

TRAFFORD COUNCIL

Report to: Health & Wellbeing Board
Date: 13/09/2021
Report for: Information and decision
Report of: Helen Gollins, Deputy Director of Public Health

Report Title

Healthy Weight Strategy

Purpose

This report outlines the final draft of the Healthy Weight Strategy for review, prior to public consultation.

Recommendations

To approve the final draft Healthy Weight Strategy and agree to proceed to public engagement and consultation.

Contact person for access to background papers and further information:

Name: Jane Hynes
Telephone: 07545 920534

1. Introduction

Trafford's Health and Wellbeing Strategy (2019 – 2029) identifies seven priority areas, of which healthy weight is one. The aim is to increase the number of people within Trafford who are a healthy weight, and to improve nutrition and hydration across the borough.

Improved health and wellbeing is one of Trafford Council's corporate priorities, with the specific aim to reduce health inequalities between different communities in the borough. Obesity is strongly linked to deprivation in both adults and children, and the people living in our most deprived communities have significantly shorter healthy life expectancy than those in our least deprived areas.

2. Context

Achieving and maintaining a healthy weight is challenging and complex, with more than 60% of adults in England being overweight or obese. Being overweight can be prevented, but it is a normal reaction to an abnormal environment, where it is very difficult to achieve and maintain a healthy weight given all the external factors and influences on our lives. We therefore need to look at the whole system of social, economic and environmental factors that impact on weight.

Overweight and obesity can have serious implications on health, with increased risk of cardiovascular disease, type 2 diabetes, vascular dementia and cancer and significantly reduces life-expectancy.

Diet and obesity-related ill-health has a huge financial impact on the NHS with estimates that it costs the UK around £6 billion each year, before we consider the economic and societal impacts due to reduced productivity and obesity-related illness that make people unable to work. This brings the wider cost of obesity to society to around £27 billion per year.

In Trafford, an estimated 59% of adults (18+) are overweight or very overweight which equates to approximately 140,000 people. By the age of 11 (Year 6), nearly one third of children are overweight or very overweight, with higher prevalence of excess weight being strongly associated with increasing deprivation.

More recently, it has been shown that obesity increases both severity and likelihood of Covid infection, and the pandemic has had a huge impact on eating and activity habits, as well as food insecurity.

3. Healthy Weight Strategy

A draft Healthy Weight Strategy has been drafted via the multi-agency healthy weight steering group, which identifies the vision:

“We want Trafford to be a place where people are able to achieve or maintain a healthy weight, and where it is easier to do so. We want to engage the whole community in our work to become healthier and stay well.”

The strategy sets out the local context and rationale for addressing excess weight, along with the high level ambitions within a whole system approach that will be taken to achieve this, and the priority groups that may need more support.

4. Recommendations

The Board are asked to provide any comments or feedback on the draft strategy, and approve the progression to public engagement and consultation. This consultation will be used to ensure that the vision and aspirations for Trafford reflect the views of our residents,

and will help to form the basis of the resultant co-produced action plan that will be delivered over the next five years.