

Overview Committee: Healthy Weight Declaration

Summary

The importance of healthy weight and the concerns raised by members are recognised by the council.

To encourage healthier weight, improving physical activity, diet and nutrition are identified as priority areas for activities in the Public Health Strategic Plan 2019-23. Services are all encouraged to include activities supporting health and wellbeing, in their annual Service Plans. These activities are summarised in our annual Public Health Implementation Plan, and progress is summarised in our Public Health Annual Review.

These priorities are consistent with the Council's ambition for its communities and its own staff. EDDC has already identified initiatives which support the commitments:

- Public Health Officer and Environmental Health staff received Sugar Smart training and created fliers to provide to cafés encouraging them to offer healthy choices
- Streetscene and EH staff have been working to support provision of free tap water for people to refill their bottles
- LED were also exploring Sugar Smart and Refill initiatives
- Cookery skills classes for various groups have been hosted across the district.

In principle the Healthy Weight Declaration offers a way of focusing on evidence-based priorities and of working within an established national structure. However additional resourcing may be required to fully meet the commitments expected by the Declaration.

During the current covid-recovery work, and with the possibility of further local outbreaks to manage, it may be unrealistic for EDDC to commit fully to the Declaration over and above what is currently undertaken within existing resources and budgets.

We recommend that Overview Committee approve the following:

1. To recognise the contribution that our activities identified in our Public Health Strategic Plan make towards encouraging healthy weight
2. That during the covid-recovery phase we continue to work with our partners within existing parameters
3. To recognise that our partners' priorities are also changing in response to covid-recovery
4. To note that our current priorities do not offer us the scope to afford additional resourcing.

Details of commitment required

The Public Health Project Officer was involved in Devon County Council's roll-out of the Healthy Weight Declaration in late 2018 / early 19.

The programme was re-launched in July 2020 but owing to high volumes of covid-related work since March 2020 she has not been involved in any recent activities:

<http://www.foodactive.org.uk/projects/local-authority-declaration/>

We understand that organisations who adopt the Declaration must agree to all the commitments. The original 14 Healthy weight Declaration commitments are listed below, alongside an initial brief indication of feasibility.

This scoping was done early in 2020 and does not reflect any implications of covid-recovery work, nor any changes to the Declaration since its re-launch in July 2020.

	Declaration commitments	EDDC initial feasibility response
1	Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products	Work to promote and encourage uptake of the national Sugar Smart scheme has already begun. Opportunity for EH Commercial team to progress this.
2	Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions	Potential action tbc by Growth, Development and Prosperity; Place, Assets and Commercialisation Service; Licensing
3	Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low nutrient foods and drinks (this should be applied to public institutions such as schools, hospitals, care homes and leisure facilities where possible);	Further work required to ensure that LED responds to this commitment throughout its leisure facilities.
4	Increase public access to fresh drinking water on local authority controlled sites	Potential tbc to offer water e.g. via Refill scheme at council sites, THG, others [already offered at Seaton Wetlands] Current work to support drinking-water fountains in Exmouth
5	Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited	Planning and EH teams to consider

6	Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity	Relevant opportunities are taken to work with partners as they arise – e.g. by Public Health Project Officer at WEB Community Health & Wellbeing Board, various Health Matters forms
7	Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; ‘giveaways’ and promotions within schools; at events on local authority controlled sites	To adopt this commitment at events on our land
8	Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities	The Public Health Project Officer follows national campaigns and supports locally
9	Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer	Streetscene; Commercial EH team; Place, Assets and Commercialisation Service; Licensing to commit tba
10	Support the health and well-being of local authority staff and increase knowledge and understanding of unhealthy weight to create a culture and ethos that normalises healthy weight	OD team and/or Public Health Project Officer
11	Invest in the health literacy of local citizens to make informed healthier choices	Public Health Project Officer can support any relevant initiatives by partners e.g. via public libraries, but no budget is available for investment
12	Ensure clear and comprehensive healthy eating messages are consistent with government guidelines	Public Health Project Officer can support any relevant initiatives by national partners e.g. via social media
13	Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity	Planning; Growth, Development and Prosperity; Place, Assets and Commercialisation Services to commit, tbc
14	Monitor the progress of our plan against our commitments and publish the results	Public Health Project Officer

Helen Wharam, Public Health Project Officer

14.09.20