EVENT SUMMARY: Promoting healthy weight – National policy to local action

23 March 2016

Blackburne House, Liverpool

PREPARED BY: Nicola Calder

DATE: April 2016

CONTACT DETAILS:

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Background

In light of recent publications including the PHE evidence report on sugar reduction, the Health Select Committee Inquiry report 'Brave and Bold Action' and the forthcoming National Childhood Obesity Strategy, the purpose of the day was to provide delegates from across the North West with an opportunity to review and consider local plans and priorities that promote healthy weight.

This event follows on from the national Sustainable Food Cities conference which was also being held in Liverpool on 22 March.

Objectives:

- To review recent developments in national policy focusing on childhood obesity and sugar reduction
- To consider research and evidence relating to food and healthy weight policy
- To consider a framework for local government to respond to national policy and impact on reducing unhealthy weight in local communities

An agenda and full list of attendees can be found in appendices 1 and 2.

Opening Presentations

The meeting was formally opened by Matthew Ashton, Chair of the event and ***Chair of Cheshire and Merseyside Directors of Public Health Executive Board.*** Matthew welcomed delegates to the event, giving a brief outline of the programme and encouraging delegates to participate in opportunities for questions and debate.

Speaker 1. Abdul Razzaq, Chair of Food Active and Director of Public Health at Trafford Council gave the first presentation from session one; Healthy Weight, **'National Policy and Priorities'** The presentation gave an overview of current obesity trends, the impact of the food environment and choice architecture and the current UK position in relation to public health policy, obesity and sugar reduction.

Speaker's 2. *Professor Simon Capewell and Dr Martin O'Flaherty, University of Liverpool* gave their presentation on **'Evidence Based Food Policy and Equity: LILAC Research'.** The research, funded by the school of public health research and part of the lilac collaboration between Liverpool and Lancaster universities, is a policy forecast that looks at the potential future equity and effectiveness of food policy options to reduce CHD mortality. The research highlights the need to consider how policies work and how they might affect inequalities and how modelling has the ability to offer a useful perspective to explore these issues in an explicit way to engage in a dialogue with researchers and policy makers.

Speaker's 3. Ben Reynolds, Deputy Coordinator, Sustain: the alliance for better food and farming and Jo Ralling, Campaign Director, Jamie Oliver Food Foundation discussed the ***'Sugar Smart Cities'*** campaign. Ben began by giving an overview of; public health concerns in relation to sugar consumption and in particular an impact on the health of children and young people, campaigning efforts of the Children's' Food Campaign (within this context) and the establishment of the Children's Health fund. Jo continued to discuss support from the Jamie Oliver Food Foundation in establishing the CHF and how Brighton and Hove have adopted a Sugar Smart City approach.

An opportunity for discussion and questions was then presented to delegates for the first panel debate including all speakers from session one and hosted by the Chair, Matthew Ashton.

All presentations can be found here

Session 2

Speaker 4. **Robin Ireland, Director of Food Active and Chair of the Health Equalities Group**, ***'Food Active a Regional Healthy Weight Campaign***' then presented a Food Active programme overview and update, describing a regional approach to a collaborative healthy weight programme. Robin's presentation focused specifically on elements of the campaign that add value to local programmes and initiatives in addition to supporting development of national policy change.

Speaker 5. Dr Arif Rajpura, Director Public Health, Blackpool Council gave his presentation, *'Adopting a Local Authority Declaration on Healthy Weight and Implementing a Local Gulp Campaign'.* Arif gave an overview of the health profile and demographics of Blackpool, the impact of Blackpool's culture and tourism industry and how this has changed historically. Arif discussed how the authority has responded to some of the public health challenges, including a re-fresh of their healthy weight strategy, signing up to the Local Authority Declaration on Healthy Weight and Blackpool's GULP Challenge.

A further opportunity for discussion and questions was then presented to delegates for the second panel debate for speakers from session two again hosted by the Chair.

All presentations can be found here

Workshop – Round Table Discussions

Following the speaker presentations delegates were provided with an opportunity to discuss the following: ***'What can local authorities do to further develop healthy weight plans/strategies in response to national policy?'***

Brief notes of the discussions were recorded by delegates as part of the activity and one or two key points fed back to the floor via participants and the chair. A summary of the notes can be found below:

Environment	Affordable Easier access Subsidy for healthier options Free water in public places / water fountains Green spaces Street market / street food vans Sponsorship Active transport
Partnership working	A multi-organisational approach - Consistency - Efficiency Full-on constant messaging Ambassadors Advocacy Cascading / dissemination of information
Local action	Mapping Engaging with residents Sign up to Local Authority Declaration on Healthy Weight Promote existing schemes Engaging elective members Gulp challenge Essential that councils know their communities
Policy	Local levy Local policies / declaration

	National legislation / a level playing field for shops Use planning guidance to influence decisions Use regulatory services to influence Clear guidelines for implementing healthy food guidelines Tackle disconnect between local authorities
Funding	A collective pot, contributing to local initiatives
Obesity as a priority	High level support Needs to be political Bottom-up approach Identify local assets Focus on prevention
Specific Actions	- Create positive emotional and social relationships with food - Use of 'nudging' strategies - Give people skills - Start early – schools / work with young families - use social media - Need consistent nutritional information - Highlight good practice

The Chair formally closed the meeting and thanked speakers and participants for their contributions.

Appendix 1

Promoting healthy weight: National policy to local action

Wednesday 23rd March 2016
9:00am Registration and Networking
9:30am Start
1:00pm Event closes
Blackburne House, Blackburne Place, Off Hope Street, Liverpool, L8 7PE

Programme

9:30am	**Welcome from the Chair –** Matthew Ashton, Chair of Cheshire and Merseyside Directors of Public Health Executive Board
9.40am	**Healthy Weight, National Policy and Priorities** (Government's Childhood Obesity Strategy) – Abdul Razzaq, Chair of Association of Directors of Public Health North West and Director of Public Health for Trafford Council
9.55am	**Evidence Based Food Policy and Equity: LILAC Research** - Professor Simon Capewell and Dr Martin O'Flaherty, University of Liverpool
10.20am	**Sugar Smart Cities** - Ben Reynolds, Deputy Coordinator, Sustain: the alliance for better food and farming and Jo Ralling, Campaign Director, Jamie Oliver Food Foundation
10.45am	**Panel Q & A**
11.00am	**Refreshment Break**
11.20am	**Food Active: A Regional Healthy Weight Campaign -** Robin Ireland, Director, Food Active and Chief Executive, Health Equalities Group
11.30am	**Adopting a Local Authority Declaration on Healthy Weight and Implementing a Local Gulp Campaign** - Dr Arif Rajpura, Director Public Health, Blackpool Council
11.55am	**Q & A**

12.05pm	**Workshop – Round Table Discussions** *'What can local authorities do to further develop healthy weight plans/strategies in response to national policy'*
12.45pm	**Feedback from round table discussions, session summary and closing remarks**
12:55pm	Closing remarks by Chair
1:00pm	**Close**

Appendix 2

Attendee list

Name		Designation
Antal	Lucy	Liverpool Food People
Anwar	Elspeth	Halton Borough Council
Ashiq	Usman	Plus Dane Housing
Ashton Chair	Matthew	Knowsley Council
Austin	Clare	Liverpool John Moores University
Beetham	Samantha	Lancashire Trading Standards
Bennett	Paula	Liverpool Clinical Commissioning Group
Bickerstaffe	Gary	Bolton Council
Blackham	Toni	LJMU
Bliss	Sue	Cheshire and Wirral partnership
Boyland	Emma	University of Liverpool
Bradburn	Dave	Warrington Borough Council
Bradburne	Cheryl	Kidz Kitchen
Bradbury	Daisy	Liverpool John Moores University
Bradshaw	Beth	Liverpool John Moores University
Bromley	Helen	Cheshire West and Chester Council
Buckley	Benjamin	Liverpool John Moores University
Byrne	Kevin	University of Chester / Bebington High Sports College
Calder	Nicola	Health Equalities Group
Capewell Speaker	Professor Simon	University of Liverpool
Carr	AnneMarie	Warrington Public Health
Cavanagh-Wilkinson	Tricia	Wirral Council
Cheater	Sylvia	Henry (health exercise and nutrition for the really young)
Clarke	Dianne	LiveWire (Warrington) CIC t/a LiveWire
Connell	Karen	Hays
Cooke	Tracey	Kidzkitchen
Coulson	Amy	Mersey travel
Cumbo	Kirsty	NHS
Davies	Sandra	Liverpool City Council
Dennison	Nicola	Blackpool Council
Dickinson	gill	Stockport council
Donkin	Lynn	Blackpool Council
Dowding	Ellie	Food Newcastle
Duffy	Julie	Health@work
Giles	Robert	myo
Girvan	Lee	Lancashire County Council
Gouldstone	Amy	Public Health Cheshire West and Chester
Gowland	Steve	Sefton Council
Graham	Julie	Wirral Council
Greedus	Natalie	The May Logan Healthy Living Centre
Halton	Diane	Bury Council

Hanlon	Claire	LJMU
Harris	Liz	Tameside MBC
Harvey	Jane	Wirral Council
Hill	Christopher	Edge Hill University
Holden	Sarah	St Helens council
Holt	Alexandra	Healthy Equalities Group
Ireland Speaker	Robin	Health Equalities Group
James	Annette	Liverpool City Council
James	Annette	Liverpool City Council
Janssen	Hayley	Liverpool John Moores University
Johnson	Kay	The Larder
jones	Nikki	Wirral Council
Jones	Siobhan	Public Health Wales
Kokolay	Cheryl	Self Employed
Lacey	Lynne	Age Concern
Leicester	Dawn	Champs Public Health Collaborative
Lloyd	Diane	Halton Borough Council
Maines	Charles	Active Cheshire
McAteer	Sharon	Halton Borough Council
McCumiskey	Laura	Can Cook
Mercer	Teresa	St Helens Council
Miao	Lisa	The May Logan Healthy Living Centre
Mooney	Kathleen	Edge Hill University
Moreton	Alison	Bebington High Sports College
Morley	Neil	LiveWire (Warrington) CIC t/a LiveWire
Morrison	Anne-Marie	Sefton CVS
Morton	Steve	PHE
Noonan	Robert	Liverpool John Moores University
Norris	Rachel	bambis
Nygaard	Anna	Sefton Council
O'Flaherty speaker	Martin	University of Liverpool
Paul	Alison	Cheshire and Wirral Partnership NHS Trust
Peers	Katie	Mersey Care NHS Trust
Przybylka	Magdalena	Health Equalities Group
Rajpura Speaker	Dr Arif	Blackpool Council
Ralling Speaker	Jo	Jamie Oliver Food Foundation
Razzaq Speaker	Abdul	Trafford Council
Reynolds Speaker	Ben	Sustain
Rootes	Robin	Southport and Ormskirk NHS Trust
Rosser	Julia	Public Health, Halton Borough Council
Russell	Jayne	self employed
Salla	Michael	Everton in the Community
Smith	John	Mersey travel
Starkey	Sally-Ann	LJMU
Stevenson	Leo	Liverpool John Moores University
Stone	Genevieve	Edge Hill University
Taylor	Stefan	Bury Council

Taylor	Grace	Leeds Beckett University
Tebay	Anna	Rochdale Council
Tinkler	Angela	PHW/University of Chester
Tracey	Lambert	Champs Public Health Collaborative
Unsworth	Helen	Champs Public Health Collaborative
Vaughan	David	Wirral Community NHS Trust
Warsame	Ifrah	Age Concern
Wolfenden	Beth	Blackburn with Darwen Council
Wright	Claire	University of Chester

Appendix 3

Event Evaluation

How do you rate the content of the event overall?	Very poor	Poor	Average	Good	Very good
			1	12	24
I have learnt a lot as a result of today's CPD event	Strongly disagree	Disagree	Neither	Agree	Strongly agree
		1	2	22	12
I was stimulated as a result of today's CPD event	Strongly disagree	Disagree	Neither	Agree	Strongly agree
			2	15	22
I will change/modify my practice as a result of today's CPD event	Strongly disagree	Disagree	Neither	Agree	Strongly agree
		1	5	24	9
How do you rate the Venue?	Very poor	Poor	Average	Good	Very good
			2	23	13
How do you rate the Administration?	Very poor	Poor	Average	Good	Very good
				19	20
How do you rate the Speakers?	Very poor	Poor	Average	Good	Very good
				13	26
How do you rate the Information?	Very poor	Poor	Average	Good	Very good
				14	25

What did you find most useful?

- *Statistical evaluation made simple*
- *Blackpool programme/Jamie Oliver*
- *Gulp project/Jo Ralling x 3 - Really inspiring – would love for this to happen in Liverpool and be part of it*
- *Greater understanding of the strategic networks involved*
- *Chance to meet others involved in food education and find out about other programmes/possible partnerships*
- *I found the table conversations really inspirational, and look forward to feedback*
- *The knowledge of the speakers*

What did you find least useful?

- *Sound quality for speakers was disappointing – difficult to hear when people don't use the microphone!*
- *Disappointed content didn't cover new evidence round saturated fats and refined carbs, was hoping to hear more about this*
- *Lots of graphs*
- *National policy priorities (but I understand scene setting is important)!*
- *All good!*
- *Examples of good work*
- *All interesting*

Did the programme meet your CPD requirements and why?

- *Yes for getting examples of what can we do, less so on how to do these?*
- *Yes, gave me an opportunity to update myself and networking*
- *It far outweighed my expectations, it was really interesting.*
- *Yes feeling re-inspired*
- *Yes helps support continual learning. You always pick up something new*
- *Link with AFN*
- *Yes good to see obesity is so high on the agenda*
- *Yes lots of learning and connections to take back to the North East*
- *Yes and I have some interesting information to take back to my team*
- *Will feedback information to colleagues and attempt to make changes within trust*
- *Yes teach nutrition students update useful*
- *Yes – updating strategy at moment so timely*
- *Yes – I do NCMP so very relevant*

As a result of this CPD event, how will you modify your practice?

- *Investigate how to work with regulatory services?*
- *Scope the inclusion of greater extended network in the project I am working in*
- *Become more vocal, braver and bolder, hope to network with a few delegates. Hope we will sign up to LA declaration. Like to introduce GULP challenge into some schools I'm working with at the moment.*
- *I'm going to re-examine existing programmes (e.g. Healthy Start) and look again if it is being successful and how we can make it better.*
- *As a registered nutritionist AFN feed, this back to nutritionist and place to be involved to address obesity*
- *I have three actions to take back to my LA/Department*
- *Further reading, learning from today feed back to our strategy development and action plans*
- *Take every opportunity to get the sugar message across*
- *Increase health promotion e.g. sugar campaign in trust. Bring awareness to staff, service users, and family members on consequences on health*
- *Connecting more with North East public health network*

- *Update teachers*
- *Inform research*
- *Ensure current issues around obesity are inputted in our company objectives*
- *Use information gained to develop local healthy weight strategy*