

By: Meradin Peachey, Kent Director of Public Health
To: Health and Wellbeing Board – 18 January 2012
Subject: Pathway for Adult Obesity Services
Classification: Unrestricted

Recommendations

Health and Wellbeing Board is asked to receive this paper for INFORMATION.

1. Introduction

- 1.1 This paper sets out a case for pro actively making radical changes for the investment in prevention with respect addressing the levels of obesity in Kent. Kent cannot afford **not** to invest in prevention and we cannot afford to do nothing.

2. Relevant priority outcomes

- 2.1 To improve the health of the Kent population

3. Financial Implications

- 3.1 Obesity is currently costing the Kent economy £500 million per annum and currently approximately 7,000 people are estimated to be eligible for bariatric surgery at a cost of £10,000 per operation. Kent faces a bill of £70 million if we do nothing to address this situation¹. This bill is set to rise as the population of Kent steadily increases their BMI's in the absence of an industrial approach to prevention programmes.

4. Legal Implications

- 4.1 N/A

5. Main body and purpose of report

- 5.1 In December 2011 the 20th annual Health Survey for England has been published by the NHS Information Centre for health and social care. The report stated that,

'Between 1993 and 2010, there has been a marked increase in the proportion of the population that was obese. This proportion increased from 13% of men in 1993 to 26% in 2010 and from 16% of women in 1993 to 26% in 2010. The rate of increase in obesity prevalence has been slower in the second half of the period than the first half, and there are indications that the trend may be flattening out, at least temporarily. However, obesity in men and women in 2010 was at its highest level since 1993, and in men the 2010 level was also significantly higher than in the period between 2000 and 2005'.

¹ South East Coast Primary Care Trusts' Policy Review and Recommendation Process Bariatric surgery for obesity and related co morbidities Final Report April 2011

5.2 Background

5.2.1 Overweight and obesity presents a major challenge to the current and future health of the population of Kent. Higher body mass index (BMI) is associated with an increased risk of morbidity and mortality from a range of conditions including hypertension, heart disease, stroke, diabetes and several cancers.

5.3 Definition

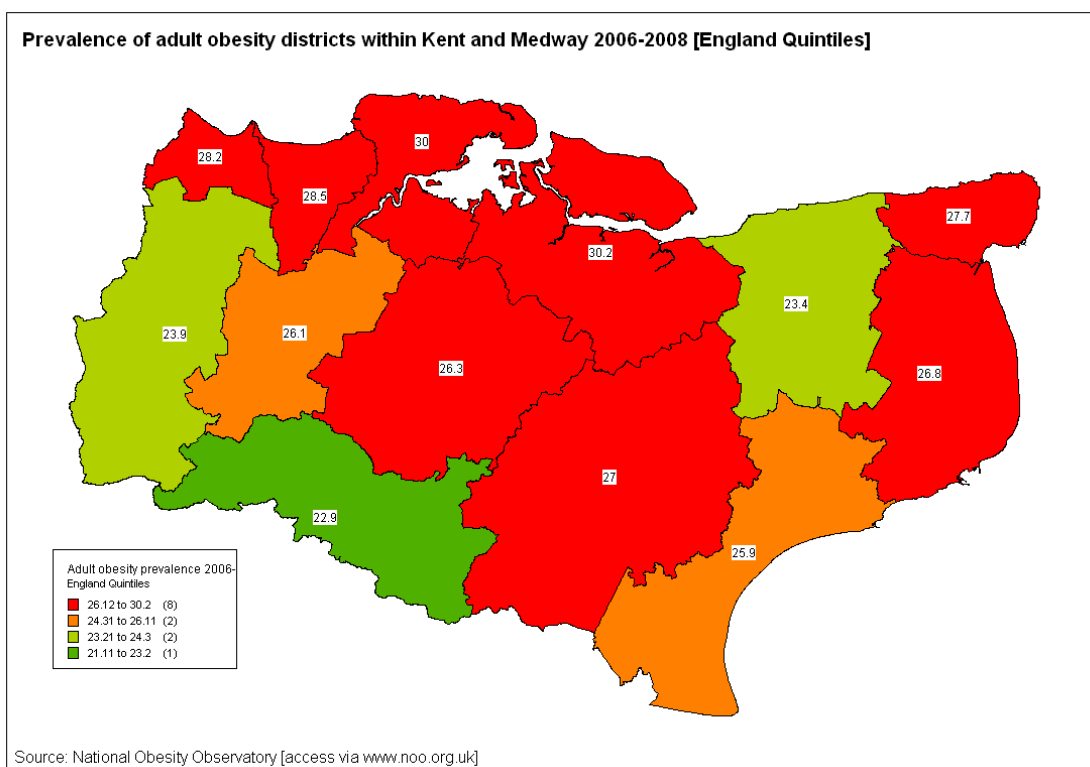
5.3.1 BMI is defined as weight in kilograms divided by the square of the height in metres (kg/m²)

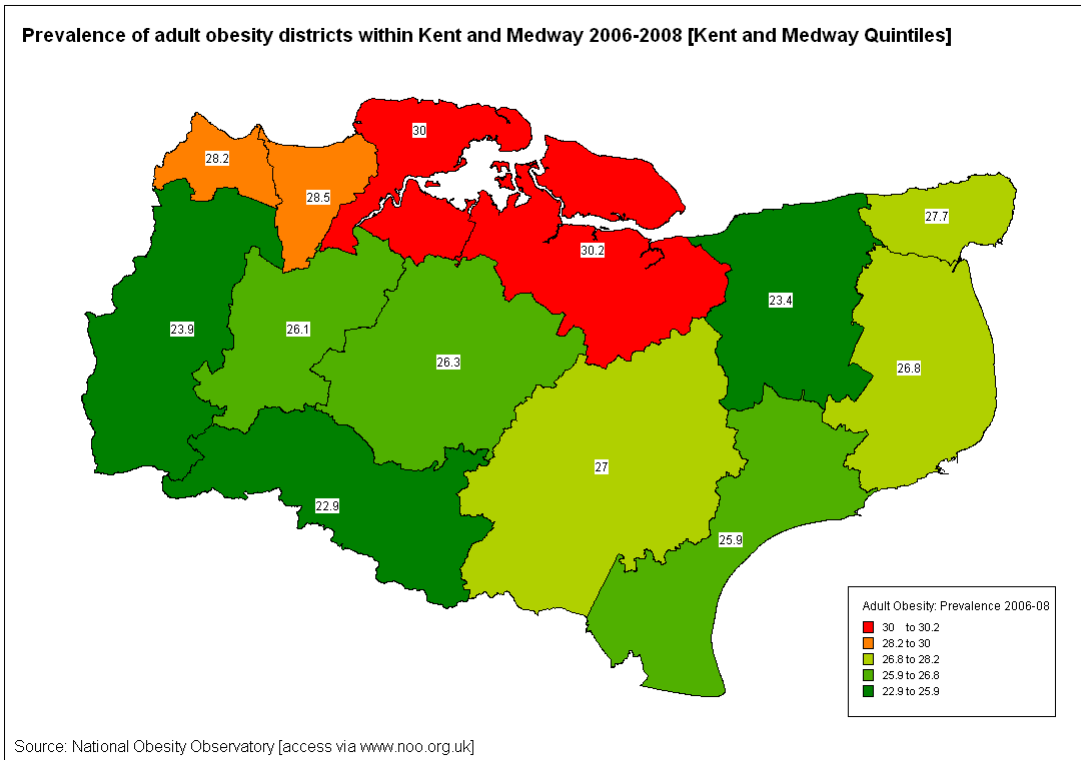
Table 1

Definition	BMI range (kg/m ²)
Underweight	Under 18.5
Normal	18.5 to less than 25
Overweight	25 to less than 30
Obese	30 to less than 40
Obese I	30 to less than 35
Obese II	35 to less than 40
Morbidly obese	40 and over
Overweight including obese	25 and over
Obese including morbidly obese	30 and over

5.4 Prevalence in Kent

5.4.1 **Fig 1** compares prevalence rates for obesity with the rest of England and shows that we have many areas that are showing prevalence rates between 26-30%. **Fig 2** shows the variability with Kent and Medway comparing the districts and showing Swale and Sheppey recording the highest prevalence rates of obesity.

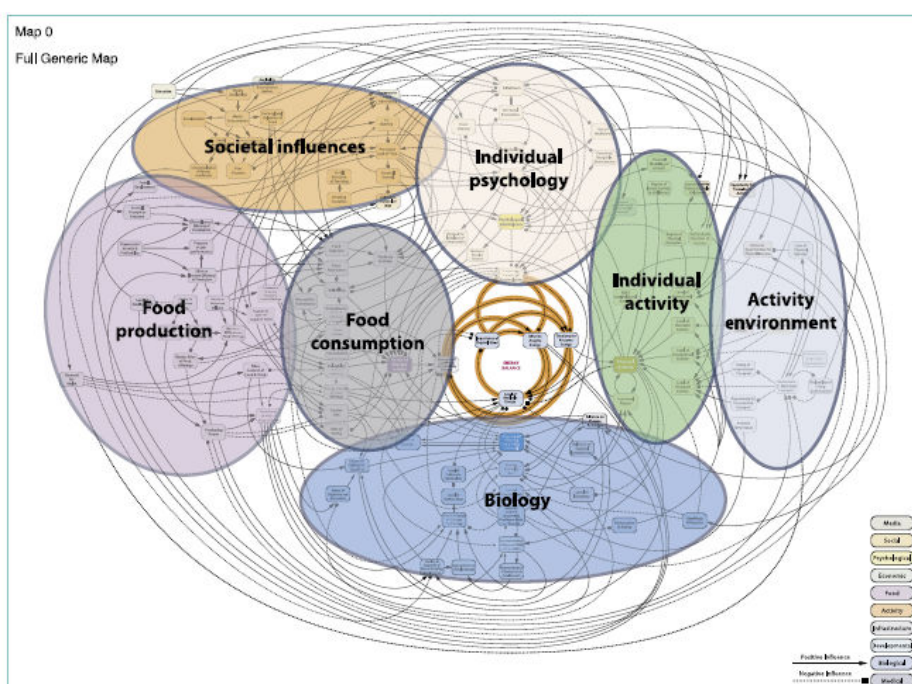




5.5 Obesity: a complex system

5.5.1 The Foresight Report (2009) set out a comprehensive ‘whole systems’ view of the determinants of energy balance that impacts on obesity. The system map, together with scientific and other evidence, confirms that energy balance (or imbalance) is determined by a complex multifaceted system of determinants (causes) where no single influence dominates. Tackling obesity is far from straightforward as Figure 3 illustrates.

5.6 Fig 3: The full obesity system map with thematic clusters



5.7 Cost Burden of Obesity

5.7.1 In Kent the cost of principle diseases relating to obesity is estimated to be in the region of 500 million. If Kent starts to invest in preventing obesity then there will be savings on the impact of this work as obesity plays a major role in the pathologies of so many other diseases.

Area	NHS costs of principle diseases related to obesity (million)
Kent	500.6
Medway	96.4

Source: Foresight, Tackling Obesities Future Choices- Modelling Future Trends in Obesity and the impact on Health 2006. Analysed by DH to local level using national resource allocation formula

5.7.2 Interventions in Kent have to incorporate a population approach to helping people achieve and then maintain a healthy weight but we also need to provide services for those patients that are already morbidly obese and fit NICE criteria for specialist weight management services and surgical procedures.

5.7.3 The Specialised Services National Definition Set (SSNDS) for Morbid Obesity (3rd edition) estimates that the group of patients requiring access to a Specialised Weight Management Service amounts to approximately 120,000 adults nationally. This grouping is derived from a tighter set of criteria than used by NICE and includes all patients with a BMI over 50kg/m² and patients with a BMI over 40kg/m² who have the following co-morbidity (note: this is not an exhaustive list):

- endocrine conditions
- genetic conditions (rare causes of severe obesity)
- organ failure and are being considered for transplantation, e.g. renal, heart awaiting major surgery (with the attendant anaesthetic risk)
- women seeking infertility treatment
- failure with other methods of weight-loss management

5.7.4 For SEC PCTs (assuming an equal distribution to that seen nationally) this represents approximately 10,000 adults and is represented in Table 1.

Table 1: SSNDS 35 population estimates of surgical demand, compared to NICE benchmark prediction of annual presentation at surgical centres

Area	Population(1)	Estimated population derived from thresholds in SSNDS 35	Estimated population derived from NICE criteria (NICE) (2)	Estimated population eligibility and willing (NICE) (3)	Estimated surgical benchmark (NICE 0.01%) (4)
Kent	819,800	3,264	18,200	4,368	82
Medway	552,100	577	12,257	2,942	55
Total				7,310	

Sources:

1. 2009 Population estimates; 2006-based sub national population projections to 2013-Adults
2. 2011 estimated prevalence using NICE 2.22% population
3. NICE CG43 algorithm to determine potential demand, with no assumptions for annual access rates
4. NICE CG43 estimated appropriate annual provision benchmark

5.7.5 We need to understand the complexities associated with behaviour change and weight loss so we can commission a range of comprehensive services that meet the needs of the people that would benefit from maintaining and achieving a healthy weight.

5.7.6 For these reason we need commissioned services using a tiered strategy approach. The tiers are set out below:

Tier 1 is population level interventions whereby people are well motivated and able to access local services with minimal support.

Tier 2 services are a bit more targeted and have a higher level of support and are more prescriptive.

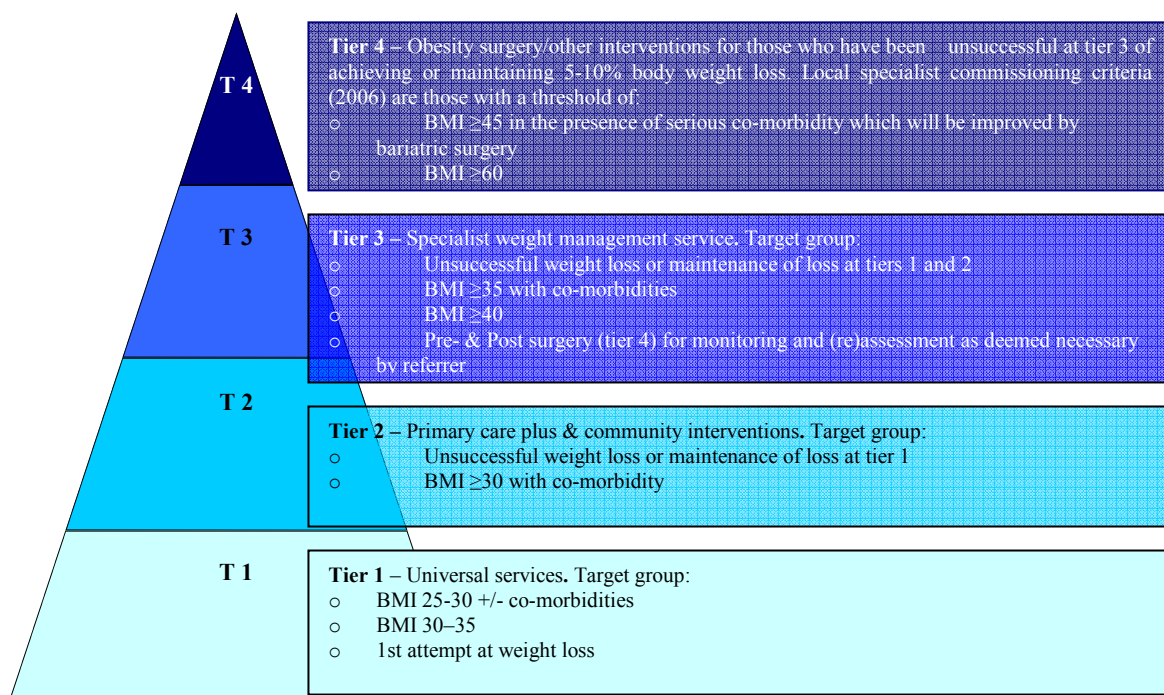
Tier 3 services require specialist practitioners to deliver a multi-disciplinary approach which includes psychological support

Tier 4 are those services that treat patients with surgical intervention

5.7.7 Each Tier requires more comprehensive and intensive strategies to help people adopt changes to their lifestyles and the greater the severity of the problem the longer the support has to be provided at greater cost to the NHS.

5.7.8 Behaviour change and tackling obesity needs interventions that change individual behaviour but we also need to facilitate macro changes which change our living environment to facilitate the behaviour change. Fig 4 sets out the four tiers of intervention that are being developed in Kent.

Figure 4:- Weight management care pathway for adults



5.8 Tier 1 Services

5.8.1 These are universal services that target the population as a whole and assume moderate motivation levels in order to access local service provision. The **ActiveKent** website is designed as a portal to bring a wealth of information together about local opportunities to become more active to enable and encourage the public in general to engage with their environment in a number of ways and is not focused on 'exercise' per se.

5.9 Activekent.co.uk



5.9.1 Behind the ActiveKent website is a plethora of links that drill down to local activities that are updated and maintained on a locality basis.

5.9.2 There are plans to roll out the Healthy Passport Club that was piloted in west Kent and which supports the national Change for Life programme. This offers a range of activities and classes for those who want to make small changes to keep flexible, maintain their mobility, improve their diet or lose weight.

5.10 Tier 2 Services

5.10.1 These services are more targeted and include Primary Care engagement and community interventions. Target groups would include unsuccessful weight loss or maintenance of loss at Tier 1. All of these services are set out within the **ActiveKent** website and are actively promoted through Primary Care. The service also has a free phone help line so that people can be signposted to other services. The Healthy Passport scheme also acts as an entry point to interventions that promote more healthy behaviour. In west Kent adults with a BMI of 30 (or less if they meet certain criteria) can be referred to 12 week weight management programmes commissioned from local authority providers.

Overview of the Healthy Passport Club

- The Healthy Passport Club is a free, virtual club, open to everyone living in West Kent
- Members fill out an application form to join (also available online www.healthyclub.nhs.uk)
- Members receive access to the Healthy Club website and a hard copy 'Travel Pack' – both enable members to set goals, get involved in local activities and monitor their healthy steps with fun tools to capture healthy efforts, such as:
 - Passport (to log healthy eating and exercise activities as steps around the world)
 - Wall charts (to monitor progress against dates)
- Members receive regular information via newsletters, emails and website updates, including:
 - New events/activities in their area
 - Health messages
 - Challenges
 - Discussions and polls



www.activekent.co.uk
Free phone number: 0800 849 4000

NHS
Eastern and Coastal Kent

East Kent Healthy Lifestyle Programmes

Information

<p>Exercise Referral Scheme</p> <ul style="list-style-type: none"> The aim of the referral scheme is to improve the health and well being of inactive clients by encouraging a long term lifestyle change through increasing physical activity levels. We work with local exercise providers to provide an appropriate range of physical activity options, that are safe, effective and of a high quality. 	<ul style="list-style-type: none"> Continues monitoring, evaluation and development of the scheme. <p><small>NB referral must be made through GPs/Health professional</small></p>
<p>Weight Management Scheme</p> <ul style="list-style-type: none"> 1:1 support for people with BMI over 25, aged over 18 Delivered by trained pharmacy assistants 12 sessions over 6 months Optional follow up at 9 and 12 months 	<ul style="list-style-type: none"> Includes a 1:1 appointment with a Dietitian Focuses on healthy eating and physical activity Direct referrals available into Exercise Referral Scheme Programme, available in some GP surgeries, including counselling support
<p>Food and Health</p> <ul style="list-style-type: none"> Health Promotion Practitioner Specialists working across the locality deliver training that supports the implementation of a range of healthy eating projects. This work includes the delivery of Food Facilitator training, a practical course to support facilitators to run cookery clubs and/or food activities in the community. 	<ul style="list-style-type: none"> Cook 4 Life sessions take place in local venues in the community to encourage people to learn practical cooking skills and healthier methods of preparing dishes for family or friends. <p><small>www.chuk4lifekent.org</small></p>
<p>SMOKEFREE</p> <ul style="list-style-type: none"> Did you know that if a patient decides to stop smoking they are 4 times more likely to quit and stay quit using the Eastern and Coastal Stop Smoking Service. Patients can choose a number of ways to help find the best approach for them and we offer advice and support on how to stop and stay stopped. What we can offer... 	<ul style="list-style-type: none"> 7 week support courses Telephone support Drop in clinics Nicotine Replacement therapy One-to-one support Expert advice and coping strategies to help you quit and stay quit. Contact www.eastkenths.uk or text 0300 10 01021
<p>health trainers</p> <ul style="list-style-type: none"> Based in community settings in deprived wards, Health Trainers work with people on a 1:1 basis to help them improve their health and wellbeing. Health Trainers are not medically trained but offer motivational support, advice and guidance. This is a FREE and confidential service where people can be seen for up to six sessions and are actively signposted to appropriate professional services. 	<ul style="list-style-type: none"> No need to book, just turn up for a free HealthWalk. Most of the HealthWalks finish with refreshments and a chat. <p><small>www.well.org.uk/about</small></p>
<p>walking with health</p> <ul style="list-style-type: none"> HealthWalks are free, short, volunteer led, local walks aimed at those who wish to be more active. Walks are generally between 45-90 minutes and leave from accessible venues such as libraries and leisure centres. 	<ul style="list-style-type: none"> Includes healthy eating, physical activity and behaviour change techniques. <p><small>www.mendprogramme.org</small></p>
<p>mend</p> <ul style="list-style-type: none"> For overweight/obese children aged between 7 and 13 years old 10 week community, family based initiative Search for Mend, Gorse, Nutcrack, Do It! 	<ul style="list-style-type: none"> Helping to promote healthy weight Promoting mental health and well being Accident and injury prevention <p><small>For your local Children's Centre, please call the Children and Families Information Service on 08000 32 32 30 or email child@nhs.uk</small></p> <p><small>www.kent.gov.uk/childrenservices</small></p>
<p>Sure Start Children's Centres</p> <ul style="list-style-type: none"> Children's Centres are places that provide information and offer advice and access to services for families with young children aged 0-5 in the local community. Promoting health is one of the core activities in a Children's Centre and may include: <ul style="list-style-type: none"> • Delivering activities that encourage an understanding of the importance of diet and nutrition. • Helping parents to stop smoking 	

Living in West Kent and worried about your own or your child's weight?

Help is at hand!

In partnership with NHS West Kent, your local Council runs a range of healthy weight programmes for adults, young people and families.

If you live in or around any of the following areas, contact your local Council **NOW** to find out more!

Dartford Healthy Living Centre
Healthy Living Team -
t: 01322 311265 e: info@hlcdartford.co.uk

Gravesham Borough Council
The Gr@nd Healthy Living Centre -
t: 01474 320123
e: healthyweight@gravesham.gov.uk

Maldstone Borough Council
Community Development Team -
t: 01622 602512
e: healthy.living@maidstone.gov.uk

Sevenoaks District Council
Healthy Living Team -
t: 01732 227000
e: healthy.living@sevenoaks.gov.uk

Tonbridge & Malling Borough Council
Healthy Living Co-ordinator -
t: 01732 876155
e: healthy.living@tmbc.gov.uk

Tunbridge Wells Borough Council
Communities & Health Team -
t: 01892 554411
e: health@tunbridgewells.gov.uk

Make the change today to become fitter, healthier and happier!

Making healthier choices easier across West Kent

NHS West Kent

5.11 Tier 3 services

5.11.1 Tier 3 services are specialist services and the target group is:

- Unsuccessful weight loss or maintenance of loss at tiers 1 and 2
- BMI ≥ 35 with co-morbidities
- BMI ≥ 40
- Pre- & Post surgery (tier 4) for monitoring and (re)assessment as deemed necessary by referrer

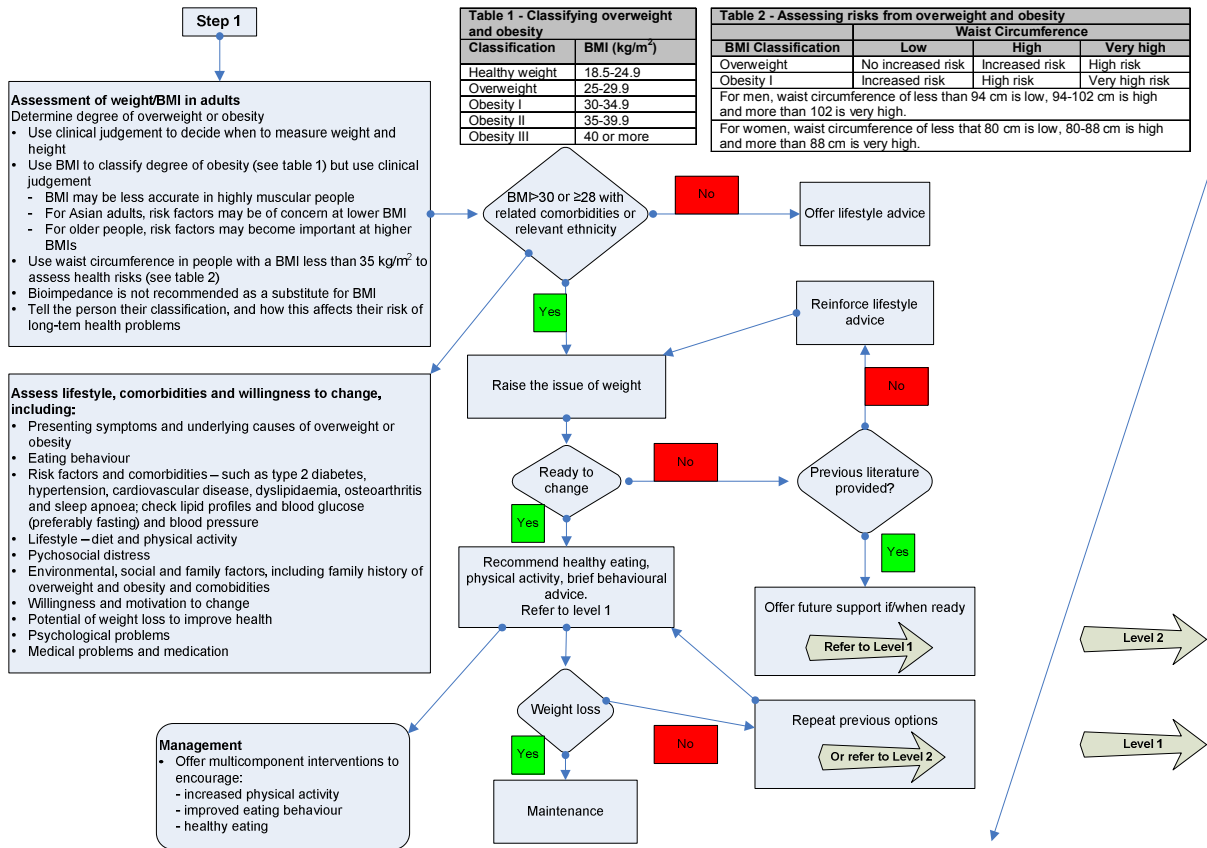
5.11.2 An important component to these specialist services is the psychological support for adults presenting with severe and complex morbid obesity. The service also provides a prevention step for patients to reconsider their decision about proceeding onto a Tier 4 pathway for surgical procedure.

5.12 Tier 4 services

5.12.1 Tier 4 services are obesity surgery/other interventions for those who have been unsuccessful at Tier 3 of achieving or maintaining 5-10% body weight loss. Local specialist commissioning criteria (2006) are those with a threshold of:

- BMI ≥ 45 in the presence of serious co-morbidity which will be improved by bariatric surgery
- BMI ≥ 60

Fig 5 shows the pathway as to how patients are referred through to the different tiers as set out above.



6. Consultation and Communication

6.1 Ongoing process with the Kent population.

7. Risk and Business Continuity Management

7.1 N/A

8. Sustainability Implications

8.1 N/A

9. Conclusion

9.1 If Kent is going to impact on reducing the numbers of people who are overweight/obese, then it is necessary for an industrialised approach to be taken to this issue. This paper outlines the gravity of the situation and the implications it will have on the Kent economy if no action is taken. Recommendations therefore are:

- That the pathway outlined in this paper should be endorsed by the Kent Health and Wellbeing Board;
- That the four tiered approach should be included in Clinical Commissioning Group (CCG) commissioning intentions;
- That the Health and Wellbeing Board should support long term investment in preventative services by all partners in order to reduce obesity related morbidity and therefore secure long term savings for the local economy.

10. Background Documents

10.1 It is a legal requirement to include a reference to all background documents that have been taken into account in preparing the report. Anything that can be classified as 'exempt' or 'confidential' (as defined in Schedule 12A of the Local Government Act 1972) does not have to be listed. For further advice see the attached Appendix Section 1.