



EAST AYRSHIRE CHP COMMITTEE

3rd October 2011

Title of Paper: Development of an Ayrshire Obesity Strategy

Date of Paper: 7th September 2011

Subject	Obesity
Purpose	<ul style="list-style-type: none"> • To inform the CHP Committee of plans to develop a pan-Ayrshire Obesity Strategy • To highlight issues requiring further consideration
Recommendations	<ul style="list-style-type: none"> • The CHP Committee endorses and supports the proposed approach to the development of an Ayrshire Obesity Strategy

1. Background

- 1.1 Obesity has risen significantly in Scotland in the last 10-15 years and poses a major threat to population health. In simple terms, obesity results from an imbalance between the amount of energy we consume from food and drinks, including alcohol, and the energy we expend during daily living and physical activity. Body Mass Index (BMI) is commonly used as a measure of overweight and obesity, where a BMI of between 25 and 30 indicates overweight and a BMI greater than 30 indicates obesity.
- 1.2 The most recent Scottish Health Survey showed that 65% of adults in Scotland were overweight and 27% were obese, while 32% and 15% of children were identified as overweight and obese, respectively. It is predicted that by 2030 over 40% of adults will be obese. All three CHP areas have seen a sharp rise in obesity over the last decade and local data shows that there is a strong association between deprivation and obesity.
- 1.3 It is estimated that by 2030 the direct costs of obesity to the NHS will almost double from £175million to £312million, however, the total cost could be as high as £3billion. In 2010 the Scottish Government published '*Preventing Overweight and Obesity in Scotland – A Route Map Towards Healthy Weight*' which sets out actions to tackle obesity. Obesity cannot be viewed solely as a health issue, nor can it be solved by reliance on individual behaviour change, it requires systemic and far-reaching change in infrastructure, environments, culture and social norms over a number of decades.
- 1.4 Virtually all local authority services including Education & Community Learning, Culture, Leisure & Recreation, Social Services, Roads & Transport, Planning,

Housing & Regeneration and Community Safety have a contribution to make to the reduction of obesity and the achievement of healthy weight.

- 1.5 Within the National Performance Framework an indicator to 'reduce the rate of increase in the proportion of children with their BMI outwith a healthy range by 2018' is included. In addition, NHS Boards have been set a health improvement target to deliver a child healthy weight programme to a specified number of children.

2. Current Position

- 2.1 Although there is a substantial amount of work underway in each locality to improve diet and increase physical activity, much of this work is relatively uncoordinated. Across each area there has been a strong focus on children as a key priority group. Between 2008 - 2010 NHS Ayrshire & Arran successfully exceeded its target of 420 children completing a child healthy weight programme, with children completing East Ayrshire Council's MEND (Mind, Exercise, Nutrition, Do it) programme included. A further HEAT target has been set for delivery by March 2014.
- 2.2 'C'mon Catrine' is one of the Scottish Government's Healthy Weight Communities funded to March 2012 which aims to promote healthy living through community engagement and to combine existing activities with innovative approaches to support local people achieve a healthy weight.
- 2.3 Obesity has been identified by NHS Ayrshire & Arran as one of its key public health priorities (alongside alcohol, tobacco and mental health); however, an obesity strategy does not currently exist.

3. Next Steps

- 3.1 It is proposed that an Ayrshire-wide Obesity Strategy is developed by a multi-agency group, led by NHS Ayrshire & Arran. The Strategy will include both prevention and treatment of obesity, and should support the delivery of outcomes contained in existing and future versions of plans such as Single Outcome Agreements and Community Plans.
- 3.2 Each of the partner agencies would be invited to nominate a representative from key departments to contribute to the development of the Strategy. This approach has been endorsed and supported by the Strategic Alliance.

4. Recommendations

- 4.1 The CHP Committee is asked to :
 - (i) support the development of an Ayrshire-wide Obesity Strategy and assist in identifying key individuals/departments to actively contribute to its development.
 - (ii) receive regular updates on progress on development of the Strategy.

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