

Appendix Two

Supporting healthy weight across Cheshire East

A co-produced action plan

DRAFT

OFFICIAL

Welcome to our supporting healthy weight action plan for Cheshire East.

This is the first action plan co-created across Cheshire East, to respond to the challenges associated with being over or under weight. Our focus is on prevention and early intervention.

Evidence indicates that in Cheshire East:

- Child excess weight (measured by the statutory Child Weight Management Programme in reception and year 6) is increasing
- Our communities across SMASH, Nantwich, Congleton, and Crewe, have higher levels of child excess weight
- Adults in SMASH, Nantwich, Congleton, and Crewe, have higher levels of obesity or being overweight

It is important to state that this action plan also includes being underweight, and that is equally as important as being overweight. Being underweight can be as significantly detrimental to a person's health and wellbeing, as being overweight. Data on being underweight is not recorded as the national datasets on excess weight are.

Understanding healthy weight and how people are influenced in different ways, is complex. There is no set solution or single service that can respond to the complexity. The data above demonstrates that although there are many positive and needed services in place, we need to work in a different way to stop the trend of increasing unhealthy weight.

Throughout the autumn of 2023, we started discussions with a range of organisations and services across our area, to discuss healthy weight and how we could start to better support our communities. There was a positive response, with organisations wanting to help address over or under weight, and the wider impacts this has on our community's health and wellbeing.

Thank you to everyone who has taken the time to be involved and have shaped this first action plan.

Complex

We know that many factors influence someone's weight. Many of these factors are what can be called systemic. This means that they are largely out of the person's control, and are things and decisions, determined by other people, that make up the local environment and services e.g. takeaway licencing, leisure centre pricing and locations, public transport routes, supermarket pricing and offers etc.

The Obesity Alliance (2021) in the *'Turning The Tide'* strategy report, Cancer Research UK *'the world around us affects how healthy we are'*, and Cheshire East *'Excess Weight JSNA 2019'*, describe the factors (system) that influence healthy weight:

- Higher calorie, salt and sugar foods
- Higher concentration of fast food outlets in our most deprived wards
- Stigma around weight
- Supermarket checkout deals
- Food prices
- Bigger portion sizes
- Confusing food labelling
- Mental wellbeing
- Fast food on the go, and on every high street
- Unavoidable food advertising
- 2 for 1 unhealthy food promotions
- Financial insecurity
- Access to affordable childcare
- Deprivation
- Access to opportunities to be physically active
- Access to treatment and support

The factors noted above are complex, and we do not know all the answers to tackling healthy weight from a prevention and early intervention perspective; but we do know that we need to do something, and differently.

So, what are we trying to do?

The data, and this view of the complex system that impact people's weight, have directly influenced the approach within this action plan.

Fundamentally, we are trying to enable a shift towards owning and changing the systemic issues that cause over or under weight in our communities.

To help provide an overarching frame for healthy weight, Cheshire East Council are proposing the adoption of the 'Local Authority Declaration on Healthy Weight', developed by Food Active. This work will be undertaken during 2024, including a proposed timeline for official sign up. The declaration seeks to shape:

- Strategic leadership: creating an opportunity for senior officers and politicians to affirm their commitment to the issue
- Local awareness: shines a light on importance of key activities internally and externally
- Driving activity: a tool for local authority staff to use to create opportunities for local partnership working

Building from this, there is a collective of organisations and services who want to help local people have healthy weight; there is data and evidence; and we know about the factors affecting people's lives - 'the system', we have adopted the following approach in this action plan:

- **To adopt a life course approach:** Start Well, Live Well and Age Well. Evidence shows that to tackle inequalities, a life course approach is most needed.
- **To create a collaborative network** of partners and people, around healthy weight. Our main objective is to identify and then work where services and people's live meet. It is at these points, that we can bring about change.
- To **build on and strengthen** our existing provision, activities and services. There is a great number of services etc that are being delivered, with meaningful impact and outcomes. Yet, levels of unhealthy weight are increasing and inequalities remain stubborn, so we need to do things differently. These services etc. need to be built upon and be shaped by data and insight, lived experience and co-production, and be delivered by trusted organisations within communities.



This action plan has been developed (and will be delivered) alongside the All Together Active Action Plan for Cheshire East

Spanning across the life course – some organisations and services work across the life course and change their delivery / service as appropriate.

	Delivered By	Timeframes
Influence and identify opportunities for embedding healthy weight in strategies plans and policies, including advocating for the adoption of the Healthy Weight Declaration	CEC Public Health	
Provide data on what the problem is, evidence on what works, whole system thinking, raising obesity as an issue and driver in health meetings around prevention pledge, CVD prevention.	Public Health Team (Cheshire East Council)	
Listening to people's experience of health, care and wellbeing and signpost to a wide range of community groups and services to support well-being	Healthwatch Cheshire	
Work with and support voluntary and community groups across Cheshire East.	CVS Cheshire East	
Junior Exercise Referral, health programmes, holiday clubs providing health meals to children on free school meals over the school holidays, Warm Spaces.	Everybody Health & Leisure	
Tools and campaigns, research, training across the life course.	Food Active	
Engage with services across hospital and care communities, looking from a prevention perspective. Scope an in-hospital social prescribing	East Cheshire NHS Trust/CCSMs (Community Care Support Managers)	
Developing a right to food strategy for Cheshire East Link in with food banks re healthy eating options	CVS	
Signpost to a wide range of community groups and services to support well-being	Social Prescribers, Front line health care providers	
Encourage and offer supported space to discuss options with patients.	Social prescribers/Knutsford Together	
'Food Active' training, support to adopt healthy weight declaration, delivery of GULP campaign and GULP for early years, weight stigma training and resources, collaboration on research projects, support to develop healthy advertising policy for L.A.	Food Active and CEC	
Host health partner activities and events – cooking, budgeting, self-help books, signposting.	Cheshire East Libraries	
Buy balanced stock - books on healthy cooking, nutrition, eating on a budget, getting outdoors. Make sure these are promoted.	Cheshire East Libraries	

	Delivered By	Timeframes
Seek a partnership with Crewe Care Community to help improve the diet of asylum seekers in local Cheshire East hotels.	Communities Team	
Cultural food sharing at women's peace and security group.	Communities, CVS	
Signposting to foodbanks and other food provision opportunities to help those in food poverty.	Communities, CVS, Healthwatch, Social Prescribers, CWP, SPLW, foodbanks	
Rollout and active promotion of the Lifestyle on Prescription Resource	Public Health Cheshire East and Social Prescribers	
All commissioned services to consider healthy weight in service design/delivery, including the adoption of a Making Every Contact Count approach.	CCSM's, CEC Commissioning	
Consider wider system context and implications when commissioning services.	CEC Commissioning	
Make stronger links with key stakeholders e.g. dieticians.	CCSM's	
Family weight management - focus around mental health, options re. additional support. Initiate review to better understand why families don't take part.	Public Health, Reed Wellbeing, Social Prescribers	
Initiate Service transformation - quality improvement, support to services.	CCSM's	
Raise the profile of relevant projects and share and celebrate successes.	CCSM's/Social Prescribing Link Workers	
Continue to maximise the Cheshire East Food Alliance support that provides a platform for addressing a cross - system approach to tackling food responsibilities; the development of the 'Right to Food' strategy platforms measurements and coordination.	All	
Socialisation of Cheshire East Food Alliance and 'Right to Food' strategy across a broader range of council departments, NHS departments and wider group of organisations.	All	

	Delivered By	Timeframes
Physical literacy – explore how this can be exploited to create a framework for lifelong active habits.	Active Cheshire /SPLW	
Explore the adoption of a Healthy Advertising Policy	Public Health CEC	
Ensure that resources are shared and community contacts linked together to maximise working together to improve well-being. Bring together cross sector organisations and address this in a coordinated way	CCSM's	
Review of licencing applications from Public Health perspective e.g. takeaways	Public Health CEC	
Socialisation of Cheshire East Food Alliance and ‘Right to Food’ strategy across a broader range of council departments, NHS departments and wider group of organisations.	Cheshire East Food Alliance	
Continue to advocate for lifestyle to be seen as medicinal in the health and social care sector; support the adoption of a common language to safeguard against victim blaming in health literacy.	Social Prescribing Link Workers	
Continuing co-production approach – establishing a Supporting Healthy Weight Community of Practice for Cheshire East	Initially, Public Health (Cheshire East Council) and Everybody Health & Leisure	
Undertake more engagement with the public to understand barriers and consider potential approaches to mitigate these	All	
Further develop and promote the Social Prescribing forum.	Forums run by Lean Isadora and Hayley Cooper	
Further promote and deliver the ‘Why weight to talk’ training	Public Health Cheshire East and Social Prescribers	
Be confident in developing a system wide approach to improve uptake of schemes like healthy start.	All	
Ensure the effective borough- wide communication and advertising of the services provided through the ‘One You’ provider.	‘One You’ Service Provider	

Start Well - means we will take a whole-family approach to supporting healthy weight.

Actions	Delivered by	Timescale
Provide strategic direction and leadership/connections in relation to tackling childhood obesity and beyond healthy weight and obesity programmes.	All	
Promote and deliver the family weight management service and maternal health service; establish better links with 0-19 service; Provide resources and training support	One You	
Increase referrals to HENRY (supporting behaviour change which helps parents gain the confidence, knowledge and skills they need to help the whole family adopt a healthier, happier lifestyle and to give their children a great start in life).	Public Health (Cheshire East Council)	
Support families and families with children with additional needs attending Family Hubs through HENRY training on healthy lifestyles.	Portage Practitioners (Cheshire East Council)	
Continue delivery (subject to DfE funding) of the Holiday Activity Fund programme throughout the school holidays.	Cheshire East Council	
Healthy Start Vouchers to ensure low-income families have support to purchase fresh fruit and vegetables - Increase Healthy start uptake	Katy.ellison@cheshireeast.gov.uk - Commissioning manger	
Delivery of the physical activities element within the Cheshire Merseyside Children's and Young People healthy weight and obesity transformation programme	Active Cheshire	
Continue the collaborative approach to the National Child Measurement Programme delivered in Cheshire East.	Public Health, School Nursing Team	
Provide more information to CE partners about the Junior Exercise Referral Programme – a commissioned service providing exercise and healthy eating guidance	Everybody Health & Leisure	
Look at supporting people regarding finances to enable healthier choices. - Food bank use/healthy staple food?/food voucher scheme?/link with local stores?		

Actions	Delivered by	Timescale
Include healthy weight and lifestyle messages in the Cheshire and Merseyside supervised toothbrushing scheme when rolled out	Public Health	
Promote initiatives that encourage physical activity in children and young people.	CCSM's and Social prescribers	
Healthy menu ideas for patients. - Talk about and include healthy meals/recipes as part of cardio-screening	NHS providers	
Co-ordinate and promote campaigns and key messages for example the importance of milk and water, the 'Kind to Teen' campaign etc	All	
Co-ordinate and maximise the resources and training available for early years	All	
Encourage more parents to get up and move more (link to All Together Active).	All	
Integrate healthy weight conversations across all stages of education and work with parents to understand their barriers and facilitators	All	
Promote "Why Weight to Talk" training – promotes confidence in talking about health weight and prevention	CCSM's	

Live Well - means adults of working age, maintaining a healthy weight can support improved physical and mental wellbeing

Action	Delivered By	Timeframes
Deliver and promote the Adult Exercise Referral programme	Everybody Health & Leisure / Social prescribers - Promote	
Deliver and promote the Adult Weight management programme	One You / Social prescribers - Promote	
Raise awareness of the NHS Digital Weight Management Programme	NHS Digital / Social prescribers - Promote	
Maximise our Social Prescribing service to support people maintain a healthy weight.	Pathways CIC	
Congleton Care Community to scope establishing a weight management programme for women	East Cheshire NHS Trust	
Listen to more residents when completing engagement activities, be better at signposting to local services, be more aware of what is going on locally.	All	
Review the café menus for healthier options.	Everybody Health & Leisure	
Using every visit to a community group as an opportunity to talk about projects being run to encourage healthy eating/physical activity. Use these visits to signpost community group members so they are aware of all options out there around cooking and exercise projects.	All	
On-going support to patients throughout their weight loss and weight gain journey.	NHS providers	
Research and apply for funding for sustainable cookery and nutritional education classes or programmes in centres in more deprived areas for example Crewe and Macclesfield.	Family Hubs	
Prioritise work with community groups in areas of deprivation.	CCSM's	
Work with groups who already have relationships with harder to reach cohorts of the community. Use those relationships productively to inform communities as to how to change their habits little by little. Listen to their voice, their fears and barriers.	Social Prescribers	

Age Well - means supporting people to have a healthy weight as they get older.

Actions	Delivered By	Timeframes
Social Prescribers supporting patients by offering lifestyle advice, signposting and referring to local services.	Pathways CIC	
Provide care in the community – opportunities to support healthier eating choices. Utilise the toolkit to promote good nutrition, hydration and movement in care settings	Home Instead	
Promote the ‘Stand Strong and Move More’ physical activity services for older adults.	One You	
Utilise the Luncheon Clubs to promote healthy eating and support participants to maintain a healthy weight	Everybody Health & Leisure	
Be more aware of services and referrals that we can make to our clients regarding staying active in older age.	Social Prescribers	
Following input from people about therapy support, initiate contact with people to assist them in continuing their healthy weight journey.	NHS providers	
Provide counselling about healthy weight and physical activity, and appropriate referrals to community services.	Social Prescribers	
Further promote Parkletics Knutstford, and initiate support to enrol/train more instructors	Knutstford Care Community	

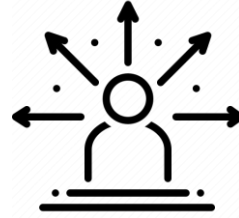
What is needed to deliver the action plan

Outlined below are the five themes that encapsulate what is needed, to enable organisations and services to help deliver this action plan.



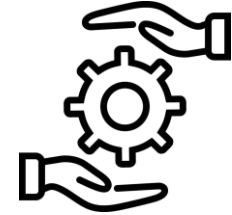
A Network

- Regular connections and networking to embed healthy weight opportunities/thinking/support with partner representatives.
- Engagement with Cheshire and Merseyside colleagues and time to learn and collaborate with other areas.
- Safe space for sharing and seeking support.
- Directory or place that holds up to date service information.
- Support network to feedback regarding services delivered. Would help to build confidence about delivering advice.
- Space to share case studies, examples, whats working and what is not working.



Policy and decision-making

- Prioritisation by ICB & DSPH.
- Engage whole council in the healthy weight agenda
- Need a commitment from Cheshire East Council that health and well-being are top priorities, and that healthy weight is a key component, then we can use every lever we have to reduce obesity.
- Everyone to do the “shaping the future” consultation on the corporate plan.
- Buy in from senior leadership and decision makers especially those who wouldn't typically see healthy weight as their scope/remit.



Practical things

- Proactive signposting into community care therapy.
- Waiting room screen information.
- Training and upskilling support e.g. MECC
- Physical space for delivery of programmes / services.
- Committing to sustainable and long-term programmes and funding.



Language

- Everyone understanding how language and stigma around weight is important.
- Everyone supported with appropriate language and terminology to use.



Time – prioritising and allowing time

- To connect
- Share resources
- Meet community contacts
- Allocate diary space each week/every couple of weeks to research what is available across Cheshire East in terms of services.
- Team talk with my colleagues about raising awareness of programmes in Cheshire East.

Our Team

