

Whole Systems Approach towards a healthy weight – Kent

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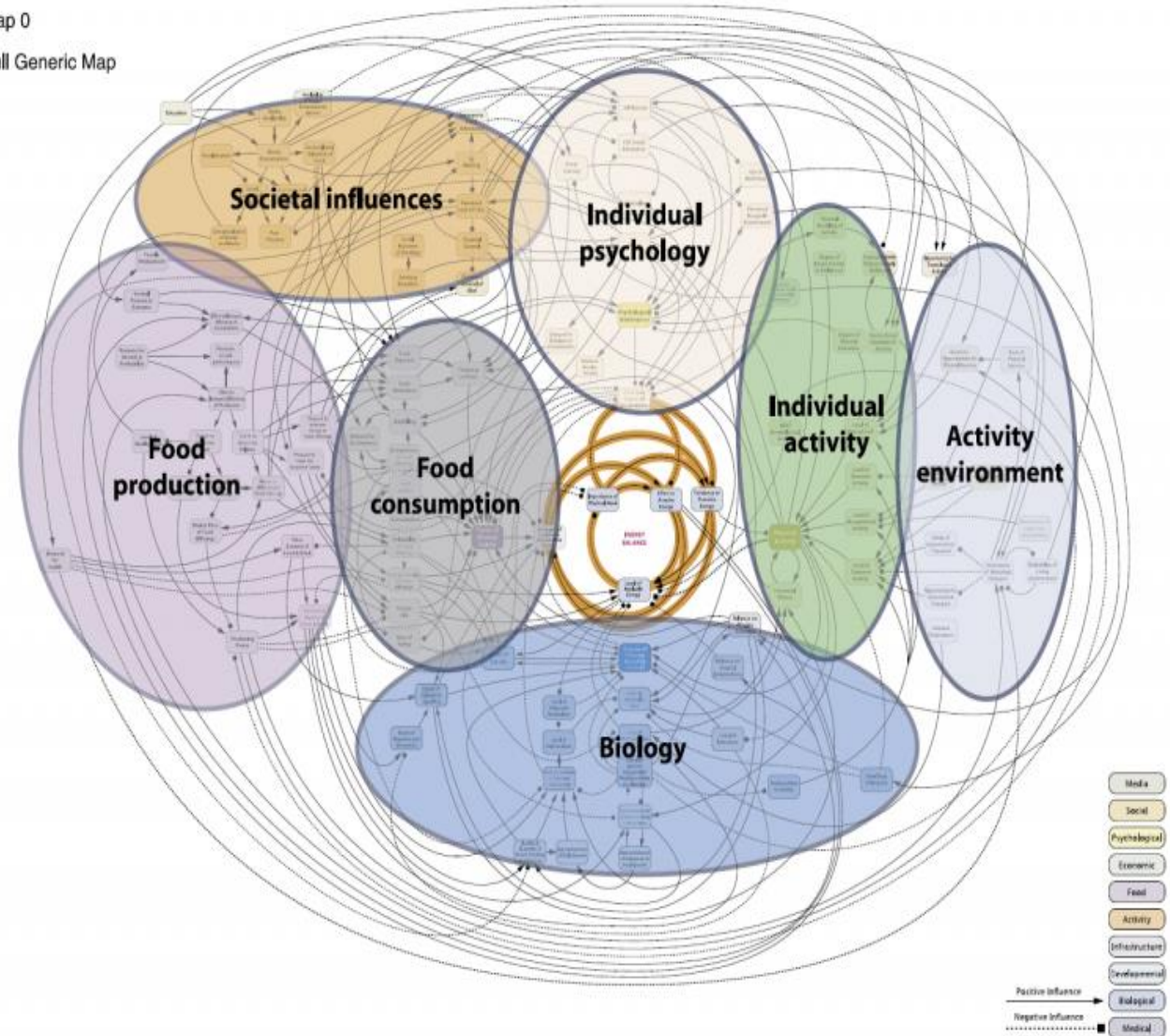
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Context and Background

- Obesity is a national and local public health challenge
- It is associated with many physical and mental health problems as well as causing premature deaths.
- Many multiple factors such as environmental, societal and individual are responsible for increasing number of people having excess weight.
- Tackling obesity and helping people achieve or maintain a healthy weight is complex that require whole system approach.

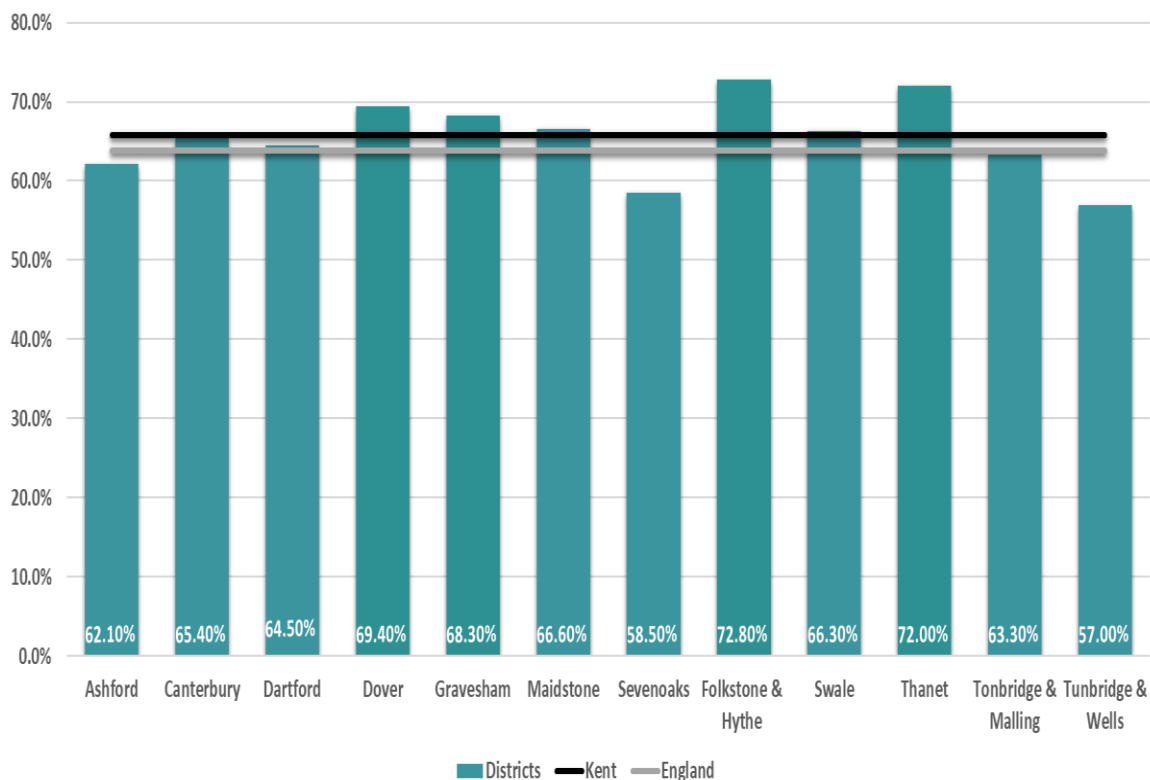
Map 0
Full Generic Map



Local picture of excess weight and obesity

In Kent, 65.8% of those aged 18 and over were overweight and having obesity, higher in comparison to 63.8% in

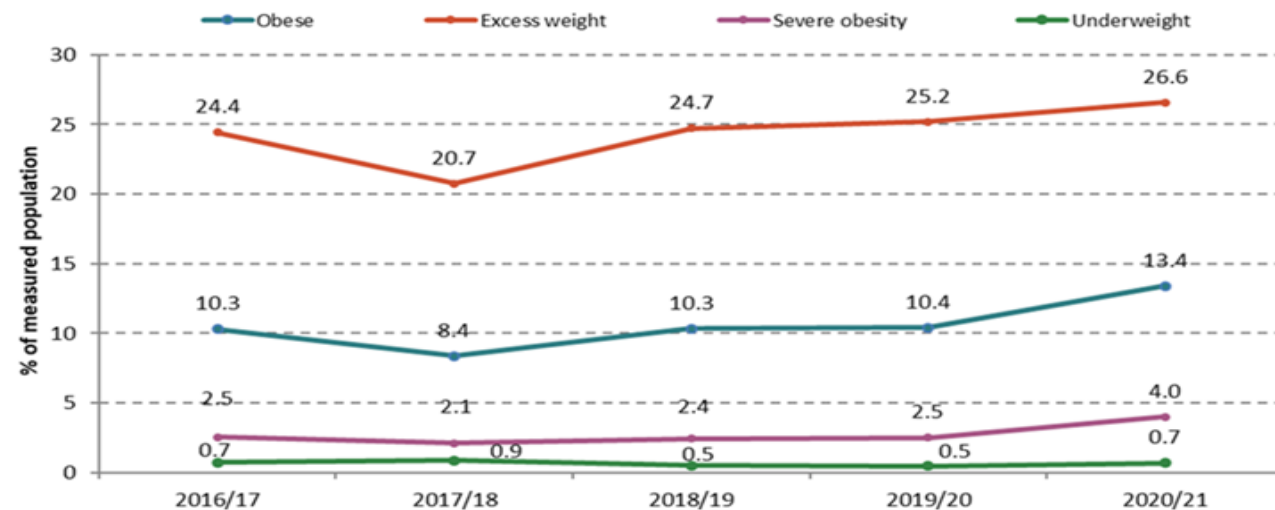
England within 2021/22.



Overall excess weight in Year 6 has decreased since the COVID-19 pandemic, Kent is generally lower than the national average, but it should be noted that the **long-term trend since 2006 is increasing.**

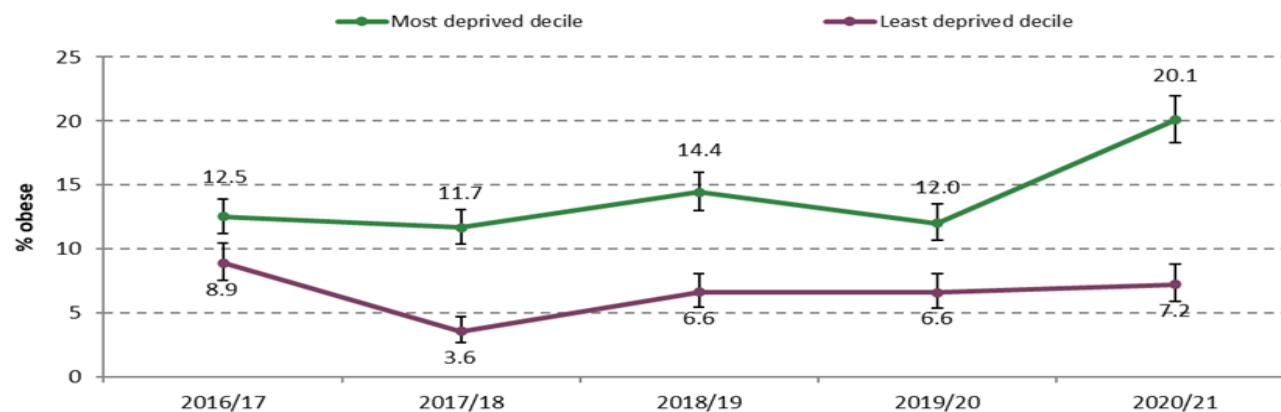
NB: Excess weight is the combined measure of overweight and obesity.

Year R: prevalence over time in Kent, 2016/17 - 2020/21



Source: NCMP, prepared by KPHO (SR), February 2022

Year R: inequalities in obesity prevalence by deprivation, Kent trend 2016/17 - 2020/21



Source: NCMP, prepared by KPHO (SR), February 2022

The Whole System Approach to a Healthy Weight in Kent

Obesity is a complex problem with multifactorial causes and associated with various health and social problems.

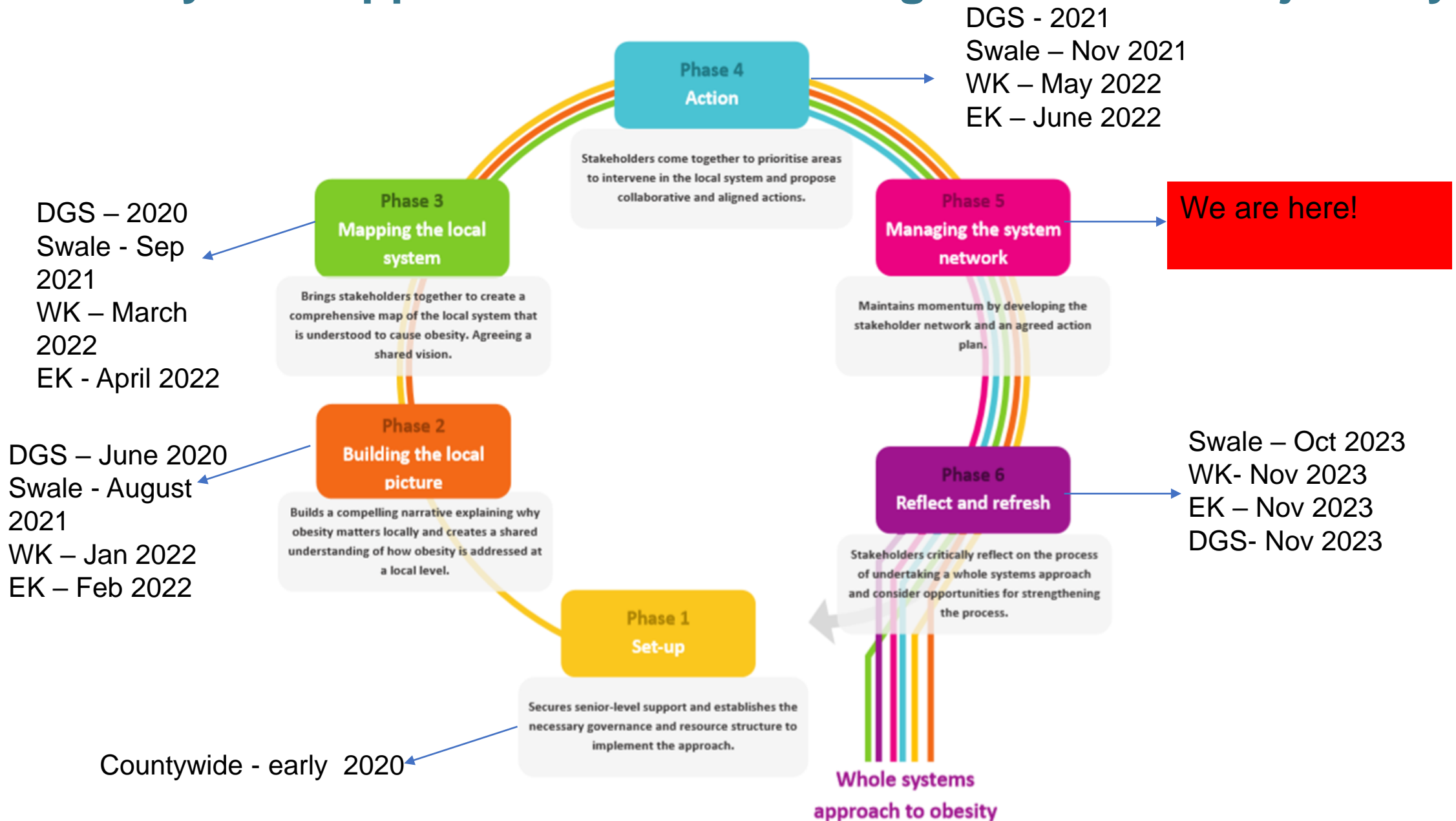
The Public Health team of Kent County Council (KCC) rolled out the Whole System Approach to a Healthy Weight Programme in four health and care partnerships (HCPs): Dartford, Gravesham & Swanley (DGS) , Swale, West and East Kent

We adopted the Leeds Becketts module as recommended by OHID, although this is not prescriptive. Therefore, the implementation of WSA vary from one local authority to the other according to the identified local needs

The programme aims to create an environment and culture that encourages and enables everyone in Kent to achieve and maintain a healthy weight by adopting a healthy lifestyle

The WSA team collaborating with a wide range of stakeholders to map the existing community assets, identify local causes, and implementing agreed actions to promote healthy eating, physical activities and healthy weight among the Kent population.

Whole system approach to a health weight in Kent - the journey so far



WSA Subgroups

Maternal, Early Years & Education

- Pre & Post natal education - Breastfeeding Promotion & promoting healthy messages
- Healthy Start Vouchers & Free School Meals
- Training Health Professionals
- Healthy Early Years & School Approach, inc. Active Travel in School
- Holiday Activities and Food Programme (HAF) & Youth Hubs

Healthy Communities & Workplaces

- Grow your own
- Cost of living
- Physical Activity
- Community engagement
- Workplace Health

Physical Activity, Environment & Transport

- Increase use of leisure centres & open spaces - access to low-cost activities
- Active Travel & Physical activity in schools
- Transport policies & Active Travel – Local Cycling and Walking Infrastructure Plans (LCWIP)
- Access to Green & Blue spaces

Primary & Secondary Healthcare

- Clear healthy weight pathway
- Consistent messaging across the system
- Primary Care Network (PCN) Staff Training
- Health walks & signposting

Policy & Planning

- Use planning policy and supplementary plans to promote physical activities and healthy eating
- Fast food restrictions; Strategy on healthy environment & advertising policy (HFSS)
- Planning of new developments, - new and quality open spaces

Marketing & Communication

- Campaigns and marketing to promote healthy eating and physical activities;
- increase awareness of available resources; services and offers;
- Targeted campaign; Social Media; workplace and wellbeing websites

Whole system Approach programme outputs – countywide

Housing association strategy

Banning advertisement of HFSS foods

Healthy Workplaces - DVH
Cycling
Active travel.



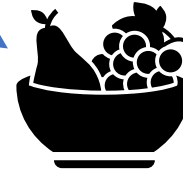
Weight Stigma Training
WSO and stigma training and the
HCP training curriculum

Sustainability strategy
Increase engagement
from VSOs and
opportunities



Population Health management
MECC Awareness; Resources for
PCNs; Social Prescribing
Community pharmacy referrals
Mental Health Practitioners

HAF
programme



Eating on a budget leaflet;
food banks; Community
fridges

Staff training

- Infant feeding
- Food champion
- Health visitors training

Kent Children healthy
weight pathway



Multicultural healthy recipes
promotion

Resources for
schools
Free school meals



Enablers to delivering the Whole System Approach to Healthy Weight

- Leadership buy-in, commitment with local political and senior-level support.
- Adequate resources and time are required to support to maintain momentum.
- Focus more on population-based interventions while considering the wider determinants of health.
- Take health in all policy approach to address the root causes of obesity and address health inequalities and wider determinants of health.

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