

PHYSICAL ACTIVITY, DIET AND NUTRITION AND HEALTHY WEIGHT STRATEGY

1. BACKGROUND

Inadequate levels of physical activity, a poor diet and nutrition and unhealthy weight account for over a third of the known risk factors for ill-health in Nottingham City's population (local analysis of Global Burden of Disease, 2016). Thus increasing levels of physical activity, improving diet and achieving a healthy weight in the city's population is vital to achieve our ambition of improved healthy life expectancy.

To underpin the actions within the HWS to achieve these goals, work has been undertaken to refresh the city's former Healthy Weight strategy. Whilst the refreshed strategy broadly addresses the need within the city, the strategy's steering group identified that without a significant increase in the intensity and focus on the delivery of strategy it is unlikely to be sufficient to achieve the significant improvement in these factors across our population.

In November 2016 the HWB supported a recommendation for an increased focus and ambition to address physical activity, diet and healthy weight in the city and consider more detailed proposals at a future meeting. The purpose of this paper is to present these proposals for consideration by the HWB before further developing the city's strategy.

Board members are reminded to volunteer strategic leads from their respective organisations to champion the city's approach to physical activity, obesity, diet and nutrition.

2. DEVELOPING STRATEGIC VISION AND IDENTIFYING KEY AREAS FOR DEVELOPMENT

Board members and wider partners including One Nottingham, Sport Nottinghamshire and Nottingham City Council Sport and Leisure came together at December's HWB Development Session to consider what the city's ambition should be and how it may be achieved. The outputs of this session were considered by the strategy steering group in January and are presented here to HWB members.

Proposed vision: for being active, eating well and having a healthy weight to be the norm in the city.

More people will be seen being active and eating healthily regardless of their age, ethnicity or "physical ability". For example, it will be the norm to choose a healthy snack from workplace food outlet.

Areas for development to achieve this change

The current strategy uses local and national intelligence and evidence, e.g. the JSNA, alongside national strategies to identify a strategic approach, priority groups and actions. In addition to the current strategic actions the following areas were identified for further development and up-scaling:

1. Positive attitude and normalisation

- Normalisation in our population in line with guidelines for physical activity (Department of Health, 2011) and eating well (Public Health England, 2016)
- Consistent and persistent messages through media and HWB organisations

- “Looking after yourself” message
- Ensure messages and activities are culturally appropriate
- Identify and support community champions and leaders to facilitate social movement

2. Leadership and responsibility

- For HWB organisations to increase their commitment to physical activity and diet through a commitment and actions similar to the Tobacco Declaration and act as leaders across the city by setting an example of best practice
- For the population and organisations and their staff to have clear and shared responsibilities to being active, eating well and being a healthy weight. For example, parents and children’s responsibilities to healthy eating during school day and teachers’ and school’s role in facilitating this.
- Identify and support community champions and leaders to facilitate social movement

3. Living environment

- Control the density of unhealthy food outlets including fast food takeaways
- Support development of green and / or recreational spaces in formal and informal parks and open spaces
- Prioritise physical activity and good diet within built environment development. For example, street lighting to encourage walking for transport
- Manage traffic and parking to promote physical activity, e.g. traffic free areas, increase no parking zone around schools
- Support people to be physically active and eat well within own homes and gardens

4. Working and schooling environment

- Recognise work and school environments as vital in making positive or negative impact on staff and employees / students activity levels and diet
- Systematic application of best practice from Healthy Schools and other initiatives across all city schools
- Development of a workplace charter, based on the HWB Declaration, where private employers in the city can work towards working practices and environment which positively influence activity and diet

3. SPORT ENGLAND FUNDING

Sport England’s new strategy has a change of focus away from sport towards physical activity. To support this strategy a number of areas of funding have been announced including: local delivery pilots and an inactivity fund focus on older people. The local delivery fund totals £130m but will only be awarded to 10 areas nationally. The inactivity / older people fund totals £10m with many awards expected between £50-500k.

Within Nottingham City Public Health, on behalf of the HWB, Sport and Leisure and One Nottingham are exploring the potential to bid for the local delivery pilot money. In addition, colleagues in Nottingham City Homes are preparing a bid for the inactivity fund to support the provision of activities within sheltered housing and other settings. If the city were

successful in securing this funding it would permit a significant increase in resource available to deliver the Health and Wellbeing Strategy and priorities within the STP.

4. REFERENCES

Public Health England (2016) *Eatwell Guide*, Available at:
<https://www.gov.uk/government/publications/the-eatwell-guide> (Accessed: 12th January 2017).

Department of Health, Physical Activity, Health Improvement and Protection, 2011. *Start Active, Stay Active: A report on physical activity from the four home countries' Chief Medical Officers*, London: Department of Health, Physical Activity, Health Improvement and Protection.