

## Report of the Deputy to the Director of Public Health to the meeting of Bradford and Airedale Health and Wellbeing Board to be held on 26<sup>th</sup> September 2017.

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**Subject:**

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The Healthy Bradford Plan: Shaping the System, Improving Lifestyles.

### **Summary statement:**

The Healthy Bradford Plan sets out four core activities to be undertaken to tackle the lifestyle behaviours which lead to poor health outcomes and premature mortality for people in the District.

This plan requires multiple partners to work together to take coordinated action at scale to transform the District to a place which supports making living healthier lifestyles easier for everyone.

The Healthy Bradford plan aligns and coordinates with the existing work of the Self Care and Prevention Programme, together delivering the priority actions of the 2017 Health and Wellbeing Board Strategy.

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Deputy to the Director of Public Health

### **Portfolio:**

Health and Wellbeing

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### **Overview & Scrutiny Area:**

Health and Social Care

## 1. SUMMARY

As Summary Statement

## 2. BACKGROUND

### 2.1 Context

On the 26<sup>th</sup> July 2016 the Health and Wellbeing Board received a discussion paper to outline the challenges to health outcomes that are posed by high rates of excess weight in both the adult and child population. The paper was broad-ranging, aiming to facilitate discussion of the scale of the issue through local and national data, and exploring the evidence of effective approaches to achieving healthy weight for the population of the District.

Discussions recognised that there is no single approach or single organisation that can address a population level issue with such complex causes. It described the best current evidence which points towards a system wide approach encompassing: the built environment and healthy eating and physical activity, requiring the commitment and input of a wide range of sectors and organisations.

*A system-wide or 'whole systems' approach seeks to work at scale to link together the large number of factors that influence individuals' lifestyles. The approach resolves to do this through acknowledging that the system in which we live too often impedes, instead of supports, individuals' and whole communities' efforts to improving their lifestyles.*

The Board resolved:

1. That the Health and Wellbeing Board leads a system-wide approach to healthy weight for the population of the District.
2. That a Programme Delivery Board be established to develop an action plan for an integrated system wide approach to healthy weight; the Programme Delivery Board to comprise of representatives from the Local Authority, Clinical Commissioning Groups, Health Providers, and the Voluntary and Community Sector and led by the Portfolio Holder for Health and Wellbeing and the Director of Health and Wellbeing
3. That the Terms of Reference for the Programme Delivery Board be submitted to the Health and Wellbeing Board in 2016.

### 2.2 Progress to date

The Healthy Weight Board was set up in August 2016 and is chaired by Councillor Val Slater. The Board incorporates a wide range of partners; these include senior representatives from: the Directorate of Health and Wellbeing and Directorate of Places in the Local Authority; Bradford City and District and Airedale CCGs; Active Bradford; the Voluntary Sector and Bradford Teaching Hospitals Foundation Trust.

The Healthy Weight Board has met six times in the past 12 months and examined the root causes of people becoming overweight and obese. In understanding the parallels and associations between the wider range of lifestyle issues which lead to obesity, long term

conditions and diseases resulting in premature mortality, the Healthy Weight Board resolved that it would wish to extend its remit to include excessive alcohol consumption and smoking and has renamed itself the Healthy Bradford Board, subject to approval from the Health and Wellbeing Board.

Over the past 12 months the Healthy Bradford Board has explored different areas contributing to why people find it so challenging to lead a healthy lifestyle. In the process of our meetings, the Board have discussed opportunities and examples of existing good practice locally as well as looking at the latest evidence base, research and thinking on the issues at hand.

The core themes which emerged during this process included; the need for us to all **work together** and take **coordinated action at scale** to match the extent of the embedded lifestyle issues in our population; the need to **change behaviours** and how the latest research and evidence can help us develop tools and techniques for doing this on a **population level** using a **system wide approach to tackle the drivers of poor lifestyles**.

### 3. OTHER CONSIDERATIONS

#### 3.1 The Healthy Bradford Plan: an overview

The Healthy Bradford Plan incorporates five key areas of lifestyle behaviours in its scope:

- eating unhealthy food,
- over eating,
- physical inactivity,
- smoking
- excess alcohol consumption

The “Healthy Bradford Plan: Shaping the System, Improving Lifestyles” to be presented at the Health and Wellbeing Board on the 26<sup>th</sup> September 2017 sets out a four core activities to be undertaken to ensure that Bradford is at the forefront of the national challenge to help people improve their lifestyles through delivering a system wide approach addressing poor lifestyle behaviours at their roots. See Appendix 1.

The four core areas are:

- 1) **The Healthy Bradford Partnership:** Establishing a delivery group of key stakeholders to identify and map drivers of unhealthy lifestyles. The partnership, overseen by the Healthy Bradford Board, will identify and prioritise multiple system-wide actions to be undertaken to address the drivers and make healthy lifestyles easier for everyone every day.
- 2) **The Healthy Bradford Charter:** Enacting the Healthy Bradford Charter framework developed to support and enable the implementation of changes, at scale, in organisations, schools, offices and services to help make living healthy lifestyles

easier for everyone every day

- 3) **The Healthy Bradford Movement:** Delivering a sustained series of health education and health promotion activities to be launched to educate and raise awareness of opportunities for healthy living in the District
- 4) **The Healthy Bradford Service:** Commissioning an integrated lifestyle and wellbeing service to be launched to support people struggling to change their lifestyles through 1:1 guidance and peer to peer support focussed on targeting those most in need

The four activities to be undertaken are embedded in the latest research, evidence and innovative concepts identified to change lifestyle behaviours at scale and simultaneously work to ensure inequalities in the levels of preventable ill health are reduced.

### **3.2 Outcomes**

The Healthy Bradford Plan assures that processes and milestones for assessing both the implementation of the plan itself, as well as the actions it takes, are embedded into the work as it is undertaken.

The overarching outcome of the plan is improve the five key lifestyle behaviours that subsequently lead to the longer term outcome of reducing preventable ill health across the District, but particularly in the areas most in need.

### **3.3 Links to other programmes**

Once implemented, the Healthy Bradford Plan will complete a coordinated continuum to reducing preventable ill health in Bradford District. The continuum of activity will run from system wide actions addressing the drivers of poor lifestyle behaviours, through to targeted prevention, early intervention and then self care.

## **4. FINANCIAL & RESOURCE APPRAISAL**

There are no financial issues arising; all work will be undertaken within existing budgets.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

Governance and risk management operates through the established governance structure of the Health and Wellbeing Board and its working-groups. Dependent on the decision of the Board as to future action further governance arrangements will be developed as needed.

## **6. LEGAL APPRAISAL**

No legal implications.

## **7. OTHER IMPLICATIONS**

None

### **7.1 EQUALITY & DIVERSITY**

The suggested approach to healthy lifestyles would contribute to more of the population enjoying better health and seeing a reduced rate of preventable illness. Tackling the impacts of unhealthy lifestyles, in particular through the provision of a guidance and support service on lifestyles and wellbeing, will help to reduce health inequalities. This most commonly mirrors the social inequalities found between some protected characteristics groups and the general population.

### **7.2 SUSTAINABILITY IMPLICATIONS**

The suggested approach will represent a shift towards prevention at the scale discussed in the national Five Year Forward View for the NHS, with the aim of improving health outcomes and reducing preventable illness in order to bring the health and wellbeing economy back into a sustainable position.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

Adopting wide approach to healthy lifestyles should increase the rate of active travel. Success in this area would contribute to reductions in greenhouse gas emissions.

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

Safety and perceptions of safety in respect of neighbourhoods and communities impact on willingness to use urban neighbourhoods and local green space for physical activity.

### **7.5 HUMAN RIGHTS ACT**

None

### **7.6 TRADE UNION**

None

### **7.7 WARD IMPLICATIONS**

Ward level action may be needed to engage more people in becoming physically active and to eat healthily and to ensure that local green space and urban space is safe and accessible particularly in wards with higher levels of preventable illness.

## **8. NOT FOR PUBLICATION DOCUMENTS**

None

## **9. OPTIONS**

- 1) Adopt the Healthy Bradford Plan as a comprehensive system-wide approach to encouraging healthy lifestyle behaviours in the district, i.e. for this plan to continue to include overweight/ obesity, smoking and excess alcohol consumption in its scope
- 2) Request this plan is revised to a narrower remit as a Healthy Weight Plan only focus entirely on tackling overweight/ obesity

## **10. RECOMMENDATIONS**

- 10.1 That the broader lifestyle behaviours approach set out in the Healthy Bradford Plan be accepted.
- 10.2 That the development of the system wide Partnership and the implementation of the actions it identifies as priority areas for improving lifestyles be supported.
- 10.3 That the Board encourages and support its own Members to use the Healthy Bradford Charter within their own organisations to identify and achieve the potential to make healthy lifestyles easier for everyone.

## **11. APPENDICES**

1. The Healthy Bradford Plan

## **12. BACKGROUND DOCUMENTS**

None

