

REPORT TO: HEALTHIER STRATEGIC GROUP ON the July 2nd 2009.

SUBJECT: Healthy Eating and Active Living - Strategic Approach.

BY: Public Health Lead, MCHSCP.

1. REASON FOR REPORT

1.1 To inform the Healthier Strategic Group of the intended strategic approach and the level of commitment required by the Community Planning Partnership to effectively plan, implement, monitor and evaluate the Moray Healthy Eating and Active Living Strategy and Action Plan.

2. RECOMMENDATION

2.1 **That the Healthier Strategic Group review and support the intended strategic approach and oversee the level of commitment provided by the Community Planning Partnership, so to effectively plan, implement, monitor and evaluate the Moray Healthy Eating and Active Living Strategy and Action Plan.**

3. BACKGROUND

3.1 Obesity is a complex problem; the causes and determinants of obesity are broad ranging and involve complex interactions of cultural, social, environmental and lifestyle factors.

3.2 In Moray the prevalence of obesity continues to rise and give cause for concern.

3.3 To actively address the increasing prevalence of obesity in Moray, Healthy Weight has been identified and agreed as a priority action to support Outcome 6 and Local Outcome 11 within the Single Outcome Agreement (SOA) 2009-10.

3.4 The main aim of the Healthy Weight priority is to support the population of Moray to achieve and maintain a healthy weight.

3.5 In 2008, the Scottish Government launched the Healthy Eating and Active Living Action Plan (2008-2011) to improve diet, increase physical exercise and tackle obesity. The national plan identifies five priority groups;

- Early Years
- Schools and School Aged Children
- Adults and Workplaces
- Older People
- Communities

3.6 The intended Healthy Eating and Active Living strategic approach which will support the Healthy Weight priority in Moray includes;

- Adopting the pre-identified national action plan's key recommendations and framework, so to develop a long term strategy to tackle obesity in Moray.
- The merger of the Moray Food and Health Group and the Moray Physical Activity & Sports Health Strategy Group and to re-brand the group the Moray Healthy Eating and Active Living Steering Group.
- To support the implementation of a Moray Healthy Eating & Active Living Stakeholders Group.
- The Moray Healthy Eating and Active Living Steering Group undertaking the lead responsibility to co-ordinate the development, implementation, monitoring and evaluation of a Moray Healthy Eating and Active Living Strategy and Action Plan, and to report to the established performance, management and risk structure and systems within the MCHSCP, Moray Community Planning Partnership and NHS Grampian.

3.7 Examples of the national NHS HEAT, CEL and the local SOA priority actions which will be embedded within the Moray Healthy Eating and Active Living Strategy and Action Plan include;

- HEAT 3; Delivery of a child healthy weight Intervention to targeted school aged children, whose body mass index (BMI) falls within the 91-99.6 centile.
- HEAT 7: To increase the number of babies exclusively breast fed.
- CEL 36: To improve maternal & child nutrition in inequality groups and communities
- Implementation of The Moray Council Food Policy (Draft Document)
- Implementation of Hungry for Success
- Implementation of Healthy Working Lives.

4. **SUMMARY OF IMPLICATIONS**

(a) Community Plan / Theme Plans / Partner Plans

Within the revised community planning partnership structure the Healthier Strategic Group leads on Outcome 6 and Local Outcome 11. However, it is essential that all appropriate community planning partnership strategic theme groups work effectively, so to address and achieve the aforementioned strategic approach, as it is recognised that there are significant cross cutting issues and opportunities for the Healthier, Smarter,

Greener, Wealthier and Fairer and Safer and Stronger theme groups to work cohesively to support healthy eating and active living in Moray.

(b) Policy and Legal

Nil known

(c) Resources (Financial, Staffing and Risks)

All resources to be identified and confirmed via the planning and development of the Moray Healthy Eating and Active Living Strategy and Action Plan.

(d) Consultations

All members of the Moray Food and Health Group, the Moray Physical Activity and Sports Health Strategy Group and the MCHSCP Moray Management Group have been consulted and approve of the intended Healthy Eating and Active Living strategic approach.

5. CONCLUSION

- 5.1 The prevalence of obesity in Moray continues to rise and give cause for concern. There is a need to prioritise and streamline the current strategic structure and systems and to support the embedding of evidence-based and performance managed activity to effectively tackle obesity and to enable and support the population of Moray to achieve and sustain a healthy weight. The intended Health Eating and Active Living strategic approach will aid to achieve this.

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Background Papers: Scottish Government. Healthy Eating and Active Living Action Plan 2008-201