



2018

A Call to Action on Childhood Obesity

A Step Change for Children's Health in Hull

Director of Public Health
Annual Report 2018



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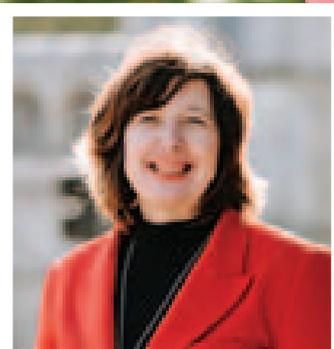
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Introduction

Welcome to my 2018 Director of Public Health annual report

It is now five years since my public health team moved from the NHS to join Hull City Council. So it seems timely to start this year's report by reflecting on progress made since previous annual reports.

Last year, my report was presented as a film *A Better Future in Mind*, which I used to encourage a Hull-wide conversation about improving our emotional wellbeing and mental health. Incredible work is ongoing to implement our citywide mental health and suicide prevention action plan. This is a long term commitment involving many partners from the public, voluntary, community and business sectors.



A focus on mental wellbeing was also a strand of my 2016 report *Dancing in the Street*, as we prepared for our year as UK City of Culture. With three in four residents either 'liking' or 'loving' everything that 2017 brought to our city, 34 per cent of children reporting improved self-esteem and eight in ten participants generally feeling happier, I am proud of the positive

impact the year had on our collective wellbeing. It shows what we can achieve as a city, working together.

My 2015 report *We Could Be Heroes!* set out a plan to inspire a smoke free generation for Hull by 2025. We have seen good progress towards this ambition with a significant reduction in numbers of children and young people smoking, as well as smoke free playgrounds, school gates and youth sports pitch sidelines. We have also had a focussed campaign against those who import and sell tobacco products illegally.



My first report in 2014 *A Time for Change* focused on tackling inequalities – working together for a more equal and healthier Hull. Since then we have seen the benefits of the City Plan resulting in better infrastructure across the city, 6,000 new jobs, and improvements in educational attainment. Now a sustained focus on a more inclusive and fairer Hull is beginning to take shape.

“Being unhealthy means eating lots of junk food” (Child aged nine)



This year I want to start another citywide conversation, a collective call to action on one of the most significant and challenging health issues that we face in Hull, in England and across the globe.

Over the following pages I will share my call to action for all organisations and communities in Hull to reach a common understanding of what the problem of unhealthy weight in childhood means for us as a city and outline the scope of the response required to tackle the issue, I will showcase the excellent work that is already happening and describe how we intend to take a Whole Systems Approach going forward.

So how great is the challenge?

Obesity harms health, children and communities and in Hull the figures are stark. Seven out of every ten adults are already overweight or obese. The latest National Child Measurement Programme results for 2017/18 show that, of every hundred four-to-five year olds in Hull, 13 are obese and 15 are overweight and of every hundred ten to 11 year olds in Hull, 24 are obese and 14 are overweight. This means up to 8,000 local children are at risk of future ill health if we don't act together to achieve and sustain a downward trend in these numbers. Moderate obesity reduces life expectancy by an average of three years and morbid obesity by eight-ten years, which is equivalent to the effects of lifelong smoking. In England, overweight and obesity in adults is predicted to reach 70 per cent by 2034 and the indirect

and direct costs of obesity are predicted to double by 2050.

Our children are growing up in an environment where it is the unhealthy choices that are the easy and automatic choices. Factors include advertising of calorie dense foods, cheap high sugar and high fat foods, fast food takeaways, apps offering 24/7 delivery and inactive lifestyles seen as the norm. Society has evolved to make it easier to gain weight and harder to lose weight. This obesogenic environment is not of our children's making or choosing.

The challenge is greatest in poorer communities, where there is less time and money available to spend on seeking out the healthier alternative options, as food costs rise and incomes fall.

We have taken action to address this in Hull. Our Local Plan has placed restrictions on the opening of new fast food outlets near secondary schools and recreational grounds; we have invested in Children Centres to support families to lead healthy lifestyles; Hull Culture and Leisure provide excellent sports facilities and parks where families can be active together and the voluntary and community sector provides activities such as healthy cooking programmes to junior sports clubs. Hull has actively engaged in national healthy lifestyle campaigns, such as Change 4 Life, and given them a local focus.



“It’s important to be healthy as you have this body for life. You cannot swap it for a better one, so you have to look after it.” **(Sixth Form Student)**

Despite these great efforts we still need to do more and at a faster pace for us to truly tackle this complex and entrenched issue. Research has shown that obesity prevention initiatives which have a narrow focus, whether within school communities or through parental education, show no long lasting impact if at the same time the wider system is neglected. We need to do more together, to work with more people from across the city to widen the debate so that everybody recognises that childhood obesity is a problem that goes far beyond public health interventions.

There is no quick fix to this challenge and no single action or agency can hope to tackle the issue alone. But we must continue the long journey, to gradually tilt the balance of our obesogenic environment, to make

healthier choices easier and more enjoyable, so that over time they become the norm. The prevention of unhealthy weight in childhood and the risk of future ill health must be everyone’s business, across the whole system.

Julia Weldon
Director of Public Health and Adult Social Care

Influences on obesity from pre-birth to adulthood

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CROSS CUTTING FACTORS

food production and supply
planning - built environment
healthcare and treatment options
council obesity audit



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Chapter 1 What is already happening in Hull?



Chapter 1

What is already happening in Hull?

A huge range of great work is happening across Hull to support children and young people to be a healthy weight. The case studies in this chapter give a flavour of what is taking place to promote physical activity, healthy eating and a healthy environment.

I want to acknowledge and take inspiration from some of the really good initiatives, activities and opportunities across our city that are aiming to make a positive difference to our children's health. The examples I have chosen follow the life course from pregnancy to adulthood and whole population health.

Us Mums

Us Mums is a Sport England funded, physical activity intervention programme for new and expectant mums. The multi-agency project is delivered by the Hull City Council Healthy Lifestyles Team together with health and physical activity professionals from midwifery and health visiting alongside the county sports partnership and physical activity specialists. It focusses on a unique life stage when mums may be more open to improve their

health and become more active and makes access easier by removing barriers such as lack of childcare and finance.

To date the following outcomes have been achieved since the projects started in 2015:

- The benefits of physical activity have been promoted to 6,268 mums
- 1,617 took up physical activity interventions, with 1,015 (63 per cent) of these previously classed as inactive
- Two thirds of participants are still active 12 months after taking part
- 14 professionals have been accredited to deliver pre- and post-natal physical activity interventions
- A social media community of 3,500 local mums been created.

“The project has helped me become fitter and lose my pregnancy weight. It makes me feel good about myself and it's great to meet other mums. Us Mums has encouraged me to do more activity at home and involve my partner and children” (Us Mums participant)

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“It’s important to be healthy to set a good example” (Parent with child under five)

Healthy Lifestyles Midwife, Hull Women & Childrens Hospital

In Hull there are approximately 3,500 births per year and almost a quarter of expectant mums have a BMI greater than 30 at their initial appointment, at around ten weeks pregnant. The consequences of a raised BMI at this life stage include an increased risk of miscarriage, stillbirth, blood clots, gestational diabetes, high blood pressure, a difficult birth, heavy bleeding, a large baby, birth abnormalities and an increased risk of childhood obesity.

Advice, support and signposting to services by the healthy lifestyles midwife aims to improve levels of healthy weight gain (10 to 12kg) during pregnancy with a view to weight reduction after birth.

In the last year 2018, support from the specialist midwife to 546 women with a BMI greater than 30 has meant that 89 per cent went on to have safe weight gain during pregnancy, 63 per cent had a positive birth experience, 52 per cent had normal blood loss and 94 per cent had a baby with a healthy weight of less than 4kg.

HENRY (Health, Exercise and Nutrition for the Really Young)

The Healthy Lifestyles Team co-ordinates the health themed parenting programme HENRY. HENRY is an evidence based approach to tackling childhood obesity through early intervention, ensuring children receive the best start in life possible. The programme explores topics ranging from nutrition and physical activity to parenting skills and emotional wellbeing.



HENRY

The Healthy Lifestyles Team have established a network of practitioners to embed the intervention within Childrens Centres and via Targeted Pregnancy Support, delivering a termly programme of courses to some of Hull’s hardest to reach communities.

The team delivers an annual training package to wider partners including primary schools, mobilising a network of facilitators to deliver and refer families into the programme.

In 2017-18 the following outcomes have been achieved:

- 83 families completed a group or one-to-one HENRY course
- 40 practitioners attended the HENRY Raising the Issue childhood obesity workshop
- 40 per cent of parents reduced their intake of high fat / high sugar food
- 55 per cent of parents reduced their intake of high sugar drinks
- 31 per cent of families increased their fruit and veg consumption
- 25 per cent increase in children achieving the recommended Physical Activity guidelines.

Caroline Clarke, HEY Hospitals Trust, Healthy Lifestyles Midwife, said:

“The HENRY Raising the Issue training was extremely beneficial and I would highly recommend it to any professional working with families and young children”.



Junior parkrun

Junior parkrun

Junior parkrun is a free event held in Peter Pan Park, Pickering Road, Hull every Sunday at 9am. Children aged four to 14 can run, jog or walk 2km around the park.

Since it started in April 2017, the event has seen 865 different children take part, averaging 77 children each week, with plenty of adult family members completing the route with them.

The junior parkrun has built a sense of community, with adults and children making new friends and families spending quality time together exercising outdoors. As well as increasing activity in this age group, children have increased their confidence and learned new skills as they volunteer in a variety of roles.

Six-year-old Grace McClane, who has completed parkrun 41 times, said: "I love park run because I can run with my friends and get to be strong. Even if I feel tired, I still go and it gives me lots of energy for the rest of the day!"

Her mum Helen adds:

"From a parent's point of view, it's not just the physical health benefits, but the positive impact on mental health and emotional wellbeing. It provides children with a social experience outside of school where they can meet other children and participate in a healthy activity. The children take great pride in their junior parkrun family, it makes them feel included and the children are always eager to celebrate each other's achievements".

Playing Out

Increased traffic and safety concerns have led to children being less active than in the past. Playing Out is an initiative between Hull City Council's Public Health Team and the Healthy Lifestyles Team working in partnership with Humberside Police, Humberside Fire & Rescue, Highways and the Area Teams.

It is a resident-led movement aiming to restore children's freedom to play outside in the street where they live, with one of the key aims being to improve physical activity as well as promoting community cohesion. Some children have been able to learn to ride a bike on their own street.

The following outcomes have been achieved since May 2018:

- workshops delivered to 24 professionals and seven residents
- 24 resident - led sessions delivered in the local community and 26 enquiries from residents wishing to get their street involved
- 50 hours of provision delivered
- two resident-led social media groups developed for peer-to-peer support.

Amy Emmerson, Hull resident, organised Playing Out sessions. She said:

"Playing Out has increased the sense of togetherness, I know so many more of my neighbours now and I hear and see other people forming connections and friendships. Nothing beats seeing children and adults racing down the street on go-karts, scooters and bicycles, its only when you see it happening before your eyes that you really realise how little opportunity there is to be free and safe to simply play. I believe play is underrated but is essential to wellbeing for children and adults, for everyone. Playing Out is so simple because all it is, is an invitation to play, but really it is so much more than that, it benefits the whole community well beyond the two hours of play".



Modeshift Stars



Healthy School Meals

Healthy School Meals

Mike Clayphan, Hull Catering Service, said: "The school meal service has really changed in the past few years. The school food standards ensure that children are offered a nutritious balanced diet; the skill lies in getting the children to eat what's on offer. The school cooks work very hard to ensure recipes are packed full of goodness; our sticky toffee pudding is full of dates and bananas and our flapjack relies on fruit for sweetness. The Bolognese is full of grated vegetables, fresh vegetables are on the counter daily, children help themselves to unlimited salad, fresh bread is baked daily and children drink milk or water. The catering staff are skilled in persuasion and over the last few years we have seen a rise in children accepting vegetables as a normal part of the midday meal, to a point where the kids would eat cabbage every day; it's a favourite".

Susan Brummitt, Head Teacher at Gillshill Primary, said:

"At Gillshill we are totally committed to ensuring every pupil in our school has a 'home cooked' healthy school lunch. We are delighted with the range and quality of food served by Hull Catering; they work in partnership with the school to provide delicious options which appeal to our children's tastes and encourage them to be adventurous in trying new foods. We cannot endorse their service enough".

Healthy Holidays Pilot Project

To ensure that children in Orchard Park ward were able to access healthy food and take part in physical activities during the school summer holidays, the Healthy Holidays pilot scheme was launched this year by Hull City Council in partnership with Fareshare and the voluntary sector. This scheme supports families who

might otherwise struggle without access to the free school meals available during term time. Families can also benefit from access to help with budgeting and cooking skills. More than 20 sessions a week were offered, at venues including Parks Children's Centre and St Michaels Youth Project, ensuring families had the opportunity to take part in healthy cooking lessons, a big picnic event and a big beach day event at which 280 sandwiches, 300 bottles of water and pieces of fruit were distributed. Evaluation of the project will explore the feasibility of a wider roll-out in the future.

This is what parents have said about Healthy Holidays:

"It's amazing, the kids have loved it. It's nice to know they're going to get something to eat and I don't have to prepare anything. I've got three kids so it's always mad during the summer holidays".

"They've tried healthy stuff and really liked it".

"I knew basics but it's helped me understand more about a healthy diet and what foods are nutritious".

Modeshift Stars

Bellfield Primary School's Modeshift Stars project encourages active travel by children and their families:

"Modeshift Stars gives children more awareness, the confidence to ride a bike, to get active and become independent. So far, I can already notice the impact as the children are coming to school on their bikes regularly and wearing their helmets which were provided by First Step Sports Group".

Seeds of Change, Wilberforce College

Wilberforce College in East Hull serves communities where life expectancy is about 12 years lower for men and more than nine years lower for women than in the least deprived areas of Hull.

Wilberforce students are keen to improve their lifestyle choices, as a recent college-wide survey showed:

- 81 per cent would like to eat a healthier diet
- 60 per cent would like to lose weight.

Realising that teachers have the power to make a difference by helping young people get involved in health promotion to their peers, the Seeds of Change project was developed with the aim of making healthy food socially desirable. An 'edible campus' was set up that encourages students to see their food growing before their eyes. This allows them to reconnect with food in a more holistic and thoughtful way, encouraging them to make healthy and positive lifestyle choices. The students make their own healthy pizzas and smoothies with food they have grown.

The project impressed Ofsted inspectors this year, who said:

"Your Seeds of Change project has been particularly successful in promoting the benefits of a healthy lifestyle, enabling students to grow their own food and demonstrate entrepreneurial skills through the organisation of a food festival".



Healthy Holidays

Hull Culture and Leisure

Regular participation in physical activity is one of the ways that we can help tackle childhood obesity and our subsidised leisure facilities offer children and families many ways to get more active and have fun.

In 2018 Woodford Leisure Centre reopened following a multi-million pound investment, and the three pools now offer fantastic facilities for swimming clubs, schools and all residents to enjoy. Children are encouraged to take part in swimming lessons and family fun sessions and Little Dippers sessions encourage the youngest children into the water with their parents.

A Hull Culture and Leisure representative said: "We offer a comprehensive swimming lesson programme for young people both during and after school, and last year recorded more than 94,000 visits to our pools from young people taking part in lessons. We also see so many children having fun and taking part in our free swimming activities during school holidays at Albert Avenue Pools, Beverley Road Baths, Ennerdale Leisure Centre and Woodford Leisure Centre. Last summer we saw more than 1,000 children swimming for free, often from some of Hull's more deprived communities."

Mum of three Charlotte Daubney purchased three swim cards providing unlimited access throughout the summer holidays and said:

"It was really good, we used them twice a week, it really helped the kids be more active over the summer".



Playing Out

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Fitmums and Friends

Local activity club, Fitmums and Friends, is passionate about supporting men, women and children to become more active through its range of running, walking, cycling, buggy and junior athletics sessions. Started in 2009 by an East Yorkshire mum, it has grown to ten Fitmums and Friends clubs across Hull, Yorkshire and North East Lincolnshire totalling more than 1,000 members.

In Hull, the club delivers four sessions a week: a run and fitness walk session in East Hull, a run session in Boothferry, a buggy walk in East Park and a junior athletics session. This amounted to 4,316 activity episodes in the past year, including 941 episodes of activity by young people.

Fitmums and Friends supports young people to be more active through its Juniors and 10 to Teens programme which collectively provide fun activity sessions for children of all abilities aged five to 15.

Fitmums and Friends also runs an annual 365 Challenge which challenges participants to complete 365 hours or miles of physical activity of their choice during the year. Open to members and non-members, the popular challenge has a junior version which is motivating yet more young people to get active.

Sam has been attending the Hull-based 10 to Teens session for the past year, and his mum has seen the benefits. She said:

“Since joining 10 to Teens, Sam’s general fitness and enthusiasm for sport have improved. He has also become more confident in his abilities thanks to the encouraging and supportive approach”.

Hull Kingston Rovers Community Trust

The Trust runs several free activities to encourage local people to lead healthier lifestyles. Everyone is offered free, one to one advice with a qualified nutritionist who will work with them on their relationship with food, diet and meal planning.

We have many whole families who participate in healthy lifestyle activities. We have a dad who attends Food for Thought twice a week, mum attends Boogie Bounce once a week, the son goes to Rugby Rascals once a week and the daughter to Girls’ Rugby and Dance Academy.

Rugby Rascals sessions cater for two - to three-year-olds and four- to five-year-olds. Parents or guardians stay with their children and join in with the sessions. The aim of these is to use rugby to develop coordination and balance, encourage play and make new friends. In total, 40 children and their families have attended ten or more of these sessions and have also taken part in demonstrations during half time at three home fixtures.

For 18 months the Trust has delivering rugby league training on a Monday and Thursday evening to girls aged 11-18. There are 65 registered female players who now regularly train and play in U12s, U14s and U16s teams, which play in competitive leagues across the North of England. The nutritionist has worked with them on making small changes to their diets to enable them to be healthier and fitter.

Weightwise – Specialist Weight Management Service

Hull Clinical Commissioning Group (CCG) commissions specialist weight loss support from City Health Care Partnership for severely overweight adults with a BMI of more than 40 (or more than 35 with additional illnesses) and children who are above the 98th centile on the growth chart. Weightwise is only available through a GP or school nurse referral.

Weightwise Extra offers specialist support to families from the pre-natal stage up to age 19.

The services provide a bespoke package of care, support, motivation, dietary advice and exercise programmes to suit the needs of each individual at their particular life stage, whether that is maternity, children or teenage years. It is backed up by a multi-disciplinary team comprising:

- cognitive behavioural and psychological therapists
- dieticians
- exercise specialists and advanced fitness trainers
- a GP with specialist training
- a nurse specialist
- a patient co-ordinator / administrator.

The specialist service works on agreed principles with a shared strategy on tackling obesity and a life course approach to joint working with Hull City Council.



0-19 Public Health Nursing Service

City Health Care Partnership (CHCP) also provides healthy lifestyle support to children and young people as part of Hull's 0-19 Public Health Nursing Service. Healthy lifestyle support includes individual weight loss support in cases where group support is unsuitable.

Case Study:

15-year-old Kate (not her real name) who has Down's syndrome and a complex health history, was referred by her school to the 0-19 Public Health Nursing Service. She had a BMI of 43, hoarded food, struggled to exercise and had poor behaviour and sleep.

Kate's mum, a single parent, and the rest of her family were not overweight and were in good health. They had previously attended a group weight loss session but had dropped out, saying it felt uncomfortable for them.

After a holistic health needs assessment the family accepted support through five home visits. We helped the family to identify manageable changes such as swapping sugary fizzy drinks and chocolate breakfast cereals for low sugar, healthy alternatives.

We helped Kate and her mum to gradually increase her physical activity by walking the short distance to school each morning and getting a bus back home. As Kate began to lose weight, they were able to gradually increase activity levels to the point where Kate now enjoys dance classes and swimming.

Kate's family have changed how they shop and cook. Her improved diet and exercise meant that Kate sleeps better. They are sustaining these changes to ensure they all enjoy a healthier diet and lifestyle.

The nursing service has also worked with Kate's school to embed the lifestyle changes. As a result Kate's behaviour has improved; she enjoys school more and is getting more out of her education.

Holistic assessment, collaboration, realistic goal setting and individual support have all contributed to Kate reducing her BMI, via simple and successful changes to her lifestyle.

(Anita Morris, Public Health Programme Team Leader. 0-19 Specialist Public Health Nursing Service)



Healthy Cooking on a Budget

Healthy Cooking on a Budget

Hull City Council Healthy Lifestyles Team have developed a comprehensive nutrition and cooking programme to increase confidence amongst parents to prepare food from scratch.

A network of practitioners delivers interactive cookery sessions from community settings such as Childrens Centres. Courses consist of four two hour long sessions, exploring food preparation techniques and simple, nutritious recipes after which, parents are encouraged to take the food home.

In 2017-18, the Healthy Cooking on a Budget programme has delivered 27 cooking courses over 350 hours to 146 parents within the local community. Three community cooking hubs have been created, and another community organisation has secured funding to deliver the cooking programme.

(Practice Lead, Pause Service)

“Our women really enjoyed learning some basic cooking skills, and trying new things. They have started to cook for themselves more and use fresh ingredients, and have been inspired to lead healthier lives. It was great to see them work together and support each other on the course”.

Healthy Options in Hull's Takeaways

Rachel Stephenson, Food and Health & Safety Manager, Hull City Council Environmental Health Team, said: “The Healthier Options Award recognises organisations that are willing to go the extra mile to make sure that the food they serve is both safe and healthy to eat. The public benefits by being able to seek out food outlets who display the Healthier Options window sticker, giving them the reassurance that the owners are actively thinking about how they cook their products and what they put into them.



Goblin Fruit Kitchen

In order to receive the award caterers must be willing to substitute foods which are high in sugar, salt and fat with options which are healthier and more nutritious containing ingredients such as fruit, vegetables and wholegrains. Food businesses must also be rated as a four or five for food safety to qualify for this award”.

Natalie Jalilian, Goblin Fruit Kitchen, Beverley Road, said:

“Our aim is to provide quality produce whilst maintaining high standards of Environmental Health. We have a fruitful menu that promotes healthy eating and a balanced diet. Our vegan menu is especially popular as it is nutritiously delicious, handmade and fresh - vegan smoky mixed bean burrito and salad; smashed chickpea and a power salad which is filled with cranberries, pumpkin seeds, sunflower seeds and avocado”.

Hull Food Partnership and Charter

The Hull Food Partnership has brought together more than 30 voluntary sector organisations, businesses and Hull City Council to identify the key issues around food in Hull and develop an action plan to take this work forward. This has resulted in the launch of a Food Charter for the city which organisations and individuals can sign up to and pledge to take action to improve the local food system.

Two important areas of the work are to tackle food poverty through the development of a Food Inequality Alliance and increasing food community knowledge and skills. Over the coming year the Food Partnership will be working on a Veg Cities campaign to increase the consumption of vegetables in Hull.

City Council Planning Strategy (Hull Local Plan)

A recent Public Health England report has suggested that Hull has the tenth highest density of fast food outlets in the country, with approximately 151 outlets per 100,000 residents. One way to address this is at the planning stages for new premises.

In November 2017 the ten-year planning strategy for Hull was adopted. This contains a variety of measures to encourage healthier lifestyles, such as preventing the over-proliferation of hot food takeaways in local and neighbourhood centres and restricting new hot food takeaways from opening within 400m of all secondary schools, sixth form colleges and playing fields.

By enforcing these stipulations, three planning applications to date have been turned down and several queries have been halted prior to the application stage.

City Council Childhood Obesity Audit

An internal audit was undertaken in 2018 to measure how different departments from across the council meet the National Institute of Clinical Excellence (NICE) guidance recommendations relating to childhood obesity. An action plan has been developed to help ensure that across the council collective action is being undertaken to address the issue.

“What stops me from making healthy choices? Having the time after work to cook a healthy meal.” **(Parent with child under five)**



We need a step change in our approach

With so much on offer, there is much to be proud of, but as we will explain in the next chapter, the latest results from primary aged children show the scale of the challenge that Hull faces.



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Chapter 2

The scale of the challenge in Hull



Chapter 2

The scale of the challenge in Hull

Despite all the great work happening across the city, the latest height and weight measurements for children show that there is much more we still need to do.

Measuring Children's Weight

Body mass index (BMI) indicates overall body mass assessing the height-to-weight relationship. It is calculated as Weight (in kilograms) divided by Height (in metres) squared. Adults with a BMI of more than 30 are classified as obese, and a BMI of more than 25 overweight.

For children the BMI threshold levels vary according to age and gender, so the British 1990 Growth Reference charts are used to classify individual children into weight

bands by comparing their measurements with population measures for all children of the same gender and age:

- below second centile (92 per cent of children are bigger): underweight
- between second and 91 centile: healthy weight
- between 91 and 97.9 centile: overweight
- above 98 centile: obese
- above 99.6 centile: severely obese.

Excess weight represents those who are above the healthy weight threshold.

Since 2005 the National Child Measurement Programme (NCMP) for England has recorded the height and weight of children in Reception (aged four to five) and Year 6 (aged ten to 11). Participation rates for children measured in Hull are consistently better than regional and national rates.

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The numbers of children in Hull with excess weight is concerning and equates to approximately 6,700 to 8,000 children of primary school age (four to 11 years old).

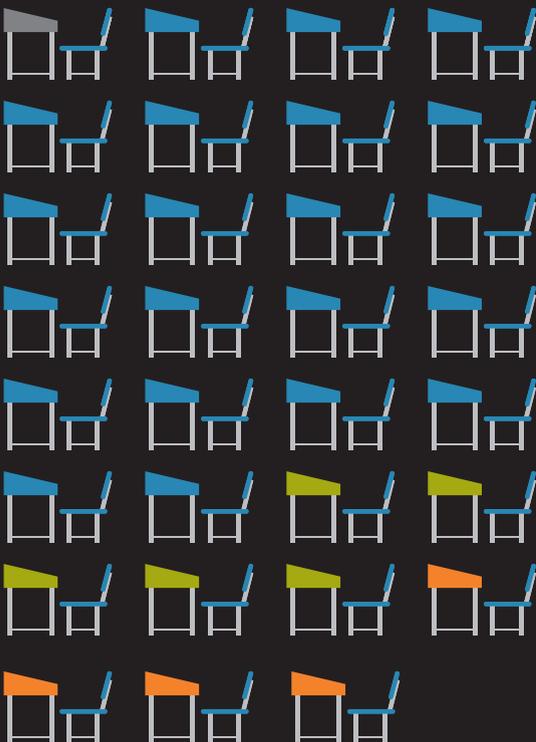
Even if rates were brought down to the England average the levels would still be a cause for concern.

In 2018, a typical class of pupils aged four to five would have:

In 2018 a typical class of pupils aged 10-11 would have:

at most, one child underweight
21 children at a healthy weight
five children overweight
four children obese.

at most, one child underweight
18 children at a healthy weight
four children overweight
seven children obese.



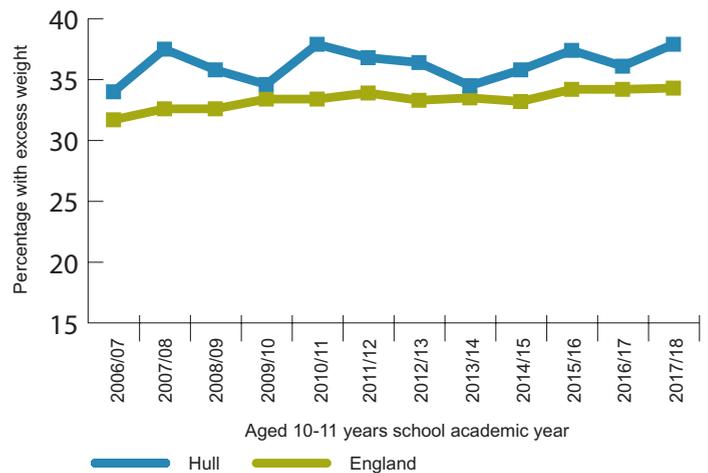
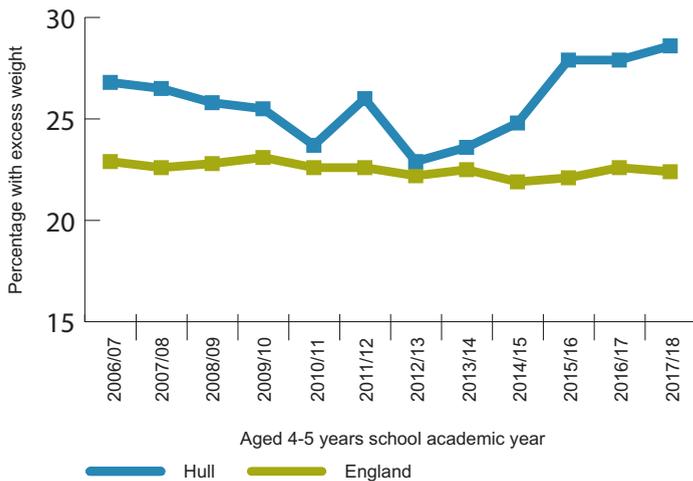
Excess weight in four to five year olds in Hull

Results for 2017/18 show that almost three out of every ten children aged four - five have excess weight. Of children aged four to five, 28.6 per cent (977 children) had excess weight, 13.4 per cent (458 children) were obese and just over three per cent (116 children) were severely obese.

Excess weight in ten to 11 year olds in Hull

Results for 2017/18 show that almost four out of every ten children have excess weight. Of children aged 10-11, 37.9 per cent (1170 children) had excess weight, 23.6 per cent were obese (727 children) and just over five per cent (163 children) were severely obese.

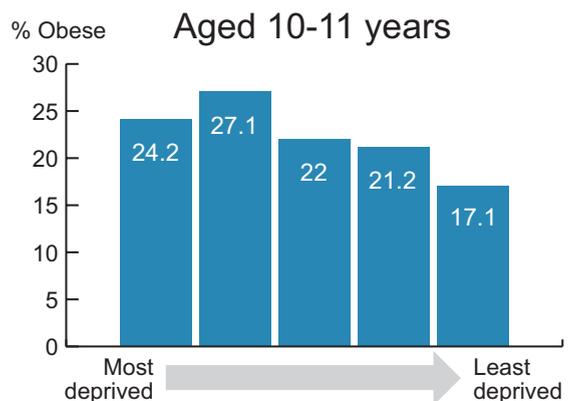
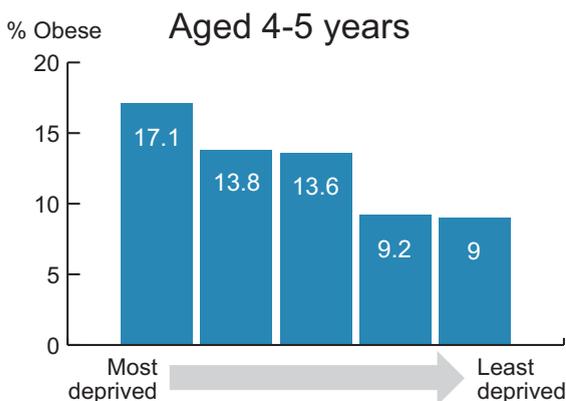
Despite some positive signs in recent years, the overall rates of excess weight in primary school children is continuing to rise, making a concerted, system-wide approach to tackling the issue even more crucial.



Obesity and deprivation

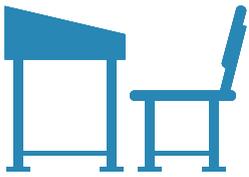
It is well recognised nationally that there is a strong relationship between rates of obesity and deprivation. This relationship is also evident amongst children in Hull, even from four- to five-years-old (using data for 2016-17).

There is a noticeably stronger link to deprivation for children aged four to five than for those aged ten to 11 years.



Consequences of obesity for Hull

There are many negative consequences of being overweight or obese in childhood:



- School absence



- Tooth decay



- Stigmatism
- Bullying
- Low-self esteem



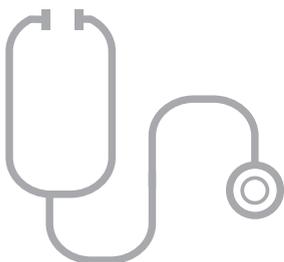
- Increased risk of becoming overweight adults
- Risk of ill-health and premature mortality in adult life



- High cholesterol
- High blood pressure
- Pre-diabetes
- Bone and joint problems
- Breathing difficulties
- Asthma
- Obstructive sleep apnoea

Children who are severely overweight have a higher risk of growing into obese adults, with major consequences for our city:

In Hull it is estimated that each year



The NHS spends a further £24M treating obesity and associated illnesses



Sick days due to obesity are costing Hull around £76,000



Obesity costs
£128M
in lost earnings from early death and illness



Obesity medication costs
£63M

Thus the total cost to the city is around

£215M
every year



Additional social care costs due to obesity cost Hull City Council **£1.7M** every year

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Chapter 3

Taking a Whole Systems Approach



“Having a healthy body means more energy to spend time with my little girl” (Parent with child under five)

Chapter 3

Taking a Whole Systems Approach

The causes of obesity are complex and impact on all aspects of people’s lives. To improve the health of children in Hull requires a system wide approach to build on all the great work already happening and put into place a more concerted, long term and joined-up response to this complex issue.

The causes of obesity

In order to achieve changes in childhood obesity rates it’s important to understand the many causal factors involved.

The factors that impact on obesity rates are extremely complex and include individual, biological and psychological factors, the environment in which people live, work and play and the influence of the media and wider society. Shifts in values, changes in food production, access to motorised transport and generational changes in work/home lifestyle patterns, as well as the technological revolution of the 20th century have all contributed to creating our modern obesogenic environment.

This complex interplay of factors influencing obesity also doesn’t affect everyone equally. This can be seen by the steep social gradient in obesity rates amongst children and adults, with significantly higher rates of unhealthy weight amongst people who are more deprived than people who are less deprived. The data presented in Chapter Two show that even by the age of five, there is nearly a two-fold difference in the rates of obesity between the 20 per cent most deprived children and the 20 per cent least deprived in Hull.

Obesity is often framed as an issue that is about personal choice. However, the choices that people make are greatly influenced and shaped by their personal circumstances and environment.

Achieving sustained improvements across the population of Hull in the proportion of children that are a healthy weight and reducing year-on-year the proportion that are overweight or obese will require co-ordinated and concerted action on all of the wide range of factors that influence obesity – a whole-systems approach.

Parental obesity increases the risk of childhood obesity by ten per cent. So, the children of obese parents are more likely to be obese than those born to parents of a healthy weight. In Hull, seven in ten adults are estimated to be either overweight or obese. Working with parents and tackling obesity from pregnancy through to adulthood is an opportunity to break this generational cycle.

It is predicted that by 2050, 60 per cent of men, 50 per cent of women and about 25 per cent of all children under 16 in the UK could be obese unless urgent action is taken to reverse the trends.

While it is important to recognise and maintain the good work already taking place across the city to address the causal factors for childhood obesity, a bold whole systems approach is critical in order to influence the wider system – the production and promotion of healthy food, a built environment that promotes walking and cycling, together with wider cultural changes to shift societal values around food and activity and reduce inequalities. This will require action not only by government, both central and local, but also by industry, communities, families and society as a whole.

A new approach is needed

Traditional approaches to public health challenges that focus on single interventions with small groups of people, run the risk of duplicating activity, being too small-scale, too narrowly focussed or having unintended consequences by not fully acknowledging and co-ordinating with other parts of the wider system. As a result, the outcome of all this well-intentioned but often standalone activity falls short of achieving the necessary impact on health when measured at the population level.

A whole systems approach to obesity moves away from 'silo working' on isolated, short-term interventions to working in a more joined up way with stakeholders across the entire system to support individuals, families and communities.

What is a Whole Systems Approach?

The causes of obesity are an example of a 'complex system'. The processes and factors involved do not have a straightforward 'cause and effect' relationship. Complex systems are characterised by:

- large numbers of factors being involved
- many complex interdependencies and relationships
- being difficult to make predictions about
- constantly evolving and changing
- not having straightforward 'linear' relationships between inputs and outputs
- the whole 'system' not being fully understood by simply understanding the separate parts
- feedback loops so that outcomes of the system have further cause and effect consequences.

Understanding and influencing complex systems requires a whole systems approach. This is not the same as just taking a multi-component or multi-setting approach. A whole systems approach needs to go further than separately addressing the individual components. It needs the partners involved to be able to:

- develop an understanding of how the system is operating – in this case what is causing the levels of overweight and obesity in Hull
- identify where in the system it may be possible to intervene

- intervene at different levels of the system
- try things, evaluate and respond accordingly
- accept and react to the adaptive and changing nature of the system
- be aware of unintended consequences
- agree collectively on the actions to be taken and the way forward.

Adopting a whole systems approach is the STEP CHANGE that we need locally in Hull, to bring all the players together, to work towards a single goal and to turn around the upward trend in childhood obesity rates.

A whole systems approach needs:

- collaboration
- a range of cross-sector actions
- thinking that is dynamic and flexible.

Whilst the approach must be dynamic and flexible, there are certain steps that must be followed in order to achieve the best outcomes:



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Due to their diverse responsibilities and duties, local authorities have a central and wide ranging role in tackling obesity which includes city planning, access to open spaces, community activities, public health promotion and services from early years through to adulthood. The council is also well-placed to engage with a wide range of people and organisations through structures such as the Area Committees.

But for all their influence, local authorities can only impact on a small number of the many overall factors that influence obesity. The co-ordinated and combined efforts of health services, schools and colleges, businesses, voluntary and community sector organisations, sport and leisure organisations and many, many more partners are all critical to achieving a whole systems approach.

Almost 300 pledges to beat obesity made at Wolverhampton summit

Obesity action plan developed, based on commitments made by local organisations and individuals at pioneering weight conference.

source: www.wolverhampton.gov.uk

Weight-loss website helps Newcastle residents shed 100,000 lbs

Newcastlecan.com has signed up over 12,500 people to record their weight-loss and receive advice and challenges. By changing the way residents, live, work and play, collectively they shifted more than 100,000lbs in just 18-months.

source: www.newcastlecan.com

Can we make it work?

The scale and the complexity of the challenge in tackling obesity can understandably seem daunting.

But the signs of success of the whole systems approach in other cities in England and elsewhere, shows what is possible, and provides an incentive for us to achieve our ambitions for Hull.

Blackpool bucks childhood obesity trend

After adopting the Healthy Weight Declaration and following a series of healthy living campaigns, Blackpool has seen the number of obese and overweight children fall by one per cent at age 4-5 years and six per cent at age 10-11

source: www.blackpoolgazette.co.uk

The City that Stopped Getting Fat

In Wakefield, during a three-year period in which investment was swapped from treatment to prevention, childhood obesity rates fell. The city is determined to keep the momentum going through a community led approach.

source: www.bbc.co.uk/news

Holland's healthy weight programme achieves obesity drop

Amsterdam's ambitious whole-system Healthy Weight programme invested £5.3m per year in tackling childhood obesity. The number of overweight and obese children in the city fell from 21 per cent to 18.5 per cent in three years.

source: www.bbc.co.uk/news

Local Causes: Local Action

It is important that our whole systems approach to obesity is specific and relevant to Hull. Therefore while drawing on the evidence and guidance about such approaches, learning from what has worked elsewhere and working closely with partners such as Public Health England (PHE) it is also critical that we develop our own approach for Hull.

To start to understand what our local response should be, we need to really understand what people and the wide range of relevant professionals in Hull think about the causes and the solutions to this whole issue.

This year we started our childhood obesity 'conversations' in July at the Healthy Weight Summit where more than 60 key stakeholders came together to discuss what can be done to tackle the issue in Hull. This was an important first step in our whole systems approach process, because to create an environment for change we need to first identify the local causes that contribute to childhood obesity in Hull.

A 'causal map' has been developed from this conversation and an analysis of the key local causes has identified specific themes:

- parenting skills
- active travel
- cookery skills
- access to healthy food
- income
- time

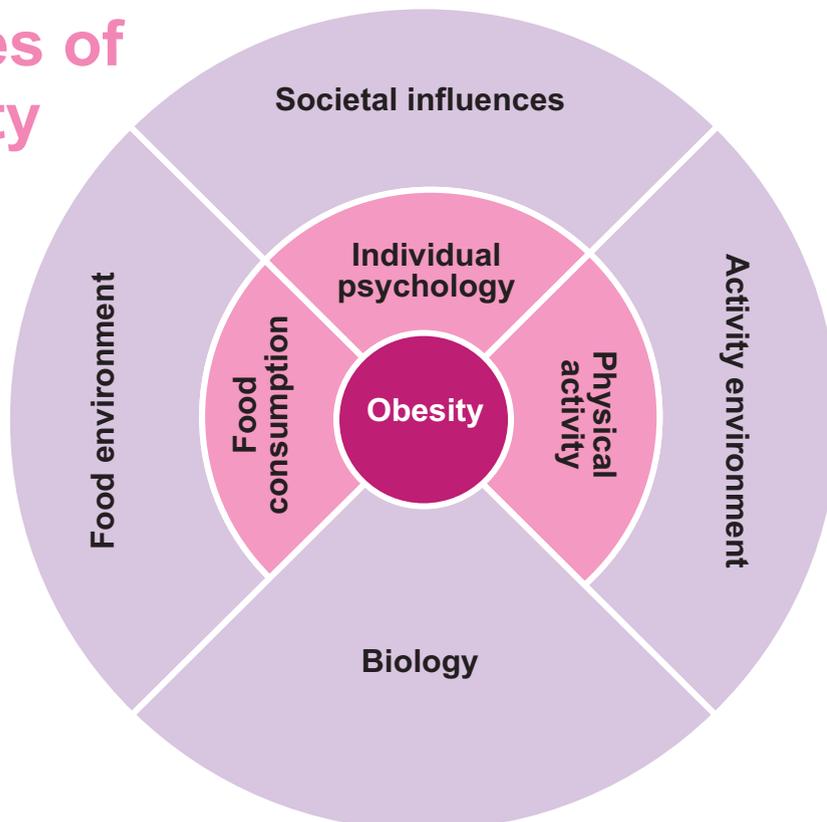
- health services
- physical activity
- family norms / food culture
- environment
- places to be active
- motivation
- mental health and wellbeing
- education
- campaigns and awareness
- technology
- food choices
- advertising.

Many of the themes mirror what parents and young people had told us, when we separately asked 130 people across Hull what being healthy means to them.

A follow-up workshop in November 2018 will identify and map out more actions that are already happening or that need to happen to ensure we are collectively tackling all the local causes, as identified by local people.

More follow-up engagement will take place with young people too, to help develop a system wide action plan, and as we progress, further regular partnership events will take place to keep the momentum, the networking and the conversation going.

Causes of obesity



“What can people do to be healthier? Get out and walk more with your kids; get them into sport.” **(Parent with child under five)**



National Context

Whilst recognising there is much that local partners can achieve together, it must also be acknowledged that legislative and national action has a crucial part to play in the solution to childhood obesity.

The Childhood Obesity Action Plan (August 2016) brought in the Soft Drinks Industry Levy (the ‘sugar tax’) and the introduction of a National Calorie Reduction programme.

Chapter Two of the Childhood Obesity Action Plan was published June 2018 and includes additional measures such as:

- a 20 per cent sugar reduction in foods most commonly eaten by children by 2020
- legislation to mandate consistent calorie labelling for the out of home food sector (eg. restaurants, cafes and takeaways) in England
- consulting on introducing a 9pm watershed on TV advertising of high fat, salt and sugar foods

- intention to ban promotions such as ‘buy one get one free’ and unlimited refills on unhealthy food
- intention to ban promotion of unhealthy food and drink at checkouts and store entrances
- updating school food standards to reduce sugar consumption
- investment in supporting cycling and walking to school
- promoting a national ambition for every primary school to adopt a physical activity initiative such as the ‘daily mile’.

Whilst these further actions are encouraging, there are still questions we need to ask nationally and it’s critical to ensure that the national plans are implemented promptly and in full. We will continue to work closely with Public Health England, Government departments and other national stakeholders to support this.

However the focus now must be on what we can do, together, across Hull.



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Chapter 4 Stepping Up Our Local Response: A Call to Action



“Having a healthy body means security in terms of health, because if you have a healthy body and immune system then you’re less likely to get deadly diseases”
(Sixth Form Student)

Chapter 4

Stepping Up Our Local Response: A Call to Action

It is clear we need to do more. It is time for a concerted, joined-up whole systems approach

It is usual to finish my DPH report with a set of recommendations or commitments.

This year there is just one.

It is a call to action to every citizen, family, school, organisation, business and workplace to continue to mobilise the whole city to work together and achieve our ambition for healthy weight in all children, now and in future generations.

Children have told us why being healthy is important to them:

“You have this body for life. You cannot swap it for a better one so you have to look after it”

Our children did not create the obesogenic environment in which they have to live.

So, it is in everyone’s interest and is everyone’s business to do what we can to help reach that goal, of ‘a healthy body for life’.

We owe it to our children and to future generations to help them be as healthy as they can by working towards creating an environment that makes healthy choices easier for everyone.

As this report is launched, we are just at the start of a long journey in using a whole systems approach to tackling the causes of unhealthy weight in children. Detailed analysis of the themes resulting from the July Healthy Weight Summit will allow us to collectively agree our future action plan, with regular partnership events to share ideas and progress over the coming months and years.

As we work through this system wide approach, I’d like actions and pledges to come from partners and communities across the city.

I believe that if we agree and implement the necessary changes together, it will lead to real and tangible benefits to children and their families growing up in Hull. I will ensure we measure and monitor as many outcomes as we can, to demonstrate the impact of a successful whole systems approach to tackling and preventing obesity.

Of course some changes will lead to tangible impacts sooner than others. Some benefits may not be realised for five, ten or 20 years.

The positive outcomes I would like to achieve over the coming years include:

- An increase in the number of women starting pregnancy a healthy weight
- A year on year improvement in the rates of healthy weight in children
- More children with healthy teeth
- Reduced stigma and bullying leading to improved self-esteem, better attendance and educational attainment at primary and secondary school

- Every frontline professional knowing about the call to action, able to speak to clients about healthy weight and how to link them to local activities and support
- Parents having the skills and knowledge about how to maintain a healthy weight to set a good example and be role models for their children
- More people using active travel to get around the city and to work and school
- More people, regardless of age or ability, taking up opportunities for daily physical exercise
- More food outlets achieving the Healthy Options award and more people having the confidence to make healthy choices in cafes, take-aways and restaurants
- Increased access to community based sustainable food options
- More organisations signing up to the Hull Food Charter
- Establishing a Hull Workplace Charter where the health and wellbeing of employees is a priority
- More adults and older people sustaining a healthy weight throughout life
- Longer years spent in good mental and physical health and fewer people with long term conditions such as diabetes, asthma, joint problems and high blood pressure
- A reduction in health inequalities in relation to obesity including ethnicity, gender, disability and deprivation.

A Step Change for Children's Health in Hull

I hope that this report has helped to shine a light on the issue of healthy weight and illustrated why we need a step change over the coming months and years to make a long term, positive difference to our children's health.

It will be a long journey and hard journey, but a vitally important one.

We all have an opportunity to take the first steps together and I believe Hull can rise to the challenge.

Together, Hull can.

Further Reading

What if we eradicated obesity? Looking back from 2050 (Kings Fund Essay)

Tackling Obesity, Future Choices (Foresight Report 2007)

Making Obesity Everyone's Business (Local Government Association briefing paper, Dec 2017)

Healthy Weight, Healthy Futures - Local government action to tackle childhood obesity (update 2018)

Childhood Obesity: A Plan for Action (August 2016)

Childhood Obesity Action Plan, Chapter 2 (June 2018)

Fast Food Outlets Density by Local Authority (Public Health England 2018)

Acknowledgements

I would like to thank all those who contributed to my annual report either through writing, design or producing data and pictures (Thomas Arran (photography), Jo Arro, Karen Bell, Des Cooper, Claire Farrow, Tim Fielding, Iain Musgrave, Mandy Porter, Hannah Scorer, Jen Walker).

In particular I am grateful to the many partners from all sectors who submitted case studies for inclusion.

I acknowledge the invaluable contribution from colleagues who came together in July at the Healthy Weight summit and from families, children and young people who took part in focus groups to explore what being healthy means to them.

A special thank you to the pupils and teachers at Biggin Hill Primary School and participants and organisers of Junior Parkrun whose photos appear throughout.

A wealth of information on the health and wellbeing of Hull's residents can be found on our Public Health website at <http://www.hullcc.gov.uk/pls/hullpublichealth>

Feedback

I would really welcome your feedback on this report and the call to action, so please do get in touch.

Email: publichealthfeedback@hullcc.gov.uk or julia.weldon@hullcc.gov.uk

Write to: Julia Weldon, Director of Public Health, Hull City Council, The Guildhall, Hull, HU1 2AA

Telephone: 01482 300 300

Tweet @HealthHull using #DPH2018

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