

Committee: Health and Wellbeing Board

Date: 26th March 2019

Wards: All

Subject: Tackling Diabetes and promoting Child Healthy Weight

Lead officer: Dr Dagmar Zeuner, Director of Public Health.

Lead member: Councillor Tobin Byers, Cabinet Member for Adult Social Care and Health and Councillor Kelly Braund, Cabinet Member for Children's Services.

Contact officer: Barry Causer, Head of Strategic Commissioning (Public Health).

Recommendations:

HWBB members are asked to:

1. Note the key messages from the Annual Public Health Report on Diabetes, which will complement the Tackling Diabetes Action Plan and refreshed Child Healthy Weight Action Plan.
 2. Discuss and endorse the Health and Wellbeing Board's Tackling Diabetes Action Plan and the refreshed Child Healthy Weight Action Plan.
 3. Note the launch of the Tackling Diabetes and Child Healthy Weight Action plans, Sugar Smart Campaign and Merton Mile on the 4th April 2019 and confirm their attendance.
 4. Register for the Sugar Smart Campaign (www.sugarsmartuk.org/get_involved/take_a_pledge/) with a view to agreeing a pledge to champion and implement in their respective teams/organisations.
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1 Purpose of report and executive summary

- 1.1. The purpose of this report is to share the approach taken to the development of the Health and Wellbeing Board's Tackling Diabetes Action Plan and refreshed Child Healthy Weight Action Plan, to ask the Board to endorse the action plans and to note the planned launch event for the 4th April 2019. It also gives key messages from the Annual Public Health Report on Diabetes complementing the action plans.

2 Background

- 2.1. In June 2017, the Health and Wellbeing Board agreed to build upon its previous work on promoting child healthy weight and to focus as a partnership on tackling diabetes. This followed a presentation to the Board by local GPs highlighting the unabated epidemic and insufficiency of trying to tackle diabetes as a medical problem only.

- 2.2. In response the Board agreed to adopt a ‘whole system approach’ across the life course, using the focus on diabetes as an exemplar for developing holistic care (covering physical, mental and non-clinical personal support) hand in hand with creating a healthy place. Both with a strong focus on understanding what most matters to local people and actively engaging all board partners across Merton; whilst accepting and encouraging lessons learnt along the way.
- 2.3. The first phase of the Whole System Approach to tackling diabetes was the Diabetes Truth Programme (see background papers). Running between January and March 2018, it connected the HWB members with residents who have a lived experience of diabetes; bringing to life the challenges that residents face on a day to day basis and identified areas that the HWB can focus on. It showed us what matters to residents and also reinforced our commitment to working with residents and communities as an integral part of the solution.
- 2.4. The engagement was continued in October 2018 through two mini-conversations, where we delved deeper into the issues and challenges that were identified in phase one of the programme. These mini-conversations, attended by 37 residents, were designed and delivered by Merton CCG and Merton Public Health and amplified the messages heard during the diabetes truth programme.
- 2.5. This insight alongside data analysis and a review of the evidence, when aligned with significant partnership work led by Public Health and the CCG, has informed the development of a Tackling Diabetes Action Plan.
- 2.6. There are clear synergies between tackling diabetes and promoting child healthy weight and with childhood obesity still high and remaining a local priority, the Child Healthy Weight Action Plan, originally approved by the Health and Wellbeing Board in March 2017, has also been refreshed.
- 2.7. The 2018/19 Annual Public Health report has been designed to support both Plans, by providing context and describing opportunities for further learning.

3 Details

2019 Annual Public Health Report

- 3.1 Under the Health and Social Care Act 2012, the Director of Public Health is required to produce an Annual Report on a topic of their choice and published by the Council. In 2019, the Annual Report is complementary to the Tackling Diabetes Action Plan and refreshed Child Healthy Weight Action Plan. The report will be published at the same time as the action plan, on the 4th April 2019.

A brief overview and the key messages of the report is attached at Appendix one.

Tackling Diabetes Action Plan.

- 3.2. Approximately 6% (11,160) of the registered adult population in MCCG are currently diagnosed with diabetes; a further 2% (2,585) are estimated to be undiagnosed, and 11% (18,450) have non-diabetic hyperglycaemia (pre-diabetes). If nothing changes, it is estimated that the total prevalence will

rise by 5,000 to 9% over the next 10 years. Diabetes currently consumes approximately 10% of the overall NHS budget, and this too is projected to rise. The Annual Public Health Report has additional facts and figures, which complements the action plan.

- 3.3. The Tackling Diabetes Action Plan (see appendix two for full plan and a 'plan on a page') has 15 high level actions over the initial five years of what is proposed to be a ten year plan (aligned to the NHS Long Term Plan). It is not an exhaustive list of all activities and actions that contribute to tackling diabetes; it contains a small number of high value actions that, when delivered together, are expected to have the most impact in Merton.
- 3.4. The plan has been developed across 3 themes (see below), each with a lead organisation or where appropriate joint leads. Actions have been developed in direct response to the findings of the Diabetes Truth programme, the review of existing and emerging evidence on what works to prevent and manage diabetes and significant partnership work with colleagues across Merton including MCCG, CLCH, SWL Diabetes Team, VCS partners and colleagues across Merton Council.

Tackling Diabetes Action Plan (2019-2024)

**Theme 1:
Clinical Oversight and
Service Improvement
(MCCG)**

**Theme 2:
Holistic Individual
Care
(MCCG & LBM)**

**Theme 3:
Healthy Place
(LBM)**

- 3.5. Due to the nature of the partnership approach, the Tackling Diabetes Action Plan has a number of high value actions for organisations across Merton, including Merton Council and other partners across the health and care system. These actions include the commissioning of evidence based services, securing sufficient places (for when existing capacity is fully used) in the national diabetes prevention programme to avoid disease onset in very high risk patients, better education programmes for those who have been diagnosed, the on-going engagement of residents in service improvement, and developing holistic pathways that link services together e.g. mental health services for people with diabetes and access to non-medical support e.g. social prescribing.
- 3.6. Theme 3 of the Tackling Diabetes Action Plan and the refreshed Child Healthy Weight Action Plan have been aligned to focus on the importance of creating a 'Healthy Place'. When we talk about healthy place, we mean the physical, social, cultural and economic factors that help us lead healthy

lives by shaping the places we live, learn, work and play. These factors also shape the choices we face, for example around the food we eat. Actions within this theme include promoting the sugar smart campaign, managing fast food takeaways near schools, tackling unhealthy advertising and taking action in key settings such as workplaces and schools e.g. through the School Neighbourhood Approach Pilot (SNAP).

- 3.7. With regards to the resources needed to tackle diabetes, a business case has recently been approved by MCCG, which will deliver a new model of patient-centred diabetes care through developing and transforming existing diabetes care. An additional investment of approximately £1.2 million over 3 years in primary and community care will result in improved management of those who are at risk of living with diabetes, through screening, identification and annual monitoring of patients. For the council, leading on creating a 'Healthy Place', a focus will be on the effective use of existing mechanisms such as the Local Plan and galvanising political support to use new opportunities to work across the council on cross-cutting issues e.g. the use of parking charges to reduce car use and sedentary behaviour.

Childhood Healthy Weight Action Plan 2019-2022.

- 3.8. It is clear that if we are able to reduce obesity levels we could potentially reduce the numbers of people with type two diabetes in the future and there are clear synergies between the two action plans; the Tackling Diabetes Action Plan and the Child Healthy Weight Action Plan.
- 3.9. In Merton, 1 in 5 children entering reception class (4-5 year olds) and over 1 in 3 children leaving primary schools in Year 6 (10–11 year olds) are either overweight or obese with higher rates seen in the east.
- 3.10. Obesity is a complex problem and there is no single solution. Evidence indicates that a comprehensive programme that focusses on delivering population wide changes across aspects of the physical, food and cultural environment is most likely to be successful, and cost effective, together with approaches with specific communities and groups and hence the approach in Merton.
- 3.11. The previous Merton Child Healthy Weight Action Plan was developed and implemented from 2016-2018. This plan has had significant successes in progressing work to tackle childhood obesity locally. The refreshed Plan is based on a review of the evidence, engagement with residents in east Merton (The Great Weight Debate Merton- see background papers) and considerable partnership working over the past 3 years; including discussions at the multi-disciplinary and multi-sectoral Child Healthy Weight steering group.
- 3.12. A number of lessons were learnt in successfully delivering the first Child Healthy Action Plan which have also informed the refresh process and draft plan presented here. These key lessons include:
- **Maintaining a broad and committed partnership approach** - This has led to the refreshed plans theme 1 focus on 'making childhood obesity everyone's busy' – taking a whole system approach and emphasising partnership working.

- **Maintaining momentum and engagement** - This has led to the focus on developing an effective partnership communications and engagement plan, to provide a co-ordinated approach to maintaining the momentum and reach of messages and interventions to tackle childhood obesity.
 - **The challenges of co-ordinating an ambitious action plan** – relationships between partners have now matured to the point where the proposed refreshed action plan can focus on a small number of ‘high impact’ actions.
 - **Making the most of what other people do** - With the challenge of limited resources, a key focus of the refreshed plan is to make the most of the opportunities and assets available to us including drawing on learning from elsewhere.
- 3.13. The refreshed 2019-2022 action plan (see appendix three for full plan and a ‘plan on a page’) has been divided into three key themes (see below).

Merton Child Healthy Weight Action Plan (2019-2022)

**Theme 1:
Making Childhood
Obesity Everyone’s
Business**

**Theme 2:
Supporting Children,
Young People and
their Families**

**Theme 3:
Healthy Place**

- 3.14. Theme 3 as detailed above has been aligned in both the Child Healthy Weight Action Plan and the Tackling Diabetes Action Plan to focus energy and resource. Creating a ‘Healthy Place’ will also feature within the refreshed Health and Wellbeing Strategy and the Merton Health and Care Together Plan (MHCTP) recognising its importance in promoting health.
- 3.15. The Tackling Diabetes Action Plan will be managed on a day to day basis by the CCG led Diabetes Steering Group and the Child Healthy Weight Action Plan will be managed by the Public Health led Child Healthy Weight Steering Group. Each will report performance to the Merton Health and Care Together Board and ultimately to the Health and Wellbeing Board.
- Launch event
- 3.16. An event has been planned for 4th April 2019, which will launch the following ‘bundle’ of initiatives:
- The Tackling Diabetes Action Plan and Annual Public Health Report.
 - The refreshed Child Healthy Weight Action Plan (2019-22).

- Sugar Smart campaign¹
 - The Merton Mile: A one mile signposted route around Figges Marsh to support families and individuals to be active, building on The Daily/Active Mile initiatives delivered in schools.
- 3.17. The launch will provide an opportunity to bring together senior leaders and partners to celebrate progress, listen to people’s lived experience, look forward to make a positive impact through the delivery of the action plans and will include an opportunity for invitees to join children from a local school to run or walk the Merton Mile route in Figges Marsh.
- 3.18. Following on from his leadership in raising awareness of diabetes at a national level and his personal success in tackling his own type two diabetes, Tom Watson MP has been invited to attend the launch by Councillor Stephen Alambritis.
- 3.19. Members who have not done so already are also asked to register for the Sugar Smart Campaign with a view to agreeing a pledge to champion and implement in their respective teams/organisations. This can be done at the following www.sugarsmartuk.org/get_involved/take_a_pledge and pledges in advance of the 4th April will be promoted at the launch event. Registration will prompt contact from the Public Health to discuss and agree suitable pledge/pledges.

4 Alternative options

Not to develop a strategic framework to tackle diabetes or promote child healthy weight and not to work with HWB and communities to better understand diabetes.

5 Consultation undertaken or proposed

Significant consultation has taken place and informed the action plans including the Diabetes Truth programme and subsequent mini-conversations, a presentation at the MCCG led Patient Engagement Group and discussions with key stakeholders including VCS representatives.

6 Timetable

None

7 Financial, resource and property implications

None

8 Legal and statutory implications

None

9 Human rights, equalities and community cohesion implications

¹ Sugar Smart campaign information: <https://www.sugarsmartuk.org/>

The Action Plans are specifically aimed at tackling health inequalities.

10 Crime and Disorder implications

None

11 Risk management and health and safety implications

None

12 Appendices – the following documents are to be published with this report and form part of the report

12.1. APPENDIX 1: Overview and the key messages of the APhR

12.2. APPENDIX 2: Tackling Diabetes Action Plan.

12.3. APPENDIX 3: Child Healthy Weight Action Plan

13 Background papers

13.1. HWB paper (28 November 2017) Diabetes Strategic Framework (Whole System Approach)

13.2. HWB paper (June 2018) Diabetes Strategic Framework (Whole System Approach)

13.3. HWB paper (June 2018) Findings of the Diabetes Truth programme.

13.4. Findings of the Great Weight Debate Merton.

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