 6,000 and 8,000 adults locally will be morbidly obese (having a BMI of 40 or more). More women in Wirral are obese than men, but more men are overweight.
- Obesity and overweight are both more prevalent in our more deprived communities. There is no reliable data for this locally, but estimates taken from the Health Survey for England² suggest that 38% of women in the most challenged areas will be obese, compared with 20% of women in the least deprived areas.

¹ Marmot M. (2010). Fair Society, Healthy Lives. The Marmot Review.

² Health Survey for England (2015) and Office for National Statistics (2016)

- More than half (53.9%) of females giving birth (at time of delivery) in Wirral are classed as either overweight or obese, compared to just over one in three nationally.
- Estimates suggest that obesity-related conditions account for between 10-16% of the total healthcare budget³.
- The trend in adult obesity is expected to continue to rise, but at a slower rate than in previous years.
- Obesity is believed to account for 80-85% of the risk of developing type 2 diabetes (more than 90% of people with type 2 diabetes are overweight or obese). In 2017/18 there were 19,658 adults (aged 17 years or older) in Wirral who had been diagnosed with diabetes⁴. Whilst this equates to 7.2% of the local GP-registered population, the true proportion, including those undiagnosed is likely to be closer to 9%.

Children

Local data on overweight and obesity levels amongst Wirral children has been collected annually since 2006 via the National Child Measurement Programme (NCMP). Data collected during 2016/2017 shows that:

- 1 in 4 Reception age children in Wirral are currently overweight or obese. This is slightly higher than the national average, but has decreased slightly in the most recent year of data.
- 1 in 10 Reception age children are classified as 'Very Overweight' (or obese), which means that they are more overweight than 95% of their peers.
- By Year 6, over a third (35%) of Wirral's primary school children are overweight or obese. For those falling into the 'Very Overweight' category, this doubles between Reception and Year 6.
- 70% of primary schools in the Birkenhead School Locality Group are higher than the national average for the proportion of Reception-age children classified as 'Very Overweight'. Some schools in Birkenhead have 1 in 4 pupils that are 'Very Overweight', compared to 1 in 10 nationally.
- For primary schools in the West Wirral School Locality Group, 11% are above the national average for Reception-age children classified as 'Very Overweight' (Wallasey locality has 62%, South Wirral has 29%).¹
- 80% of obese children in Wirral will become obese adults⁵
- Based on national estimates, approximately 15,000 children in Wirral (aged between 2 and 15 years) are overweight or obese

³ Wang, Y. MacPherson, K. Marsh, T. Gortmake, S. Brown, M. (2011) Health and economic burden of the projected obesity trends in the USA and the UK, *The Lancet*

<http://www.thelancet.com/action/showFullTextImages?pii=S0140-6736%2811%2960814-3>

⁴ Public Health England (2018). Diabetes. Accessed via <https://fingertips.phe.org.uk/profile-group/cardiovascular-disease-diabetes-kidney-disease/profile/diabetes-ft/data#page/13/gid/1938133138/pat/46/par/E39000026/ati/153/are/E38000056>

⁵ Magarey A, Daniels L, Boulton T, Cockington R. Predicting obesity in early adulthood from childhood and parental obesity. *International Journal of Obesity* 2003; 27:505.

Eat Well Wirral - update

The Eat Well Wirral (EWW) scheme has engaged and supported fast food takeaways to improve the overall 'healthiness' of their offer, recognising achievement through awarding an official, graded EWW status to the business. 145 businesses have signed up, making changes such as using different cooking oils, using fewer additives and increasing the fruit and vegetable content of their offer.

From the 1st January 2019, existing businesses that are signed up to EWW will be re-validated by the Environmental Health team at no charge, subject to meeting eligibility criteria. For new applications, the Council will charge £60 to cover the Environmental Health Officer's time and costs of assessing the business and providing support to meet the criteria.

Takeaway licensing – update

Influencing the food environment so that healthier options are accessible, available and affordable can only be accomplished through effective partnerships and co-ordinated action at national and local level. National data from Public Health England suggests that more than a quarter of adults and one fifth of children eat food from outlets such as cafes, takeaways or restaurants at least once a week. These meals can be high in calories, fat, sugar and salt.⁶

Analysis of hot food takeaway locations in Wirral shows high numbers of these outlets in areas of deprivation. The link between obesity and deprivation is well documented¹ and childhood obesity is higher in deprived areas of Wirral.

Around a quarter of Wirral's hot food takeaways (24%) are located within 400 metres (approximately a five minute walk) of secondary schools and further education institutes.

In 2016, the 'Cumulative Impact on Public Health Scrutiny Review' recommended that Wirral Council should develop a statutory Supplementary Planning Document (SPD) in order to enable conditions to be linked to planning approval on new 'takeaways' e.g. to only approve applications 'within identified centres', or 'beyond a 400m exclusion zone around any primary or secondary school and sixth form college'.

The existing Supplementary Planning Document SPD3 (Hot Food Takeaways, Restaurants, Cafes and Drinking Establishments), developed in 2006, does not include any aspect of health impact. However, Public Health, Environmental Health and Planning teams have been working on evidence to support a modification to Policy CS27 in the Council's emerging Local Plan with a view to a replacement SPD.

The persistent challenge to the Council's Planning Officers is to prove that the introduction of a specific hot food outlet would be detrimental to the public's health and wellbeing to the extent that refusing planning permission can be justified.

⁶ Public Health England. (2017). Health Matters: Obesity and the Food Environment. Accessed via <https://publichealthmatters.blog.gov.uk/2017/03/31/health-matters-obesity-and-the-food-environment/>

4.0 FINANCIAL IMPLICATIONS

There are no financial implications arising directly from this report.

5.0 LEGAL IMPLICATIONS

There are no additional legal implications arising directly from this report.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

There are no resource implication arising directly from this report.

7.0 RELEVANT RISKS

If the action outlined in this report does not progress it is highly likely that the trends, we are observing in increasing levels of people who are overweight and obese will continue.

8.0 ENGAGEMENT/CONSULTATION

Engagement has taken place with local people via the Healthy High Street insight work and work to develop a local food plan.

9.0 EQUALITY IMPLICATION

An equality impact assessment has not been completed due to the nature of this report

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APPENDICES

REFERENCE MATERIAL

<https://www.wirralintelligenceservice.org/media/1090/takeaway-for-a-change-submitted-report-5-5-15.pdf>
<https://democracy.wirral.gov.uk/documents/s50043671/Appendix%201%20Cumulative%20Impact%20Scrutiny%20Review%20-%2010.08.16%20Final%20Report.pdf>

SUBJECT HISTORY (last 3 years)

Council Meeting	Date