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|  | Manchester Alliance for Community Care |
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| Tackling Obesity and Promoting a Healthy WeightA BriefingAugust 2010 |
| MACCSwan Buildings, 20, Swan Street, ManchesterM4 5JWTel: 0161 834 9823[www.macc.org.uk](http://www.macc.org.uk) |   |

**1. About this briefing**

This briefing is aimed at practitioners and managers within the voluntary and community sector who want to know more about work which is taking place in Manchester to tackle obesity and to start thinking through how their organisation may be well placed to contribute to reducing this issue.

It provides an overview of obesity in Manchester; how Manchester NHS, Manchester City Council and statutory partners are tackling the issue at a strategic level; the types of services voluntary and community sector organisations are well placed to deliver; useful resources and links to further information.

For more information about this briefing and the voluntary and community sector [Health and Well-being Network](http://www.macc.org.uk/macc/wellbeing_intro.php) please contact:

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**2. Overview**

The number of obese people in the UK has more than doubled in the last 25 years and future estimations suggest that by 2050 60% of men, 50% of women and 25% of children in the UK will be obese. There is a wide range of health problems associated with being overweight including coronary heart disease, diabetes, stroke, some cancers and high blood pressure which will put a greater pressure on health services in the future (Foresight, 2007. Manchester’s Healthy Weight Strategy: Tackling overweight and obesity, 2010-2013).

In Manchester it was estimated in 2008 that almost 14,000 children (aged 1-15) and 90,000 adults are obese. By 2015 it is expected that the number of obese adults will increase to 137,000. (JSNA, 2008. Manchester’s Healthy Weight Strategy: Tackling overweight and obesity, 2010-2013). In 2008/09 the percentage of obese children was higher than the national average with 12.4% of Reception children and 22.6% of Year 6 children classified as obese**.** Reception and Year 6 children in Manchester have the highest level of obesity within the Greater Manchester region (The Information Centre: NCMP 2008/09. Manchester’s Healthy Weight Strategy: Tackling overweight and obesity, 2010-2013).

**3. Manchester’s strategic approach**

Manchester’s Healthy Weight Strategy: Tackling overweight and obesity (2010-2013) ([www.manchester.nhs.uk](http://www.manchester.nhs.uk)) is Manchester’s local strategic approach to tackling this complex and far reaching problem. The vision of this strategy is to create an environment and culture where all adults and children in Manchester have the opportunity to maintain a healthy weight

**The strategic aim**

The aim of this strategy is to halt the rising trend of obesity in Manchester through a multi-agency approach. This will encourage and enable all those living and working in Manchester to live a healthy and activelifestyle within a healthy environment, supported by appropriate services where necessary

**The strategic objectives**

The strategic objectives of this strategy are to:

***2.3.1. Make obesity a priority for all:*** Ensure that prevention and management of overweight and obesity is a priority for all, at both strategic and delivery levels

* + 1. ***Promote healthy behaviours*** for future health improvement
		2. ***Tackle the obesogenic environment:*** Encourage an environment

that supports active lives with more active travel options, and enables people to eat a healthy balanced diet

**2.3.4.** ***Invest in prevention:*** Increase capacity of interventions that

contribute to preventing overweight and obesity

***2.3.5. Invest in treatment:*** Increase the range of treatment services available to overweight and obese adults and children

At a local level, this strategy should be seen in the context of the existing strategies for Food Futures (2007) and the Sport and Physical Activity Alliance (2008). At a broad population level, overweight and obesity will best be tackled in the long term by both improving people’s diet and increasing the amount of physical activity they do. Where this strategy adds to these existing plans is an increased emphasis on the importance of pregnancy, breastfeeding and early years, a focus on services for those who are overweight or obese and making explicit the links between obesity and the environment in which people live. The three strategies work together to help reach the overall goal of reducing levels of overweight and obesity in Manchester (Manchester’s Healthy Weight Strategy: Tackling overweight and obesity (2010-2013).

**4. How can VCS organisations contribute to tackling obesity?**

Community development projects are by their nature often more sensitive to the needs of different parts of the community than statutory services. Voluntary and community organisations are therefore well placed to deliver a range of services which help people to maintain a healthy weight, lead a more active lifestyle and lose weight if necessary. These include focusing on the following key priorities which are listed in Manchester’s Healthy Weight Strategy: Tackling overweight and obesity 2010-2013):

* Healthy eating and cooking classes
* Play and recreational opportunities children and young people
* Peer support weight management groups for adults
* Exercise classes for people who use social care services
* Lunch clubs, community cafés, cooking and gardening projects to improve access to healthy and nutritious food and increase social interaction
* Targeted interventions for BME groups
* Promotion of physically active modes of travel to the whole family
* Information and advice about food and nutrition
* Promotion of breastfeeding and signpost to breastfeeding support services

**5. Opportunities for the voluntary and community sector**

Food and health is one of the key work programmes being delivered by Adults Health and Wellbeing Partnership Board. The [**Health and Well-being Network**](http://www.macc.org.uk/macc/wellbeing.php) facilitated by MACC, works to increase engagement of the voluntary and community sector in the work of the Adults Health and Well-being Partnership Board.

Contact Mike Wild (MACC), VCS participant on the Adults Health and Well-being Partnership Board for more information about the Board and Mary Duncan (MACC) for more information about the Health and Well-being network.

Beth Creedon and Rowena ? are the VCS participants on the Food Futures Steering Group which oversees the implementation and performance management of the Food Futures Strategy.

A healthy weight stakeholders group meet bi-monthly to share information, join up pieces of work and lead the healthy weight agenda across Manchester. This group has written the Care pathways for overweight and obese adults and children and helped to shape Manchester’s Healthy Weight Strategy: Tackling overweight and obesity 2010-2013. A large number of services attend this meeting, who are also involved with the implementation of the strategy. Contact Barry Gillespie (Public Health Consultant, NHS Manchester) for more details.

**6. Specialist local voluntary and community sector organisations**

[North Manchester: Zest](http://www.manchester.nhs.uk/yourviewscount/volunteeringforhealth/healthy%20living%20networks.html)

Zest is North Manchester's Healthy Living Project. Zest’s main aim is to work directly with local people to put their ideas on improving health & well-being into practice. Zest focuses on the following areas:

* Involving local people in identifying health needs and issues in their area and developing ideas and solutions. This includes supporting local Health Forums in each local area.
* Working in partnership with local people, community groups and organisations, voluntary and statutory organisations to improve health & well-being and local services in the area.
* Developing and supporting activities that people need and enjoy, which will help them become more active, eat more healthily and feel less stressed or isolated.

[South Manchester Healthy Living Network](http://www.manchester.nhs.uk/yourviewscount/volunteeringforhealth/healthy%20living%20networks.html)

This network works with local people, organisations and the health service to encourage healthier lifestyles in South Manchester communities. It links local people, community groups and local services to develop healthier lifestyles and support communities to make Manchester a healthier place. This work ranges from training local people to run exercise groups, to planning and putting on health events, to working with volunteers to put on a local “Healthy Living” radio show, to working with local NHS services to run groups in the community.

* For information about other organisations delivering work around obesity go to [www.onecentralplace.org.uk](http://www.onecentralplace.org.uk) – an online directory of voluntary and community sector organisations in Manchester
* Manchester’s Healthy Weight Resource Pack, which is a directory of services for Front Line Workers to help support overweight and obese patients ([www.manchester.nhs.uk](http://www.manchester.nhs.uk)). This resource aims to outline to front line workers the different services that are currently available in Manchester to support people to maintain a healthy weight, including all healthy eating, physical activity and weight management services. This resource pack contains information about services for all age groups and abilities. In addition the resource also contains information about services that contribute to a healthy weight, such as the stop smoking service and the community alcohol team. As well as outlining the services available the resource also aims to clarify how to refer to the services included.

**7. Resources**

[Food Resource Pack](http://www.macc.org.uk/macc/foodpackindex.php)

A toolkit for community and voluntary organisations wanting to get involved with the Food Futures Strategy or to develop their own food initiatives.

Manchester’s Healthy Weight Resource Pack

This resource pack is a directory of services for Front Line Workers to help support overweight and obese patients ([www.manchester.nhs.uk](http://www.manchester.nhs.uk)). This resource aims to outline to front line workers the different services that are currently available in Manchester to support people to maintain a healthy weight, including all healthy eating, physical activity and weight management services.

**8. Useful Documents**

[Manchester’s Healthy Weight Strategy: Tackling overweight and obesity 2010-2013](http://www.manchester.nhs.uk/document_uploads/Public%20health/SD03640%20-%20Manchester%20Healthy%20Weight%20Strategy%20%28website%29.pdf)

[Manchester Joint Strategic Needs Assessment (JSNA), 2008](http://www.manchester.gov.uk/site/scripts/download_info.php?downloadID=2829&fileID=8459)

[Improving Health in Manchester: NHS Commissioning Strategic Plan 2009-2014](http://www.manchester.nhs.uk/document_uploads/Commissioning/NHS%20Manchester%20Commissioning%20Plan%20111108_7bcd6.pdf)

[Manchester Public Health Annual Report](http://www.manchester.nhs.uk/document_uploads/Board%207%20April%202010/Manchester%20Public%20Health%20Annual%20Report%202009%20%282%29.pdf)

[Strategy for the Greater Manchester Sports Partnership 2005-2009](http://www.greatersport.co.uk/files/newgeneration2.pdf)

Manchester’s sport and physical activity alliance: A vision for sport and physical activity (2008)

Food Futures Strategy for Manchester (2007)

[Foresight - Tackling Obesities: Future Choices (2007](http://www.bphost.co.uk/ubvo/publications/mcpherson1.pdf))

[Healthy Weight, Healthy Lives: A Cross Government Strategy for England (2008)](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378)

[A Picture of Progress: Compendium of Statistics for Manchester](http://www.manchester.gov.uk/downloads/file/11460/a_picture_of_progress_compendium_compendium_of_statistics_for_manchester)

**9. Useful Links**

[Manchester Alliance for Community Care](http://www.macc.org.uk/macc/food.php)

[NHS Manchester website](http://www.manchester.nhs.uk/default.aspx) [www.manchester.nhs.uk](http://www.manchester.nhs.uk)

[Manchester Public Health Development Service](http://www.manchesterpublichealthdevelopment.org/)

[5 A Day-Live Well-NHS Choices](http://www.nhs.uk/livewell/5aday/pages/5adayhome.aspx/)

[Getting Manchester Moving](http://www.gettingmanchestermoving.org/)

[Food Futures](http://www.foodfutures.info/)

[Lifestyle Management Programmes](http://www.manchester.nhs.uk/improveyourhealth/healthyactivelifestyles/health%20at%20schools.html)

[The Information Centre: National Child Management Programme](http://www.ncmp.ic.nhs.uk/)

[Manchester NHS Healthy Living Programmes](http://www.manchester.nhs.uk/improveyourhealth/healthyactivelifestyles/)

[Target Well-being](http://www.targetwellbeing.org.uk/)

**THIS SECTION NEEDS WEBSITES LISTING**

**10. For more information**

VCS Participant Points for Life

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