



# HEALTHY WEIGHT PLAN FOR KNOWSLEY 2019-2022

Produced by Public Health September 2019

Review date: 2022

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[www.healthyknowsley.co.uk](http://www.healthyknowsley.co.uk)





# FOREWORD

We are pleased to present the refresh of Knowsley's Healthy Weight Plan for 2019-2022, which sets out how partners and residents will work Better Together to help people in Knowsley achieve and maintain a healthy weight.

Not being a healthy weight can negatively impact on both physical and mental health issues. We know that across the Borough we have some residents who are classed as underweight but a significant number of children and adults are overweight or obese.

The cause of unhealthy weight is complex. The environment in which we live, work, eat and socialise can all impact on our lifestyle choices which in turn impacts on our health and wellbeing.

In line with Knowsley Better Together, the views and experiences of Knowsley residents - both children and adults - are at the heart of this plan. We know what it means to be healthy and how it can be achieved so we will work together to successfully deliver the actions to help make our vision a reality.



**Councillor Sean Donnelly**

Cabinet Member for Health and Social Care and Deputy Leader of Knowsley Council



**Councillor Margaret Harvey**

Cabinet Member for Children's Services



# INTRODUCTION

It is estimated that across the UK more than 60% of adults are considered to be overweight or obese and in Knowsley we know that this figure stands at 75%. To add to this, the number of overweight and obese children continues to grow.

Therefore all partners, including public health, planning, workforce, Knowsley Clinical Commissioning Group (CCG), primary care, the community and voluntary sector, schools, local businesses and other public sector organisations, must all work together to address this issue and support people in Knowsley to live healthy lives. This Plan sets out how we will achieve this through a collective vision and a set of agreed actions.

## VISION

***“working ‘Better Together’ to achieve and maintain a healthy weight.”***

In Knowsley, our vision is for everyone to work ‘Better Together’ to achieve and maintain a healthy weight. In order to make it happen, this Plan outlines a set of actions that will be delivered by partners to address the local priorities across the healthy weight agenda. These actions have been developed based on local and national data, local insight from residents and organisations across the Borough, as well as emerging research and new guidance.

The Plan addresses the clear association between food consumption, sedentary lifestyles and the impact of the commercial industry on the obesogenic environment that we now live in. It takes a life course approach, but also includes cross-cutting factors that can impact on healthy weight regardless of age. Whilst this Plan addresses all aspects of unhealthy weight (including underweight, overweight and obesity) the emphasis is to tackle the rapid increase in obesity across the life course.





## Defining a healthy weight

One of the most common ways to measure body fat is the calculation of an individual's Body Mass Index (BMI). This measures whether you are a healthy weight for your height and divides an adult's weight in kilograms by their height in metres squared. From this, it works out if an individual is underweight, healthy, overweight or obese.

A BMI of:

- <18.5 = underweight
- 18.5 to 24.9 = healthy weight
- 25 to 29.9 = overweight
- 30 to 39.9 = obese
- 40 or above = severely obese

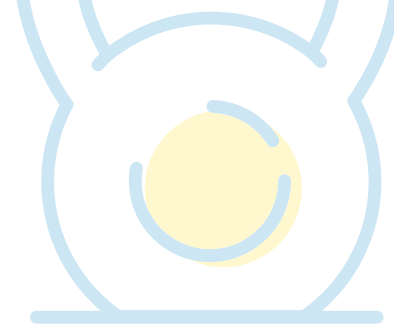
### Being underweight

If someone's BMI is below 18.5, this suggests that their weight may be too low. The reason for this could be linked to a number of factors, such as deprivation and food poverty. Weighing too little can lead to a weak immune system, fragile bones and feeling tired.

### Being overweight or obese

Being overweight or obese occurs when energy intake from food and drink is more than the energy used through the body's metabolism and during physical activity. This results in the build-up of body fat. The term obese describes a person who is very overweight. Obesity is complex with many factors influencing whether or not a person will be overweight or obese. Seven cross-cutting themes have been highlighted as essential factors that contribute to obesity in our populations.

1. **Biology:** an individual's starting point for example, the influence of genetics and ill health
2. **Physical activity:** the type, frequency and intensity of activities an individual carries out, such as cycling vigorously to work every day
3. **Activity environment:** how the environment influences an individual's activity behaviours. For example a decision to cycle to work may be influenced by road safety, air pollution and provision of a cycle shelter and showers
4. **Food consumption:** the quality, quantity (portion sizes) and frequency (snacking patterns) of an individual's diet
5. **Food environment:** how the food environment influences an individual's food choice. For example, a decision to eat more fruit and vegetables may be influenced by the availability, cost and quality of fruit and vegetables near to home
6. **Individual psychology:** For example, individual psychological drive for particular food consumption patterns and/or preference
7. **Societal influences:** the impact of society; including the influence of media, education, peer pressure or culture

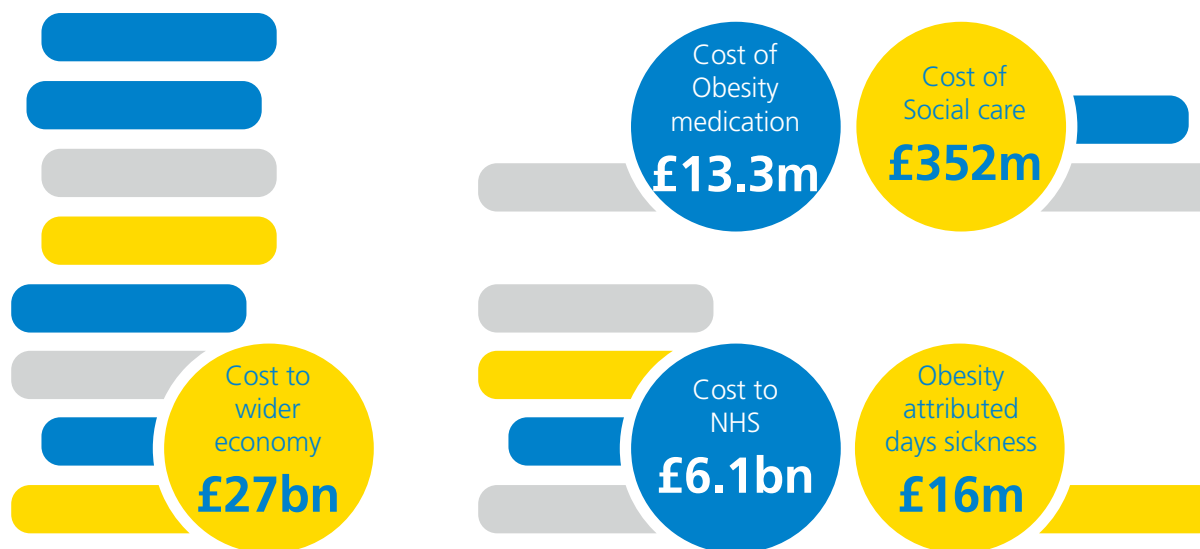


## The impact of being overweight or obese

Being overweight or obese can have significant implications for people's health, with links to major conditions such as type 2 diabetes, some cancers, fatty liver disease and heart disease. It can also have wider social impacts. For example people may face prejudice, discrimination and problems with their emotional health such as poor body image, low self-esteem and anxiety and depression.

Being overweight or obese also comes at a great financial cost to the NHS. It is estimated to be costing around £6.1 billion every year to treat people with health problems related to being overweight or obese. There are also costs to wider society due to the associated ill-health and the cost of sickness absence and unemployment.

**Figure 1**  
Public Health England; the annual cost of obesity



## The benefits of achieving and maintaining a healthy weight

It has been well evidenced that achieving and maintaining a healthy weight can reduce the risk of developing serious health conditions such as **heart disease, stroke, type 2 diabetes and some cancers**.

It can also reduce the risk of developing other health concerns which can develop into long-term conditions, such as:

- High blood pressure
- Angina (heart condition causing chest pain)
- High blood cholesterol levels
- Lower back and joint pain
- Osteoporosis
- Infertility
- Anaemia

Being a healthy weight can improve:

- Energy levels
- Quality of sleep
- Self esteem and general mental health
- The immune system

## Healthy weight in Knowsley

Around 75% of adults in Knowsley are currently classed as being either overweight or obese and for local school children in Year 6 it is around 40%.<sup>1</sup> Obesity amongst children in the early years is also becoming a growing concern. This presents a significant challenge for Knowsley, as we know that being obese during childhood means you are more likely to be obese as an adult. There are many challenges associated with reducing obesity levels and while these challenges are not exclusive to Knowsley, significant health inequalities

exist across the borough and are starker in an area of such deprivation.

It is also important to recognise that being underweight is a concern and can have a real impact on someone's health. Whilst only affecting a small proportion of the local population in Knowsley, for example less than 1% of children in Year 6 are classified as being underweight, there are strong links between deprivation and being underweight and Knowsley is currently ranked as the second most deprived authority in the country.

Much work has been undertaken in Knowsley in recent years to try and promote healthy weight. This Plan will have an important role in building on this work over the next three years to ensure more people are supported to achieve and maintain a healthy weight.

<sup>1</sup> National Child Measurement Programme England, 2017/2018 school year







## BETTER SLEEP

Did you know that maintaining a healthy weight improves lung function and quality of sleep?

With better breathing comes better sleep, leaving you well rested.



# NATIONAL AND REGIONAL POLICY

National and regional policies and guidance influence local action. In particular the development of this action plan is based on the findings of the Childhood Obesity National Support Team and the North West Healthy Weight Pledges.



2011

Start Active, Stay Active

This guidance is focused on physical activity across the life course, focusing on the suitable types and levels of physical activity depending on age and ability.

Healthy Lives, Healthy People

A Call to Action for Obesity in England was published to provide a direction for work around obesity across the life course. It outlines two national ambitions:

- A sustained downward trend in the level of excess weight in children by 2020
- A downward trend in the level of excess weight averaged across all adults by 2020

2012-2019

There have been a range of national policies and guidance published over the last few years in relation to the healthy weight agenda including:

- 2012 NICE guidance Working with Communities
- 2014 UK Active Turning the Tide of Inactivity
- 2014 Public Health England Get Everybody Active Every Day
- 2016/17 The National Childhood Obesity Plan
- 2017 Cycling and Walking Investment Strategy
- 2018 Tax on sugary drinks in line with Childhood Obesity Plan
- 2019 NHS Long Term Plan

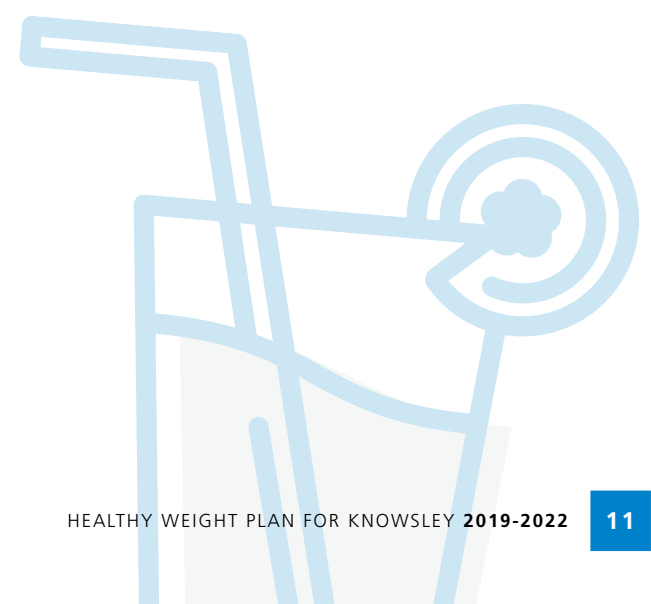
Childhood Obesity National Support Team (CONST) identified the following four strategic high impact changes needed to tackle the growing trend of obesity:

1. Building local intelligence
2. Harnessing the contribution of existing community resources within local healthy weight pathways
3. Workforce development
4. Workforce health

Five policies were also identified as having the greatest impact on levels of obesity across a range of scenarios:

1. Increasing walkability and cyclability of the built environment
2. Targeting health interventions for those at increased risk
3. Controlling the availability of, and exposure to, foods and drinks known to cause obesity
4. Increasing the responsibility of organisations for the health of their employees
5. Early life interventions at birth or in infancy

Childhood Obesity National Support Team (CONST)



# REGIONAL POLICY

## Healthy Weight Declaration

The Health Equalities Group (a health charity based in Liverpool) developed a Healthy Weight Declaration for North West local authorities.

In December 2016, Knowsley Council signed the declaration committing to 12 pledges that focus on what the Council and its partners can do to make healthier choices easier for residents. This Plan will be aligned to the declaration's 12 pledges.



## HEALTHY WEIGHT PLEDGES

1. Engaging with the local food and drink sector (retailers manufacturers, caterers, out-of-home settings) where appropriate to consider responsible retailing such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt products
2. Considering how commercial partnerships with the food and drink industry may impact on healthy weight messages communicated to local communities. This would include not accepting commercial funding to support local research, discretionary services (such as sport and recreation and tourism events) and town centre promotions
3. Reviewing provision in all public buildings, facilities and third party providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks. This would be applied to public institutions such as schools, hospitals, care homes and leisure facilities and public events
4. Considering supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives is limited
5. Advocating plans with partner agencies (including the National Health Service and all agencies represented on the Health and Wellbeing Board), Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity
6. Protecting children from inappropriate marketing by the food and drink industry, such as advertisting and marketing in close proximity to schools, and 'giveaways' and promotions within schools and at events on local authority controlled sites
7. Supporting action at a national level to help local authorities to reduce obesity prevalence and health inequalities
8. Supporting the health and wellbeing of local authority staff and increase knowldge and understanding of unhealthy weight to create a culture and ethos which promotes healthy weight
9. Investing in the health literacy of local citizens to make informed healthier choices
10. Providing clear and comprehensive healthy eating messages which are consistent with national guidelines to enable local residents make informed healthier choices
11. Considering how strategies, plans and infrascutures for regeneration and town planning positively impact on physical activity
12. Monitoring the progress of our plan against our commitments and publish the results

# LOCAL POLICY

This Healthy Weight Plan will be supported by corporate planning and is aligned to a number of local strategies and policies including:

- Strategy for Knowsley 2016-2020
- Knowsley Council Corporate Plan 2017-2020
- Knowsley Joint Health and Wellbeing Strategy 2016-2020
- Knowsley Children and Young People's Plan 2017-2020
- Knowsley Green Spaces Strategy 2015-2020
- Merseyside Local Transport Plan

# KNOWSLEY BETTER TOGETHER

Launched in 2017, Knowsley Better Together is much more than a policy or initiative. It is a way of working and shift in culture that is focused on the council working in equal partnership with residents, businesses, partners and the voluntary sector more than ever before. It involves people coming together to share ideas, skills and time to achieve a shared goal or vision, improving outcomes for Knowsley.

The principles that underpin Knowsley Better Together and shape this way of working are:

- **Be a strong community leader and always champion Knowsley**
- **Build better partnerships and work with others co-operatively to improve Knowsley**
- **Listen to the community when making decisions**
- **Spend locally, invest locally and recruit locally to build social value**
- **Help people to be independent, doing more for themselves and each other**

- **Prevent problems occurring or stop them getting worse**
- **Use the best way of delivering services that leads to improved outcomes for Knowsley**

Knowsley Better Together has been central to the development of this Plan and will be fundamental in its delivery. In line with this way of working, this Plan has been co-produced with residents and key partners to help shape the key actions.

This was done through a number of events and engagement activity that took place with partners and residents across all ages, to identify the key challenges and actions needed to promote healthy weight in Knowsley. For example the Plan featured as part of the Knowsley Older People's Voice Roadshows in 2018 and focused insight work was carried out with primary school children, their families and teachers in 2018. We will continue to work in partnership with our residents in order to ensure that the actions within our plan are successfully delivered and meet local needs.

Partners that have been central to the development of the Plan and include North West Boroughs Healthcare NHS

Foundation Trust; St Helens and Knowsley Hospital; Knowsley CCG; Primary Care, Knowsley Chamber of Commerce; Knowsley Community and Voluntary Services (KCVS); Volair; Halton, St Helens and Knowsley Local Pharmaceutical Committee; Job Centre Plus; and a number of teams from within the Council including Public Health; Planning; Sustainable Travel; Commissioning; Environmental Health; Community Cohesion; Early Years and Children's Centres as well as Education Improvement.



# THE STORY SO FAR IN KNOWSLEY

## Local Profile

Nationally and locally, obesity levels are increasing and it is expected that this will continue in the future.

75%

of adults are classed as being overweight or obese; higher than the national average of **61.3%** (2016/17)



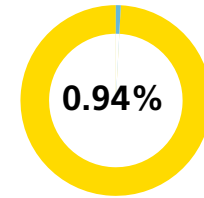
54%

of the Knowsley population meet the recommended 5 A Day on a usual day which is lower than the nation average for England which is **57%** (2017/18)



0.94%

of children in Year 6 are underweight - lower than the national average **1.39%** (2017/18)



29.6%

of children in reception are considered to be overweight or obese compared to **22.4%** nationally (2017/18)



40.4%

young people age 15 in Knowsley meet the recommended 5 A Day on a usual day compared to **52.4%** nationally (2014/15)



25.7%

of adults in Knowsley are physically inactive, more than the national average of **22.2%** (2016/17)



39.9%

of local school children at year 6 are considered to be overweight or obese, compared to **34.3%** nationally (2017/18)



Knowsley is ranked the worst in the North West for meeting the 5 A Day recommendations for fruit and vegetable for both Reception and Year 6 (2013/14)



21%

increase since 2013/14 in the rate of hospital admissions in Knowsley where obesity is a factor



10%

fall nationally in items prescribed for the treatment of obesity in primary care (between 2016 and 2017). However, Knowsley remains one of the areas across the country with the highest rates of prescribing for obesity medication at 17 items per 1,000 population





## Who is most at risk?

There are people who are particularly vulnerable to being underweight, overweight or obese and in Knowsley the number of people within these cohorts tends to be higher than national averages. In part, this may help to explain the higher rate of people classed as being overweight or obese in Knowsley.

Vulnerable cohorts include:

- **People living in deprivation/low income households** - Knowsley has the second highest proportion of neighbourhoods amongst the most deprived in England and 24.8% of all dependents (under 20) live in a low income household compared to 17% nationally (2016)
- **Females** - Obesity prevalence for females increases with age up until the 65-74 age group, and is higher than male prevalence in each age group, other than between the ages of 45 and 64. In Knowsley females make up 52% of the total population
- **Children Looked After** - in Knowsley there are 87 children looked after per 10,000 compared to 64 nationally (2018)
- **People who have a learning disability** - as at December 2018 there were 694 people receiving services for a learning disability in Knowsley. When mapped against the general 18+ population to get a rate of people with learning disabilities per 100,000, Knowsley has the second highest rate in the country (2018)
- **People with mental health disorders** - in 2016/17 the prevalence of severe mental health conditions in Knowsley was 1% compared to 0.9% nationally and 12.9% of people aged 18 and over were registered with a GP for depression, much higher than the national average of 9.1%
- **Children living within households affected by domestic abuse** - Children were present in around 45% of police reported incidents of Domestic Abuse in Knowsley (Local Children Safeguarding Board Data 2016)
- **People with substance misuse issues** - in Knowsley in 2016/17 the rate of hospital admissions, in which drug poisoning was given as primary or secondary diagnosis, was 109.5 per 100,000 population, over double the rate of England (52.3 per 100,000)

# WHAT PEOPLE IN KNOWSLEY HAVE TOLD US

To inform the design and take up of healthy weight services, local insight was gathered in 2017 with a focus on better understanding the attitudes, behaviours and awareness of childhood obesity and oral health.

From this insight we understood that by 'joining up the dots' for people through services working together to promote the correct messages and information at the right time, we can go a long way to influence healthy behaviours. This could be through the delivery of appropriate services, targeting those in need, and recognising how we can best reach vulnerable families through the community and voluntary sector.

## **Primary School Food and Weight Insight (2018-19)**

Knowsley Council commissioned insight work looking at food and weight amongst primary school children to better understand the lifestyle changes and behaviours between National Child Measurement Programme measuring points (at Reception and Year 6) on diet and physical activity and the effect on children's weight.

The research was carried out with primary school children aged between four and 11 and their parents and carers via consultation groups, telephone interviews and food diaries. A teachers/assistants' survey received 56 responses from the 23 schools in Knowsley with the highest obesity rates.

Key findings include:



**“ It is difficult to be fully aware of what my child is eating (and whether it is healthy or not). ”**

Parents often underestimate children's food intake due to unlimited snacks at home and were shocked when confronted by food diaries.

**“ I do not notice changes in my child's weight. ”**

84.1% of parents in our survey said they had not noticed any changes in their child's weight since starting primary school.

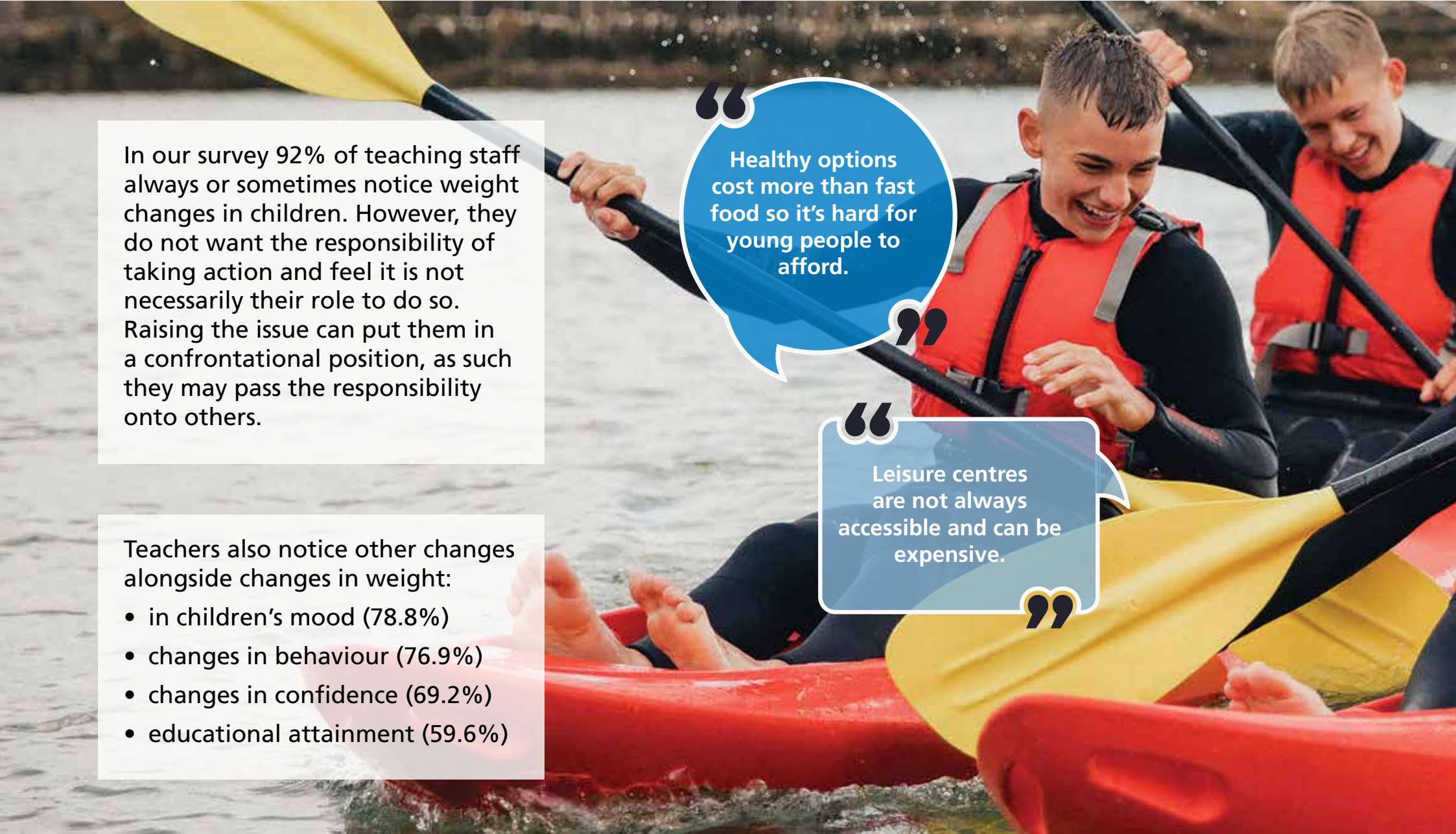
Parents are often not fully aware of ingredients in foods children have. Some lack detailed understanding of what 'healthy' foods are and hold misconceptions that certain items are 'healthy' or 'healthier' than others. 68.3% of parents want to have information on replacing unhealthy food and drink choices with healthier alternatives.

**“ Our local area does not support or encourage children to be active. ”**

Lack of adequately maintained local green spaces and parks for children to use unsupervised. Many families do not have gardens.

Cost prevents families from attending sports activities, as the price of sessions alongside transport to leisure facilities can be a large expense for parents.

**“ It's not always clear what is healthy and unhealthy (and I'm not always sure). ”**



In our survey 92% of teaching staff always or sometimes notice weight changes in children. However, they do not want the responsibility of taking action and feel it is not necessarily their role to do so. Raising the issue can put them in a confrontational position, as such they may pass the responsibility onto others.

- Teachers also notice other changes alongside changes in weight:
- in children's mood (78.8%)
  - changes in behaviour (76.9%)
  - changes in confidence (69.2%)
  - educational attainment (59.6%)

“ Healthy options cost more than fast food so it's hard for young people to afford. ”

“ Leisure centres are not always accessible and can be expensive. ”



“  
If we were educated  
on healthy eating then  
we could get ourselves  
healthy.”

“  
Green spaces are good  
- there needs to be a  
balance between green  
spaces and buildings.”

In March 2019 we worked with Knowsley Youth Mutual (KYM) and spoke to young people aged between 11 and 15 to understand how they viewed healthy weight, what the barriers were to achieving this and how we can overcome these.

All of these findings are invaluable in helping us to understand how weight is perceived amongst children and young people and their families in Knowsley. It has helped to shape the actions within this Plan around what needs to be done to help address some of these issues.

# LOCAL STRENGTHS

Much work has been undertaken in recent years to promote healthy weight. Some of this good work is outlined within this section.

**Healthy Knowsley Service** - this service is for adults (18+) and families in Knowsley who want to take steps towards a healthier lifestyle. It supports Knowsley residents with healthy eating, becoming more active, weight management, preventing diabetes and support to stop smoking and promote sensible drinking. There are now effective referral pathways from local GP practices into the service, which gives lifestyle advisors the opportunity and time to support or signpost an individual on to other appropriate services, such as the Weight Management Service.



The Healthy Knowsley Service has recently started to deliver 'Enhanced Lifestyle Sessions' in Primary Schools using some of the funding from the industry generated 'sugar tax levy'. The sessions are delivered to particularly vulnerable families and include education and information around healthy eating and physical activity, such as understanding food labels and cooking tips with recipes.



The Council's **Healthy Knowsley website** was developed in 2014 as a one-stop-shop for advice and information on all lifestyle behaviours. In 2017, the website was refreshed and now includes specific pages relating to healthy pregnancy across all trimesters. It also has a self-referral option into the Healthy Knowsley Service and clearly supports the self-care agenda.

There have been a number of campaigns targeting healthy weight in Knowsley:



This Girl Can; localising the national brand to increase the physical activity levels of women in Knowsley.


Give Up Loving Pop (GULP) was developed by Food Active to encourage children and young people to pledge to give up sugary drinks for a 21 day challenge.



Green gyms have been installed in parks and green spaces across the borough to provide free access to gym equipment for all residents.




Knowsley also has a well-established cycling and walking network which meets regularly to share information and ideas for increasing cycling and walking locally. A free community cycling programme offers opportunity to all residents including those with disabilities to experience cycling safely with trained ride leaders from one of the four hubs across the borough.



The Bike & Boots programme, which ran as part of the Cycling Projects in Knowsley in 2017/18 engaged with 33 Knowsley residents and 18 local businesses. The programme helped to encourage more active travel to work and recent feedback from participants has been positive.

**“Not only does it save money, and aid the environment but it also helps improve my general fitness.”**

**Bike & Boots Knowsley -  
Survey Responses October 18**



The Council's Working Well Programme makes grants available to small/medium local businesses to improve the health and wellbeing of the workforce, for example, purchasing cycles for staff. Slimming World (SW) vouchers (free for 12 weeks) are also on offer for businesses. This initiative was recently offered to Council staff between September 2017 and January 2018, which resulted in 87 Council staff losing a total of 60 stone based on the success of the previous round. There is a new round of SW vouchers available in 2019 for Council staff, offering 12 free sessions.



## BMI

NHS Health Checks for 40 to 74 year olds have seen a consistent improvement in uptake since 2015. As part of an NHS Health Check, BMI and levels of physical activity are assessed.

Leisure centres in Knowsley offer discounted gold memberships for 12 weeks to the most inactive residents (via referral) and deliver a free 12 week exercise programme following GP referral for residents with long term conditions.

The green spaces team are currently delivering their 'Change it' programme to schools; this involves an environmental assessment and action plan for the schools and the opportunity to bid in for a portion of the remaining 'sugar tax levy' to develop the school environment e.g. to enable the daily mile.



We are fortunate in Knowsley to have an Impaired Glucose Regulation (IGR- pre-diabetes) pathway where GP's refer directly to the Healthy Knowsley Service which addresses lifestyle and weight management, and the number of referrals received by the service is on target.



# CROSS-CUTTING FACTORS

This section explores the factors that can have an impact on achieving and maintaining a healthy weight, regardless of age. It looks at the health behaviours, health conditions and inequalities, the physical environment and also social factors that can influence a person's weight and considers what can be done locally to address some of these.

## Health behaviours

### Diet

Diet can have a major impact on health and weight. Many people are eating more saturated fat, salt and added sugar than Government recommendations, and too little fruit, vegetables, oily fish and fibre. The recommended calorie intake per day to maintain a healthy weight is 2,500 for men, 2,000 for women and between 1,600 and 2,500 for children, however it is estimated that people are eating an extra 200-300 calories a day.

A healthy diet should be based on the principles of the Eat Well Guide, which shows the proportion of foods that should be consumed from each of the food groups that make up a healthy balanced diet. However, as a nation, our food culture has changed over recent decades, shifting from the more traditional routine of shopping, food preparation and cooking to an increased reliance on the convenience of processed foods many of which are higher in fat, sugar and salt. We know from evidence and also local insight that deprivation and associated food poverty can be linked to this, as healthier food options are sometimes less affordable for those on lower incomes. Nationally there has also been a shift in the number of people eating outside of the home, with around 27% of adults and 20% of children eating from food outlets at least once a week and these meals tend to be more calorific.

Local insight also suggests that some people in Knowsley find it difficult to interpret and understand 'healthy foods' and hold misconceptions that certain items are 'healthy' or 'healthier' than others.

### We will work Better Together to:

- Improve the quality of food served in commercial catering premises.
- Develop and deliver effective social marketing campaigns which raise awareness and change behaviours, eg continue to support campaigns such as Change4Life that promote healthy food alternatives
- Develop the role of wider primary care (dentists, opticians) in supporting lifestyle behaviour change through MECC training

## How many calories are in our food?

- 260 in a typical burger with cheese in a bun
- 880 in a 10-inch takeaway pizza
- 237 in a Krispy Kreme chocolate iced ring doughnut
- 338 in a Greggs tuna mayonnaise white sub roll
- 244 in a 400g tin of Heinz spaghetti



## Cereal swaps

### Swap from

- ✗ Frosted flakes
- ✗ Honey crunch cereal
- ✗ Chocolate cereal

### Swap to

- ✓ Wheat biscuit cereal
- ✓ Shredded wholegrain
- ✓ Porridge
- ✓ No added sugar museli

## Oral health

Oral health is an important aspect of the overall health status. A major cause of tooth decay is the consumption of juices and fizzy drinks, which can be high in sugar and have few nutrients. In Knowsley, more children are being admitted to hospital for tooth extraction at a younger age than the national average. Of the number of children admitted for tooth extraction, three-quarters were aged under 10, compared to 57% across England.

### We will work Better Together to:

- Continue supporting campaigns such as Give Up Loving Pop (GULP) which aim to reduce the consumption of drinks containing high levels of sugar

## Alcohol

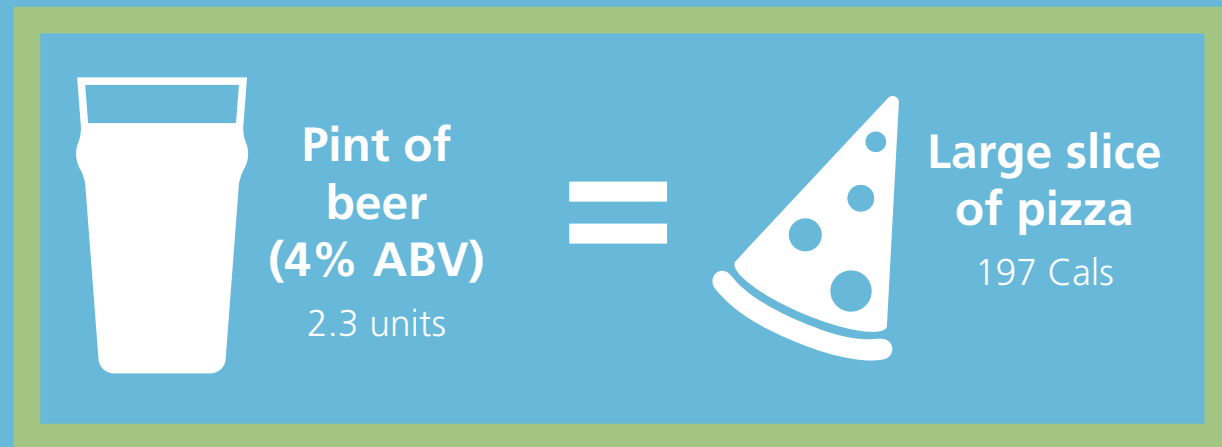
Alcohol contains lots of calories but many people are not aware of just how calorific some drinks can be. To add to this, calories from alcohol are 'empty calories', as they have no nutritional value.

Local data from Knowsley's lifestyle survey 2012 indicates that 58% of adults drink alcohol, which is lower than England (62%). Men are more likely to drink alcohol than women (65% compared to 52%) and people aged 18 to 24 are the most likely age group to drink alcohol (70%). Research also

suggests that alcohol consumption is higher in the more affluent groups of the population with 67% of people in full time work drinking alcohol compared to 53% who are not in work.

### We will work Better Together to:

- Continue supporting local campaigns to raise awareness around alcohol such as Drink Less Enjoy More (led by Cheshire and Merseyside Partnership Collaborative) and Dry January



## Physical Activity

Achieving 150 minutes of moderate intensity physical activity a week helps prevent and manage over 20 chronic conditions including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. However we know that in Knowsley there are fewer adults who are physically active (61%) compared to the rest of the country (66%) (2016/17). There is a socio-economic inequality in physical inactivity, with fewer adults from the most deprived areas being classed as physically inactive, compared to the least deprived areas.

Whilst most people understand that regular exercise and healthy eating will promote a healthy weight, even if just in the short term, many don't have the knowledge or support to put it into practice. Evidence shows that increasing knowledge doesn't necessarily lead to behavioural change; the social, cultural and financial context, all need to be

understood and carefully considered at a local level. For example, young people and also parents have told us that they struggle to access leisure facilities in the Borough due to the expense alongside the associated transport costs. The ability of individuals to respond to advice or information will depend on the extent to which it can be incorporated into their lifestyle.

### We will work Better Together to:

- Through surveys and insight continue to explore and better understand the cultural, social and psychological behaviours that can impact on participation, e.g reason behind low active travel
- To continue to explore and apply for external funding to increase physical activity, eg Sport England and Merseytravel



Recommend at least  
**150 minutes** of  
moderate intensity  
**physical activity** a  
week

## Health conditions and associated health inequalities

Certain health conditions and the associated wider inequalities can also effect someone's weight.

Having a **mental illness** can sometimes have a significant impact.

People who experience serious mental ill health such as schizophrenia are more likely to be overweight or obese than those without mental health problems. Evidence suggests that the side effects of various medications used to treat mental illnesses are the most significant cause of this.

This puts people with mental health problems at an increased risk of wider health inequalities, due to the links to serious health conditions such as type 2 diabetes and cardiovascular disease. In Knowsley we know that there are more people with severe mental health conditions compared to the national average.

Certain mental illnesses such as eating disorders clearly have a profound impact on a healthy weight. This can put people at risk of malnutrition and a number of health problems. The management and treatment of eating disorders is primarily through psychological therapies, with a Young People's Community Eating Disorder Service available to children and young people aged eight to 18.

We will work Better Together to:

- Ensure that people with mental illnesses are aware, offered and encouraged to take up high quality health checks, to reduce the risk of developing cardiovascular disease
- Ensure that people with mental illnesses are supported to participate in activities that support healthy lifestyles



Some people with a **learning disability** can also experience problems with being under or over weight. For example, national data shows that the number of people with learning disabilities classed as obese is higher than the number of people without learning disabilities. This is also the case in Knowsley with 31.6% of people registered on their GPs learning disability register who have had a BMI assessment in the last 15 months classified as being obese, compared to 30.6% of all residents.

This can be due to associated health conditions, such as reflux disorder, specific conditions that increase the risk of obesity, such as Down's Syndrome, or because of specific medications. People with learning disabilities are also more likely to be living in broader social disadvantage which can impact on a healthy weight, as they are more likely to experience poverty, poor housing and social isolation which may limit their access to healthy food options and opportunities to take part in leisure and physical activity. Helping people with learning disabilities to adopt healthier eating and lifestyle behaviours involves additional complexities and local insight tells us that people with learning disabilities and/or Autism want better access to annual health checks and better information.

We will work Better Together to:

- Target support to people with learning disabilities so that they are aware of the risks and benefits of achieving and maintaining a healthy weight, eg
  - increase awareness and access to interventions and provision in the community that can help them manage their weight
  - ensure annual health checks with GPs





## The physical and social environment

### The obesogenic environment

The design of local areas and access to good quality facilities or areas which encourage healthy choices can either formally or informally influence activity rates and healthy eating behaviours. The local planning system has a key role to play in ensuring that there are adequate leisure facilities, opportunities for active travel, a range of good shops and food outlets and sufficient green space which is easily accessible. According to Natural England, Knowsley's utilisation of green spaces for exercise and/or health reasons has seen a sharp increase from 9.3% in 2014/15 to 21% in 2015/16, compared to 17.5% for the North West and 17.9% nationally, demonstrating a clear demand for these facilities.

Promotion of active travel also contributes to increasing activity levels as part of daily life. Transport is important for people to access education, training or employment, however evidence suggests that families with low incomes who live in deprived neighbourhoods are more adversely affected by the impact of poor access to transport than others in more affluent neighbourhoods. Local insight tells us that transport costs are a growing concern for many young people in particular. Despite this, active travel; (e.g. walking or cycling to work or the shops), is lower in Knowsley compared to other Merseyside areas with 29% of residents reporting they do not spend any time walking or cycling for travel.

The term 'obesogenic environment' refers to features of the built and natural environments that can limit healthy behaviours related to eating, sleeping, screen time, and physical activity.

#### We will work Better Together to:

- continue to explore and better understand the cultural, social and psychological behaviours of the local population, eg reasons behind low active travel through surveys and insight
- Work with partners to ensure that healthy weight is integrated into locality working around health and social care and transformational plans and strategies



### Social factors

The influence of peer groups and families can determine the cultural norms and the health behaviours of individuals. This can also be influenced by levels of an individual's health literacy (closely linked to low socioeconomic status) and the accessibility of accurate health information e.g. from health professionals or social media. Knowsley's Lifestyle Survey (2012) identified that groups which are resistant to traditional health messages require intensive support, community led solutions with peer support playing a vital role. The influence of family, friends and peer support is well established in Knowsley as a key driver for achieving behaviour change.

Supporting this, the Target Wellbeing Programme in Knowsley, which ran between 2008 and 2012, also demonstrated the impact and capability that the third sector and community groups have in reaching population groups and developing partnerships that sometimes traditional services cannot do alone. We will use the experience and lessons learnt from this programme and continue to work with the third sector to develop and deliver local services that support the healthy weight agenda.

### We will work Better Together to:

- Work with family, friends and peer support / community groups and use these influences to co-design and co-deliver local services and interventions
- Create healthy weight champion opportunities for volunteers in areas of greater need, e.g through ONE KNOWSLEY



# BEING UNDERWEIGHT

Someone is considered to be underweight if they have a BMI that is less than 18.5. Being underweight can have significant impacts on health and wellbeing, and can lead to nutritional deficiencies, a weak immune system, fragile bones, fertility problems and increased tiredness.

Whilst only affecting a small proportion of the local population in Knowsley, for example less than 1% of children in Year 6 are classified as being underweight (lower than the national average), there are strong links between deprivation and being underweight and Knowsley is currently ranked as the second most deprived Borough in England. Food is often a flexible element of family finances and families on a limited budget may not be able to afford food that has a limited shelf life such as fresh fruit and vegetables. Some families are affected by food security and the rise in food banks in the UK is testament to the number of families for whom having the basics can be a challenge at times.

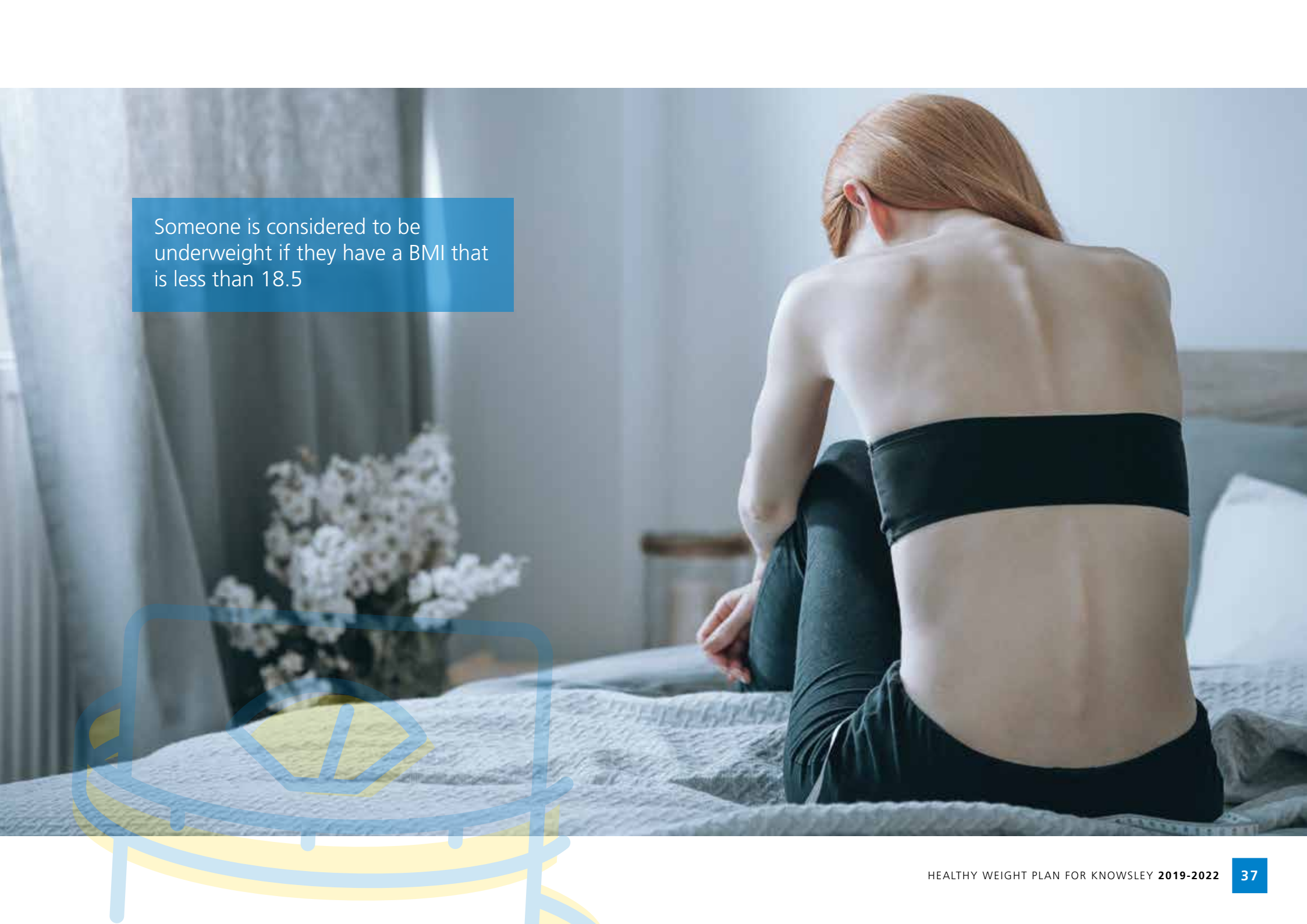
Over 3,000 food vouchers for Knowsley's Food bank were issued to residents in Knowsley between April 2018 and March 2019. These are typically given when someone reaches 'crisis'.

Food poverty is more likely amongst those who: have a low income; are unemployed; have a disability or are a member of a black or minority ethnic group. Local data suggests that Knowsley has higher rates of people on low incomes and children living in low incomes households and a higher number of people with disabilities compared to national averages, putting them at a risk of food poverty and potentially becoming underweight.

The Child Weighing and Measurement Programme, identifies children that are underweight, healthy weight, or overweight and obese. For children identified as underweight, advice and support is provided by school nurses. Malnutrition can be managed

by assessing the level of risk, medical management, treating the underlying cause and access to a multidisciplinary team. Management options include fortification of food, assistance with eating, addressing social issues, for example assessing the ability to shop both physically and financially and the preparation of food.

Knowsley's Community Dietetic Service provides services to support residents, including one-to-one assessments and treatment plans along with training for health and social care staff on MUST which is a malnutrition universal screening tool.



Someone is considered to be underweight if they have a BMI that is less than 18.5

## FINDINGS ACROSS THE LIFECOURSE

Knowsley's Healthy Weight Plan encompasses the entire evidence base in its life course approach, reviewing the factors that influence behaviour choices around healthy diets and physical activity. The life course approach pulls out key transition points from pregnancy to older adults and helps to identify critical periods when people are more likely to change behaviour, for example, when starting school or becoming a parent. Taking a life course approach also presents the opportunities for interventions that are taken within the context of people's lives.

One of the key actions that we have agreed for all ages across the lifecourse, is to continue offering and delivering MECC training in order to

champion the principles of Making Every Contact Count to all frontline staff engaging with Knowsley residents across the lifecourse. This will ensure that the most appropriate message is given at the most appropriate point on the individuals journey.

The next section will look at four stages of the life course, and although distinct stages, they interrelate at transition points, such as entry into education, starting a relationship, and parenthood. Each stage provides an overview of the factors that can impact weight, what the key issues are locally and what we are already doing or will look to put in place to support individuals at each stage.



## START WELL PREGNANCY

Obesity, both before or during pregnancy, can lead to a higher birth weight, which is a risk for both mum and baby, as it is often associated with childhood obesity and type 2 diabetes. Based on data from St Helens and Knowsley Hospital, 55% of pregnant women in St Helens and Knowsley were classed as overweight or obese between November 2017 and October 2018.

In pregnancy, excessive weight gain may happen if calorie intake is high, and even though physical activity is recommended during pregnancy, some people believe that it is dangerous and therefore reduce or stop participating. As such, it is important that during pregnancy, expectant parents and families are made aware of the risk of gaining too much weight, and are encouraged by their health professional to eat a healthy balanced diet as well as undertaking some physical activity. At this key stage, health professionals/services will have a lot of contact with expectant parents and should use these opportunities to embed these messages.

Locally, there are a number of services offering support for expectant parents and families that help to promote a healthy weight. These include the Healthy Knowsley website, public health midwives, Mamafit™, Healthy Start vouchers, the weight management offer and the community cycling inclusive offer. It is vital that these services are effectively communicated to expectant parents so that they know what is available and where and that our workforce encourages take up.

We will work Better Together to:

- Ensure information around the importance and benefits of healthy weight, diet, physical activity and opportunities to promote a healthy weight are consistent and effectively communicated through a range of methods that are accessible for everyone
- Ensure that all services and providers have access to the relevant resources including for example Public Health England All Our Health
- Commission a programme of physical activity for ladies pre and post pregnancy





## GROW WELL INFANCY (0-4)

Babies who gain weight quicker than average during the first two years of life are at a higher risk of being obese throughout their childhood. The type of food and approach to feeding in these first two years can have an impact on baby weight gain. For example, babies who are formula fed or fed a combination of breast milk and formula may gain weight more rapidly during the latter half of the first year of life. The thinking here is that breastfed babies may be better at self-regulation than bottle-fed babies because they come off the breast when they are full. In Knowsley, breastfeeding at initiation and at six to eight weeks is much lower compared to national averages, with less than 20% of women breastfeeding six to eight weeks after giving birth, compared to around 42% of women nationally.

During the early years, parents are the primary influence on children's dietary and physical activity choices, providing opportunities and influencing preferences. As such, it's critical that they have an accurate perception of their child's weight, diet and physical activity levels. However, insight tells us that many parents in Knowsley

do not accurately perceive their child to be overweight or obese. It also shows that in Knowsley 'fussy' eating habits can be common during the toddler years and lead to conflict at meal times. The findings suggest that parents' need more support and information on what a healthy weight and diet looks like and how to tackle common issues, such as fussy eating.

The period between a child's universal developmental health check (two to two and a half years old) and starting school has been identified as a key time when problems relating to obesity and oral health occur. However the number of children receiving a developmental check in Knowsley (77.1%) is currently below the target (80%) and the North West (83.7%). Boosting the number of parents that take up these health checks will go a long way to addressing potential issues relating to obesity and create opportunities to provide support at this crucial age. It is essential that families in Knowsley are encouraged to take these up and that professionals target information and support to families when needed.



### We will work Better Together to:

- Support mums to take up breastfeeding within the first 48 hours after delivery, and where possible, encourage them to maintain breastfeeding for up to six to eight weeks or as long as possible
- Encourage all parents to take up health visitor checks for children between the ages of two to two and a half years old
- Explore opportunities with early years settings to pre-empt the National Child Measurement Programme by piloting weighing and measuring in the foundation years (three to five years)
- Ensure information around the importance and benefits of healthy weight, diet, physical activity and opportunities to promote a healthy weight are consistent and effectively communicated through a range of methods that are accessible for everyone
- Audit early years settings to ensure healthy eating choices and active environments continue to be embedded
- Understand and increase the family offer for physical activity, eg at leisure centres or in green spaces
- Promote and implement the 'Daily Toddle' across early year's settings

## GROW WELL CHILDHOOD (5-10)

Starting nursery and school also presents an opportunity for professionals to have healthy weight related conversations. Given that the rate of obesity in children in Reception is much higher in Knowsley (14%) than the national (9.5%) and regional averages (10.2%), it is vital that opportunities to have these conversations and encourage behaviour change are used effectively by local nursery and school settings.

The school environment can have a positive impact on encouraging a healthy weight as it can increase opportunities for physical activity, improve the nutritional quality of the food served in schools, and support teachers and staff to implement health promotion strategies and activities. However, in Knowsley 40% of pupils in Year 6 are classed as being overweight or obese compared to 34% nationally. The fact that children in Knowsley are less likely to be eating a healthy diet and taking part in physical activity compared to their national peers may be contributing towards this.

National research (BMJ 2019) recently found a significant reduction in children's fitness over the summer holidays

and that this was greater among children from schools in the most deprived areas. We will use this research to inform the design of local interventions that will target opportunities to increase physical activity and healthy eating amongst school children. Whilst this is something that local schools are already working hard to do through initiatives such as the Healthy Child Programme, the Daily Mile and school meals provision, partners must build on these initiatives and continue to encourage behaviour change to reduce child obesity in Knowsley.

Local insight suggests that there can be a reluctance to 'raise the issue' when professionals have concerns about a child's weight, especially amongst teaching staff who notice changes in children's weight. As such, we will work to support the workforce, increasing staff confidence to 'raise the issue' by assessing the gaps in knowledge and skills. This will ensure messages around healthy weight and healthy lifestyles are shared at the earliest opportunity.

We will work Better Together to:

- Offer support to education settings (including children with disabilities) to implement ways to achieve the recommended 30 minutes of physical activity per day in line with the National Childhood Obesity Plan
- Encourage school governors to become healthy weight champions
- Continue to work in partnership with the School Meals Service to promote healthy eating, increasing the number of healthy meal choices on the menu including a variety of fruit and vegetables and meet the requirements (as applicable) of the Government's School Food Standards
- Continue to promote active travel to nursery and school amongst children and parents/carers
- Develop, recruit and deliver family cooking opportunities as part of the offer to children and families in the borough
- Disseminate the 'What works in schools and colleges' to increase physical activity and adopt a co-ordinated 'Whole school approach' using the eight promising principles
- Offer support to all care settings to provide children in care, and those leaving care with the skills, confidence and knowledge to achieve:
  - a healthier weight
  - good oral health
  - cook and source healthier food
  - the required levels of physical activity

**KNOWSLEY SCHOOL MEALS SERVICE** is in place in 59 of the 61 schools in Knowsley (primary, secondary and special schools), offering a varied menu that is compliant with School Food Standards.

The aim is for children to consume five portions of fruit and vegetables a day by providing a wide ranging and attractive menu that maximises the take up of school meals. The menu is reviewed with Public Health to make changes by swapping out options that could be replaced by healthier options, whilst balancing the need for popular choices that pupils, parents and schools want to see.

A healthier school meal menu is being piloted in Stockbridge Primary School and has been met with positive responses from parents and children. Whilst the obesity figure for Reception reduced significantly from 35% in 2016/17 to 14% in 2017/18, we will have to wait to see how this cohort fairs when measured again at Year 6 to be able to attribute any changes to the healthier school meals.

## GROW WELL ADOLESCENCE (11-17)

As children move into adolescence, their influencers can shift from parents to peers and this can influence health behaviours. For example, even though a significant number of meals will still be eaten at home, young people may start to consume more food outside the home from fast food outlets with friends. Partners are currently working to reduce the density of takeaways available in Knowsley and change current practices and a healthier catering framework is in place to cover key events and services such as Knowsley's Flower Show, Care Homes and Leisure facilities. However more engagement is needed to encourage local businesses to offer and promote healthier options and in particular we know that more needs to be done to reduce the number of takeaway outlets that are close to schools.

We know that activity levels amongst adolescent girls decline significantly at this point in the life course. This can be due to poor body image, the onset of

puberty and also personal perceptions. In 2015 Knowsley Youth Mutual carried out some research with teenage girls to further understand why this happens and the local insight supports the national findings. Engagement with teenage girls aged 17-19 also found that learning to drive led to a reduction in active travel, even for short journeys. There are a number of national and local initiatives taking place to increase participation in physical activity, particularly for females, such as the locally adapted 'This Girl Can' (TGC) campaign (See Live Well section for further information) and we will continue to support these campaigns over the next three years to encourage more adolescent girls to participate in physical activity.

Other initiatives available in Knowsley include: park runs, green gyms, junior gym passes and activities run by KYM. Despite this, Knowsley's 2017 Health Related Behaviour Survey for children and young people found that just 9% of secondary school children were

taking part in moderate physical activity five or more times a week. As such, we will continue to encourage greater participation in physical activity amongst adolescents by tailoring activities to their needs and preferences, and use technology to boost engagement.

At this stage in the life course, it is important that any local healthy weight prevention programmes and interventions aimed at adolescents consider the influence of peer groups. This is something that we will look to build on over the next three years and work with young people to establish how best to engage with them. Adolescents who are overweight or obese may go on to be the same in adulthood and are therefore at risk of associated health problems, so it is vital that interventions at this stage in the life course are effective.



We will work Better Together to:

- Engage with children and young people to explore what makes an effective intervention around achieving and maintaining a healthy weight and co-produce these with them
- Continue to work with planning teams to review local plans and Supplementary Planning Documents that restrict local take away saturation around schools
- Continue to work in collaboration with the School Meals Service and secondary schools to promote healthy eating, increasing the number of healthy meal choices on the menu including a variety of fruit and vegetables and meet the requirements (as applicable) of the Government's School Food Standards
- Design and deliver women only physical activity sessions and continue to support the This Girl Can campaign
- Harness the use of technology to encourage young people to monitor their activity levels throughout the day
- Disseminate 'what works in schools and colleges to increase physical activity' and adopt a co-ordinated 'whole school approach' using the eight promising principles

Children and young people aged between five and 18 should take part in 60 minutes of physical activity every day - this should range from moderate activity, such as playground activities, to vigorous activity, such as running.



**She was only recently getting involved in more physical activity as she was becoming increasingly conscious about her body, so she only partakes in physical activity for body image and fitness purposes as oppose to her enjoying it.**

(KYM research 2015)



## LIVE WELL ADULTS (18-64)

In Knowsley around 75% of adults (18+) are classed as being overweight or obese; this is significantly higher than the national average of 61% and is clearly a real concern. Moving into adulthood can increase the risk of being overweight or obese due to a number of reasons such as becoming independent of families, entry into further education, developing relationships or becoming parents. There may also be reduced financial resources which can limit opportunities to manage weight. Evidence suggests that avoiding weight gain in early adulthood may reduce the risk of developing major health conditions in later life such as Cardiovascular disease, so it is important that we take a preventative approach to address concerns.

Young adults in further education or initial employment may face particular challenges as they are more likely to drink alcohol, eat more often, and opt for unhealthy and more convenient food choices. Universities and work places therefore provide a valuable opportunity to promote healthy weight

and lifestyle interventions. In Knowsley we are working with local employers as part of the Working Well Programme to meet healthy eating and physical activity standards for people that live and/or work in the Borough. Partners will continue to support this programme over the next three years, as well as encouraging employers to promote active travel.

Entering into a relationship and parenthood are key transition points for this cohort and can be triggers for weight gain and can also impact on opportunities to take part in regular exercise. Insight from the local This Girl Can campaign found that issues around childcare can be a major barrier to participating in physical activity. Expectant and new parents will be in contact with a number of health professionals more frequently at this point and it is therefore important that professionals are encouraged to use existing opportunities to deliver key messages around how to achieve a healthy weight to new parents. It will also be important that we continue to

raise awareness and encourage women in Knowsley to take part in the local activities through the This Girl Can campaign.

As adults move on from being 'young adults' (18-35) and grow older, the proportion of individuals who gain weight increases significantly. It is also the point whereby chronic diseases might start to present, for example through the presence of high blood pressure or cholesterol. Therefore ensuring a healthy weight, with a good diet and regular exercise is essential for this age group, as a healthy lifestyle can help to reduce the risk of developing serious health conditions. However in Knowsley we know that adults are less likely to be eating their recommended 5 A Day and are less likely to be participating in regular exercise. In order to address this, we will encourage adults in Knowsley to develop and maintain healthy lifestyles through the likes of the working well programme and promoting active travel. We will also work with GPs to ensure that all eligible adults aged 40-74 are taking up their NHS health checks and



that messages around healthy weight are embedded within these appointments.

There are a number of initiatives targeted at healthy weight for adults in Knowsley. The Healthy Knowsley Service includes lifestyle courses and a Weight Management Programme for adults who are classified as being overweight (tier 2) or obese (tier 3) which focus on establishing healthy eating routines and increasing activity levels. Recent data for 2018/19 shows that 52% of people lost more than 5% of their body weight at three months on the Tier 2 programme. Tier 3 specialist programme is also available for whole families (including children) in Knowsley, however there is currently a low take up of the offer despite a range of engagement methods being used. Where the whole family approach has been applied, results are positive with the most recent data showing that 70% of children reduced their BMI score three months after initial assessment. Therefore it will be important that we continue to encourage adults and families where appropriate in Knowsley to access services.

#### We will work Better Together to:

- Ensure NHS Health Checks delivered by all GPs (and any other providers that are involved in the process such as community pharmacies) are used to further embed healthy eating and physical activity messages for priority population groups
- Continue to take forward the Working Well Programme to all local businesses and grow the number of workplace champions
- Support employers to create active travel opportunities for the local workforce
- Work with GPs to increase referrals into the Healthy Knowsley Service or other social prescriptions when signing patients off work
- Continue to encourage adults and families where appropriate in Knowsley to access the Weight Management Programme and take up the offer





**In 2016 Public Health explored local news on the national This Girl Can campaign, particularly how this could be adapted for Knowsley women. Following this, a Knowsley version of the campaign was developed and, using photos of local women, a range of promotional resources were produced. A range of activities were also designed explicitly for women in Knowsley e.g. boot camps, ladies only cycling and green gyms sessions.**

## AGEING WELL OLDER ADULTS (65+)

There are a growing number of older people who are overweight or obese in Knowsley; 26% of older people are classified as being obese for example. This is a result of many adults reaching old age already being overweight, alongside the increase in the ageing population. The number of older people living in the Borough by 2030 is expected to rise by almost a third and projections indicate that obesity in over 65's is expected to rise by 20% by 2030; as such it is important that we work to reduce obesity within this age group so that they can live healthy and independent lives as they grow older.

Obesity in old age is associated with increased morbidity which can impact on quality of life. It can exacerbate the decline in physical function and lead to frailty, which can impact on the incidence of falls, emergency hospital admissions and admissions into residential and nursing care. Evidence suggest however that weight loss and participating in physical activity within this age group can

improve physical function and mobility, which can reduce the incidence of falls and improve overall independence and quality of life. However, 79% of people aged 75 and over in Knowsley state that they are inactive (less than 30 minutes of exercise per day). As such, we will look to use contact opportunities with older people to encourage them to lead healthier lifestyles and participate in physical activity and in programmes such as the Postural Stability Programme, which has proven to increase strength and balance in older people and reduce falls.

**“**  
**I have attended every class and my health and well-being has drastically improved**  
**”**

Participant feedback

**“**  
**I'm feeling more positive in myself**  
**”**

Participant feedback

Postural Stability is an evidenced based approach to increasing strength and balance in older people (from age 55, having or at risk of a fall). The programme is well established in Knowsley with around 350 participants a year and the sessions are delivered by the Falls and Wellbeing Service in a variety of community venues.

The participants also complete the Otago home exercise programme and aim to achieve 50 hours of activity across the 18 weeks. Exit strategies include community cycling, Tai Chi, Activity for Life and Volair Community Wellbeing Programme.

There are already a number of local initiatives that older adults in Knowsley can take part in, such as the Older Peoples fun Olympics, chair-based exercise in care homes, Nordic walking and cycling, and it is vital that these opportunities are communicated well so that people know what is available and how they can gain access.

Insight from older adults also tells us that they want to be better supported to stay active and maintain independent and healthy lifestyles and would like better access to leisure facilities in the Borough. We must ensure that there is sufficient leisure and wellbeing provision that is 'age friendly' across Knowsley so that older people are able to remain active and lead healthy lifestyles. Continuing to promote and encourage the take up of NHS health checks for older adults (40-74 check and also 75+ check) will also help to promote a healthy weight and lifestyle amongst this cohort and partners in primary care will work to increase referrals to social prescribing and community support.

#### We will work Better Together to:

- Continue to increase the numbers accessing the Postural Stability Programme
- Promote the take up of NHS health checks amongst older people in Knowsley (40-74 check and also 75+ check)
- Ensure NHS Health Checks delivered by all GPs (and any other providers that are involved in the process such as community pharmacies) are used to further embed healthy eating and physical activity messages for priority population groups
- Target lifestyle interventions at older people such as those who are soon to or have recently retired from work as a means of helping their transition to the 'third age'
- Continue to promote the leisure and wellbeing offer for older people in Knowsley

# GOVERNANCE AND DELIVERY

The successful delivery of this Plan is reliant on everyone working in the Knowsley Better Together way, recognising the critical role that they can play in bringing about positive change. The most successful examples of person and community centred approaches in practice are those developed by people and their communities, working with commissioners, providers and policy makers, who co-design and co-deliver solutions. We will therefore continue to work in this way in order to deliver the key actions within this Plan to achieve the overall vision of supporting people to achieve and maintain a healthy weight.

Whilst Knowsley Council provides the strategic leadership to ensure that healthy weight is central to Knowsley's locality strategic plans, policies and commissioned contracts, a Healthy Weight Steering Group has been established to develop the action plan. The Steering Group is responsible for developing, owning and delivering the Plan. They meet bi-annually, with regular task and finish groups to support the delivery of the Plan.

The group includes representatives from:

- North West Boroughs Healthcare NHS Foundation Trust
- St Helens and Knowsley Hospital
- Knowsley CCG
- Primary Care, Knowsley Chamber of Commerce
- Knowsley Community and Voluntary Services (KCVS)
- Volair
- Halton, St Helens and Knowsley Local Pharmaceutical Committee
- Job Centre Plus
- A number of teams from within Knowsley Council including Public Health; Planning; Sustainable Travel; Commissioning; Knowsley Works; Environmental Health; Community Cohesion; Early Years and Children's Centres as well as Education Improvement



