



REPORT TO: MORAY INTEGRATION JOINT BOARD ON 25 JUNE 2020

SUBJECT: DEPARTMENT OF PUBLIC HEALTH ANNUAL REPORT 18-19 & A HEALTHIER AND MORE ACTIVE FUTURE FOR THE NORTH EAST OF SCOTLAND 2019-22 STRATEGY

BY: SUSAN WEBB, DIRECTOR OF PUBLIC HEALTH, NHS GRAMPIAN

1. REASON FOR REPORT

1.1. To inform the Board of the publication of the Director of Public Health annual report for 2018/19 and accompanying associated public health strategy.

2. RECOMMENDATION

2.1. It is recommended that the Moray Integration Joint Board (MIJB):

- i. note the impact of rising levels of obesity on the health of our population**
- ii. note the complex nature of obesity and the need for whole systems working which requires a long-term commitment, with actions across the short-, medium- and long-term.**
- iii. support the strategic direction as set out in 'A healthier and active future for the North East of Scotland strategic plan 2019-2022', and commit to work in partnership to develop a system-wide response to tackling obesity.**

3. BACKGROUND

3.1 The Director of Public Health produces a report every year. The focus of the report is on areas requiring more attention to deliver the desired improvements in population health. Previous reports have covered issues of child poverty and community justice both of which informed subsequent action in associated partnerships.

DPH Annual Report 2019 'Obesity It's Time to Talk'

3.2 Tackling obesity and helping people to maintain a healthy weight is complex. The causes of obesity exist where we live, work and play making it difficult to choose

the healthy option. One in three of us report impulse buying unhealthy products when we see them on offer. Only a quarter of us correctly identify when someone is obese and as people who told their stories for the report expressed many find it difficult to talk about obesity. We should be able to talk openly about weight however too much emphasis is currently on individual responsibility which leads to feelings of guilt, shame and stigma. It's Time to Act – we can only tackle obesity if it becomes everybody's business and it is prioritised and embedded in everything we do. The report highlights good practice from elsewhere. Taking aspects from national and international learning we can support the Community Planning Partners, whatever their starting point, to think about how they connect and align, to strengthen action to tackle and prevent obesity. The Public Health England whole system approach is being adopted to tackle obesity elsewhere in Scotland. Moray has the opportunity to consider becoming part of the wider learning from this approach.

A healthier and more active future for the North East of Scotland

- 3.3 The Scottish Government's national strategies (A Healthier Future; A More Active Scotland; Type 2 Diabetes Framework) make recommendations to improve the nation's diet, increase levels of physical activity and facilitate the maintenance of healthy weight. To support the delivery of these strategies locally, colleagues across health and social care in Grampian have created an evidence-based vision for what a healthier and more active North East would look like.
- 3.4 This strategy offers a collective response to help prevent obesity and improve people's diet and levels of physical activity. This strategic plan compares the vision for Grampian to the current provision and outlines practical suggestions and responsibilities for all partner organisations including public, private and voluntary sector, to close this gap. A wide ranging consultation was held over the summer months and the plan has been updated to reflect feedback.

4. KEY MATTERS RELEVANT TO RECOMMENDATION

- 4.1. The majority of adults living in Moray are overweight or obese and this number is rising, and 1 in 5 children start their life at primary school on the same trajectory, particularly those who live in disadvantaged areas. Obesity harms health. It is the single largest cause of disease and premature death across Scotland and the North East. It reduces life expectancy by up to 10 years, increases risk of hospitalisation and contributes to a range of health conditions heart disease, cancer, mental ill-health and diabetes to name a few. If trends persist 1 in 3 will be obese by 2034 and 1 in 10 will have type 2 diabetes costing the NHS and wider society millions to treat something that is preventable. It is never too late with some studies showing that type 2 diabetes can be reversed through losing weight.

5. SUMMARY OF IMPLICATIONS

(a) Corporate Plan and 10 Year Plan (Local Outcomes Improvement Plan (LOIP)) and Moray Integration Joint Board Strategic Plan "Moray Partners in Care 2019 – 2029"

Addressing obesity (healthy eating, physical activity and healthy weight) has a good strategic fit with the LOIP priority for "Healthier Children" (children get the

healthiest start in life and are supported to achieve the best possible mental health and wellbeing and there is equity for vulnerable groups).

Addressing obesity (healthy eating, physical activity and healthy weight) has a good strategic fit with two of the three strategic drivers in the IJB Strategic Plan, namely BUILDING RESILIENCE (taking greater responsibility for our health and wellbeing) and MY LIFE/MY WAY (making choices and taking control over decisions).

(b) Policy and Legal

None arising immediately from this report.

(c) Financial implications

None arising immediately from this report.

(d) Risk Implications and Mitigation

The Scottish Government and COSLA are jointly leading a national Public Health Reform – following intensive engagement including in the North East tackling obesity is one of the agreed **national** priorities to improve population health. There is an expectation that NHS Boards, HSCPs and local authorities alongside wider Community Planning Partners will work collectively to address the factors causing obesity and provide support for people to maintain a healthy weight.

(e) Staffing Implications

None arising immediately from this report.

(f) Property

None arising immediately from this report.

(g) Equalities/Socio Economic Impact

No immediate service, policy or organisational changes are being proposed.

(h) Consultations

A healthier and more active future for the north east of Scotland was developed and finalised with wide engagement and consultation.

6. CONCLUSION

6.1. The Board are asked to note the implications of rising obesity for health and social care services, and the necessity of a multi-agency ‘whole system approach’ to address the drivers of this.

Author of Report: Susan Webb, Director of Public Health for NHS Grampian
Background Papers:

1. <https://www.hi-netgrampian.org/people-networks/healthy-weight-healthier-futures/director-of-public-health-annual-report-2018-2019/>
2. <https://www.hi-netgrampian.org/people-networks/healthy-weight-healthier-futures/healthier-futures/>

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