

By: Graham Gibbens – Cabinet Member for Public Health  
To: NHS Overview and Scrutiny Committee – 7 September 2007  
Subject: Tackling Obesity – NHS OSC Select Committee Report

---

Summary: Progress has been made on the recommendations of the select committee report.

---

## **1 Introduction**

1.1 Tackling Obesity is the report of the Select Committee of the KCC NHS Overview and Scrutiny Committee published in December 2006. It contains 13 detailed recommendations for action. This report brings the Overview and Scrutiny Committee up to date with progress made so far on each of the recommendations.

## **2 Report**

2.1 The Select Committee report gives a clear picture of the issue of obesity in Kent and the recommendations provide a comprehensive framework for tackling the issue. The action plan attached to this report gives details of what has so far been done to implement them.

2.2 In addition to the actions listed two other potentially important contributions to the implementation of the recommendations should be noted:

- £900,000 has been secured from the Big Lottery Fund to finance a wide range of programmes and projects designed to improve levels of physical activity, nutrition and mental wellbeing across the County. This was the result of successful partnership working between the Primary Care Trusts, KCC Directorates and the Kent Department of Public Health to compile and submit a robust and credible bid.
- For the first time in three years the full allocation of Choosing Health money to the Kent PCTs (c.£4m ) has been designated for use on public health interventions.

2.3 The Action Plan attached to this report details the main activity currently being undertaken to support recommendations in Tackling Obesity. A Kent-wide obesity strategy is currently being drafted and should be issued for comment very shortly.

## **3 Conclusion**

3.1 Members of NHS Overview and Scrutiny Committee are asked to note the progress made on the recommendations of the select committee report.

Meradin Peachey  
Director of Public Health  
Ext: 4293

Mark Lemon  
Policy Manager  
Ext: 4853

**This page is intentionally left blank**

## Select Committee – Tackling Obesity

Recommendation	Current & Planned Action	Timescale	Lead Body
<p><b>Recommendation 1</b> All future developments in Kent should be required by planning authorities to make provision for healthy lifestyles – including adequate footpaths and cycle paths, and sports and leisure facilities.</p>	<ul style="list-style-type: none"> <li>▪ Discussions opened with Leigh Herington re planning action required and use of Health Impact Assessments in planning process</li> <li>▪ KSDU is negotiating with District Councils to enable cheaper/subsidised access to sports and leisure centres.</li> <li>▪ Policy will be part of the Obesity Strategy that will be drafted by end September for adoption by all LA's</li> <li>▪ Making walking more accessible for people with disabilities is a priority for the KCC Public Rights of Way team.</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing – October</p> <p>Ongoing</p>	<p>Planning Authorities</p>
<p><b>Recommendation 2</b> Food manufacturers should adopt a standard system of food labelling, to enable consumers to make better-informed choices.</p>	<ul style="list-style-type: none"> <li>▪ Local discussion with providers to be initiated.</li> </ul>		<p>Food manufacturers</p>
<p><b>Recommendation 3</b> All local councils should include in local guides reference to the availability of facilities for breastfeeding.</p>	<ul style="list-style-type: none"> <li>▪ Improving rates of breast feeding is a national public health priority and is part of the public health strategy and the Kent Agreement.</li> <li>▪ Corporate policy on breast feeding will be considered by the Public Health Board</li> <li>▪ East Kent has already put significant investment into increasing rates of breast feeding and it will be developed as part of the Kent-wide obesity strategy</li> </ul>	<p>Ongoing</p> <p>3-6 months</p> <p>Ongoing</p>	<p>District Councils Sure Start schemes</p> <p>Children's Centres</p>

<p><b>Recommendation 4</b> KCC CFE Directorate should continue to promote the Healthy Schools programme and the Extended Schools concept – including Breakfast Clubs and use by the wider community of school sports facilities.</p>	<ul style="list-style-type: none"> <li>▪ 300 schools in Kent now have Healthy Schools status and this target is on track to be met.</li> <li>▪ Discussion with District Councils about how best to link the Building Schools for the Future programme to the best community use of schools and other facilities is under way including CFE and Communities directorates from KCC</li> </ul>	<p>Ongoing</p> <p>Ongoing</p>	<p>CFE Directorate</p>
<p><b>Recommendation 5</b> All local authorities in Kent should:</p> <p>Support initiatives that encourage young people (including girls) to participate in sport</p> <p>Consider appointing Sports and Health Managers, to promote active lives for the community.</p> <p>Do as much as possible to capitalise on the public interest generated by the 2012 London Olympics in order to promote wider participation in sport.</p>	<ul style="list-style-type: none"> <li>▪ Kent School Games will take place in Autumn 2007 to May 2008 with more than 600 schools involved in 14 different sports</li> <li>▪ Kent has been acknowledged by the LGA as being in the vanguard of preparing for and using the 2012 Olympics to promote activity</li> <li>▪ 75% of 5 and 6 year olds are currently taking part in 2 hours of exercise per week in school</li> <li>▪ £900,000 has been secured from the Big Lottery Fund to promote exercise and better diets across Kent which will fund a wide range of projects</li> <li>▪ Go Cycle Kent has built upon the Tour de France and the Olympics to promote cycling as a family activity</li> <li>▪ Sport Specific Development Officers have been employed including for swimming and archery</li> <li>▪ 18 Associate Officers have been appointed to develop sports for people with disabilities</li> <li>▪ District Councils are now part of the County Sports Partnership (run by KSDU)</li> </ul>	<p>Now to May 2008</p> <p>Ongoing</p> <p>Ongoing</p> <p>Now to 2010</p> <p>Ongoing</p> <p>Ongoing</p>	<p>All Kent authorities</p>
<p><b>Recommendation 6</b> KCC Sports Development Unit and KPHD, and the Kent Physical Activity</p>	<ul style="list-style-type: none"> <li>▪ The activities related to Recommendation 5 are being carried out in partnership between these units and the collaboration will continue to be</li> </ul>	<p>Ongoing</p>	<p>KCC SDU KDPH KPAA</p>

Alliance must work more closely together to promote physical activity.	developed		
<b>Recommendation 7</b> All PCTs should encourage GPs to prescribe exercise to patients where appropriate. This prescribing should include referral to sports and leisure centres with staff trained to provide specialist services tailored to individuals' clinical needs.	<ul style="list-style-type: none"> <li>No action specific required but the issue is part of negotiations and discussions in a number of arenas.</li> </ul>	Ongoing	PCTs
<b>Recommendation 8</b> In order for LSPs to play their part in addressing obesity, and other public-health issues, the government must ensure they are properly funded and resourced for this purpose. LSPs also need more direction and more structures of accountability.	<ul style="list-style-type: none"> <li>No specific actions required but tackling obesity is a major priority of the public health strategy for Kent and LSPs will need to play an active part in delivering the necessary interventions. Closer working between the KDPH and the LSP representatives from KCC is being developed.</li> </ul>	LSP Workshop October 2007	Dept for Communities and Local Government
<b>Recommendation 9</b> The production by KCCs PHD of a detailed obesity strategy for the whole of Kent, in collaboration with partners and stakeholders, must take place as soon as possible following the reorganisation of the NHS in Kent and Medway.	<ul style="list-style-type: none"> <li>The first draft of this strategy will be issued very shortly.</li> </ul>	September 2007	KDPH
<b>Recommendation 10</b> KCC should seek to set an example of good practice in encouraging and	<ul style="list-style-type: none"> <li>Work is continuing with the KCC Staff Care Manager to develop this and a number of initiatives are being undertaken including</li> </ul>	Ongoing	KCC

<p>facilitating healthy lifestyles among its workforce.</p> <p>The innovative work of the E&amp;R Directorate in this regard should be copied by all KCC Directorates.</p> <p>A business case setting out the benefits for employers of this approach should be developed by KCC and shared with other employers in Kent.</p>	<p>fit4health.</p>		
<p><b>Recommendation 11</b> All sports and leisure centres should seek to remove perceived barriers to using their service (relating to age, gender, ethnicity, disability, etc) so that they can serve all groups in the community.</p>	<ul style="list-style-type: none"> <li>▪ A workshop involving the District Councils and other leisure providers to highlight and share best practice on this issue is planned by the KDPH</li> </ul>	<p>October 2007</p>	<p>Sports and leisure centres</p>
<p><b>Recommendation 12</b> The money allocated to PCTs to fulfil the Choosing Health objectives should be ring-fenced by the DH.</p> <p>KCCs NHS O&amp;SC should receive a breakdown of how this money has been spent each year by PCTs in Kent.</p>	<ul style="list-style-type: none"> <li>▪ No further action required but it should be noted that following representations from the KDPH and KCC the full Choosing Health allocation has been committed to public health interventions by both Kent PCTs for the first time. Lobbying of DH may be needed if situation changes.</li> <li>▪ A breakdown of the spending of Choosing Health money has been presented to KCC cabinet.</li> </ul>		<p>DH NHS O&amp;SC PCTs</p>
<p><b>Recommendation 13</b> KCC's NHS O&amp;SC should initiate a research programme, in partnership</p>	<ul style="list-style-type: none"> <li>▪ Discussions with Canterbury Christ Church University have resulted in a proposal for a study of short-term interventions being</li> </ul>	<p>Ongoing</p>	<p>KCC NHS O&amp;SC</p>

<p>with Canterbury Christ Church University's Dept. of Sport Science, Tourism and Leisure, to evaluate the effectiveness of brief interventions in primary care in tackling obesity. This should include evaluation of giving patients pedometers, referral to leisure centres and referral to Health Walks.</p>	<p>accepted.</p>		
--	------------------	--	--

CFE Children Families and Education (KCC Directorate)  
DH Department of Health  
KCC Kent County Council  
KDPH Kent Department of Public Health  
KSDU Kent Sports Development Unit  
LGA Local Government Association  
LSP Local Strategic Partnership  
NHS O&SC NHS Overview and Scrutiny Committee