

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Cabinet
Date:	16 April 2024
Title:	Annual Report of the Director of Public Health 2023/24 Let's not wait – Enabling Hampshire's Children to be a Healthy Weight
Report From:	Director of Public Health

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Purpose of this Report

1. The purpose of this report is to present Cabinet Members with the Director of Public Health Annual Report, prior to publication.

Recommendation(s)

2. Cabinet is asked to:
 - Note the Annual Report of the Director of Public Health 2023/24
 - Endorse the ambition within the Annual Report which acknowledges the significant challenge we face in respect to rising levels of childhood overweight and obesity, the multi-faceted causes, the impacts and system wide collaboration required to halt the worsening trend.
 - Agree the report recommendation: That we develop an approach for Healthy Weight in Hampshire which all partners can agree and sign up to, including plans to reduce child obesity.

Contextual information

3. The 2012 Health and Care Act placed a statutory duty on upper tier Local Authorities to improve and protect the health of their residents. Directors of Public Health have a statutory duty to write an Annual Public Health Report to demonstrate the state of health within their communities. The focus of this year's report is childhood overweight and obesity.

4. The five previous reports have focused on:
 - Tackling environmental factors is vital to addressing obesity in Hampshire
 - Reducing Serious Violence
 - Shaping Place to improve health outcomes
 - Covid-19: addressing inequalities in mental health and wellbeing across Hampshire.
 - A Golden Age – ageing well in Hampshire.

5. The Annual Report of the Director of Public Health will be published here:
[New Annual Report of the Director of Public Health | Health and social care | Hampshire County Council \(hants.gov.uk\)](https://www.hants.gov.uk/new-annual-report-of-the-director-of-public-health-health-and-social-care-hampshire-county-council)

Executive Summary

6. The report sets out the facts, figures and impact of childhood overweight and obesity for Hampshire. It focuses on the public health challenge facing us, including implications on both physical and mental ill health into adulthood.

7. Key influencing factors include diet, physical activity, the environment, parental health and affordability.

8. This report is a call to action to focus on the one key priority which is the significant challenge we face in respect to rising levels of childhood overweight and obesity. This includes the multi-faceted causes and system wide collaboration required to halt the worsening trend.

Report Recommendations:

9. That we develop a Hampshire Healthy Weight approach which all partners agree and sign up to, including plans to reduce childhood overweight and obesity.

Supporting Information

10. The National Child Measurement Programme (NCMP) measures the height and weight of children in Reception class (aged 4 to 5) and year 6 (aged 10 to 11), to assess overweight and obesity levels in children within primary schools. In Hampshire, the greatest rate of childhood overweight and obesity was recorded for Year 6 children, with a worsening trend predicted compared to reception children.

11. The identified increase for year 6 children is larger in Hampshire than for England and disproportionately affects children living in deprived areas and different minority ethnic groups.
12. Levels of physical activity impacted by more sedentary lifestyles, changing modes of transportation and shifting urban and rural environments contribute to the proportion of children in Hampshire not achieving the recommended 60 minutes of physical activity per day.
13. Healthy food choices are important and need focused efforts by the system to make them an easier, more desirable and affordable option. Fast food outlets near school settings impact children's food consumption as they travel to and from home. The availability of less healthy foods in mainstream supermarkets, education and leisure environments, as well as restaurants and takeaways, contribute to an 'obesogenic' environment. In more deprived areas there is reduced access to healthier food retail options, and often a greater density of hot food takeaways.

Conclusions

14. Cabinet Members are asked to note the content of the report.
15. Cabinet Members are asked to endorse the ambition within the Annual Report.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	yes
People in Hampshire enjoy a rich and diverse environment:	no
People in Hampshire enjoy being part of strong, inclusive communities:	no