

## **EXETER HEALTH AND WELLBEING BOARD**

Tuesday 13 September 2016

### **Present:-**

Gillian Champion (Chair)	- Clinical Commissioning Group
Councillor Edwards	- Exeter City Council
Councillor Morse	- Exeter City Council
Councillor Newby	- Exeter City Council
Dr Virginia Pearson	- Public Health, Devon County Council
Kirsty Hill	- Public Health, Devon County Council
Ruby King	- Public Health, Devon County Council
Julian Tagg	- Exeter City Football Club
Simon Bowkett	- Voluntary Sector
Robert Norley	- Exeter City Council
Dawn Rivers	- Exeter City Council
Howard Bassett	- Exeter City Council

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### **APOLOGIES**

These were received from Councillor Bialyk, Matt Evans, Tim Golby, Caroline Lee, Superintendent De Reya and Jo Yelland

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### **MINUTES OF THE MEETING HELD ON 5 JULY 2016**

The minutes of the meeting held on 5 July 2016 were taken as read and signed by the Chair as correct.

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### **SPORT ENGLAND STRATEGY (MIN NO 92)**

Robert Norley report that the Statement of Intent had been submitted to Sport England confirming the Board's commitment to the principles of "Towards and Active Nation: Sport England Strategy 2017-21".

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### **GET ACTIVE EXETER**

Robert Norley updated the Board on progress with the Get Active Exeter Project as follows:-

- 280 participants to date in 24 out of 31 projects, as part of the three year project utilising the £190,000 grant from Sport England, Public Health and other partners;
- City Fit Club 3 to be launched on 26 September for City Council Members and staff which would be the core Exeter City Council scheme around which other activities would be built;
- Six Week Peak Performance Gym Challenge to start in October and targeting staff in workplaces linked with Children in Need; and
- a GP Physical Activity Clinical Champions training on 29 September aimed at developing awareness of physical activity and the positive role GP practices could play in influencing patients.

Julian Tagg referred to the projects being delivered as part of the Exeter City FC Football in the Community and of the importance to ensure it dovetailed with the

Get Active Exeter initiative and the overall Health and Wellbeing Agenda. There would be a co-ordinating meeting to plan events at 11am on Monday 10 October. Dawn Rivers identified both the ICE project and the Exeter Community Forum as further areas for joint working that would have an important part to play.

**RESOLVED** that Dawn Rivers and Julian Tagg liaise to ensure coordination of projects.

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### **NEW PUBLIC HEALTH PROFILE FOR EXETER - FOCUS ON BOARD PRIORITIES**

Kirsty Hill presented the Public Health England 2016 Exeter District Health Profile which gave an overview of the health and wellbeing of the Exeter district population via 31 different indicators, giving a comparison to England via a RAG (Red, Amber, Green) rating. A discussion around the indicators that linked to the Exeter Health and Wellbeing Board priority areas took place including increasing levels of physical activity, reducing harm from alcohol, reducing falls and cold homes and improving the health of the most disadvantaged.

Some indicators were significantly better than the England average (with a green circle) although it was noted that, in some cases, the England average was not a good aspiration as it was also high. Indicators for both physical activity and food and diet were amber. Excess winter deaths, which could be used as a proxy indicator to support the cold homes priority, were above the national average and it was noted that sadly the UK was worse than some colder European countries, including Scandinavia. Additional publicity around risks of cold homes and the opportunities for financial assistance through Cosy Devon via publications like the City Council's Citizen could only help take-up of house insulation and better heating systems. The life expectancy gap between the most and least deprived was greater for men than women and was showing an increasing trend in men, but a decreasing trend in females.

Alcohol specific hospital stays in under 18's and hospital stays for alcohol harm in all ages were both significantly above the national average and understandably were both areas of concern. It was noted that the City also showed high rates of hospital stays for self-harm. It was suggested that there was a potential linkage across issues of mental health, alcohol, self-harm and suicide that warranted further analysis. There were likely to be other potential contributory underlying influences and comparisons between Exeter and the comparator cities (Norwich, etc.) may yield more valuable information to identify and explain potential trends; in turn this would aid identification of potential interventions. The correlation between ARID data and existing public health data, was also worth pursuing – e.g. to establish whether under-age alcohol admissions were linked to off-licence or on-licence sales of alcohol. The discussion included the role that social media played in influencing behaviour in young adults.

Simon Bowkett referred to a South West Science Network bid to the Lottery for funding for research into young peoples' use of drugs and alcohol which could potentially reveal useful insights. Dawn Rivers reported that, following cut backs to the youth service, a working group of Exeter Board was developing a Youth Strategy for the City in terms of their needs - again, the feedback of information from this consultation could be rich.

Recent media coverage of alcohol related hospital admissions had occurred that morning on BBC Spotlight and Radio Devon had made enquiries on the indicators in this profile from their preview of the agenda of this meeting.

**RESOLVED** that:-

- (1) Tim Todd of Young Devon and the Police representative on the Board be invited to the next meeting of the Exeter Health and Wellbeing Board for further consideration of the alcohol figures, together with input of the Youth Strategy findings where related to young people's health and wellbeing;
- (2) further comparisons of data be made in respect of:-
  - (a) the potential close correlations of the alcohol, mental health, self harm and suicide cluster;
  - (b) the comparison of Exeter's profile with comparator cities; and
  - (c) the correlation and use of ARID data;

Kirsty Hill and Robert Norley to pursue and bring back preliminary findings to the next Board meeting

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**FOCUS ON BOARD PRIORITY OF IMPROVING DIET**

Ruby King spoke to her presentation on a Sugar Smart City and on the work undertaken by the Brighton and Hove Food Partnership in conjunction with the Brighton and Hove City Council, Brighton and Hove Public Health and Jamie Oliver's Team. The Board praised the scope and detail of the project and agreed that a similar scheme would be of great value in Exeter and give an identifiable aspirational target that could be progressed in association with the Exeter Food Network.

Reference was made to the direct roles both the County and City Council's could potentially play through procurement, for example - the former through its staff canteen and its relationship with Devon Norse who also supplied school meals and the latter through its leisure contract, particularly the new Leisure Centre. All organisations could think about sugar as an issue and make small changes such as healthier options for vending machines in its offices. The various roles of councils (e.g. leadership, regulation, partnership) could greatly assist in bringing business and other organisations on board.

Presentation, including Jamie Oliver video, attached.

**RESOLVED** that the Board support:-

- (1) the Sugar Smart City approach as the "improving diet" priority and invite the Exeter Food Network form a working group to progress this initiative;
- (2) use of public consultation to select the best areas to focus on - Dawn Rivers and Robert Norley to progress with the support of the Exeter Food Network working group;
- (3) signing up as a supporter to the Children's Food Campaign as organisations and a Board and issuing a press release;
- (4) Board Members being requested to respond either collectively or individually to the sugary drinks consultation below. The response from the Children's Food Campaign could be used to inform this response:-

[www.gov.uk/government/consultations/soft-drinks-industry-levy](http://www.gov.uk/government/consultations/soft-drinks-industry-levy)

102 **EXETER BOARD : FORTHCOMING FOCUS ON DEMENTIA - BOARD MEETING  
ON 22 SEPTEMBER**

Dawn Rivers advised that the next Exeter Board on 22 September would focus on dementia with presentations from the following presenters followed by discussion on how Exeter should respond to the challenges of dementia over the next 10 years:-

- (a) Background - Dementia Friendly Communities Partnership - Padouk Fielding
- (b) Exeter Dementia Action Alliance – Gina Awad
- (c) Topsham Day Care – The Mede – Sallie Rutledge
- (d) Age UK Exeter – Martyn Rogers
- (e) RAMM – Ruth Gidley.
- (f) Estuary League of Friends – Rachel Gilpin

Should the Exeter Board support the concept of Exeter becoming a Dementia Friendly City, it was anticipated that this Health and Wellbeing Board would be asked to assist in progressing the initiative.

103 **PAEDIATRIC CARE**

Gillian Champion informed the Board of a new, free App on paediatric care available for downloading. The Handi App had been developed by Taunton and Somerset NHS Foundation Trust with assistance from paediatricians from the RD&E, and was primarily aimed at assisting parents with children who were ill. Board Members could assist in raising awareness of the Handi App amongst staff in its organisations through the link below.

<http://www.tsft.nhs.uk/patients-and-visitors/innovation-projects/handi-paediatric-specialist-advice-when-and-where-you-need-it/>

104 **INTEGRATED CARE EXETER**

**RESOLVED** that the November meeting of the Board focus on progress with the ICE project, the Assistant Director Customer Access, who is an ICE Executive Board Member to be invited to present alongside Jo Yelland.

105 **DATES OF FUTURE MEETINGS**

Future meetings, commencing at 2.00pm, were scheduled for:-

Tuesday 15 November 2016;  
Tuesday 31 January 2017;  
Tuesday 11 April 2017; and  
Tuesday 11 July 2017.

(The meeting commenced at 2.00 pm and closed at 4.00 pm)

Chair

# Sugar Smart City

## Exeter Health and Wellbeing Board

Ruby King

# Why Sugar?

**Added sugar is not a necessary component of a healthy diet**



## Recent Reports:

SACN 2015 – Carbohydrates and Health

PHE 2015 – Sugar Reduction: The evidence for action

- Transforming the environment that influences our food choices

# Jamie Oliver's Sugar Rush

<https://vimeo.com/140037539>



# Why Sugar? - Tooth Decay

- Dental caries are the number one reason children aged 5-9 are admitted to hospital
- National Dental Epidemiological Programme survey 2015
  - 19.6% of 5 year old children in Devon had experience of tooth decay
  - Significant difference across the county:

25.3% in Exeter

15.2% in East Devon

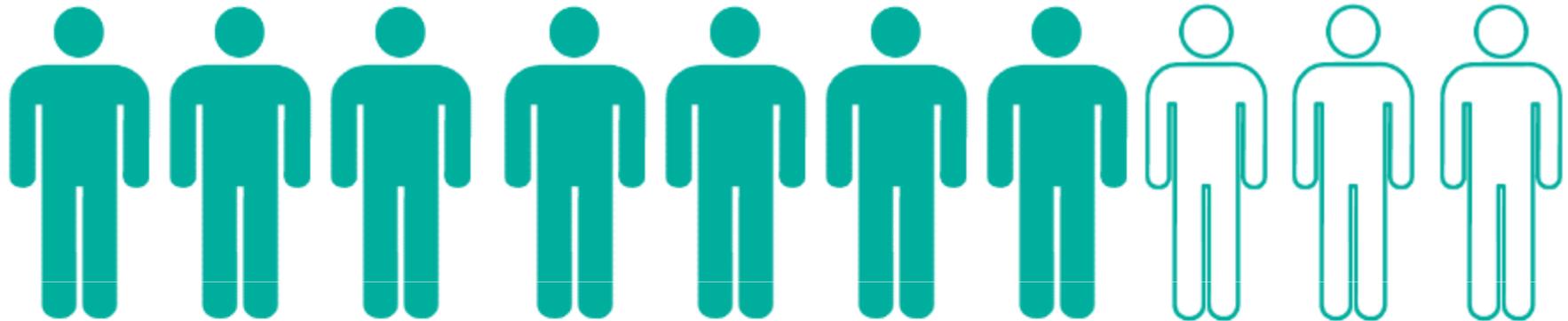




## Overweight and obesity among adults

Health Survey for England 2012 to 2014 (three-year average)

Almost 7 out of 10 **men** are overweight or obese (66.4%)



Almost 6 out of 10 **women** are overweight or obese (57.5%)



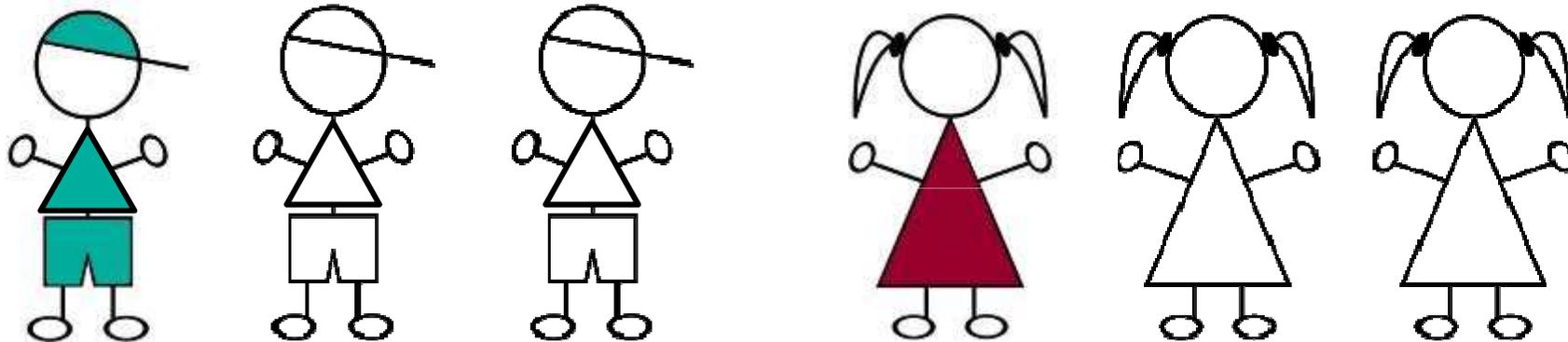
Adult (aged 16+) overweight and obesity: BMI  $\geq$  25kg/m<sup>2</sup>



# Prevalence of excess weight among children

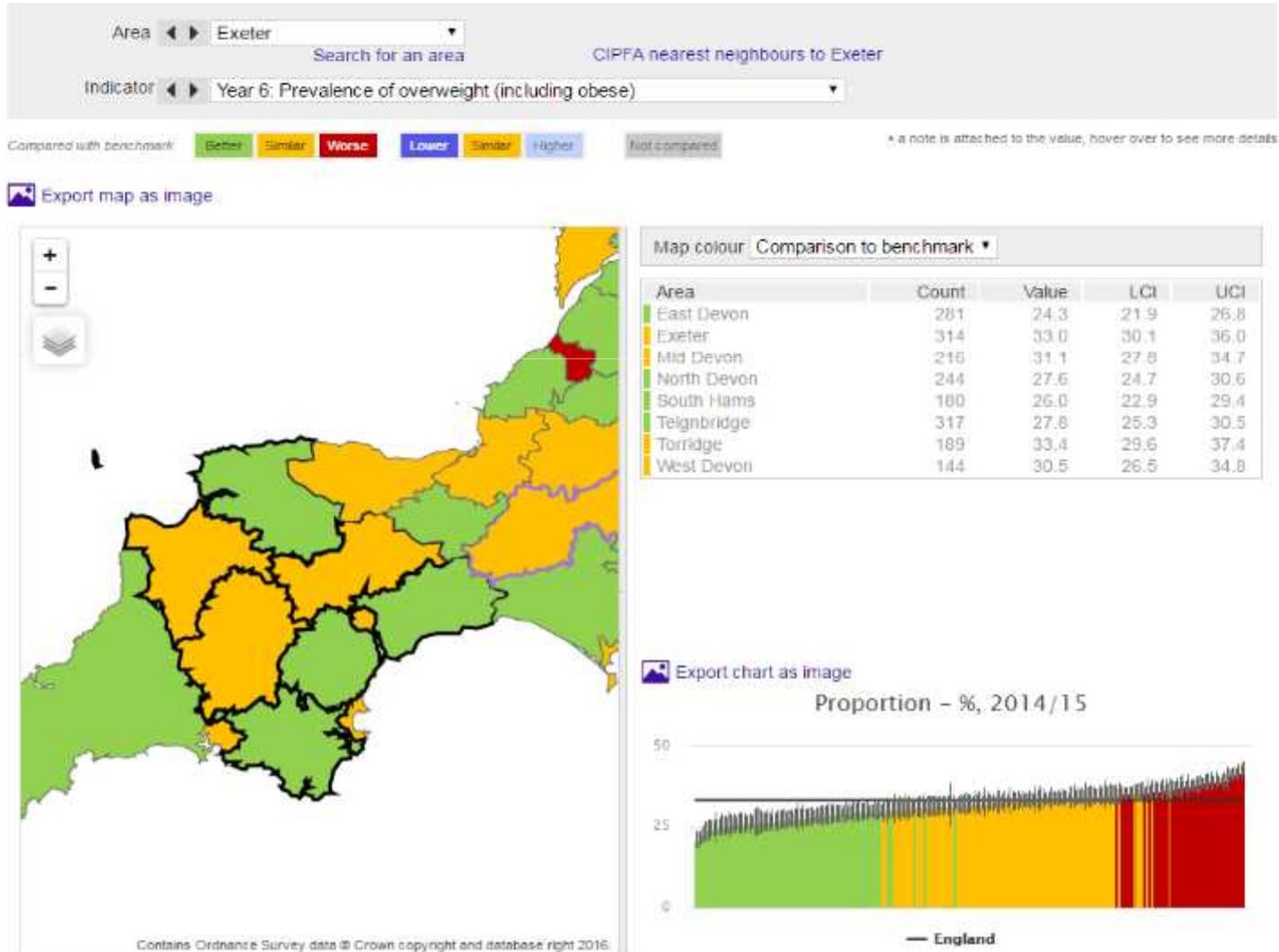
National Child Measurement Programme 2014/15

**One in three children in Year 6 is overweight or obese (boys 34.9%, girls 31.5%)**



Child overweight (including obesity)/ excess weight: BMI  $\geq$  85<sup>th</sup> centile of the UK90 growth reference

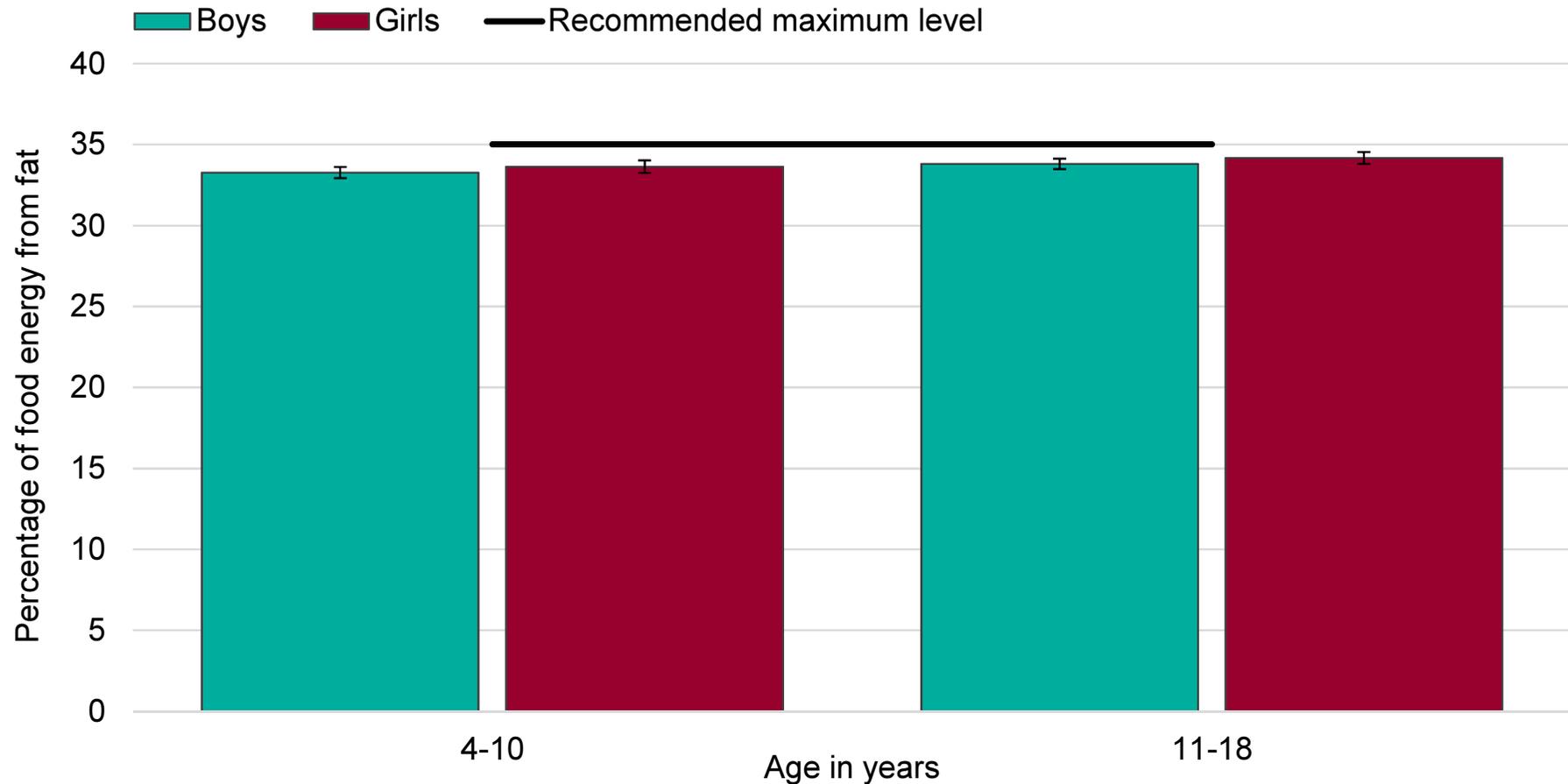
# Overweight & Obesity in Exeter Year 6 Children





# Food energy from fat

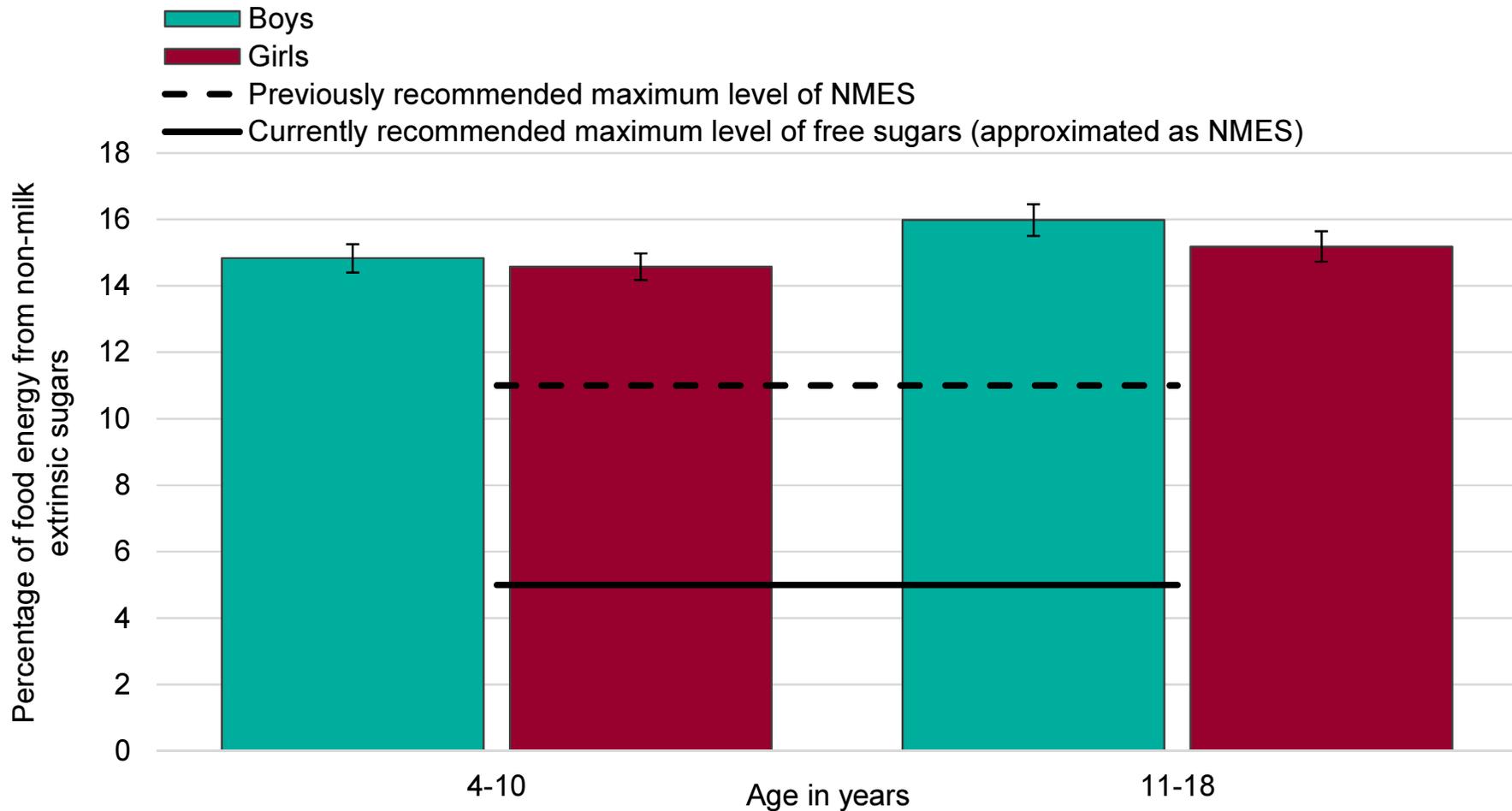
Children aged 4-10 and 11-18 years: National Diet and Nutrition Survey  
(2008/09 to 2011/12)





# Food energy from non-milk extrinsic sugars

Children aged 4-10 and 11-18 years: National Diet and Nutrition Survey  
(2008/09 to 2011/12)





HM Government

# Childhood Obesity Plan

- Sugary drinks levy
- Voluntary sugar reduction in the food industry
- Supporting innovation to help businesses to make products healthier
- Making healthy options available in the public sector, including encourage local authorities to redesign their food environment
- Voluntary healthy rating scheme for primary schools (Sept 2017)
- Making school food healthier
- Healthy breakfast clubs
- Voluntary healthy eating recommendations for early years settings including example menus

# Brighton & Hove - Sugar Smart City

- To increase awareness of and reduce sugar consumption across all age groups and communities
- Pilot in Brighton started 5 months ago
- Partners include:
  - *Jamie Oliver's Team*
  - *Brighton and Hove City Council*
  - *Brighton and Hove Public Health*
  - *Brighton and Hove Food Partnership*

# Brighton's Public Consultation

- City wide debate carried out, which identified:
  - 1) Is action on sugar needed?
  - 2) If so, where should efforts should be focussed?

## Results:

- >80% of the public agreed more should be done to reduce sugar intake
- Almost 90% agreed food outlets should do more to promote healthier options
- 80% agreed secondary schools should act to reduce sugary drink intake amongst pupils
- <https://www.brighton-hove.gov.uk/content/health/healthy-lifestyle-one-you/sugar-smart-city-survey-and-feedback>
- <http://www.jamiesfoodrevolution.org/news/are-you-sugar-smart-2/>

# SUGAR SMART CITY DEBATE 1 October – 30 November 2015

Aimed at residents, schools and outlets across Brighton & Hove



## What We Did



**1136**  
responses to online and postcard survey

**168**  
people attended focus groups and events

**131**  
food outlets Contributed

**20**  
schools contributed



**NEWS & MEDIA**

The campaign achieved local, regional and national interest

News articles in the Guardian, Independent, Argus, Latest and Brighton & Hove News

National TV interviews and regional coverage on ITV & BBC

National & regional radio coverage

**200** tweets during the debate

**1,000,000** combined following of over

#sugarsmartcity was used by over **100 different** local, regional, national and international organisations and individuals

**Facebook posts** reached up to **3700 people**

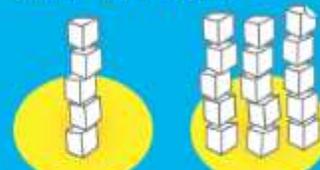
Media campaign and targeted promotion generated a total of **2331 website visits** by **1790 users** during the debate

## Sugar recommendations

**Energy intake from sugar**  
(no more than 5% of our total energy intake should come from sugar)

1 cube = 4g of sugar

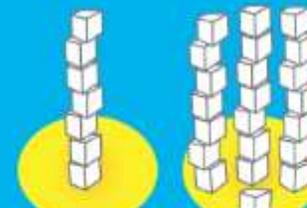
Children aged 4 - 10 years



Recommended intake 5 cubes

Average intake 14.5 cubes

Adults & children over 11 years



Recommended intake 7 cubes

Average intake 22 cubes

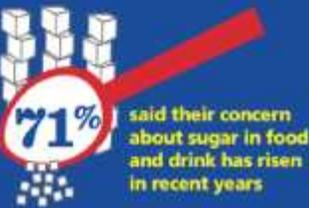
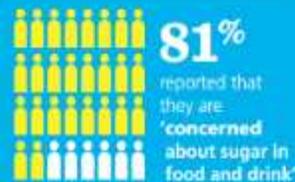
Contribution of sugary drinks to added sugar intake of young people

Teenagers 11-18 years 27%  
Children 4-10 years 30%  
Children 1.5-3 years 40%

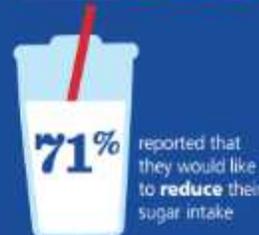


## Headline Results

### Concern about sugar



### Taking action on sugar



**21%** secondary school age pupils in Brighton & Hove reported drinking sports/energy drinks at least once a week. Among some population groups this figure rises to 46%.

**29%** primary school age pupils reported drinking fizzy drinks at least once a week; (13% reported drinking fizzy drinks at least once a day)



# Brighton's Areas of Focus

- **Schools**

- Sugar smart assemblies
- Kitchen garden projects
- Cookery lessons for parents
- Supported schools to achieve their Healthy Choice Award
- Ran 2 school events to encourage taking a whole school approach to food education
- Improved school menus



# Brighton's Areas of Focus

- **Food Outlets and Catering**

70 food outlets making one or more Sugar Smart Commitments, including:

- Signing up to the Children's Health Fund
- Promoting free drinking water
- Using pricing and promotions to promote healthier choices
- Trained catering staff
- Altering recipes to reduce sugar
- Reducing soft drink portion sizes
- Promoting sugar smart to customers

# Brighton's Areas of Focus

- Now starting to work with:
  - Sport and Leisure Centres
  - Hospitals
  - Venues
  - Colleges
  - Universities



# SUGAR SMART CITY: What's happened so far?

December 2015 – March 2016

## Primary schools

**30** held a sugar assembly and promoted the SUGAR SMART challenge

**7** have had cookery lessons for parents

**26** primary schools have signed up to the **Joan's Kitchen garden project**

**Eden** have reduced sugar in school meals

**2** events have been held to help schools take a whole school approach to Food Education

**24** have achieved the **healthy choice AWARD** for their Breakfast Club

## Food outlets and catering



**150** food outlets been in contact and **70** of these are making **one or more** SUGAR SMART Commitments, including:

**59** are promoting **free** drinking water

**13** are altering recipes to contain less sugar

**24** are using pricing and promotions to influence healthier choices, such as adopting the **CHILDREN'S HEALTH FUND** levy

**7** have trained catering staff to raise knowledge about healthier catering

**29** are offering healthier options

**14** are reducing soft drink portion sizes

**14** promoting SUGAR SMART to customers

We're also starting work across the city in venues, sport and leisure settings, hospitals, secondary schools, colleges and universities.



Keep up to date at [www.brighton-hove.gov.uk/sugarsmart](http://www.brighton-hove.gov.uk/sugarsmart)

## Spotlight on action

Sussex County Cricket Club



**Raising awareness:** Adding a 20p levy to the cost of sugary drinks with funds raised going to the Sussex Cricket Foundation

**Changing the food environment:** Introducing healthy and low sugar children's lunch packs

**Educating:** Promoting SUGAR SMART messages during school Match Visits



# How could this look in Exeter?

- Scoping focus areas in Exeter – 2 options:
  - 1) Evidence review – looking at the most effective areas to target Sugar Smart campaigns  
Completed by Public Health Devon
  - 2) Public consultation – online survey, promoted through social media, press releases and newsletters  
Led by Exeter Health and Wellbeing Board

# How could this look in Exeter?

Sustain and Jamie Oliver's team are developing a national pledge system

Suggested areas for pledges:

- **Food in Council**

- Use DCC as case study



- **Food outlets**

Encourage sugar smart pledges from outlets, including:

- Sign up to Children's Health Fund
- Promote free drinking water
- Offer healthier options



# How could this look in Exeter?

## Suggested areas:

- Schools
  - Breakfast clubs
  - Promoting drinking water
  - Encourage Exeter schools to sign up for Food for Life
  - Promote the use of Change4Life Sugar Smart lesson resources
  - Fast food outlets on the school fringe
- Children's Food Campaign sign up
- Response to Sugary Drinks Levy consultation



# How would progress be measured?

- Number of pledges signed and in what categories
  - Whether this will be tracked by national campaign is to be confirmed
- Change4Life Sugar Smart Campaign
  - Launching in January 2017?
  - Devon specific URL available to track activity on national website

# Public Health Devon Offer

- Explore interest in a Sugar Smart City working group under the Exeter Food Network
- Complete evidence review on best areas to start a Sugar Smart campaign if required
- Support with launch event
  - Opportunity to collaborate with a DCC healthy living event at the Coaver Club in January

# Next Actions



## Exeter Health and Wellbeing Board

- Agree whether to carry on with Sugar Smart City approach as their “improving diet” priority
- Decide between a public consultation or an evidence review to help select the best areas to focus upon
- Sign up as a supporter to the Children’s Food Campaign and complete a press release
- Complete response to sugary drinks consultation?

[www.gov.uk/government/consultations/soft-drinks-industry-levy](http://www.gov.uk/government/consultations/soft-drinks-industry-levy)

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