

CHESHIRE EAST HEALTH AND WELLBEING BOARD
 Reports Cover Sheet

Title of Report:	Making the Mile
Date of meeting:	26 th March 2019
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Health & Wellbeing Board Lead:	Councillor Liz Wardlaw, Public Health and Communities

Executive Summary

Is this report for:	Information <input type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is the report being brought to the board?	This report provides the Health and Wellbeing Board with an update on Childhood Obesity and actions to address this, notably <i>Making the Mile</i> and provides the wider context around adult obesity.		
Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to?	Starting and Developing Well X Living and Working Well X Ageing Well <input type="checkbox"/> All of the above <input type="checkbox"/>		
Please detail which, if any, of the Health & Wellbeing Principles this report relates to?	Equality and Fairness X Accessibility X Integration <input type="checkbox"/> Quality X Sustainability <input type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input type="checkbox"/>		
Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action.	The Board is asked to: 2.1 Promote and support the Making the Mile Initiative. 2.2 To consider and commit to taking specific actions to support efforts to encourage, support and facilitate healthy weight in children and adults across Cheshire East. (This may include within their own workforce as well as across their service users – for example, the Council and CCGs have signed up to Active Cheshire’s Active Workplace Pledge).		
Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders?	The report has been discussed at the Council’s People DMT.		

<p>Has public, service user, patient feedback/consultation informed the recommendations of this report?</p>	<p>No</p>
<p>If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit.</p>	

1 Report Summary

- 1.1 This report summarises the *Making the Mile* initiative being supported by the Public Health Team to support greater physical activity in schools. It also asks the Health and Wellbeing Board to consider what we can do as a system to address obesity in children and young people and also across the life course, with particular regard to reducing health inequalities.

2 Recommendations

The Board is asked to:

- 2.1 Promote and support the *Making the Mile Initiative* which encourages schools to facilitate sessions for school children to run/walk/jog a mile every day.
- 2.2 To consider and commit to taking specific actions to support efforts to encourage, support and facilitate healthy weight in children and adults across Cheshire East. (This may include within their own workforce as well as across their service users – for example, the Council and CCGs have signed up to Active Cheshire’s Active Workplace Pledge).

3 Reasons for Recommendations

- 3.1 Obesity is a complex problem with many drivers, including our behaviour, environment, genetics and culture. One in three children is overweight or obese by the time they leave primary school; and obese or overweight children are more likely to become obese or overweight adults, increasing their risk of cardiovascular disease, type 2 diabetes and some cancers.
- 3.2 As highlighted in the report, this type of intervention requires a whole system approach – a school operating in isolation of the wider environment needs support; interventions that focus solely on an individual (rather than a family/community) are less likely to be successful.

4 Impact on Health and Wellbeing Strategy Priorities

- 4.1 This supports the Health and Wellbeing Priority of

5 Background and Options

5.1 In June 2018, Government set out the ambition to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030.

5.2 The National Child Measurement Programme data for 2017/18 was released in October 2018. As in previous years, the prevalence of obesity among Year 6 pupils is more than double the prevalence of obesity among Reception pupils and is higher for boys than girls in both age groups. At the England level, obesity prevalence remains similar to the previous year, at 9.5% for Reception and 20.1% for Year 6. Severe obesity remains similar for Reception at 2.4%, but has increased in Year 6 from 4.1% to 4.2%.

5.3 Cheshire East Childhood Obesity

Cheshire East has the lowest prevalence of excess weight in the North West for children aged 10/11 and is in the best quartile nationally. The prevalence of excess weight (overweight and obese) has fallen since 2009/10 in Reception and Year 6.

Chart 1: Trends in Childhood Excess Weight (2007/8 – 2017/18)

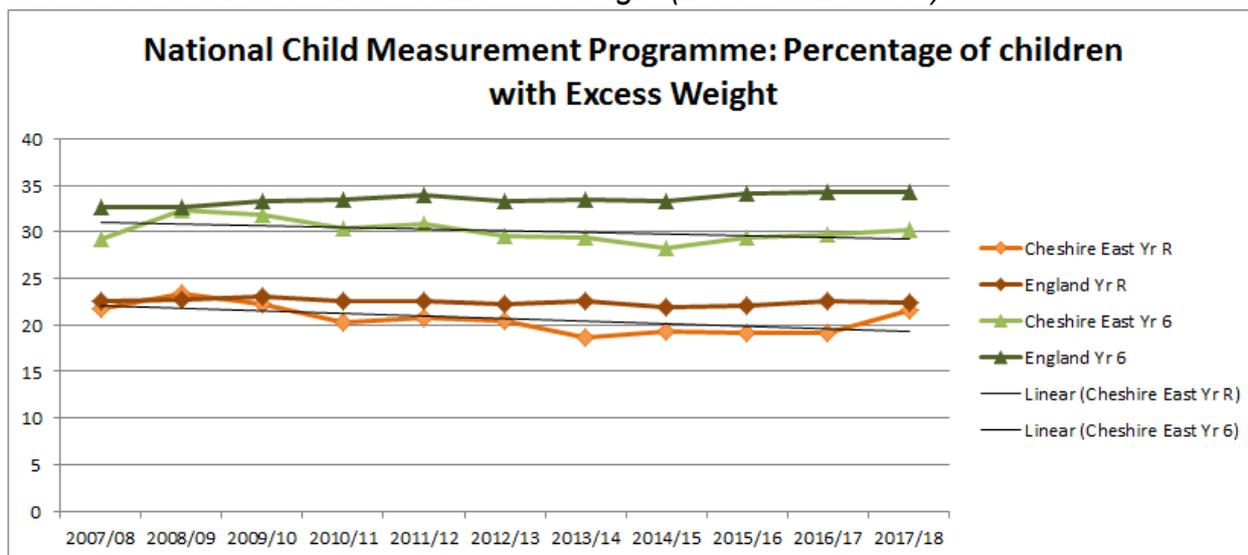


Table 1: Comparison in Excess Weight between 2016/17 and 2017/18

	2016-2017	2017-2018
Reception (overweight or obese)	19.2%	21.6%
Reception Obese	7.3%	9.5%
Reception (severely obese)	1.3% (54)	1.7% (62)
Year 6 overweight or obese)	29.7%	30.2%
Year 6 (obese)	15.4%	20.1%
Year 6 (severely obese)	2.4% (83)	2.5% (88)

- 5.3.1 Cheshire East is in the best quartile nationally for the combined indicator of overweight and obesity in both Reception Year and Year 6.
- 5.3.2 Cheshire East is in the best quartile nationally for severe obesity for Reception and Year 6. Cheshire East is ranked 127 out of 151 local authorities (where 1 is the worst) for severe obesity in Reception and 143 out of 151 for severe obesity in Year 6.
- 5.3.3 Local analysis has shown there are wide inequalities across the borough with some areas having at least 4 in 10 children with either overweight or obesity compared to just over 1 in 10 in other areas.
- 5.3.4 The following wards are in the highest 20% nationally for excess weight among Year 6 children: Crewe Central (39.1%), Crewe St Barnabas (39.2%) and Crewe North (39.7%) and Macclesfield Hurdsfield (37.3%).
- 5.4 Inequality trends persist, with Reception and Year 6 aged children living in the most deprived areas more than twice as likely to be obese, and more than four times as likely to be severely obese, than those living in the least deprived areas. Key areas for us to consider are: Crewe, Macclesfield and Alsager. The Tartan Rug (which is the summary document highlighting health needs across the Borough) indicates that all other areas are green on the two children's excess weight indicators.

5.5 Cheshire East Adult Obesity

Adult obesity data is not collected in the same way as childhood obesity figures – we rely on the Active Lives Survey. This indicates that 59.5% of Cheshire East adults are obese or overweight. (The England figures range from 40.5% to 74.9%).

- 5.6 Again, the Tartan Rug indicates inequalities with Crewe wards seeing higher levels of obesity than the rest of the Borough.

5.7 Action to Address Childhood Obesity

The Government's *Obesity Guidance Childhood obesity: A Plan for Action* (20th Jan 2017) and *A Plan for Action Chapter 2* (25 June 2018) recommends initiatives that encourage children to walk or run a mile every day in school. In Cheshire East, the Public Health Team are supporting a *Make the Mile* initiative. There are others taking place across schools in the Borough.

- 5.8 There is inconclusive evidence from the most recent systematic reviews of reducing obesity in school settings. As with any weight management intervention, school based interventions which focus solely on the individual are unlikely to be sufficiently intense or family focused to affect the weight status of children.
- 5.9 However, anecdotal evidence from schools that are implementing these types of programmes highlight that:
 - 5.9.1 A 15 minute break from lessons is invigorating and leaves children more focused and ready to learn.

- 5.9.2 The ethos of the programmes should be non-competitive and the emphasis of the activity as a social occasion improves relationships, giving children the opportunity to talk to their peers and teachers in a way they might not in the classroom.
- 5.9.3 Similar programmes build teamwork and leadership skills, with children helping and encouraging their peers.
- 5.9.4 Programmes that make physical activity an enjoyable experience from an early age build self-esteem and confidence, improving children's perception of exercise for life, and enabling them to take responsibility for their own health.
- 5.9.5 Physical activity obviously has physical health benefits and regular participation reduces the chances of young people developing longterm conditions such as diabetes.
- 5.9.6 Physical activity also supports good mental wellbeing and supports the Emotionally Healthy Schools programme.
- 5.10 The main barrier with implementation of the Mile scheme has been the high costs associated with installing a track. In addition, schools have also struggled with maintaining the activity during poor weather and the time it takes to complete the activity.

5.11 Making the Mile

Make the Mile is being promoted in all Cheshire East Primary schools with a target that all schools increase levels of physical activity of children.

- 5.12 Baseline data has been gathered from schools which have implemented this approach, demonstrating that over 50% of Cheshire East primary schools have an initiative in place which encourages children to undertake a further 2,000 steps a day. A variety of programmes and programme names have been uncovered and it was agreed that exemplars of good practice would offer to share their learning with other schools, giving peer support. The schemes are creative and encouraging.
- 5.13 A total of 54 schools have implemented a scheme since 2015. Ten schools had begun to implement the scheme in 2018 and there are 51 reported that they were not participating. (Schools were contacted from the list available: <https://www.cheshireeast.gov.uk/schools/schools.aspx>).
- 5.14 Schools are encouraged to go forward with their own name as it increases ownership and motivation; also many have been taking part for some time. A toolkit has been developed and circulated to all schools, with an offer of support from Public Health to those who need help.
- 5.15 A presentation has been given to the School Bursars and Governors. Other schools have requested further information and support.
- 5.16 Expected Outcomes:
- Increased physical activity levels in children
 - Reinforces the importance of a healthy lifestyle

- Improved concentration in class
- Improvements in social behaviour– children working better together
- Children to be more active out of school

5.17 There is limited evidence to suggest this programme will reduce obesity levels in children on its own, however, if developed as a whole system approach to tackling obesity including healthy eating, physical activity, environment etc., future benefits will be realised.

5.18 In terms of reviewing the impact of this scheme locally, schools were grouped into those schools who have implemented 'Make The Mile', those who have not and those schools where it was unknown what physical activity programmes had been implemented. Results showed there was no significant difference in the proportion of children overweight or obese in the school groupings in any single year or over time. These results have to be treated with extreme caution as the programme has been introduced at different times within schools across the borough, the height and weight measurements are taken at different times over the school year and schools may be running other initiatives that could impact on the weight of the children. Therefore no conclusions can be drawn as to whether the programme can promote weight loss in primary school children.

5.19 Complementing other initiatives

Make the Mile complements other initiatives to reduce obesity for children and their families, such as Active 10-encouraging parents and adults to walk more using an app to track progress. Public Health England's campaigns are also promoted within schools and in community settings. Eat Well, Start4life, Change4life, 10 minute Shake-Up, One You are all promoted.

5.20 Apps are now well used in improving lifestyle choices for example Change4Life launched a new app last year. This free app helps and encourages families to choose healthier options and works by scanning the barcode of products allowing parents to compare brands, and features food detective activities for children and mini missions the whole family can enjoy.

6 Access to Information

6.1 The background papers relating to this report can be inspected by contacting the report writer:

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