

# Healthier Weight Strategy for Shropshire 2023-2028



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## Introduction

This 2023 –2028 Healthier Weight Strategy sets out our system-wide approach and priorities to improve health and promote healthier weight among the Shropshire population. Our ambition is to ensure Shropshire residents have the opportunity to eat healthy, nutritious food and enjoy physical activity in a way that best suits them. Evidence supports this in helping reduce levels of unhealthy weight and weight-related illness in Shropshire.

*“We urgently need to respond to the problem of unhealthy weight in Shropshire to improve the health and wellbeing of the population. Levels of overweight and obesity\* have been rising relentlessly over recent decades and are predicted to rise even further - particularly among children and more deprived populations.*

*The rise in unhealthy weight is a consequence of dramatic changes in the way we eat, live and work. Our shops are filled with unhealthy food options, and many of us are not moving enough. For an increasing number of people, a healthy lifestyle is not the easiest or most affordable option and enabling our residents to eat healthily and be physically active can only be achieved through changing our environment from one which drives overweight and obesity to one which promotes health.*

*We know unhealthy weight is both a major cause and a consequence of inequality. Our strategy coincides with a time of unprecedented financial hardship for many as a result of the UK cost of living crisis. This has worsened problems such as food and fuel poverty which together make healthy living less affordable. Added to this are the unique challenges Shropshire faces in being a rural county.*

*We know that ‘prevention is better than cure’. Children who grow up with unhealthy weight are more likely to be overweight or obese as adults. Treating obesity once it has occurred is not a long-term solution. It is essential that future action focuses on preventing obesity across our life course, especially from pregnancy, during infancy and early childhood.*

*Appropriate messaging around healthy weight is important in reducing any potential unintended harm to those at risk of underweight or eating disorders such as anorexia. The impact of stigma and discrimination experienced by those living with obesity is well recognised, and an empathetic and inclusive approach is needed so we can focus on what matters most to the individual in terms of overall health, well-being, and weight.*

*The task ahead is complex and requires action by everyone. We will therefore work across the system in a co-ordinated way making reducing unhealthy weight everyone's business. A 'whole system' approach will engage leaders across the public, private and voluntary sectors to use their levers to maximise opportunities and remove barriers to achieving a healthier weight. This means improving access to healthy, nutritious food and increasing levels of physical activity to support physical and mental wellbeing.*

*Over two-thirds of adults and one-third of children in Shropshire are an unhealthy weight<sup>1</sup>. This strategy builds on a comprehensive needs assessment which describes the scale of unhealthy weight across Shropshire and its consequences on health. It also includes the findings of public and stakeholder engagement that document the perceptions, values, challenges, and opportunities to improve the weight profile of the population from the perspective of those who live and work in Shropshire. Alongside this a separate engagement exercise was undertaken with adolescents to capture their views within the Strategy.*

*The Healthier Weight strategy and following action plan sets out our commitment to work with partners across the system including health, education, transport, planning and businesses to support our population to live in a way which allows them to enjoy the physical and mental wellbeing benefits of eating healthily and moving more."*

\*overweight and obesity are defined as BMI >25 and BMI >30 respectively. BMI has a number of limitations when assessing an individual's weight status. It cannot distinguish between muscle mass, bone mass and body fat. It also cannot provide information about body fat content and distribution, with central body fat increasing the risk of weight-related disease including heart disease. It should not be used to diagnose obesity but can be a useful general indicator of weight status. BMI should be used in conjunction with other measures such as waist size and weight to height ratio.

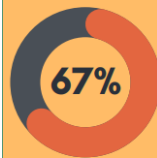
# Healthier weight in Shropshire

## Why healthy weight is important

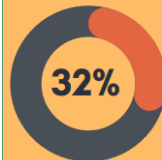
Unhealthy weight, and in particular obesity, is associated with significant impacts on health and wellbeing. For example, those living with obesity are over 3 times more likely to develop colon cancer, 2.5 times more likely to develop high blood pressure and 5 times more likely to develop type 2 diabetes<sup>2</sup>. Obesity can harm people's self-esteem and their mental health.

There is a disproportionate impact of unhealthy weight and its consequences on the most deprived individuals and families.

## SCALE OF UNHEALTHY WEIGHT IN SHROPSHIRE



of adults are overweight or obese (more than 180,000 people)<sup>1</sup>



of adults are obese, higher than the UK average<sup>1</sup>

More than 1 in 5 children aged 4-5 years is overweight or very overweight<sup>1</sup>



Almost 1 in 10 are obese<sup>1</sup>

Nearly 1 in 3 children aged 10-11 years are overweight or very overweight<sup>1</sup>



Almost 1 in 5 are obese<sup>1</sup>



of pregnant people are overweight or obese<sup>3</sup>



of pregnant people are obese<sup>4</sup>



Rates of unhealthy weight in children are highest among more deprived groups<sup>2,4</sup>

## DRIVERS OF UNHEALTHY WEIGHT IN SHROPSHIRE



Almost **2/3** of adults and almost **1/2** of children are not eating enough fruit and vegetables a day <sup>5</sup>



Over **1/2** of children and **1/4** of adults aren't physically active enough <sup>6</sup>



of households are struggling with food poverty <sup>7</sup>



Shropshire is among the highest-risk areas nationally for cost-of-living vulnerability <sup>7</sup>



The number of children living in poverty is increasing <sup>8</sup>



there are important discrepancies in food prices and accessibility to food shops <sup>9</sup>

### What drives unhealthy weight

Being active and eating healthy, nutritious food are key to achieving and maintaining a healthy weight and these are closely linked to our wider emotional and mental wellbeing.

Weight is determined by many different and interacting factors. These range from individual biology and psychology which can be impacted by physical or mental health conditions as well as stressful life events, to the economic and political environment which affect income and prices.

The genetic and environmental causes of obesity are not widely understood by the population in general and a misplaced belief that weight is solely due to individual choices often leads to stigma and discrimination.

## What our engagement told us

Through our engagement we learned the following:

- Healthy weight is a complex, emotional issue which people care about. Experiences and drivers of unhealthy weight vary broadly across the population.
- There is a strong sense that people want to consider healthy weight more broadly, in the context of poverty, work/life pressures and wider wellbeing.
- Particularly among young people, the focus on weight is considered to be too narrow and there is a sense that overall happiness is a priority regardless of weight (body positivity)
- There is an awareness of the harms caused by stigmatisation of unhealthy weight. Among young people there are concerns and fears around underweight and eating disorders
- Some groups are more affected than others, and an inclusive approach would consider their specific needs, including those with mental health conditions, certain physical health conditions, those with physical and learning disabilities, children and young people, women in menopause, and older adults
- Those working in the system want to work in a more joined-up way, making best use and raising awareness of current support options as well as integrating priorities to better work as one.

## Our vision, priorities, and principles

Our vision is a future where every Shropshire resident has the opportunity to eat well, be physically active and enjoy good health, including being a healthier weight.

This strategy reflects the evidence and insights documented through the Healthy Weight Health Needs Assessment. This includes the views, needs, experiences, and values expressed through engagement from those living and working in Shropshire. These, together with an assessment of the evidence indicating which interventions are most effective have been used to inform our vision, key priorities, and underpinning core principles.

### Our key priorities

#### Through this strategy we will strive to:

- |   |   |
|---|---|
| 1 | Improve the health of Shropshire's population by reducing the scale of unhealthy weight and reducing inequalities in unhealthy weight   |
| 2 | Improve the environment in which Shropshire residents live so it is more conducive to healthy living  |
| 3 | Increase actions aimed at preventing unhealthy weight across the life course-focusing on infants, early years, children, and families   |
| 4 | Increase awareness of and uptake of universal support, available services, and resources-targeting the most vulnerable, including those with learning disabilities, special educational needs and disabilities, and those living with severe mental illness |
| 5 | Enable Shropshire's community, voluntary and public sector workforce to confidently and capably support Shropshire residents living with unhealthy weight in a way which reduces stigma and discrimination  |



## Our core principles

These **key priorities** will be delivered through applying a set of **core principles** aligned with the experience, needs and perspectives of the Shropshire population, and will guide our delivery and actions:

### Through this strategy we will strive to:

1	<b>Change Focus</b>	We will think about weight differently, no longer considering it in isolation and instead seeing it in the context of overall health and wellbeing. We will focus on what drives unhealthy weight, moving away from the individual and towards the environment in which we live
2	<b>Include</b>	We recognise the need for greater support for those experiencing health inequalities, including (most deprived groups,) those living with disabilities and people with physical and mental health conditions, to enjoy a healthier lifestyle.
3	<b>Support</b>	We want to support those whose health and wellbeing could be improved through healthier eating and physical activity. This means adopting an empathetic approach that also recognises the importance of appropriate messaging around weight and the harms of weight stigma and discrimination
4	<b>Work together to join the dots</b>	We want healthier weight to be everybody's aspiration. We recognise the importance of joining the dots to maximise the opportunities that Shropshire already has to support its population to live a healthy lifestyle. We want to be innovative in the way we connect, collaborate, and strengthen existing work
5	<b>Lead by example</b>	We will work in a way that exemplifies our approach by committing to changes and improvements that enable our workforce to live a healthier lifestyle
6	<b>Use our Influence</b>	We will recognise the importance of our voice in influencing the barriers that prevent us from enjoying a healthier lifestyle

## Governance

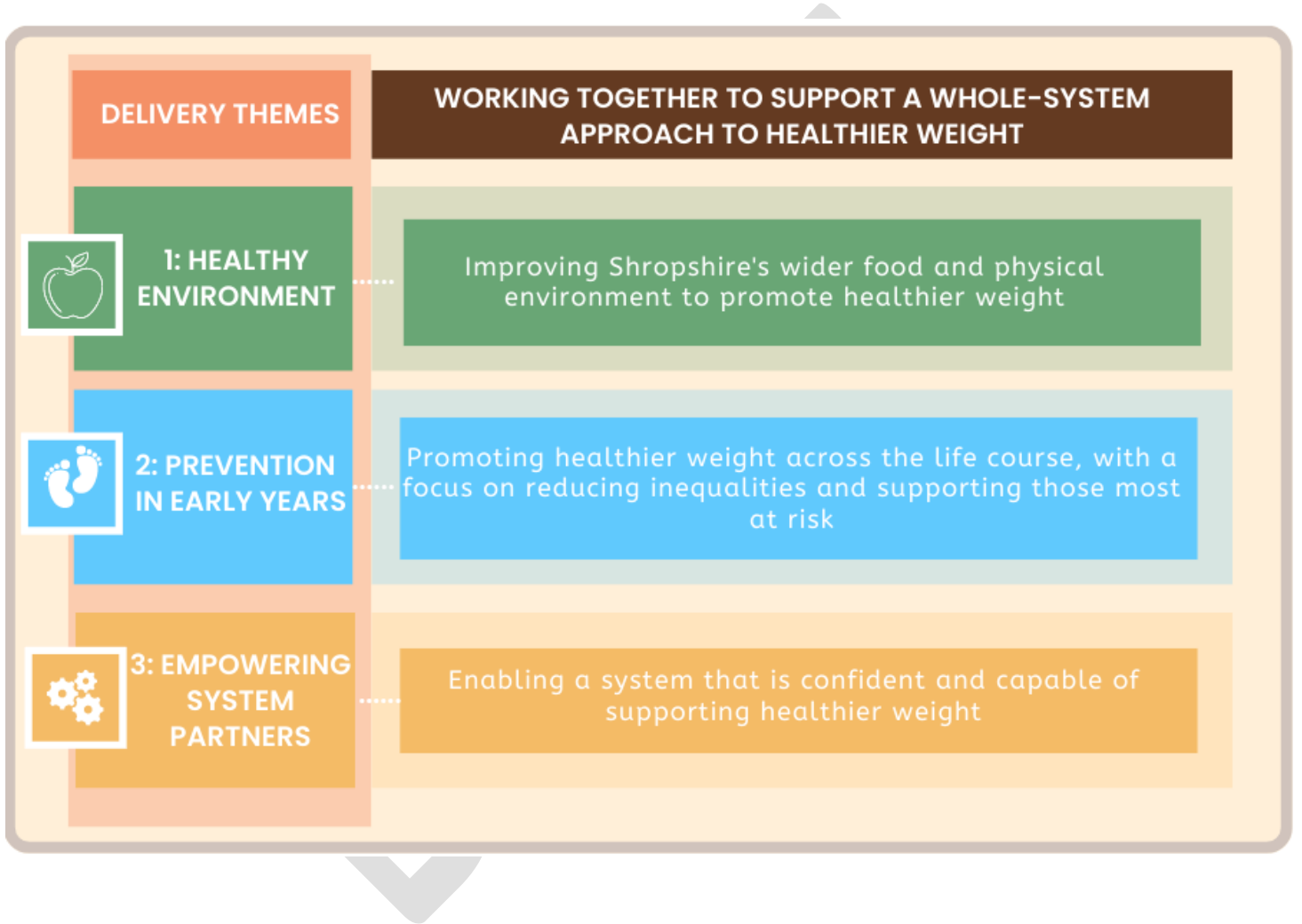
This draft strategy is supported by and reflects our local Healthy Weight Needs Assessment, which forms part of Shropshire's Joint Strategic Needs Assessment (JSNA).

Stakeholders and interested members of the public are invited to give their views on the strategy. These views will be considered and where relevant incorporated into the final Healthier Weight strategy, and a final version will be published following approval by Shropshire's Health and Wellbeing Board (HWBB). This strategy will be supported by a high-level action plan and through regular reporting of key indicators of progress.

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## Key delivery themes and strategic objectives

The Healthier Weight Strategy priorities will be delivered through 3 key delivery themes. Each theme identifies strategic objectives needed to achieve our vision, supported by high level actions and key indicators that will be used to monitor progress.





# 1: HEALTHY ENVIRONMENT

Improving Shropshire's wider food and physical environment to promote healthier weight

## Why is this important?

The environment within which we live, learn, work and play dictates the lifestyles we are able to adopt and the choices we are able to make. A natural and built environment that enables people to be physically active, providing access to green and blue spaces and is supportive of active travel options is advantageous to health.

A food environment that is not dominated by unhealthy food options and where there is ready access to affordable nutritious food will best support Shropshire's population in achieving a healthy weight.

The food and physical environments are in turn influenced by planning policy, socio-economic and cultural influences as well as commercial interests. More deprived communities tend to be exposed to unhealthy food and physical environments making them more vulnerable to the risk of unhealthy weight.

Settings such as schools, workplaces and public buildings can make an important positive contribution to the environment and present opportunities to enable healthier living and healthier weight.

## What is the evidence?



**ACCESS TO AND AFFORDABILITY OF HEALTHY FOOD IS A BARRIER TO HEALTHY DIETS, PARTICULARLY FOR THOSE IN LOW-INCOME GROUPS**



**53%** of people feel 'priced out' of buying healthy food<sup>10</sup>

More healthy foods are nearly **3x** more expensive per calorie than less healthy foods<sup>11</sup>



**47%**

The least wealthy fifth of households need to spend 47% of their disposable income on food to meet government nutrition guidelines, compared to 11% for the wealthiest households<sup>11</sup>



**11%**

households<sup>11</sup>



**THE AVAILABILITY AND PROMOTION OF UNHEALTHY FOOD DOMINATES OUR FOOD OPTIONS, ESPECIALLY IN MORE DEPRIVED AREAS**

Ultra-processed foods now account for over **50%** of UK diets<sup>12</sup>

In 2017, over **£300 million** was spent in advertising unhealthy food and drink, compared to **£16 million** on fruits and vegetables<sup>13</sup>



In the most deprived areas, almost **1/3** of food outlets are for fast food, compared to just over **1/5** in the least deprived areas<sup>11</sup>



**DAILY LIFE IS BECOMING INCREASINGLY SEDENTARY FOR EVERYONE**

**1 in 2** women and **1 in 3** men are not physically active enough for good health<sup>14</sup>



**66%** There has been a 30% reduction in physical activity at work since the 1960's. Today, office workers spend around 66% of their working lives sitting<sup>15,16</sup>



Only **9%** of people walk to work in Shropshire, and only **2%** take the bus or cycle<sup>17</sup>

## What we were told in our engagement

- There's too much unhealthy food available and too many opportunities to eat high sugar/fat snacks
- It can be a struggle to have enough time and motivation to prepare healthy food
- Eating and preparing healthy food is unaffordable, particularly for those experiencing poverty and deprivation
- It's hard to find the time to be more physically active
- Cost of physical activity options are a barrier, as well as needing to travel far to facilities
- Caring responsibilities as well as living with illness and disability can prevent people from being active
- Safer streets, roads, cycle spaces as well as accessible green space are needed
- Top barriers to being more physically active: finding time, having local access and ability to travel to facilities and cost



## Strategic objective 1

Enable a food environment for Shropshire which promotes and provides access to healthy, nutritious, and sustainable food for all

### What is currently happening?

	<p><i>Free School Meals (FSM)</i> available to school-aged children in families receiving other qualifying benefits</p> <p>Shropshire <i>Holiday Activity and Food (HAF)</i> programme managed by Shropshire Council in partnership with schools, voluntary and community organisations, using DfE funding to support eligible families with school-aged children</p>
	<p>Shropshire <i>Shaping Places for Healthier Lives (SPHL)</i> partnership programme with aim of tackling rural food insecurity</p>
  	<p>Local voluntary and community initiatives providing information, resources, and support to improve access to affordable, nutritious food:</p> <p><i>OSNOSH</i> community kitchen and café and community garden in Oswestry – <i>Growing community through food</i> ~ by collecting and using surplus food from local food outlets and suppliers and creating nutritious meals for sharing</p> <p><i>Shrewsbury Food Hub</i> stops good surplus food from going to waste and shares it with community groups</p> <p><i>Hands Together Ludlow</i> community hub offers community support which enables access to healthy food including cooking courses and a community fridge</p>
	<p><i>Shropshire Good Food Partnership</i> ~ working in partnership with community, business, and statutory stakeholders across Shropshire to facilitate community-based food growing, cooking and sharing initiatives, healthy food for all, and build an enabling environment for Shropshire’s food economy ~ <i>Shropshire Good Food Charter – creating a local food system which is good for people, place and planet</i></p>


### What else do we need to do?

- 1.1 Reduce food poverty and its impacts on health and wellbeing
- 1.2 Increase procurement of healthy and sustainable food in public places, with a focus on ‘whole’ foods and supporting the local economy
- 1.3 Reduce the influence of unhealthy food marketing and advertising
- 1.4 Strengthen the local food system to improve access to local, nutritious and affordable food
- 1.5 Reduce unhealthy food provision in the wider environment

## Strategic objective 2

**Support development of a physical environment that allows Shropshire residents to enjoy the benefits of active living**

### What is currently happening?

<p><b>#TogetherWeMove</b></p>	<p><i>#Togetherwemove</i> social movement to help people move more. Led by Energize Shropshire, Telford and Wrekin and including <i>#Togetherwemove</i> local champions to promote an active lifestyle and create opportunities for being active in their own communities</p>
	<p>Shropshire Local Cycling Walking and Infrastructure Plan (LCWIP) for delivering new or improved walking and cycling infrastructure</p>

### What else do we need to do?

- 2.1 Decrease sedentary behaviour and increase physical activity at home, in schools and workplaces, with particular emphasis on those vulnerable to health inequalities and for whom access is not equitable
- 2.2 Increase active travel opportunities
- 2.3 Increase physical activity opportunities and remove barriers for those for whom access is not equitable
- 2.4 Encourage increased and equitable access to green space

### How will we know we are making progress?

Key progress indicators:

- Proportion of the population meeting the recommended '5-a-day' on a 'usual' day
- Average number of portions of fruit consumed daily (adults)
- Average number of portions of vegetables consumed daily (adults)
- Proportion of the population meeting the recommended '5-a-day' at age 15
- Average number of portions of fruit consumed daily at age 15
- Average number of portions of vegetables consumed daily at age 15
- Proportion of physically active adults and CYP and inactive adults
- Proportion of residents visiting natural environment for health or exercise reasons
- Percentage of adults walking for travel at least 3 days per week
- Percentage of adults cycling for travel at least 3 days per week





## 2: PREVENTION IN EARLY YEARS

Promoting healthier weight across the life course, with a focus on reducing inequalities and supporting those most at risk

### Why is this important?

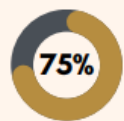
The prevention of obesity is key to reducing its prevalence. Supporting pregnant people and families in understanding the importance of giving children the best start in life is key as infancy provides a critical window during which the foundations for a healthy life are set. Receiving good nutrition in the early years is vital whilst recognising that many children are born into poverty putting them at higher risk of a poor-quality diet and subsequent obesity. Children's earliest experiences of food and their opportunities for active play can shape lifelong habits and consequently lifelong health. Children and adolescents with obesity are five times more likely to be obese as adults than adults who were a healthy weight in childhood.

### What is the evidence?



UNHEALTHY WEIGHT IN PREGNANCY, INFANCY AND CHILDHOOD INCREASES THE RISK OF ADULT OBESITY

The risk of obesity in children is higher among children whose mothers are obese<sup>18</sup>

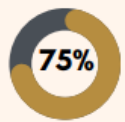


of children aged 4-5 years will remain overweight or become obese by aged 10-11 years<sup>19</sup>

Overweight children are more likely to become overweight adults<sup>20</sup>



MANY CHILDREN ARE ALREADY EXPERIENCING UNHEALTHY WEIGHT FROM AN EARLY AGE, WITH THE HIGHEST RISK AMONG THE MOST DEPRIVED



of infants in England are overfed<sup>21</sup>

**1 in 4** infants have already gained excess weight by 18 months<sup>21</sup>

The most deprived children are **2-3x** more likely to be obese than the least deprived<sup>22</sup>

## What we were told in our engagement

- Receiving support for breastfeeding and early feeding is often limited
- Informal support as well as midwife and health visitor input for early years nutrition is key
- Sources of information for parents vary widely and messaging can feel judgmental
- Understanding that breastfeeding is not achievable for everyone is important
- Any information or support needs to be relevant to the individual's specific situation and needs, for example those living with disabilities
- Feeding children healthy food at home and at school is expensive



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## Strategic objective 3

Ensure there is opportunity for all pregnancies to be healthy

### What is currently happening?

	<p>Shropshire, Telford and Wrekin Local Maternity and Neonatal System (LMNS) commitment to protect, promote, support and normalise breastfeeding and support other feeding ~ Solihull online antenatal support ~ UNICEF Baby Friendly Initiative</p>
	<p>Shropshire, Telford and Wrekin Healthy Pregnancy Support Service (HPSS) offering eligible women and birthing people with advice and support about healthy weight gain and lifestyle choices in pregnancy</p>



### What else do we need to do?

3.1 Provide lifestyle support for pregnant people and their families, particularly those most at risk of unhealthy weight

## Strategic objective 4

**Support parents and families to provide infants with the best start in life**

### What is currently happening?

	<p><i>Healthy child programme</i> delivery framework ~ universal services for families from pregnancy to 19 years ~ maternity, health visiting and Family Nurse Partnership, school nursing and schools-based programmes</p>
	<p><i>Shropshire Family Information Service (FIS)</i> ~ information, advice, and support on all aspects of family life for parents and carers of 0–19-year-olds and practitioners supporting them</p>

### What else do we need to do?

- 4.1 Support and promote an increase in breastfeeding, particularly for younger and more deprived groups
- 4.2 Support and promote healthy weaning
- 4.3 Support parents and families to live healthily and introduce healthy eating and physical activity habits from early infancy
- 4.4 Enable early years professionals and early years settings to promote and support healthy eating and physical activity

### How will we know we are making progress?

Key Indicators of Progress

- Breastfeeding initiation
- Breastfeeding at 6-8 weeks
- Child excess weight in 4–5-year-olds
- Child excess weight in 10–11-year-olds
- Proportion of physically active children and young people
- Percentage of overweight and obese people in early pregnancy



## 3: EMPOWERING SYSTEM PARTNERS

Enabling a system that is confident and capable of supporting healthier weight

### Why is this important?

Obesity is a complex issue, with many contributing factors and there is no single solution to tackle such an ingrained problem. Local action to promote healthy weight across the life course requires a coordinated, collaborative approach with alignment of priorities across organisations so that promoting healthy weight becomes everybody's business.

The workforce across all organisations requires the knowledge and skills to promote healthy weight. They should also be able to provide empathetic support to those living with obesity, recognising the impact of trauma, stigma and discrimination. There are many evidence-based national and local resources that could help those at risk of or experiencing unhealthy weight that frontline staff need to be able to connect them to.

As part of a 'whole system approach' it is important that a wide range of organisations play their part – considering the levers they have to make their environment healthier and the opportunities they have to support those who do not have a healthy weight. This includes early years settings, schools, all public sector organisations, local employers, and voluntary and community groups, amongst others.

## What is the evidence?



### SYSTEMS CAN WORK WELL TOGETHER TO REDUCE UNHEALTHY WEIGHT ACROSS POPULATIONS

A whole-system approach to obesity has been shown to **reduce** overweight and obesity amongst young children, particularly in the most deprived groups, as well as **increase** breastfeeding rates, fresh fruit intake and exercise levels<sup>23</sup>

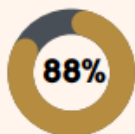
Efforts to improve obesity rates are more effective when they **combine approaches** to eating healthily, increasing physical activity and improving the environment for health<sup>24</sup>

Systems **work together better** when similar language and messages are used across organisations and when action is rooted in local needs and experience<sup>25</sup>



### FRONTLINE STAFF HAVE AN IMPORTANT ROLE IN PROMOTING HEALTHY WEIGHT

Identifying those at risk of obesity and signposting them appropriately to support services can lead to **individual weight reduction**<sup>26</sup>



**88%** of people with obesity have felt stigmatised, including in healthcare settings. Only **1 in 4** felt they were treated with dignity when seeking support for their weight<sup>27</sup>

Some healthcare staff lack the confidence to discuss weight, but using the right language can be acceptable to patients and effective for supporting weight management<sup>27</sup>

## What we were told in our engagement

- Knowledge about what services and support are available to people is one of the best ways staff can help people
- Those working with children and families often do not know about schemes such as Healthy Start
- Being joined up across the system will make lighter work for everyone
- It can feel uncomfortable and stigmatising to bring up people's weight when it is relevant to their health and wellbeing-knowing how to do this would be beneficial




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## Strategic objective 5

Ensure staff have the knowledge and skills to be confident and competent in promoting healthy weight and in supporting those living with obesity

### What is currently happening?

 <p>Integrated Care System Shropshire, Telford and Wrekin</p>	<p>STW Personalised care approach ~ supporting staff to deliver personalised care and have person-centred conversations ~ training in behaviour change, health literacy and health coaching</p>
 <p>TRAUMA-INFORMED WORKFORCE</p>	<p>Creating a trauma-informed workforce supported by a system-wide training offer (<i>Induction - Awareness/Universal (Practitioner) - Advanced/Specialist (Train the trainer)</i>)</p>
 <p>Physical Activity in Shropshire guide for healthcare professionals</p>	<p><i>Physical Activity in Shropshire Guide for Healthcare Professionals</i> locally developed resource designed to help frontline practitioners discuss, encourage, and promote physical activity with those they support</p>

### What else do we need to do?

5.1 Support staff knowledge and skills development





5.2 Develop the workforce as advocates for healthy eating and physical activity



## Strategic objective 6

Enable organisations across the system to prioritise healthy eating and active living in their specific settings

### What is currently happening?

	<p><i>Creating Active Schools (CAS) framework (part of National pilot) delivered by Energize Shropshire, Telford &amp; Wrekin ~ CAS promotes a whole system approach to school improvement, providing structure for embedding physical activity at the heart of a school’s ethos.</i></p>
	<p><i>Shropshire Council Workplace Wellbeing Champions ~ employee wellbeing champions support colleagues through signposting to and promoting wellbeing resources and support available to staff ~ Healthy Lives Social Prescribing for staff</i></p>
	<p><i>Digital Weight Management programme (DWMP) for NHS staff ~ online access to weight management support for staff living with obesity</i></p>
	<p><i>Shropshire Council Thrive at Work Workplace Wellbeing Accreditation Award: focusing on key organisational enablers of health and creating a workplace that promotes employee mental and physical health and wellbeing including healthy lifestyles</i></p>




### What else do we need to do?

- 6.1 Establish a healthy settings approach across the system
- 6.2 Explore guidance and evidence for healthy settings with partners with a view to agreeing opportunities for change (to include early years settings, schools, hospitals and council workplaces)

## Strategic objective 7

Ensure the system is working together in a co-ordinated way to maximise existing assets, resources, and best practice

### What is currently happening?

	<p>NHS Shropshire, Telford &amp; Wrekin system collaborative networking <i>Collaborate</i> Newsletter ~ Collaborate and Healthier Together free online resource to help parents and carers keep their children safe and healthy</p>
	<p>Universal information and resources for the public and those who support them ~ <i>NHS Better Health</i> including free 12 week NHS weight loss plan <a href="https://www.nhs.uk/better-health">https://www.nhs.uk/better-health</a> ~ <i>All Our Health</i> resources for health and care professionals <a href="https://www.gov.uk/all-our-health-about-the-framework">https://www.gov.uk/all-our-health-about-the-framework</a></p>
	<p><i>Shropshire Social Prescribing</i> programme provides person-centred support for people age 11+ with a range of social, emotional, or practical needs including behavioural support with lifestyle change including weight management</p>

### What else do we need to do?

7.1 Ensure existing resources and assets are visible and shared across the system, focusing on highlighting resources for the most vulnerable groups

7.2 Align messaging and communications about healthier weight across the system

### How will we know we are making progress?

Key Indicators of Progress

- Percentage of adults (aged 18+) classed as overweight or obese – current method
- Percentage of adults (aged 18+) classed as overweight or obese – historical method
- Referrals to NHS digital weight management programme
- Referrals, take-up, and completion of Diabetes Prevention Programme
- Referrals, take-up and outcome of Social Prescribing

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## Appendices

The Healthier weight strategy is supported by the following:

**Appendix 1** Health Needs Assessment (HNA)

**Appendix 2** Shropshire Healthy Weight Research Report January 2023

**Appendix 3** CYP engagement report

Appendices are available on request. Please contact [TellUs@shropshire.gov.uk](mailto:TellUs@shropshire.gov.uk)

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