



Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026

Second annual progress report (2018)

Introduction

November 2016 saw the launch of the Healthy Weight, Healthy Lives: Tackling overweight and obesity in North Yorkshire 2016-2026 strategy. The Strategy details the issues of obesity in North Yorkshire, describes why and where action is needed and explores how different stakeholders can contribute to tackling this agenda.

Since the publication of the first annual report in January 2017 a multi-agency Healthy Weight, Healthy Lives Steering Group has been established, which monitors the development against key actions within the Strategy. Two years on since the launch of the Strategy tackling overweight and obesity continues to be complex and prevalence rates nationally and locally remain concerning. However, the formation of the Steering Group has highlighted that a large number of programmes, interventions, and policy development is taking place to address this challenge, locally.

The Steering Group has encouraged better cross-sector working and demonstration of a whole-system approach to addressing obesity.

This second annual progress report aims to provide an update on the patterns and trends of obesity, nationally and locally, and report activity within each priority area of the Strategy. The report also provides information on planned action moving forward into year three of the Strategy implementation.

The whole system approach to action over the coming year will aspire to create an environment where the healthy choice is truly the easy choice for all those that live and work in North Yorkshire.

Contents

Introduction		2
Patterns and trends of obesity – children and adults		4
Achievements and opportunity		10
Priority:	Supporting children’s healthy growth and healthy weight	10
Priority:	Promoting healthier food choices	19
Priority:	Building physical activity into our daily lives	22
Priority:	Providing the right personalised, accessible weight management services	25
Priority:	Ensuring people have access to the right information and resources to make healthy choices that support weight loss	29
Priority:	Building healthier workplaces that support employees to manage their weight	32
Actions for 2019/20		33
Governance		34
Appendix: New Guidance		35
References		37



Patterns and trends of obesity – children and adults

The national picture

Children

In England, it was reported for the 2017/18 school year that almost a quarter of children in Reception (aged four to five years) were overweight including obese. In Year 6 (aged 10 to 11 years) it was over a third. The prevalence of obesity has decreased marginally since 2016/17 for Reception (down from 9.6% to 9.5%) but increased marginally in Year 6 (from 20.0% to 20.1%).

Obesity prevalence is higher for boys than girls in both age groups. For children living in the most deprived areas obesity prevalence is more than double that of those living in the least deprived areas for both Reception and Year 6. The deprivation gap, as measured by the differences in obesity prevalence between the most and least deprived areas, has increased over time (2006/7 to 2017/18). It has increased more for boys (8.1% to 14.2%) than girls (9% to 12.8%) in Year 6.¹

Adults

In England, 2016/17 data highlights the prevalence of excess weight (overweight and obese, BMI 25 and above) in adults is 61.3%ⁱⁱ. Nationally, there is no change to the prevalence of excess weight in adults from 2015/16 to 2016/17.

The local picture

Children

Four to five year olds

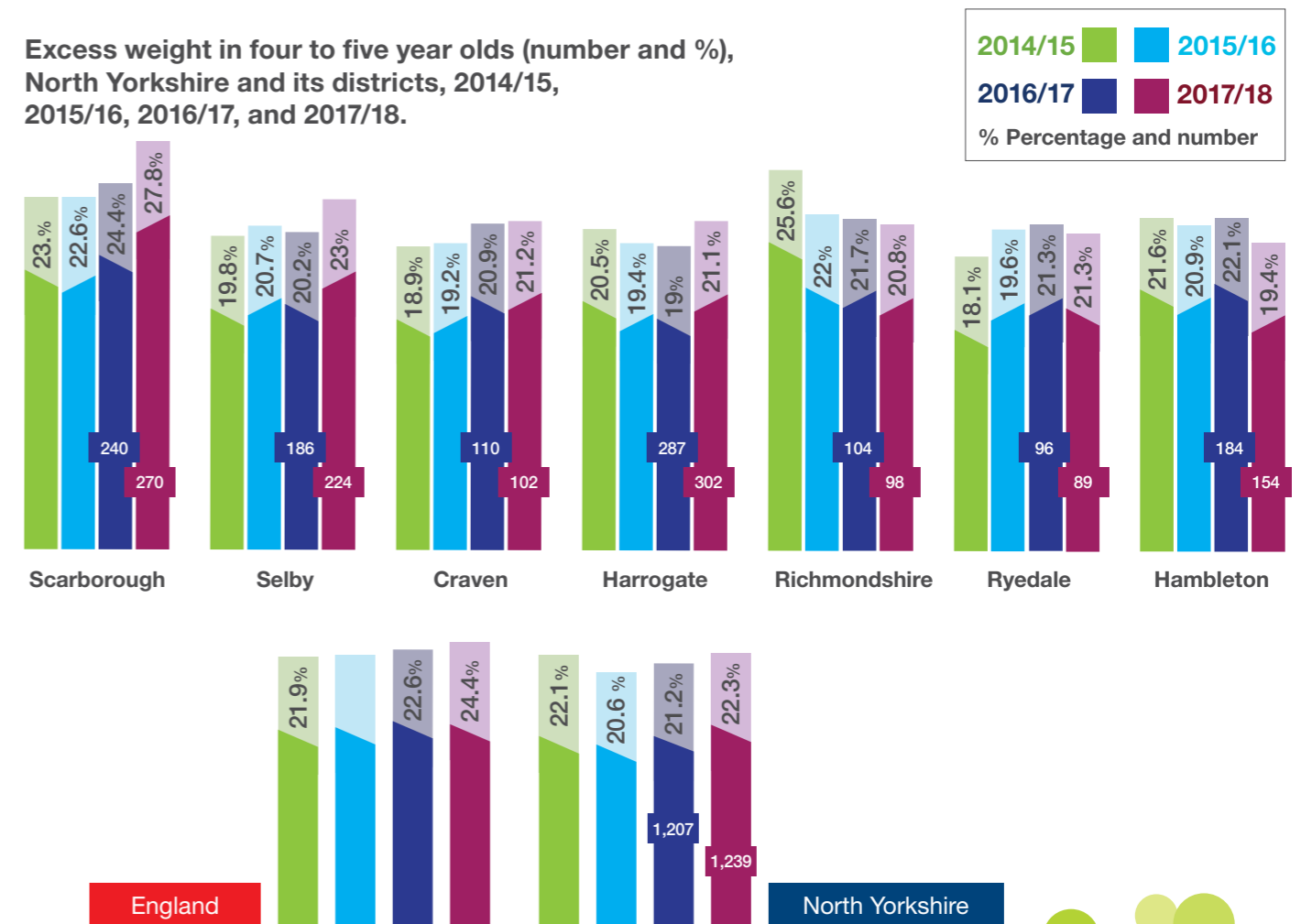
In North Yorkshire, the proportion of children aged four to five years with excess weight continued to increase in 2017/18 to 22.3% from 21.2% in 2016/17. For 2017/18, prevalence is not significantly different from England, having been significantly lower than England in 2016/17 and earlier years.

At district level, in 2017/18, Selby (23.0%), Craven (21.2%), Ryedale (20.4%), and Richmondshire (20.8%), were not significantly different from England (22.4%) and North Yorkshire (22.3%)

averages. Hambleton (19.4%) was statistically better than the England and North Yorkshire averages. Scarborough (27.8%) was statistically worse than the England and North Yorkshire averages. From 2013/14 to 2017/18 there is an increasing trend in Hambleton, Richmondshire, Scarborough and Selby with a decreasing trend in Ryedale.

The diagram below illustrates the district level prevalence for four to five year olds for 2014/15, 2015/16, 2016/17 and 2017/18.

Excess weight in four to five year olds (number and %), North Yorkshire and its districts, 2014/15, 2015/16, 2016/17, and 2017/18.



10 to 11 year olds

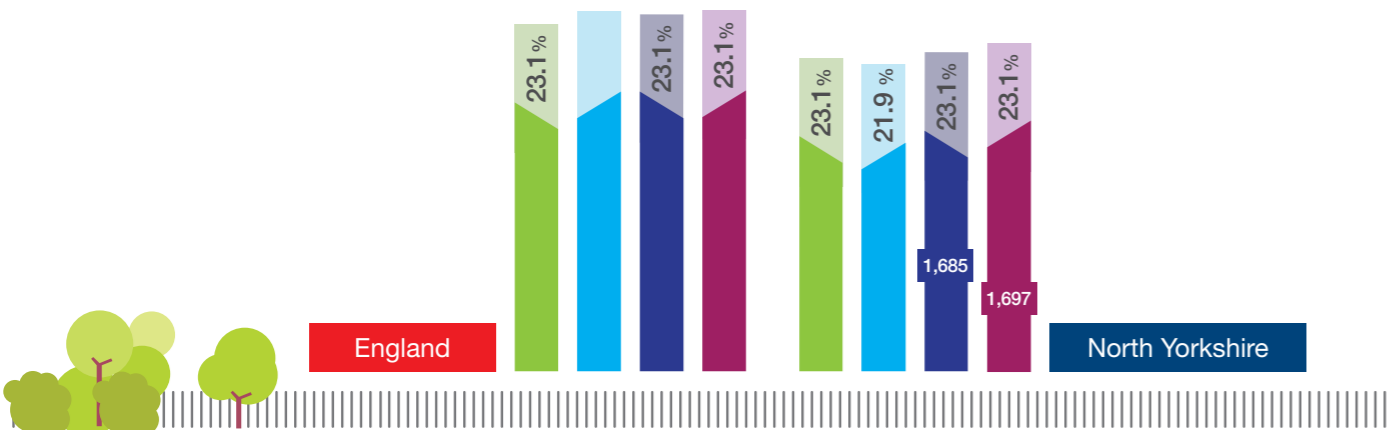
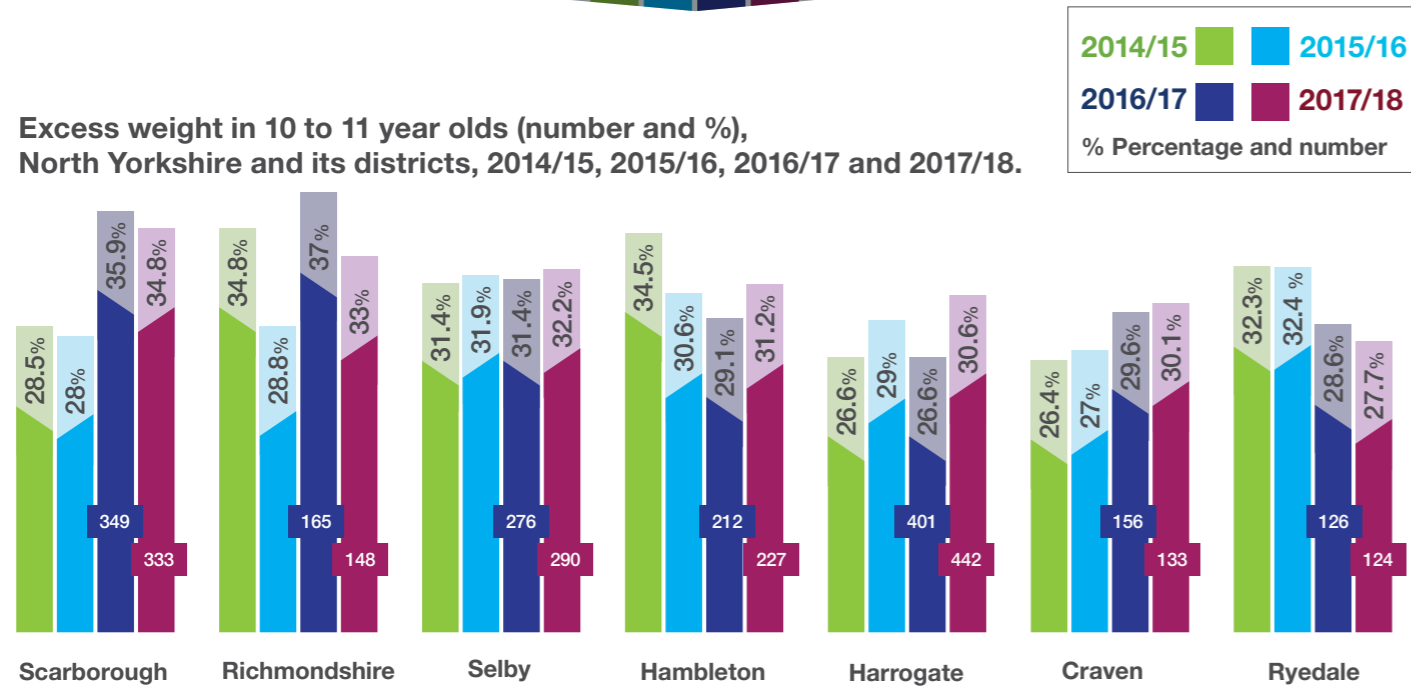
In North Yorkshire, the proportion of children aged 10 to 11 years old with excess weight continues to increase. In 2017/18, 31.6% of children were classified as either overweight or obese, up from 30.6% in 2016/17 and 29.5% in 2015/16. However, 2017/18 prevalence remains statistically significantly lower than England (34.3%).

At a district level in 2017/18, Harrogate (31.2%) and Ryedale (27.7%) were statistically significantly lower than England (34.3%). Craven (30.1%), Hambleton (31.2%), Richmondshire (33.0%), Scarborough (34.8%) and Selby (32.2%) were not statistically significantly different from England,

and all were also statistically similar to the North Yorkshire proportion (31.6%). None of the districts had a proportion that was statistically higher than the England proportion. While we have seen an increase in the proportion of 10 to 11 year olds with excess weight in many of the districts, we have seen a decrease from the 2016/17 proportions in Scarborough, Richmondshire and Ryedale. From 2014/14 to 2017/18 there is an increasing trend in Richmondshire, and a decreasing trend in Ryedale.

The diagram below illustrates the district level prevalence for 10 to 11 year olds for 2014/15, 2015/16, 2016/17 and 2017/18.

Excess weight in 10 to 11 year olds (number and %), North Yorkshire and its districts, 2014/15, 2015/16, 2016/17 and 2017/18.



Adults

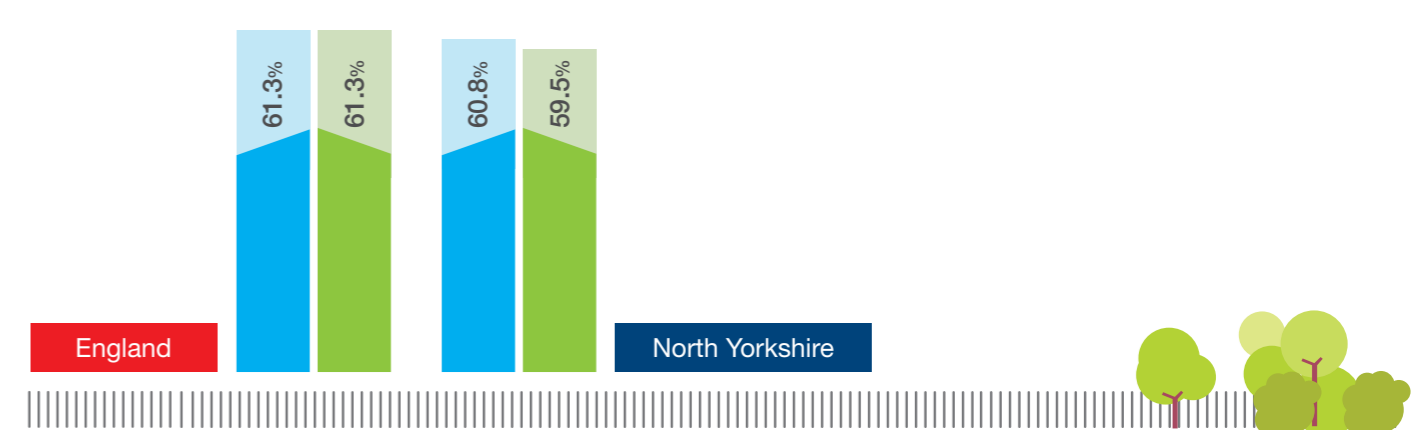
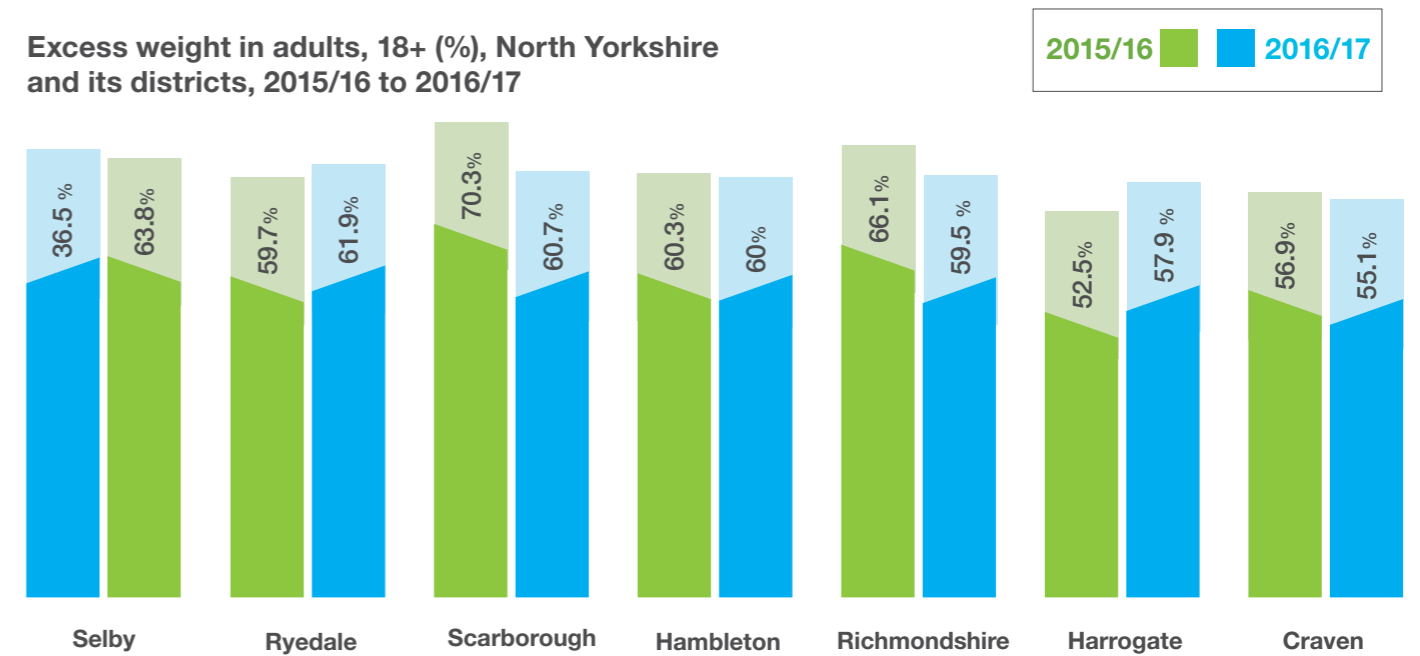
In North Yorkshire, excess weight in adults (aged 18 and above) has slightly decreased in 2016/17 to 59.5% from 60.8% in 2015/16. The prevalence in 2016/17 remains statistically similar to England (61.3%).

At a district level, in 2016/17, Harrogate (57.9%), Richmondshire (59.5%), Hambleton (60.0%), Scarborough (60.7%), Ryedale (61.9%), and Selby (63.5%) are statistically similar to England (61.3%) and North Yorkshire (59.5%).

Craven (55.1%) is statistically significantly lower than England but not significantly different from North Yorkshire.

The diagram below illustrates the district level prevalence for 2015/16 and 2016/17. There is no comparison made for 2012-2014 data as the method of data collection for this period was for ages 16 and above, as opposed to aged 18 or above for 2015 onwards.

Excess weight in adults, 18+ (%), North Yorkshire and its districts, 2015/16 to 2016/17

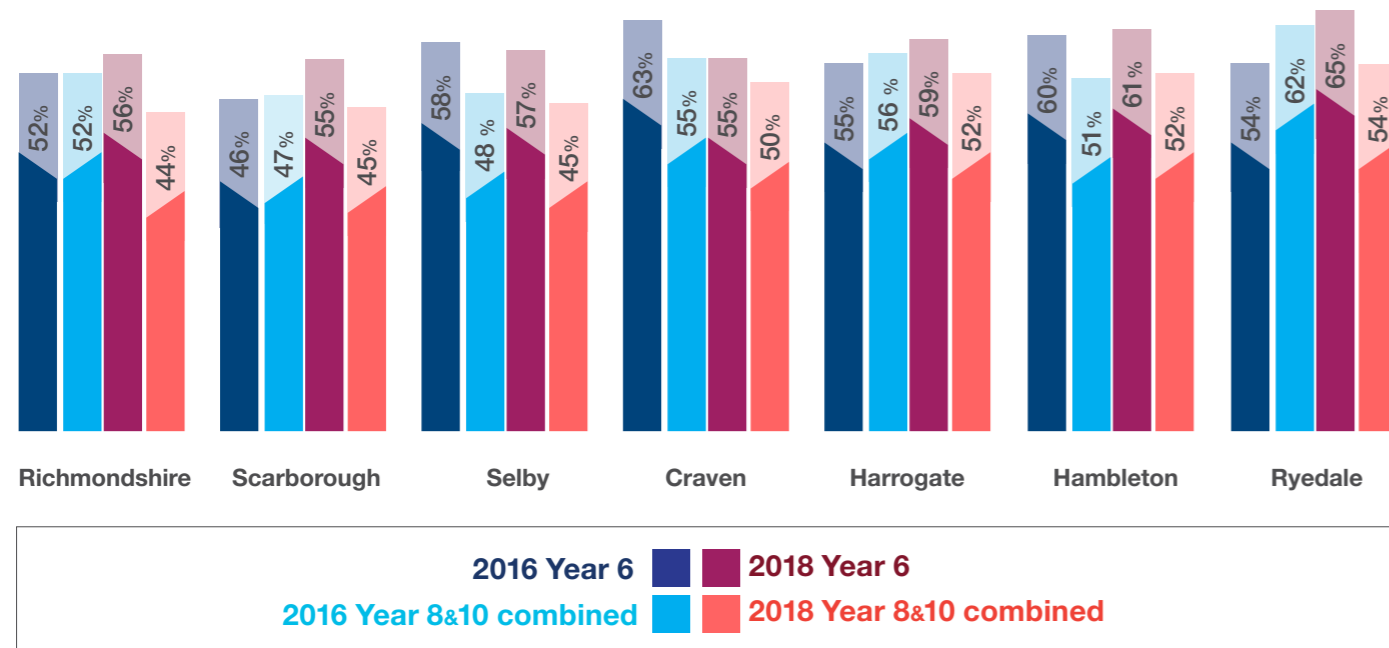


Physical activity – children and young people

North Yorkshire County Council Children and Young People's Service (CYPS) commission a survey of children and young people covering aspects of learning and wellbeing on a biennial basis called Growing Up in North Yorkshire (GuNY). As part of this survey children are asked

about their levels of physical activity. Self-reported data needs to be interpreted cautiously, but the diagram below illustrates district level reported physical activity levels, for primary and secondary school year groups for 2016 and 2018.

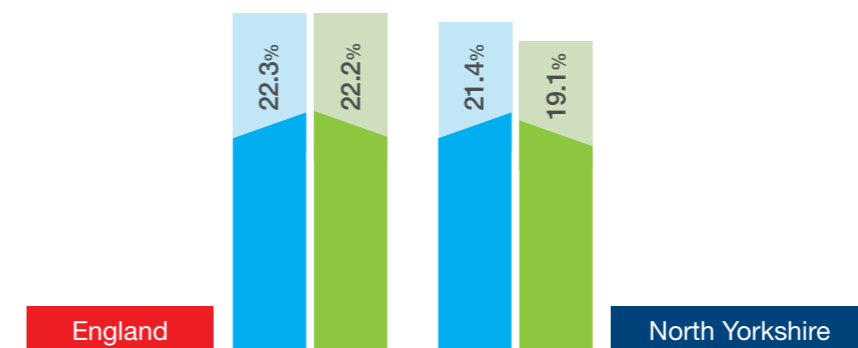
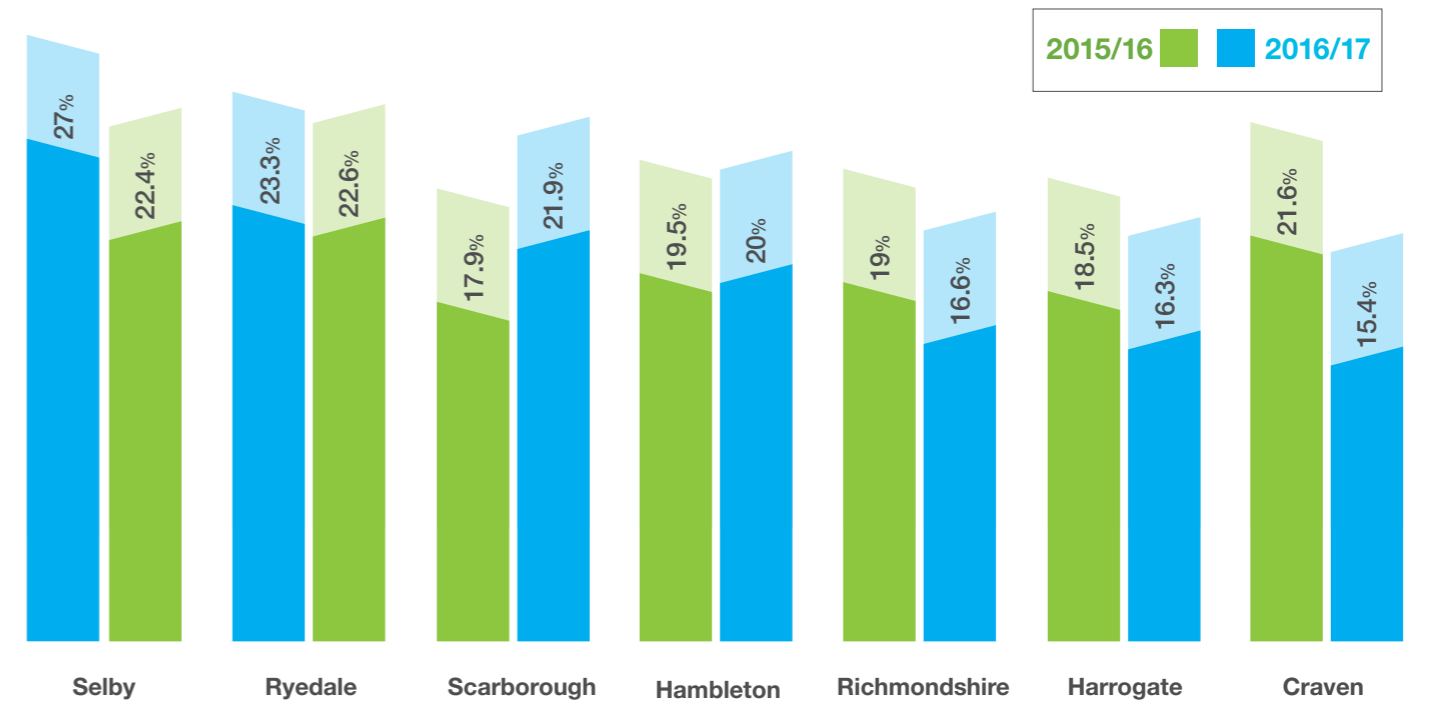
Percentage of Year 6, and Years 8 and 10 (combined) children who reported completing five or more hours of physical activity per week 2016 and 2018



Physical activity – adults

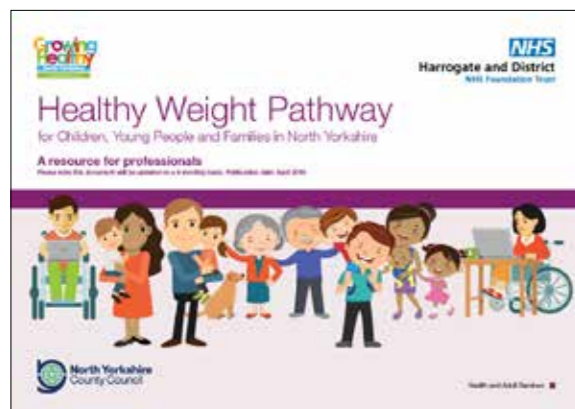
For 2016/17, 22.2% of adults (aged 19 years and above) in England and 19.1% of adults in North Yorkshire are classified as inactive (less than 30 minutes of physical activity per week).

North Yorkshire inactivity levels are statistically significantly lower than the England average. The diagram below illustrates the district level of inactive adults for 2015/16 and 2016/17.



Achievements and continued opportunity

Priority: Supporting children's healthy growth and healthy weight



Children and Young People's Healthy Weight Pathway Group

The multi-agency Children and Young People's Healthy Weight Pathway Group was established in 2017 to oversee the development and dissemination of the healthy weight pathway for children and young people. Now that this work has successfully completed, the group has broadened its remit and will concentrate action in relation to the wider children's healthy weight agenda. The group will share information, join up working with key stakeholders across the County and identify gaps and develop work within this topic area in future. This group will now act as a formal sub-group of the Healthy Weight, Healthy Lives Strategy Steering Group and will report on specific actions to address children and young people's healthy weight in North Yorkshire. The group has been renamed 'Children and Young People's Healthy Weight Partnership Group' to reflect the changes.

Breastfeeding

Community Services in North Yorkshire have achieved Stage 2 Unicef Baby Friendly Initiative Accreditation and are now working towards Stage 3 standards. The accreditation process ensures that supporting mothers is sustainable in practice by ensuring senior commitment across the organisations. The Specialist Service run by Health Visitor Breastfeeding Champions has started and the Breastfeeding Friendly Venue Award has been introduced in Selby with a number of local businesses signed up to the scheme.



Food provision in schools and child care settings

Food for Life

Food for Life is a Soil Association national initiative and its aim is to transform food culture in schools by supporting a whole school approach to good food. This includes supporting leadership and pupil voice, training on food education through cooking, growing, farm links and food policy, working with school meal caterers on improving procurement and school meal quality, and engaging the wider school community through food.



The two-year pilot Food for Life project, funded by North Yorkshire County Council's Public Health team and implemented by the Energy & Sustainability Traded Service, came to an end in July 2018. Based on higher than average rates of excess weight (NCMP data) 22 schools were targeted and enrolled to be part of the Food for Life programme. Of these, 11 primary schools gained their Bronze Food for Life award and one school achieved Silver. Over 60 school staff received training on cooking, growing and school meals throughout the programme, with 90 pupils participating in School Farm Days, learning about where their food comes from. Although delivery of the project has ended, schools involved will continue to be supported to gain awards. Richmond Methodist primary gained their Bronze award autumn 2018, led by their School Cook who regularly teaches about food in school and ran healthy cooking sessions for pupils, their parents and carers.

Work is being undertaken locally to explore the introduction of a North Yorkshire Healthy Schools Award to support the health and wellbeing of the whole school community – including in the areas of school meals, healthy eating, cooking and growing, which will ensure that the work started on this agenda during the Food for Life pilot project continues across the County.

Schools and early years catering

A new partnership group has been established to oversee work around healthy catering in schools and early years settings. The group, which is a sub group of the Healthy Weight, Healthy Lives Strategy steering group, includes North Yorkshire County Council Catering team, Public Health team, Trading Standards and Healthy Choices weight management staff. The group first met in October 2018. Members have been working together to review the school meal provision and re-design menus to reduce the sugar content of the food offered. Resulting actions include:

- From early next year, the provision of sugary puddings on school menus will be reduced initially from five days per week to three days per week, and fruit and yoghurt will be provided on the other two days. This has been trialled in 10 primary schools so far and initial feedback has been very positive.
- Very high sugary puddings will be taken off the school menus altogether.
- Staff have been working to reduce the sugar content of puddings by at least 10%.

Future focus of the group will include expansion of the Healthier Choices for a Healthier You Award to both schools and early years settings. This provides support to schools and early years settings to make healthy changes to catering in the environment, food menus, review their policy on break time, before and after school clubs, and vending food and drink provision. For more information on the Healthier Choices award programme go to <https://www.northyorks.gov.uk/Healthier-choices>



Healthy Pupil Capital Fund

Nationally, £100m of revenue generated from the Soft Drinks Industry Levy will be used for what is being called a Healthy Pupils Capital Fund. This fund is intended to improve children and young people's physical and mental health by enhancing access to facilities for physical activity, healthy eating, mental health and wellbeing and medical conditions. These facilities could include kitchens, dining facilities, changing rooms, playgrounds and sports facilities. This is a one year fund for 2018-19 only. North Yorkshire County Council are notifying local schools about the available funding. It is an exciting opportunity for schools to improve their facilities to support the health and wellbeing of their pupils.

Source: Public Health England

Access to sweets and other high calorie foods outside the school or childcare setting

Healthy school zone concept development

While there have been many initiatives to improve the standard of school meals and improve the PE provision, there is limited intervention to support children and young people make healthier choices on their journey to and from school and during lunch times. A working group within North Yorkshire County Council has been set up to develop a concept that looks to create healthy food and physical activity environments within the school fringe (400m zone around the school gate). The proposed components within the school fringe concept include:

- Restrictions on hot food takeaway planning applications
- Reductions in fat, sugar and salt in foods in existing hot food takeaway premises
- Restrictions on mobile trading of high fat, sugar and salt (HFSS) products
- Local retailers adopting a voluntary ban on energy drink sales for under 16s
- Restricting parking in the school fringe to support active travel to and from school and a reduction on air pollution



- No idling policies applied
- Restrictions on advertising of HFSS products
- Restrictions on price promotions like multi-buy for HFSS food and drinks for retailers
- Improved in-school dining experiences for children
- Incentivising the uptake of healthy school meals
- More schools adopting a lunchtime stay-on-site policy
- More informed school aged children around food labelling and nutrition

A targeted approach will be adopted on the application of this concept. The initial focus will be on areas of multiple deprivation and higher exposure to unhealthy assets or hazards.

Nutritional literacy for pre-school and school aged children

Yorkshire Agricultural Society (YAS) have continued to deliver programmes and interventions to support children and young people to learn about the food that is grown, farmed and processed locally to them. YAS have offered activity and countryside event days, such as Farmhouse Breakfast and National Apple Day. Approximately 6,000 pupils attend these events every year to learn about food, farming and the countryside. These events are all free to attend.

In addition to this YAS provide educational areas at all of their public shows, including Springtime Live, Countryside Live and the Great Yorkshire Show. Schools are supported to attend the Great Yorkshire Show at a discounted rate, as this takes place during school time.

YAS also offer small grants to schools for projects including gardening and growing equipment, outdoor learning areas and school visits to farms. In 2018 they have supported 22 applications from schools. Feedback from schools on how the grant money was spent is reported:

Easingwold primary

"I have received today your generous cheque for £200 to construct a wild flower planter on our front playground. The gardening club children will be able to sow the seeds. May I take this opportunity to thank you, and your team, for their generosity in this matter. It will make a real difference to their environment".

Lindhead School, Scarborough £500 awarded to re-kindle our Rural Arts Project.

"The children have grown their own produce in the school garden and then sold it after school. The money raised will buy seeds etc. for next year. This teaches the children about healthy eating, sustainability and enterprise".



YAS Vegetable Box Competition

17 Schools were welcomed to the 160th Great Yorkshire Show for the Grand Final of the Vegetable Box Competition.

This year's winners were Richard Taylor Primary School from Bilton, Harrogate, who were recognised for their knowledge and understanding of growing, their planting design and the range of colourful plants used. They were closely followed by Mill Hill School from Northallerton in 2nd place.

More detail can be found on the YAS website <http://yas.co.uk/education-activities/>



Fit and Fed - SteetGames

Inspiring Healthy Lifestyles have been awarded a small grant from StreetGames in order to deliver a Fit and Fed school holiday programme during February to August school holidays in 2019. The programme will be on Friday evenings 6-8pm targeting children and young people aged 8-17. Sessions are designed to up skill participants around the importance of healthy eating and nutrition, including the provision of food, and give opportunities to be physically active during school holidays. Sessions will take place in community venues around the three priority areas of Selby with

the highest deprivation rates - Abbots Road and Flaxley Road estates and Selby Town Centre. Whilst Fit and Fed aims to target disadvantaged people, sessions will be inclusive, however priority will be given to those living in the areas identified above.

Physical activity

Young Rangers and Explorer Club

The North York Moors and Yorkshire Dales National Parks currently deliver programmes to encourage children, young people and their families to explore and look after the open green spaces in their National Parks. The Yorkshire Dales has three Young Ranger Groups (ages 11-16) which meet once a month to take part in some practical work in and around the local area. The North York Moors currently has one Young Ranger group (ages 11-17) and an Explorer Club. The Explorer Club engages with families with children aged between 4-14 who meet once a month to undertake practical tasks and also environmental exploration to understand and care for the special qualities of the National Park. Since 2012, 28 family groups (107 individuals) from North Yorkshire have been engaged with through the Explorer Club. The National Park has recently secured funding through the HLF (Heritage Lottery Fund) to develop a stage two application to double the numbers of participants of both clubs. The target areas for participants for the clubs will include Scarborough, Whitby and Catterick. The groups are run by experienced, qualified staff and volunteers in each of the National Parks.

Sportivate

Sportivate has allowed North Yorkshire Sport to commission a significant number of local programmes designed to increase participation in sport amongst 11-25 year olds. Starting in 2011 this programme has enabled 16,309 more young people to engage in sport and physical activity, during 2017/18 alone it has seen 1,567 becoming more physically active as a result of the investment made. Of the young people engaged last year, 1,344 (77%) were reported as being inactive at the start of the sessions. Females were proactively engaged with 1,054 attending (60% of all participants) and over 150 (9%) of participants having a disability or limiting illness.

Satellite Clubs

The satellite club programme managed by North Yorkshire Sport funds and supports new local sport and physical activity clubs across North Yorkshire. Projects are designed around the needs of young people, and provide them with positive, enjoyable experiences that make it easy for them to become active or to develop more regular activity habits. Satellite clubs are helping shape the way existing sport and physical activity providers tailor their offer to meet the different motivations and needs of young people, particularly those who are less active or at risk of falling out of sport. Since the programme started in 2013, North Yorkshire Sport have helped create 101 new satellite clubs which have engaged 2,258 young people in a wide variety of sporting activities. Of those clubs 73 are sustainable (72%) and continue to engage young people. During 2017/18 year, a further 14 clubs have been engaged with 296 young people.

School Games Organisers

The School Games Organisers (SGOs), which cover every school in North Yorkshire, have a role to play in providing a wide variety of sports and physical activity competitions for all young people within the education sector. The School Games mission is to keep competitive sport at the heart of schools and provide more young people with the opportunity to compete and achieve their personal best. The vision is that by 2020 the School Games will be continuing to make a clear and meaningful difference to the lives of even more children and young people.

There are 10 SGOs working across North Yorkshire who delivered a total of 1,327 competitions in 2018. They engaged with 393 schools, through intra-school and inter-school competition. The result of this work has provided 84,035 opportunities for participation across the County, engaging a wide-range of young people with differing abilities. Through this competition young people develop their understanding of the School Games values of: Determination, Honesty, Self-Belief, Passion, Teamwork and Respect. These values are adopted by many schools and are often used as a key strategy in the Personal Development of young people to contribute to wider Whole School Improvement.

The SGOs are also funded to advocate that children take part in 60 active minutes every day and that primary schools ensure that they provide 30 active minutes for every child every day whilst at school.



PE and School Sport Premium

The ring-fenced budget for PE and School Sport presents a significant opportunity to positively impact on the quality of PE and School Sport delivery for our children and young people. One of the most effective ways that schools can achieve the five key outcomes of the PE and School Sport Premiumⁱⁱⁱ is to invest in their workforce to increase the competency and quality of the teaching staff and teaching assistants. Teachers in North Yorkshire have reported gains in their personal knowledge about North Yorkshire Sport and the delivery of PE, confidence and capacity to deliver an 'enlightened PE curriculum' and attitude towards using PE as a means for whole school improvement. For some, North Yorkshire Sport has been transformative:

"Everything I now am, as a PE leader, NYS have helped me to be" – Mrs Thompson (PE Lead at Kellbank School).

Importantly, there have been really positive gains for the school children as well:

"We have redesigned our curriculum to work better for our pupils. Children are being more active throughout the school day. Children are participating in a wider variety of activities" – Miss Shawe – PE Lead at St Peters School.

"It has provided a great platform to share ideas and best practice. The course has also enabled me to make improvements to our school and provided greater opportunities for our pupils to be active throughout the day both indoors and out" – Mr Jones – PE Lead at Robert Wilkinson School.



Change4Life Festival

North Yorkshire Sport organised the first ever Change4Life School Games Festival in April 2017 in conjunction with School Games Organisers. The festival targeted inactive pupils in Years 3 and 4 and provided a non-competitive environment. The festival allowed participants to sample a number of fun and exciting activities as well as learning about positive health messages.

Of the 108 inactive young people who attended, 23 had special educational needs and 45 were female. Feedback from the event showed an increase in perceived activity levels following the festival and perceived improvements in their own health.

"I did fantastic and I've really changed my attitude and my behaviour in class. I've made a change with my throwing and jumping" – Reece (Richmondshire).

"I have achieved my goal and I'm a bit happier because I play tig which I don't like doing. I have started going for a run around the field and doing a lot of sports at home" – Olivia (York).

Street play

Sometimes known as 'playing out sessions' or 'play streets', Street Play is a simple, effective and low-cost way for children to be able to play out in the streets where they live. Local authorities can use their existing powers under road traffic legislation to allow temporary street closures at regular weekly or monthly intervals, typically for three hours at a time. Local parents and other residents act as marshals, allowing their neighbours to drive to and from their homes at walking pace, while through traffic is re-directed. The result is adults getting to know each other and the growth of community spirit. There is usually a significant increase in children playing out and making friends on their street.

Nationally, there are examples of where transport planning policy has supported local communities to close their streets to allow their children to play safely, including Leeds and Bristol. In North Yorkshire there is local community interest to explore this and as a result North Yorkshire County Council's Stronger Communities team and the Highways team are working towards piloting street closures for street play in spring 2019.



Walking and cycling

The County Council was awarded £1m from the Department for Transport's Access Fund to deliver a sustainable travel project called Open North Yorkshire. This aims to get more people walking and cycling in three towns – Scarborough, Harrogate and Skipton.

The towns have been chosen because they offer the most potential for shifting to sustainable transport based on their population, the levels of economic and residential development and the levels of congestion. Many journeys within the towns are relatively short, making walking and cycling viable options. The project runs until March 2020 and the emphasis is currently on Harrogate and Scarborough, with the roll out in Skipton due to take place early 2019.

Sustainable travel officers have started to work with businesses, schools and residential developments to encourage walking, cycling, use of public transport and car sharing to help to reduce congestion, promote good health and create a better environment.

All secondary schools, colleges and universities were contacted about the project and Officers are working with specific establishments in Scarborough and Harrogate, looking at the issues they face and ways to encourage active travel.



They will help with projects such as Park and Stride schemes, promoting cycling with cycle training and maintenance, car sharing, attending events and producing maps showing walking zones around the schools. A 'Park and Stride' initiative has been set up at King James' School Knaresborough, launching in November 2018.

Schools are being encouraged to register with the national Modeshift STARS accreditation scheme, which recognises schools that demonstrate excellence in supporting cycling, walking and other forms of sustainable travel to improve the health and wellbeing of students.

County Councillor Don Mackenzie, Executive Member for Access, said:

“Open North Yorkshire is part of the County Council’s ongoing commitment to sustainable travel, particularly to support economic growth. It sets out to increase cycling and walking and thereby reduce congestion in these three growing towns. It will encourage people to use transport other than the car. For schools, it looks at taking cars away from the school gates and for some it is about health and air quality. This will include better access to bicycles, improving cyclists’ confidence through training and better route information and reducing the number of cyclists injured on the roads.”



Priority: Promoting healthier food choices

By gradually making the following simple changes, local authorities can help businesses help their customers make healthier choices

 Reduce portion size	 Reduce fats & frying practices	 Reduce salt	 Reduce sugar
 Increase the content of fruit, vegetables and fibre	 Promote healthier options	 Procuring healthier ingredients and food products from suppliers	 Provide calorie information

Source: Public Health England

Community Food Provision

Healthier Choices for a Healthier You programme



North Yorkshire County Council's Trading Standards team continue to develop and implement the Healthier Choices for a Healthier You programme across all districts in North Yorkshire. The Healthier Choices award is a free certification scheme aimed at supporting organisations that provide healthier options to their customers. Any business or organisation with a hygiene rating of three or more and willing to reconsider the nature of food and drink they serve may participate. To date, over 125 organisations have registered, including; bed and breakfasts, work canteens, care homes, hospital providers, independent cafes, tourist spots, takeaways and school canteens.











Participating organisations are assessed against a range of criteria to determine whether they have achieved the gold, silver or bronze award. The criteria includes aspects of food production such as providing reduced portion sizes, increasing use of vegetables and salads, incorporating healthier carbohydrates, using alternative cooking methods to frying to avoid oil absorption, removing fats from meats before cooking, using lower fat ingredients wherever possible, reducing the amount of salt in food production.

The award lasts for two years at which point any participating organisation would be re-assessed and invited to make further pledges for improvement had they not already done so over the course of the previous two years.



Current participants engaged with the Healthier Choices business award:

Energy drinks

					
	Gold	Silver	Bronze	Ongoing	Total
Harrogate 	16	13	2	3	34
Scarborough 	3	12	2	1	18
Ryedale 	2	2	0	3	7
Hambleton 	16	8	-	2	26
Selby 	4	2	-	1	7
Craven 	1	3	-	2	6
Richmondshire 	4	1	-	3	8
Total	46	41	4	13	106

In 2017/18, to complement the roll out of the Healthier Choices project in Richmondshire, the Trading Standards team worked with Richmondshire District Council colleagues to assess energy drink prevalence in certain Richmondshire communities, including Colburn. The Trading Standards team linked with local youth groups to highlight the dangers of energy drink intake in terms of high levels of sugar and caffeine. This work involved capturing the perceptions of teachers, police and minors about energy drink consumption with the messages informing the invitation to local independent retailers to impose a voluntary ban on sales to those under 16. Local youth groups were invited to complete a questionnaire on their energy drink habits.



Survey results:

85 survey responses were received, of which **66%** stated they bought energy drinks after school and **73%** bought them from the local shop.



The North Yorkshire 'Responsible Retailer' scheme was used as a mechanism to implement the voluntary ban of sales of energy drinks to under 16s. Throughout September 2018 independent shops in Colburn were audited in terms of their age verification processes and ability to comply with legislative and social obligations. This auditing process and subsequent provision of guidance concluded in October 2018. Awards were issued as part of a suite of communications to ensure the local children know that they will no longer be able to buy energy drinks from any Colburn shop. This voluntary ban will also be supported by the supermarkets Co-op, Lidl and NISA, which already have the voluntary ban in place.

Vending offer

The Trading Standards team have been working with Everyone Active, the provider of the leisure facilities in Whitby, to make changes to the vending offered. To date, Everyone Active have introduced some healthier products, and reduced the price and prioritised the placement of water. Early feedback is that the changes have been effective and well received. Further discussions are scheduled with Everyone Active to advance the provision of healthier choices and to address opportunities for complementing the changes with visuals, messages and reward schemes which will hopefully further promote the healthier choices provided.

South Tees Hospitals NHS Foundation Trust have reviewed their vending offer to those accessing both hospital sites, including the Friarage in Northallerton.

Vending machines have been removed at their front of house, and only water will be available for purchasing in others locations around the site.

Other local authorities and NHS trusts will be encouraged to review their vending offer in future months.



Priority: Building physical activity into our daily lives

How much physical activity should you do?

Adults (19 to 64) should aim for at least **150 minutes** of moderate intensity activity, in bouts of 10 minutes or more, each week

All adults should undertake muscle strengthening activity, such as

- exercising with weights
- yoga
- or carrying heavy shopping

at least 2 days a week

Minimise the amount of time spent sedentary (sitting) for extended periods

This can also be achieved by 75 minutes of vigorous activity across the week or a mixture of moderate and vigorous.

Source: Public Health England

Walking, cycling and active travel

Discoveries on Your Doorstep

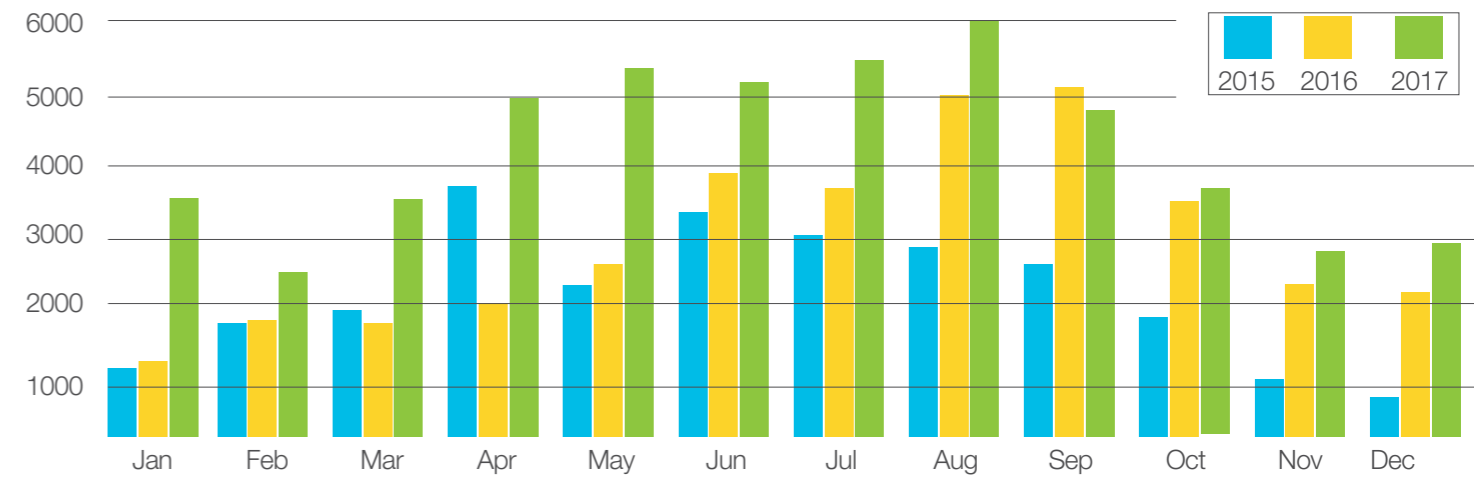
Currently, Discoveries on Your Doorstep (The Scarborough Trails and The Selby Trails) are a collection of walks with things to see and activities to do along the way, and they are there for everyone in Scarborough and Selby, whatever the age, ability or interests. The insight work showed people's three key motivators for walking were that it needed to be 'Fun; Fascinating and Free'. The themed trails, based at locations around Selby and Scarborough, are designed to encourage people to get outside, share social experiences and experience the history, nature and culture that their local area has to offer.

The Scarborough and Selby Trails encouraged people of all ages and abilities to get outside and experience their local history, nature and culture. Residents were empowered to organise their own walks and spread the word about what the area has to offer.

Social media and website platforms were an important aspect of encouraging usage in the local trails. A bespoke website and Facebook pages include children's explorer packs, advice and information on setting up your own walking group and the benefits of getting out and about.

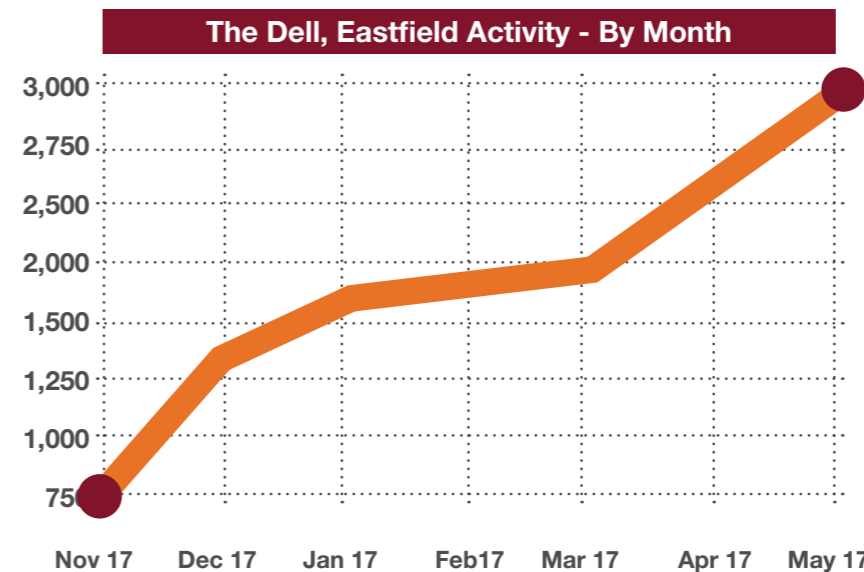
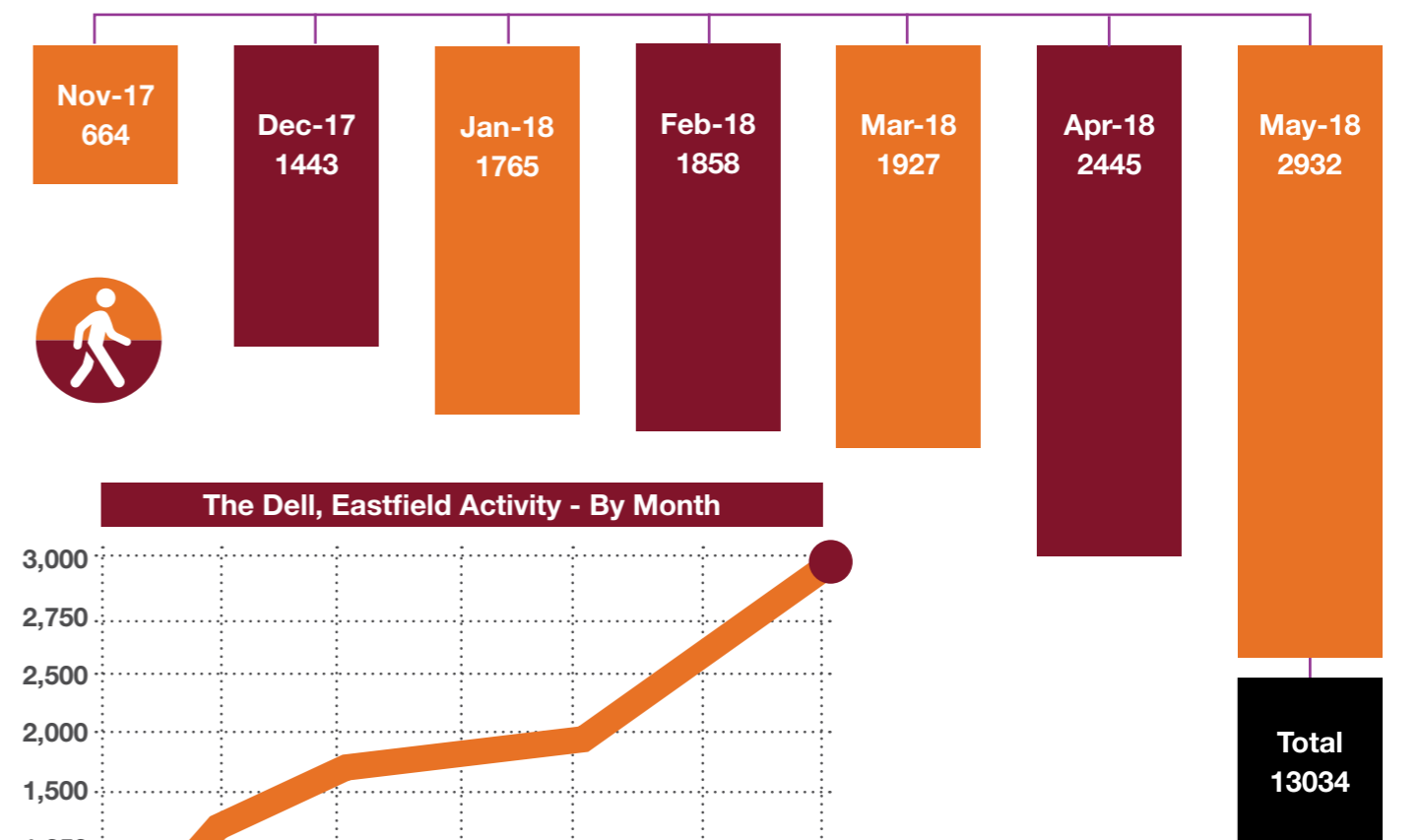


The Selby Trails were established first and the counters were already in place - the 'before' and 'after' increases in the numbers using the footpaths were recorded:



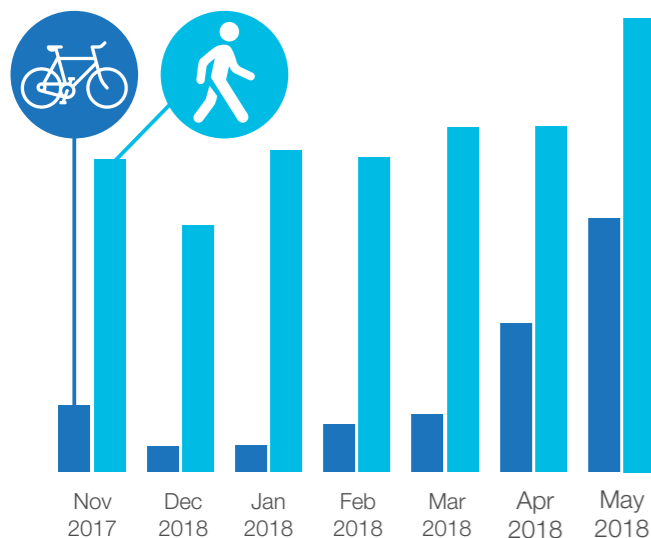
The Scarborough Trails were more recently established in 2017 and the counters in place for a shorter period.

The Dell - Eastfield:



The Cinder Track, Scarborough

Cinder Track Activity - By Month



A small working group has been established to start discussions on rolling out Discoveries on Your Doorstep in the Harrogate district. The project areas will be Ripon (Phase 1) and Knaresborough (Phase 2). The working group to date includes colleagues from the Local Nature Partnership, Access Fund (active travel) project team, the Countryside Access team, Stronger Communities, Harrogate Borough Council, and Magpie. The focus of the roll out will be to increase walking and cycling to school and improve air quality.

Open North Yorkshire – businesses and new housing developments

Over the past year, North Yorkshire County Council's Sustainable Travel Officers have engaged with ten Harrogate businesses and ten Scarborough businesses to support them to develop active travel plans. Walking challenges have been undertaken by three businesses.

The team have engaged with 13 new housing developments in Harrogate and four in Scarborough. Partnerships have been created with the developers to promote the Open North Yorkshire project on social media and in their homeowner packs. In Harrogate, 171 personalised journey plans have been issued.

Community Safety

Dementia Pools

North Yorkshire Sport has worked with Swim England and North Yorkshire County Council's Stronger Communities team to support and develop:

- Nine swimming pools to become dementia friendly through improved signage and new pool mats
- 18 members of staff trained on the dementia awareness course 'Step Inside'
- Pool timetables incorporating dementia friendly sessions featuring a quieter environment and trained staff on poolside

Priority: Providing the right personalised, accessible weight management services

Assessment, brief advice and tailored support

Healthy Choices Service



To support children and young people with excess weight, North Yorkshire County Council commissioned the Healthy Choices programme in 2015, which is a family based 12-week multi-component weight management programme delivered at home for children and young people aged 5-19 years. During 2018 Teesside University were commissioned to conduct a robust, mixed methods process and outcome evaluation of the Healthy Choices programme. Key findings of the evaluation included:

- Children and young people (CYP) aged 4-19 years were referred to the programme from across North Yorkshire.
- One and a half times more children aged 4-11 years enrolled in the programme, compared to their older counterparts (12-19 years).
- Whilst the weight status of children referred to the programme ranged from overweight to severe obesity, the average weight status of children upon referral was above the 99.6th centile (severe obesity).
- Equality of access in terms of sex and rurality

- was demonstrated with approximately half of the CYP enrolled on the programme being girls and almost 50% residing in rural areas. Over 93% of participants were of white ethnicity, which reflects the ethnicity of the North Yorkshire population.
- Between November 2015 and October 2017, 644 children and young people had been referred to the programme. Over half (58%) of these families started the programme, of which 80% had completed the programme (attended at least seven sessions out of 12).
- The most popular referral route was via the NYCC Prevention Service. Other common referral routes were through the Healthy Child Service, National Child Measurement Programme or self-referral.
- The number of referrals from GP, Social Care and other professionals was low.
- Data from the pre-post analysis suggests that on average participants can make a significant (0.11 unit) reduction in BMI-z after attending the programme. The average BMI-z score remained lower than baseline when participants were followed up at six and 12 months.
- At a county level, on average, those who completed the programme, showed improvements in dietary quality, self-esteem physical activity and a reduction in sedentary behaviour.

The evaluation presented a number of recommendations and as a result different ways of delivering the service are being trialled and the physical activity element of the service is being reviewed.



North Yorkshire Adult Weight Management Service

A new North Yorkshire Adult Weight Management Service (tier 2) was formally procured with the Service launching in Selby in July 2017 and the remaining six lots (districts areas) in January 2018. An overview of the providers delivering the Service in each district area is illustrated:

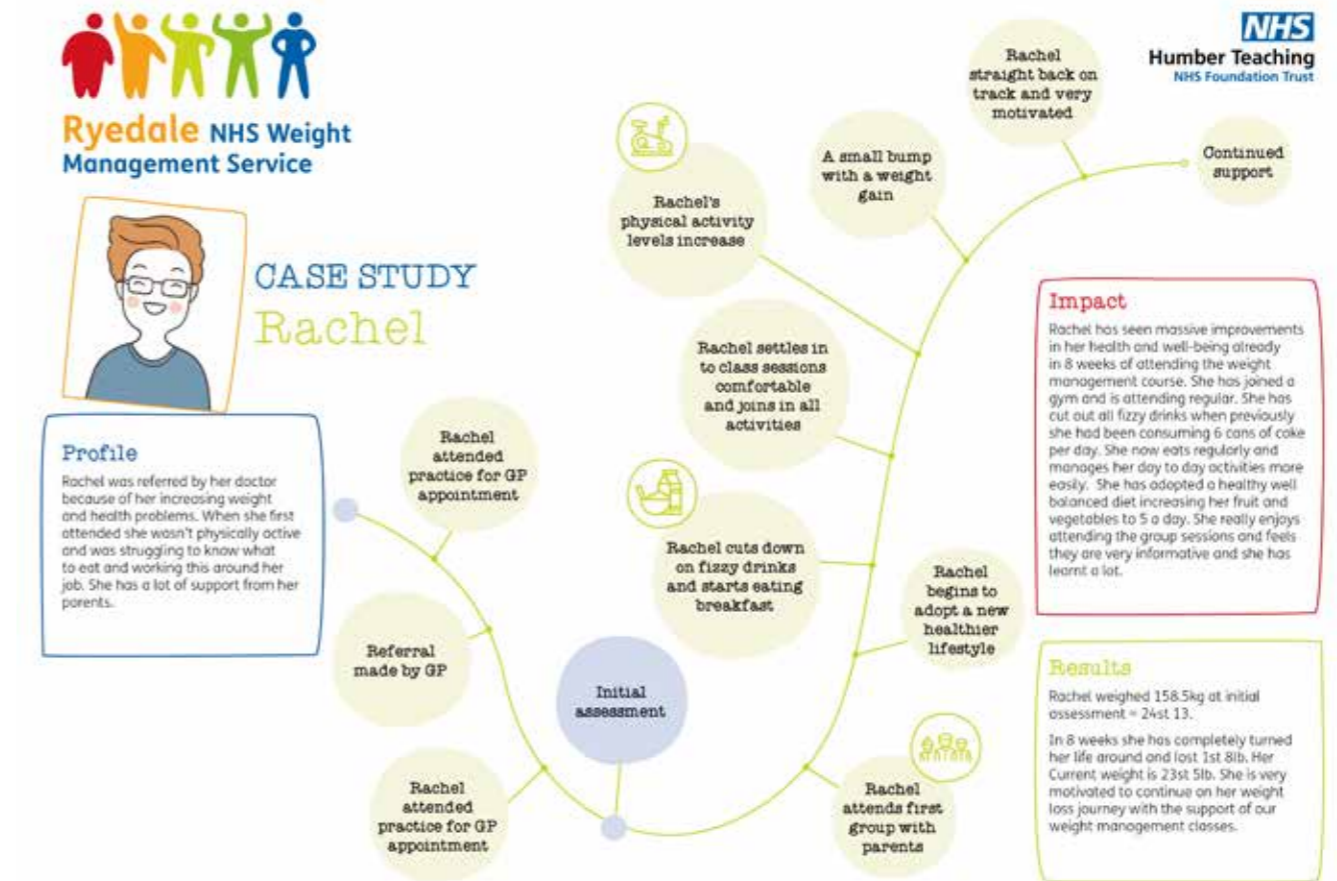
District	Name of service	Service provider
Craven	Healthy Lifestyles	Craven District Council
Hambleton	Take That Step	Hambleton District Council
Harrogate	Fit 4 Life	Harrogate Borough Council
Richmondshire	Healthy Futures	Maple Health Group
Ryedale	NHS Weight Management Service	Humber NHS Foundation Trust
Scarborough	NHS Weight Management Service	Humber NHS Foundation Trust
Selby	Move It, Lose It	Inspiring Healthy Lifestyles

The new Service incorporates a structured assessment process from referral; triaging clients to assess eligibility and readiness to change, and supporting clients to set and review weight loss plans and physical activity agreements with their weight management advisor at an initial health assessment, 12 week and 24 week assessments. Clients are supported to achieve a 5% weight loss at 12 weeks and sustain 5% weight loss at 24 weeks. The Service provides weekly weigh-ins, structured nutritional advice and a free facilitated physical activity offer.

Achievements from 1 July 2017 to 30 September 2018 include:

- 965 clients completing* a 12 week structured programme (*attending nine out of 12 sessions).
- 664 clients achieving a 5% weight loss at 12 weeks.
- 252 clients achieving a 5% weight loss at six months.

Case study



Service design and pathways

Healthy Weight Pathway for Children, Young People and Families in North Yorkshire

Working in partnership, the North Yorkshire County Council Prevention Service, Harrogate and District NHS Foundation Trust 0-5 and 5-19 Healthy Child services, the Healthy Choices Programme, York Teaching Hospital Trust Midwifery services and Public Health team have developed the "Healthy Weight Pathway for Children, Young People and Families in North Yorkshire" booklet.

This resource has been designed predominantly for professionals working in North Yorkshire to support them in identifying and raising the issue of overweight and obesity, delivering healthy

lifestyle brief advice, and signposting their clients to further information and programmes that help them to achieve and maintain a healthy weight.

The pathways and booklet were launched to professionals working with children, young people and families across the County in April this year. A review of the pathways and booklet content is planned on a six monthly basis to ensure the document remains current. An evaluation of the impact of this resource, via an electronic survey to professionals, is planned at the end of this year.

Tier 3 adult weight management service provision

North Yorkshire's Public Health team continue to work closely with the Clinical Commissioning Groups (CCGs) and the Sustainability Transformation Partnerships (STPs) to strengthen the adult obesity pathway for North Yorkshire. From January 2019 there will be increased tier 3 service provision across North Yorkshire. Hambleton, Richmondshire and Whitby CCG continue to commission a tier 3 service and the Vale of York CCG will launch a three-year pilot service in January 2019. Tier 4 services (bariatric surgery) continue to be the responsibility of the CCGs.



National Diabetes Prevention Programme

The National Diabetes Prevention Programme (NDPP) is a joint commitment from NHS England, Public Health England and Diabetes UK, to deliver at scale, evidence based behavioural interventions for individuals identified as being at high risk of developing Type 2 diabetes.

The Programme is now available across North Yorkshire. Pulse Healthcare Limited, trading as ICS Health, have been commissioned to deliver across Humber Coast and Vale STP, Ingeus UK deliver across Durham, Darlington, Teesside and Hambleton, Richmondshire and Whitby STP and Reed Momenta deliver across the West Yorkshire and Harrogate STP.

The pathway between the North Yorkshire Adult Weight Management Service and the NDDP is strengthening. NDPP providers are actively signposting clients to the Adult Weight Management Service for additional support.



Priority:

Ensuring people have access to the right information and resources to make healthy choices that support weight loss

Services and community programmes

Stronger Communities Inspire, Achieve, Innovate

Stronger communities programme

Initiated in 2015, Stronger Communities is an ambitious programme to support communities to play a greater role in the delivery of services in North Yorkshire. The Stronger Communities Programme is particularly keen to ensure that residents feel empowered to get involved in addressing local issues and concerns and are able to see that their contribution can make a positive difference.

In July 2017 the Programme launched its new investment strategy: Inspire, Achieve, Innovate. Inspire, Achieve, Innovate have varying processes, ambitions and investment levels; but all will deliver desired outcomes around reducing inequalities, improving wellbeing and social connectedness:

- Inspire (Fund) – designed to encourage people to get involved in their local communities by offering small grants (up to £1,000) which help establish new services, events or activities that help to increase social interaction, encourage neighbourliness and improve the wellbeing of individuals and communities.

- Achieve (Together) – the main investment programme; designed to build longer term strategic partnerships with communities, voluntary organisations and social enterprises.
- (Time to) Innovate – aimed at encouraging creative ideas to solve thorny service delivery issues and is particularly targeted at social enterprises.

In the 2017-18 period 65 Inspire Fund projects were funded. Evaluation highlights the consistent theme of all the projects is how they have created safe, supportive and inclusive environments where people have been able to improve their wellbeing with others.



Health Education and Skills

Physical Activity Clinical Champions Training



Very brief advice on physical activity from healthcare professionals has been shown to improve clinical outcomes.

One in four patients would be more active if advised by a GP or nurse. But as many as 72% of GPs do not speak about the benefits of physical activity to patients. To support health care professionals consider physical activity as an option in routine consultations a Physical Activity Clinical Champions training programme has been developed.

Public Health England in Yorkshire and the Humber offer free locally tailored training sessions for doctors, nurses and other interested health care professionals in primary and secondary care. The training focuses on practical tips to integrate physical activity advice into everyday practice.

Since the three-year programme was initiated in April 2016, 241 practitioners across North Yorkshire and York have attended the training sessions. The evaluation of a three year programme is being conducted by Loughborough University.

Moving Medicine



Sport England have supported the Faculty of Sport and Exercise Medicine to produce a free Moving Medicine tool, in partnership with Public Health England and with support from National Lottery funding. <https://movingmedicine.ac.uk/>

The Moving Medicine tool aims to help people working in roles such as doctors, nurses and physiotherapists advise patients on how physical activity can help to manage their conditions, prevent disease and aid recovery.

A very short, but good quality conversation at the end of a consultation is incredibly effective in changing people's levels of physical activity. This toolkit gives health professionals everything they need for a one minute, five minute and even longer conversation, complete with step-by-step guides, behavioural change insights and all the evidence to back it up.

Locally, discussions have started with Clinical Commissioning Groups (CCGs) to explore how this can be rolled out across practices in North Yorkshire.

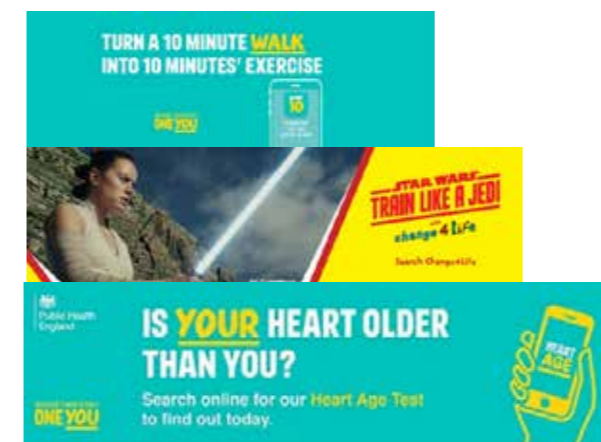
Developing the Public Health and Primary Care Vision for future working

During 2018 the North Yorkshire County Council Public Health team have been engaging with primary care workers and associated partners about how we can work together to improve population health.

Conversations have been exploring what to focus efforts on, including but not exclusive to:

- Improving health-related outcomes, reduce disparity and increase access to services.
- Supporting primary care to help ensure they see themselves and feel part of the wider public health team, and implement initiatives, programmes and services that are financially viable and can be fully capitalised.
- Improving patient health-related behaviours by encouraging self-care, promote health literacy and increase expertise across the workforce by providing and supporting training.
- Maximising our joint potential for action by focusing on what makes us well, keeps us healthy and helps us manage health conditions when they arise.

Development of a Public Health and Primary Care vision, will build new relationships or improve on those already in existence to develop joint working on mutual objectives in relation to prevention.



Sharing evidence base and approved information

There are a number of platforms in which evidence base and approved literature is shared with stakeholders:

- The Knowledge Hub is well recognised as a forum for sharing guidance, policy, research, and consultation opportunities. The Healthy Weight, Healthy Lives Strategy Steering Group has a K-Hub group established where key documents can be uploaded.
- Twitter is a social media platform that is being used to raise awareness of campaigns, services and initiatives to stakeholders.
- Through a well-established 'Current Awareness' bulletin, the Public Health team provide a weekly update to stakeholders on guidance, policy, and research. The distribution list has continued to increase with nearly 40 members receiving weekly updates.
- Public Health have developed a communications calendar to highlight key campaigns and events that will require promotion. The communications calendar is closely aligned with Public Health England's communications calendar and stakeholder version is shared with key partners to aid their communications planning.

Campaigns

Key campaigns have been promoted through stakeholder communication plans. In particular, Public Health England's ONE YOU and Change4Life campaigns and Sport England campaigns have been supported. Examples include 'Active 10', 'Heart Age', 'New Year', 'Train like a Jedi', 'This Girl Can'.

Press releases, Tweets, and circulation of resources have been actioned.



Priority: Building healthier workplaces that support employees to manage their weight

Policy and interventions

North Yorkshire Workplace Wellbeing Charter

North Yorkshire County Council's Public Health team have continued to develop a local Workplace Wellbeing Charter, which Trading Standards team initiated as part of a pilot programme in the early part of 2018. The Wellbeing Charter will be ready for consultation with local businesses in January 2019 with a soft launch planned for spring 2019. Businesses have expressed an interest in signing up to the Charter, including district councils, voluntary and private sector (including small businesses).

Inspiring Healthy Lifestyles - Selby

Since January 2018 Inspiring healthy lifestyles (IHL) have been working on increasing awareness of workplace health and the importance of organisations taking responsibility for the wellbeing of their staff. Whilst IHL develop their workplace health offer they have been involved in a number of events to change the behaviour of organisations/businesses to incorporate various health and wellbeing opportunities within the workplace.

In March 2018, IHL delivered four taster sessions at the Clipper warehouse in Selby which was offered over two hours during lunch for employees to find out more in regards to the Move It Lose It programme and a variety of other health services available to them. IHL's specialist instructors were on hand to take body mass index measures and promote the schemes. They held a mini ping pong tournament offering prizes for the winners as well as engaging staff in fun challenges centred on sugar content in drinks. One of the aims of the day was to consult with employees to find out what they would like to see changing in their workplace to promote physical activity and positive health. One of the suggestions was to host a Slimming World group on site for people attending the Move It Lose It programme to access. This is now being looked into by Slimming World.

In September 2018 IHL hosted their first corporate rounders tournament involving four local organisations/groups. The feedback was extremely positive and many participants agreed the opportunity for team bonding was invaluable. Many organisations have already enquired about future corporate events and as a result IHL are hosting another corporate event indoors in February 2019.

IHL are now working with North Yorkshire Sport to combine their approach to workplace health initiatives and share resources across the Selby district. Information will soon be uploaded to IHL's website on their workplace health offer with a view to supporting more organisations to reduce staff sickness records occurring as a result of mental or physical health issues.



Actions for 2019/20

Priority: Supporting children's healthy growth and healthy weight

- Review and refresh the school meal offer to reduce consumption of fat, salt and sugar.
- Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.
- Support primary and secondary schools to effectively utilise the Healthy Pupil's Capital Fund.
- Conduct needs assessment and insight work to support the implementation of the school zone concept. Initiate work to improve the food and physical activity environments that surround five pilot schools.
- Continue to support primary schools to effectively utilise the PE and School Sport Premium funding.
- Pilot and roll out the Street Play initiative across North Yorkshire communities.
- Support more schools to develop and implement active travel plans, including the 'park and stride' initiative.
- Review of Health Start Vitamin scheme to be completed, in line with new guidance/reformulation.
- North Yorkshire Sport will explore with partners the potential to create a Primary School pledge for 'every year 6 pupil to be able to swim 25 metres, ride a bike and access a daily active mile as part of a healthy and active school environment.'

Priority: Promoting healthier food choices

- Continue to support local businesses achieve the Healthier Choices for a Healthier You award.
- Explore the opportunity to run a Sustain 'Veg Cities' campaign across North Yorkshire.
- Support local authorities and NHS organisations to review and revise their vending offer.
- Support local businesses achieve the North Yorkshire 'Responsible Retailer' award, including the voluntary ban on sales of energy drinks to under 16s.
- Work with care home providers to review the catering offer.

Priority: Building physical activity into our daily lives

- Roll out the Discoveries on Your Doorstep project in the Harrogate district; focusing trails in Ripon and Knaresborough. Ensure sustainability of the Scarborough and Selby trails.
- Continue to work with local businesses to develop and implement active travel plans through the Open North Yorkshire project.
- Continue to support individuals and families moving into new housing developments to consider active travel options.
- Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.
- Continue to develop and roll out an Active Together project (in partnership with Hambleton District Council, North Yorkshire Sport, and Community First Yorkshire). This project aims to encourage more communities to think about starting new activities that help residents have access to local ways to do more physical activity.
- Partners will collectively support a reduction in sedentary behaviour and tackle deconditioning through the advocacy of simple daily activities. If demand led, training will be developed to support front line staff with simple messaging and activity ideas.



Priority: Providing the right personalised, accessible weight management services

- Support primary care practitioners to use the Moving Medicine tool
- Support the continued development of the obesity pathway for children and adults, including links with the NDPP.
- Continue to support primary care practitioners to become Physical Activity Clinical Champions.

Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

- Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.
- Explore digital opportunities across the system.

Priority: Building healthier workplaces that support employees to manage their weight

- Deliver a soft launch for the North Yorkshire Workplace Wellbeing Charter and support businesses to establish the infrastructure for sustainable action.
- Co-ordinate action on workplace health interventions.

Governance

Revised governance structure:



Appendix: New Guidance

During the past year the following relevant guidance has been published:

PHE

Promoting healthy weight in children, young people and families: A resource to support local authorities
 Promoting healthy weight in children, young people and families: Practical Examples
 PHE October 2018

<https://www.gov.uk/government/publications/promoting-healthy-weight-in-children-young-people-and-families>

Physical Activity: Applying all our health PHE January 2018

<https://www.gov.uk/government/publications/physical-activity-applying-all-our-health>

Adult Obesity: Applying all our health PHE January 2018

<https://www.gov.uk/government/publications/adult-obesity-applying-all-our-health/adult-obesity-applying-all-our-health>

Health matters: preventing Type 2 diabetes PHE May 2018

<https://www.gov.uk/government/publications/health-matters-preventing-type-2-diabetes/health-matters-preventing-type-2-diabetes>

A Guide to Delivering and Commissioning Tier 2 Adult Weight Management Services, PHE, June 2017

<https://www.gov.uk/government/publications/adult-weight-management-services-commission-and-provide>

Health matters: obesity and the food

<https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2>



NHS England

Eligibility Changes relating to the NHS Diabetes Prevention Programme: Revised Guidance
<https://www.england.nhs.uk/publication/nhs-diabetes-prevention-programme-eligibility-changes/>

Department of Health and Social Care

Promoting healthy weight in children, young people and families: A resource to support local authorities

Promoting healthy weight in children, young people and families: Practical Examples

PHE October 2018

<https://www.gov.uk/government/publications/promoting-healthy-weight-in-children-young-people-and-families>

Childhood obesity: a plan for action, chapter 2 June 2018

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/718903/childhood-obesity-a-plan-for-action-chapter-2.pdf

NICE

Community pharmacies: promoting health and wellbeing

NICE Guidance (NG102) August 2018

<https://www.nice.org.uk/guidance/ng102>

Physical activity and the environment NICE Guidance NG90 March 2018

<https://www.nice.org.uk/guidance/ng90>

Air pollution: outdoor air quality and health NICE Guidance NG70 June 2017

<https://www.nice.org.uk/guidance/ng70>

Healthy workplaces: improving employee mental and physical health and wellbeing QS147 March 2017

<https://www.nice.org.uk/guidance/qs147>

Community engagement: improving health and wellbeing QS148 March 2017

<https://www.nice.org.uk/guidance/qs148>

NEW Food environment assessment tool (FEAT)

The FEAT Tool has been developed by CEDAR and the MRC Epidemiology Unit at the University of
<http://www.feat-tool.org.uk/>



References

ⁱ [National Child Measurement Programme - England, 2017-18 School Year](#), Published: October 11, 2018

ⁱⁱ [PHE Public Health Profiles 2016/17](#)

ⁱⁱⁱ The five outcomes of the PE Premium are: Engaging all children in physical activity, using PE as a tool for whole school improvement, providing a broader sporting experience, increased participation in competitive sport and development of teaching staff in delivering PE.



Health and Wellbeing Board
North Yorkshire



This document is also available to download at www.nypartnerships.org.uk/healthylives

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