Health in Every System

Working Together to Get Solihull to Eat Well and Move More by 2021 through a Whole System Approach
Vision

By working in **partnership** with a range of stakeholders we will enable the residents of Solihull to feel able to reach their **health and wellbeing potential** through a **whole system approach** that tackles poor nutrition and inactivity.
Priorities

• Close the gap in health inequalities between the regeneration wards and the more affluent wards in the borough

• Close the gap in health behaviours and levels of obesity in children between the regeneration wards and the affluent wards in the borough
Tactics

- Strong leadership
- Effective partnerships
- Asset based approach
- Community engagement
- Prevention
- Cost Effective
- Integrated solutions
- Life course approach
- Whole system approach
- Innovative evidence based practice
- Evaluation and reflection
Outcomes

- **Increase** in people meeting guidelines for **being active**
- **Increase** in people consuming 5 portions of **fruit and vegetables** a day
- **Reduction** in prevalence of **diseases** linked to poor diet and inactivity
- **Reduction** in health **inequalities** across the borough
- **Reduction** in the **inequality in childhood obesity**
- **Reduction** in the predicted **trajectory for obesity** in Solihull
Overweight and obesity among adults
Health Survey for England 2012 to 2014 (three-year average)

Almost 7 out of 10 men are overweight or obese (66.4%)

Almost 6 out of 10 women are overweight or obese (57.5%)

Adult (aged 16+) overweight and obesity: BMI ≥ 25kg/m²
Trend in obesity prevalence among adults
Health Survey for England 1993 to 2014 (three-year average)

Prevalence of obesity

Adult (aged 16+) obesity: BMI ≥ 30kg/m²
Trend in Lifestyle Diseases

Increase in prevalence of type 2 diabetes predicted to continue
Prevalence of excess weight among children
National Child Measurement Programme 2014/15

One in five children in Reception is overweight or obese (boys 22.6%, girls 21.2%)

One in three children in Year 6 is overweight or obese (boys 34.9%, girls 31.5%)

Child overweight (including obesity)/ excess weight: BMI ≥ 85th centile of the UK90 growth reference
Solihull Children

Excess weight in year 6 children across Solihull demonstrates the link between socio-economic deprivation and excess weight

Year 6 excess weight by MSOA 2011-14

% pupils with excess weight

- 11 - 18.2
- 18.2 – 24.9
- 24.9 – 31.6
- 31.6 – 38.3
- 38.3 - 45

Note: purple pins represent primary schools
Solihull Adults

- 64.4% adults in Solihull are overweight or obese and 24.9% are obese
- Excess weight accumulates over the lifetime and Solihull has an aging population
- Regeneration wards are younger and disproportionately effected by obesity and non-communicable diseases
- Higher levels of unhealthy lifestyle behaviours in the regeneration wards
Solihull Challenges

- Access to essential services and public transport in rural areas
- Access in Regeneration wards for walking and cycling to local services, facilities.
- Physical, behavioural and perceptual barriers to sustainable transport i.e. walking, cycling, buses
- Development pressure on green belt and mature suburbs of south Solihull
- Expressed need to increase activities for young people
Our Responsibilities

- Improve health of borough
- Meet health needs
- Create environment that encourages healthy choices
- Work through partnerships to maximise resources
- Cost effective practice
Systems Support Obesity

- Tackle Whole System
- Preventative
- Health Supporting Environment
- Community Engagement
- Behaviour Change Approach

Source: Foresight systems map, 2007
Tackling Lifestyles

Lifestyle factors
- Smoking
- Stress
- Alcohol
- Improper diet
- Overeating
- Lack of exercise
- Risky sexual behaviour

Weight Management
- Rarely address more than 1 or 2 lifestyle factors
- Often short term results
- Often greater re-bound weight gain
- Has been associated with psychological distress

Changing the environment and offering whole population health promotion reduces stigma and improves everyone's health.
Inactivity and Years of Life Lost

Obese class I = BMI 30-34.9  Obese class II = BMI 35+
Weight Stigma and Obesity

Unhealthy Behaviors, Poor Self Care

Obesity

Avoidance of Health Care

Health Consequences

Bias in Health Care

Increased Medical Visits

Negative Feelings
Priority Groups

• Communities within areas of health inequalities (i.e. regeneration wards)
• Children and Older adults
• Disabilities
  – Learning disabilities
  – Mental health
  – Physical disabilities
• Some ethnic minorities
• Smokers and ex-smokers
Economics of Obesity

Costs

• NHS in Solihull £66m pa
• Social care - £352m pa
• Workplace employing 1000 people = £126,000 pa lost productivity
• Total cost to Solihull over half a £billion pa

Breakdown

• Treatment
• Equipment
• Lost earnings
• Emotional and behavioural issues
• Stigmatisation
• Social Care
  – Housing adaptations
  – Carer provision
Opportunities Local Authority

• Mapping commitments, actions, initiatives, assets
• Obesity on the agenda for: Planning, Transport, Housing, Financial Inclusion, Libraries, Social Care, Leisure Services and Early Help (Engage), Education etc.
• Exemplars of practice
• Communication with the borough
Opportunities – Planning and Transport

• Create health supporting environment
• Health and wellbeing prioritised and integrated
• Protect land for food and being active
• Health impact assessments
• Training and support to elected members and senior officers
• Strong leadership and commitment to health at all levels and in all policies.
Opportunities – Housing

• Work with social landlords to increase opportunities for everyone to be more active
• Essential housing adaptations and support for severely disabled people
• Work with other departments to ensure obese people have opportunities to be active
• Improve availability of unstructured opportunities for physical activity outside
Opportunities – Financial Inclusion

- Support for food budgeting
- Solihull for Success promotes health
- Referral to health services
- Staff trained in MECC
- Work with food banks
- Internet based support
Opportunities - Economic

• Encourage businesses to consider health for their employees
• Workplace Wellbeing Charter
• Support social enterprises and community interest companies in Solihull.
Opportunities – Community Libraries

- Provide information and signposting to local opportunities and support services
- Health hub libraries
- Health events with partners and health services.
Opportunities – Social Care

- Work with partners to embed physical activity and healthy eating support and opportunities
- Provide necessary adaptations and carer support for severely obese people to help improve their quality of life and enable them to achieve their health potential.
Opportunities – Parks and Open Spaces

- Improve the provision of high quality, local, accessible and safe green space
- Improve the aesthetics and safety of green space
- Promote and encourage the use of existing green spaces.
- Develop healthy activities on offer in green spaces
Opportunities – Leisure Service

• Improve access to and facilities.
• Improve availability of safe unstructured opportunities for physical activity
• Ensure all opportunities are accessible to people with limited mobility
• Promote the value and benefits (health and otherwise) of an active lifestyle.
Opportunities - Engage

• Deliver a targeted package of services and interventions
• Intervene early to establish healthy habits and build resilience.
• Consider opportunities to enable parents and young people to engage in health behaviours
Opportunities – Schools

- Healthy lifestyles education including parents
- Eat Well Move More
- Solihull Healthy School and enhanced status
- The school food plan
- Universal free school meals
- Whole system quality standard for wellbeing and health
- Active transport promotion and facilitation
- Map existing initiatives
Opportunities - Community

• Engage with the community
• Co-production
• Assess what the community needs/wants
• Maximise use of assets
• Community Health Champions trained in MECC and Social Media
• Social movements that resonate
• Small scale community interventions
Opportunities – Voluntary Sector

• Work with Sustain
• Create Health Champions
• Provide training around health, funding, MECC
• Work with voluntary sector through Social Prescribing
Opportunities – Workplaces and Businesses

- Provision of healthy eating choices and opportunities for physical activity at work
- Staff policies and incentive schemes
- Work with the Local Economic Partnership
- Responsibility deal
- Workplace Wellbeing Charter
- Healthier hot food takeaway options and practices
Opportunities - NHS and General Practice

- Brief Advice/MECC and referral to healthy lifestyle services
- Healthy environments for patients and staff
- Equip practitioners with required skills
- Monitor uptake and outcome of lifestyle interventions
- Advocate local change through the Health and Wellbeing board and other opportunities
Opportunities Community Pharmacies

- Contact with most vulnerable in our communities
- Shared objectives
- Early intervention and prevention
- First point of call at contemplation stage
- Referrals to Health Trainers
- 6 Public Health Pharmacy Campaigns
- Healthy Living Pharmacies
Opportunities - Dental

- Contact with most vulnerable
- Shared objectives around sugar
- Early detection, intervention and prevention
- MECC training
- Health promotion campaigns
- Provide oral health training to wider public health services
What needs to change to bring health into every system in Solihull and help residents to reach their health potential?

Let's Work Together!