



Health and Wellbeing Strategy

Delivery Priority 5

Improve years lived with good health and happiness- Focus on addressing Obesity

Presentation will cover

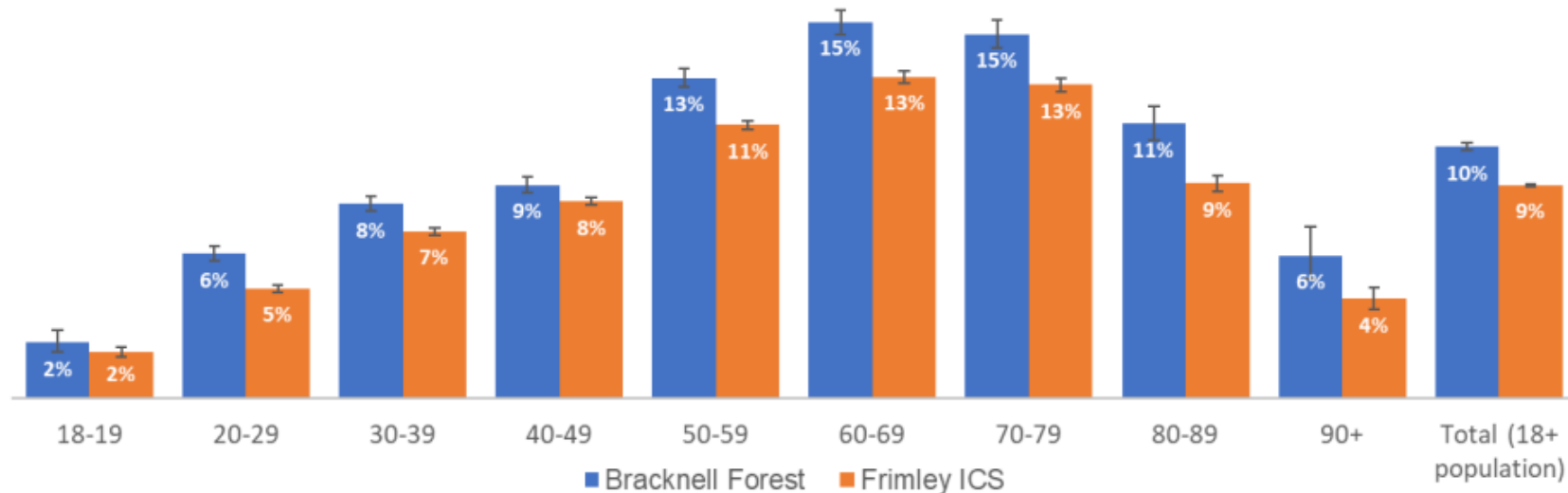
1. Current estimated prevalence of obesity in Bracknell Forest
2. Strategic Plans to address obesity at population level
3. Structured weight management programmes to support people with unhealthy weights to make changes to a healthier diets
 - Adult Weight Management
 - Children and Young People Weight Management & work with schools
4. Universal and targeted physical activity programmes

Obesity QOF Register

Sex: Females in Bracknell Forest have a higher prevalence of obesity than males (11.8% compared to 8.9%). This difference reflects the national and ICS picture. Bracknell Forest has the highest prevalence of obesity in males across the whole of Frimley ICS.

Age: The prevalence of obesity in Bracknell Forest is highest in the 60 to 79 age groups. Bracknell Forest's prevalence of obesity is significantly higher than Frimley ICS for all age groups, apart from younger adults aged 18 to 19.

Prevalence of obesity by age group (January 2022)



Prevalence of adult obesity by age and wards



Obesity	18-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90+	Total
Ward	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)	Prev (%)
Ascot	*	4.4	5.3	7.0	10.6	15.6	14.6	13.5	9.57	9.4
Binfield with Warfield	*	4.5	5.9	7.6	10.2	13.5	16.9	12.3	6.90	8.9
Bullbrook	*	7.7	7.8	10.6	16.6	20.7	19.9	13.7	*	12.0
Central Sandhurst	4.95	4.6	7.0	6.7	10.9	13.2	12.7	12.0	*	9.2
College Town	*	4.1	5.8	6.0	12.1	12.7	11.1	5.9	0	8.3
Crown Wood	7.92	9.0	11.1	13.1	19.0	20.4	21.2	24.3	*	14.9
Crowthorne	*	7.1	9.1	9.5	13.9	16.9	12.6	10.9	*	11.0
Great Hollands North	3.26	10.4	9.1	12.0	22.2	20.0	21.9	8.2	*	13.8
Great Hollands South	5.66	4.5	12.5	13.0	16.7	20.1	18.8	15.6	0	14.0
Hanworth	*	8.0	10.7	13.0	21.3	22.8	19.8	13.1	16.67	15.2
Harmans Water	2.69	6.4	9.3	10.4	14.5	17.1	20.5	11.6	*	11.6
Little Sandhurst and Wellington	*	3.4	7.0	7.4	8.8	12.2	10.7	14.4	*	8.0
Old Bracknell	3.59	8.1	9.7	12.7	17.7	22.2	15.8	16.9	0	13.2
Owlsmoor	*	5.5	6.4	7.8	11.6	13.1	13.8	13.1	*	9.6
Priestwood and Garth	3.70	7.9	11.6	12.4	19.7	23.5	21.9	16.8	*	14.6
Warfield Harvest Ride	*	5.8	5.7	8.6	11.7	13.7	17.3	10.5	*	9.7
Wildridings and Central	*	7.7	9.9	11.6	17.0	21.0	22.7	16.5	12.82	13.0
Winkfield and Cranbourne	*	2.4	5.8	6.2	10.3	15.4	19.7	13.5	9.38	10.6
Bracknell Forest	2.50	6.5	8.6	10.0	14.6	17.4	17.3	13.4	7.15	11.6

Childhood obesity

The National Child Measurement Programme (NCMP) measures the height and weight of primary school children in Reception Year (age 4 and 5) and Year 6 (age 10 and 11).

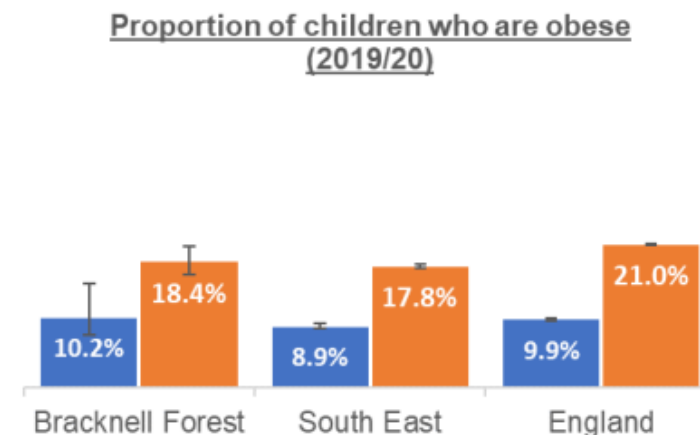
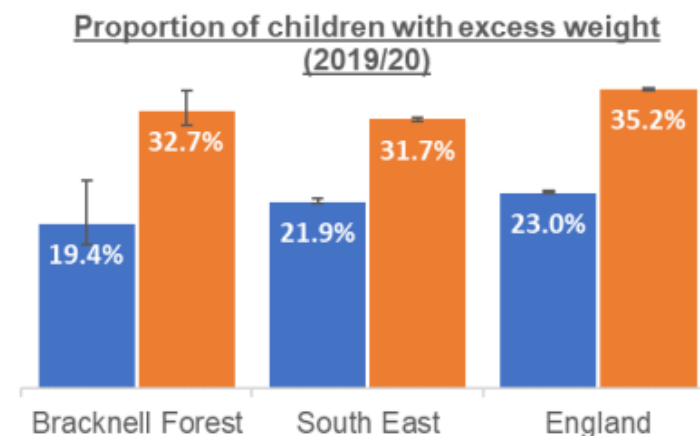
Excess weight (overweight or obese)

In 2019/20, **20%** of Reception children and **33%** of Year 6 children had excess weight in Bracknell Forest. This was similar to the national and regional figures for both age groups.

Obesity

In 2019/20, **10%** of Reception children and **18%** of Year 6 children were obese in Bracknell Forest. Bracknell Forest's prevalence for Reception aged children was similar to the national and regional picture, while prevalence for the Year 6 age group was significantly better.

The following slides provide an analysis of obesity prevalence in Bracknell Forest by deprivation and ethnic group.



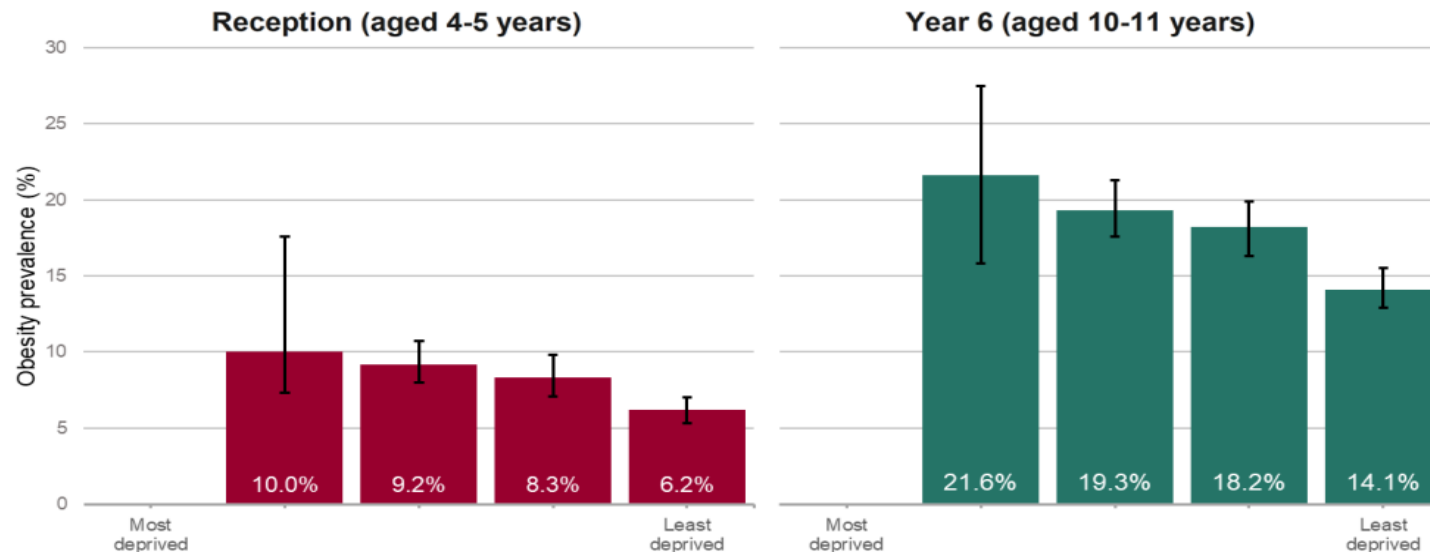
Childhood obesity

Deprivation

Children living in the most deprived areas of Bracknell Forest (IMD deciles 3 and 4) have a significantly higher prevalence of obesity in Reception and Year 6, compared to those in the least deprived areas of Bracknell Forest (IMD deciles 1 and 2).

Wildridings & Central ward, which is the most deprived ward in Bracknell Forest, has the 2nd highest prevalence of obesity in Reception Year children and the highest prevalence in Year 6.

Obesity prevalence by deprivation and age, 2015/16-2019/20

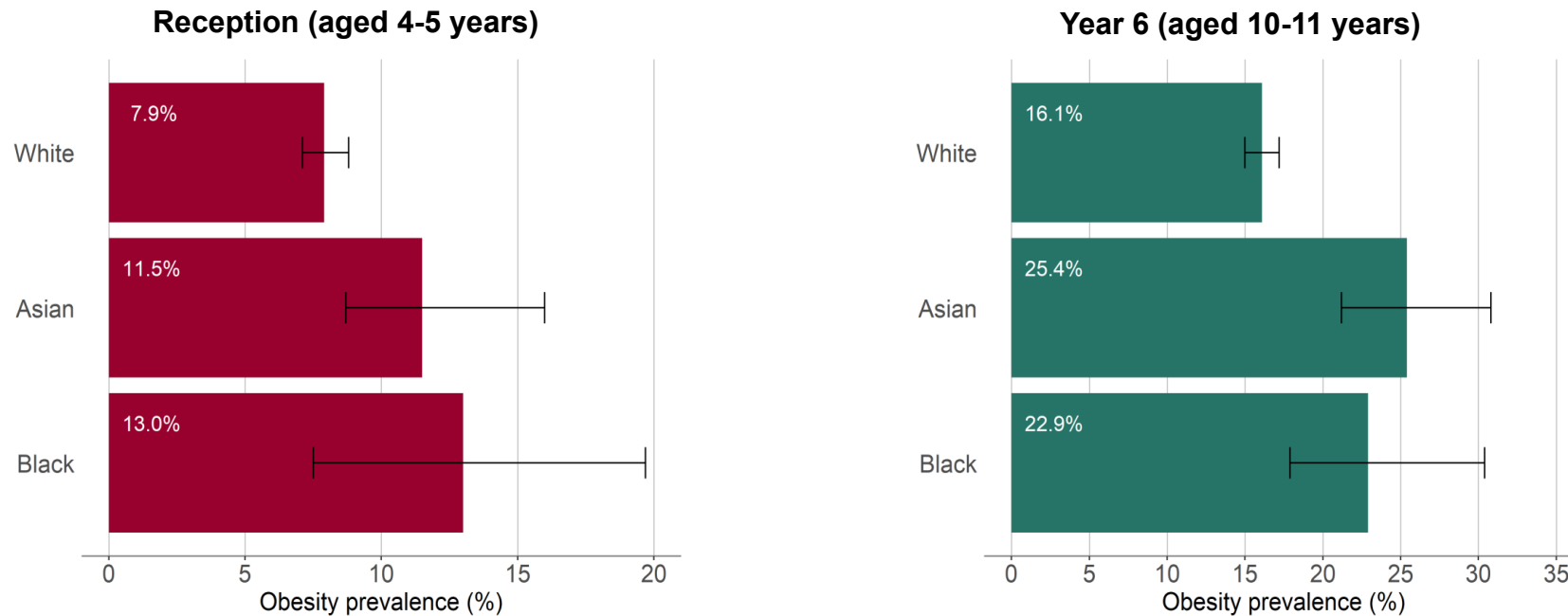


Childhood obesity

Ethnicity

The difference in obesity prevalence between ethnic groups in Bracknell Forest reflects the national picture. Children from a non-White ethnic groups have a higher prevalence of obesity compared to children from White ethnic groups. This is significantly higher for children in Year 6.

Obesity prevalence by ethnic group and age, 2015/16-2019/20

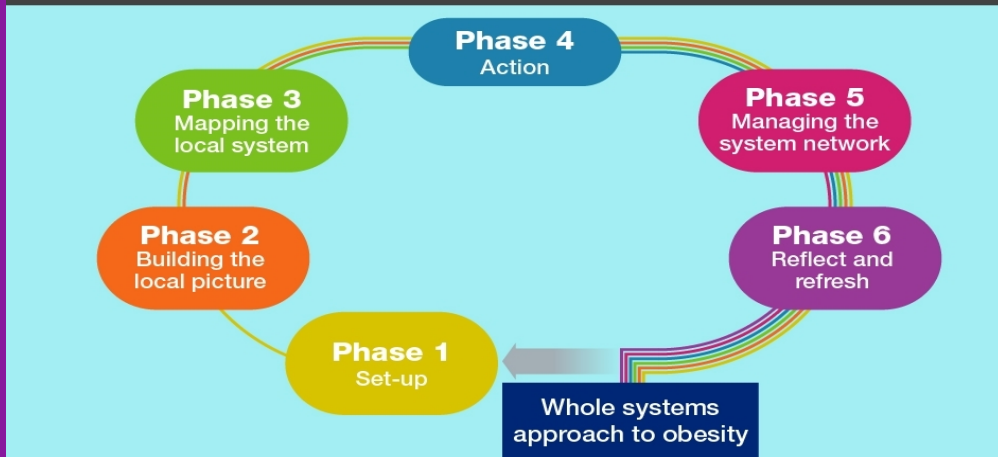


Whole Systems Approach to Obesity

Whole systems approach to obesity – process and benefits

- Evidence suggests that a whole systems approach can help tackle complex issues like obesity
- A whole systems provides the opportunity to engage stakeholders across the wider system, to develop a shared vision and actions that tackle the upstream drivers of obesity outside the realms of public health

Overview of the whole systems approach



The benefits of a whole systems approach to obesity



Adult Weight Management Service

- Bracknell Forest adult weight management service supports residents to achieve a healthy weight through a combination of healthy eating, physical activity, and behaviour change support.
- The programme is a 12-week course that offer a face to face and virtual support.
- Referral is through health professional or self-referral using the details below:

Inclusion Criteria:

- All adults aged over 18 years who live or work in Bracknell Forest are eligible with a BMI >30 Kg/m² (defined as obese)
- For people with other co-morbidities such as (patients with diabetes, CHD, or higher risk of these conditions such as Black, Asian and minority communities, a lower BMI threshold >27kg/m²)
- The service is universal but is also targeted at supporting:
 - Men
 - BAME groups
 - Adults with a Mild Learning Disability



Bracknell Forest have a new Adult Weight Management Service...

The offer...

- Free 12 week programme – nutrition and physical activity sessions at a local location.

Who for?

- Eligibility Aged 18+
- Residents of Bracknell Forest
- Anyone who works in Bracknell Forest
- BMI equal to or greater than 30 (27 for people from ethnic background)

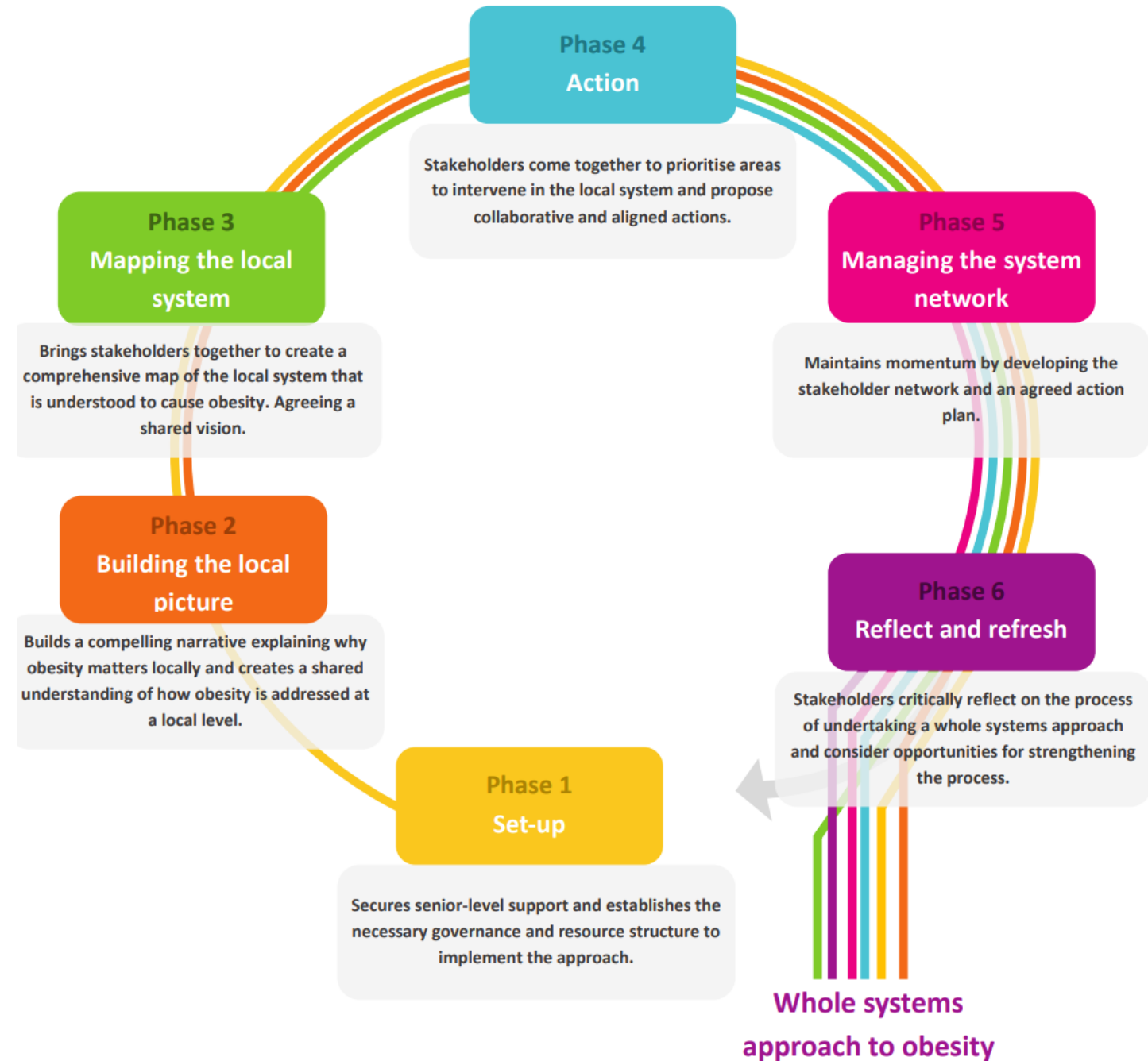
It's all FREE!

Refer by...
Email: eh.bracknellforest@nhs.net
Tel: 0333 005 0095

everyonehealth
because everyone matters

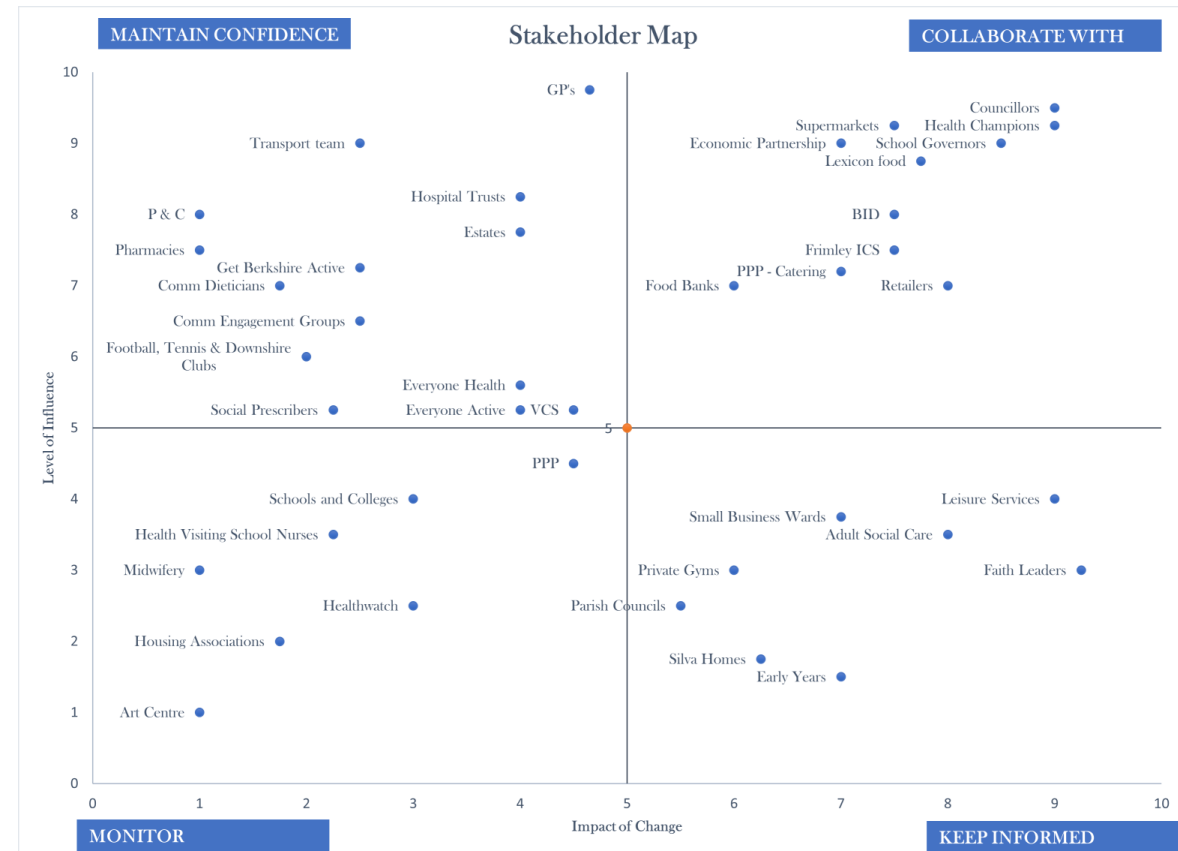
The logo for Bracknell Forest Council, featuring a stylized tree and the text "Bracknell Forest Council".

A Whole system approach evidence based process steps
In Bracknell we have completed Phase 1 to Phase 4



Phase 1: Setting up the Joint Strategic Group and Stakeholder mapping

- To take forward this project a JSG was set up with representation from the NHS, Council (officers and elected members), voluntary sector and relevant providers and forums. The Steering group was chaired by Cabinet member.
- Project group produced a stakeholder map



Phase 2: Stakeholder engagement at Opportunistic events

The project group attended opportunistic events

- Return of the Tree Giants at the Lexicon
- Community conversations
- Hypertension Bus
- Economic Skills Development Partnership Event

A total of 187 residents were consulted at these events. In addition, a number of professionals and key players from the obesity system were spoken to.



Phase 2: Survey and Focus Groups



The project group designed a survey to gather more in-depth feedback from residents on

- Physical Activity
- Smoking
- Alcohol
- Weight Management
- Lifestyle
- General Health

A total of 312 resident completed the survey. Residents who completed the survey were from a range of different age groups, ethnicities, and occupations. 3 focus groups were also held with residents.

Phase 2: Survey and Focus Groups

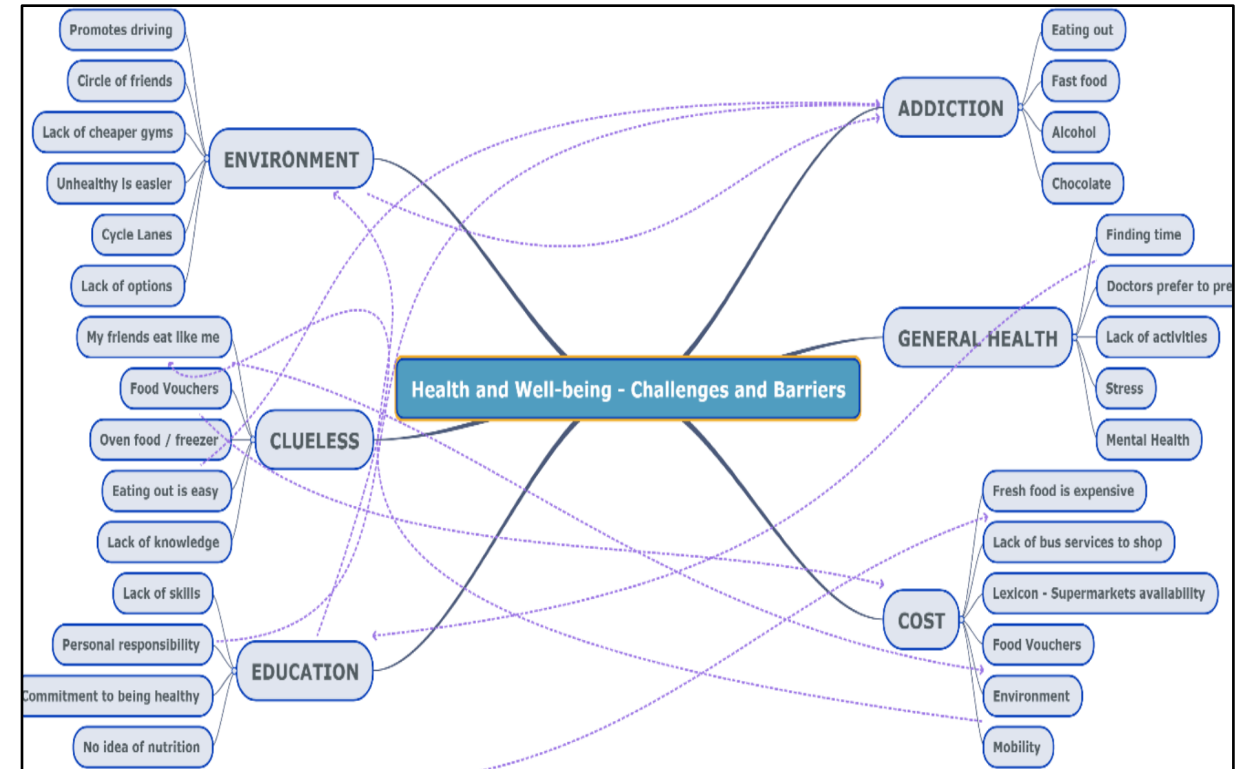
Themes from initial analysis of the survey and focus groups

- Improved access to more affordable healthier options
- More readily available fresh food items
- More education around healthy eating and exercise for children and parents
- Healthier food options in schools
- Improve cooking skills
- Reduce availability of ultra-processed foods
- More access to exercise and fitness classes
- Have community kitchens where people from different cultures can hold cooking classes for the community
- Use green spaces for growing vegetables that community can be part of
- More holistic programmes
- Need to understand people's journeys and barriers and accordingly design programmes

Concept Map

- Following on from these events and conversations, the insights collected were presented in concept maps.

- Concept map looks at the challenges and barriers faced by residents when it comes to leading a healthy lifestyle in Bracknell Forest.

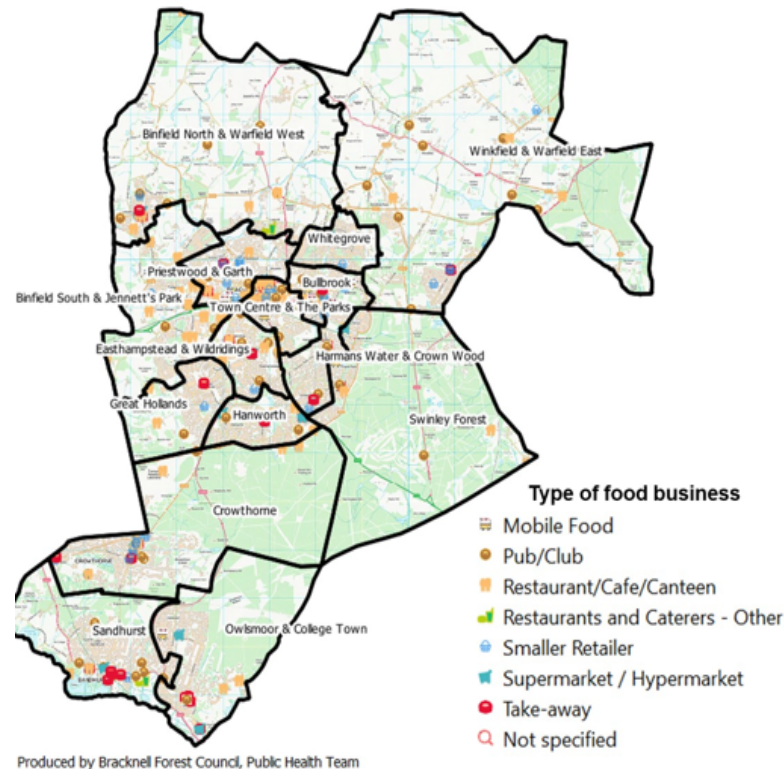


Phase 3 & 4: Strategic Action Initiatives (SAIs)

4 SAIs were agreed
by the steering
group workshop as
important for
Bracknell Forest
based on
consultations



SAI 1: Map the food environment



Purpose: To map the current food environment in Bracknell Forest. This mapping by ward level will help understand the different types of food options available to residents, identify food desserts and look into catering options available in our schools, workplaces and other key locations. This will help identify the key issues and help consider what action needs to be taken to change or improve the environment

Key actions

- Map the food environment in Bracknell Forest to include food outlets by type, fast-food outlets near primary and secondary schools, areas with high levels of obesity and high concentration of fast-food outlets
- Target 4 areas with high levels of obesity and overweight number with specific evidence-based interventions
- Work with restaurants and catering outlets to make healthier options available
- Work with schools to develop a healthy schools programme to increase physical activity and healthy eating

SAI 2: Enabling changes in diet, chefs and supermarket engagement



Purpose: To explore and develop the concept of healthy cooking made easier using a menu of recipes and buying the ingredients without having to work out calories etc. This group will engage with chefs and supermarkets to develop new solutions that are economically viable for residents.

Key actions:

- Develop a digital platform to share healthy recipes, cooking tips from local chefs, local stories of changes to lifestyles

SAI 3: Health champions and self-help groups



Purpose: to identify and develop a network of “Health Champions/Leaders” in the community. This will also include the creation of various self-help groups bringing together engagement activities for various community groups who need support with the behavioral changes towards developing a healthy lifestyle that is sustainable. Sustainable changes at the heart of the community will create a positive camaraderie and support network that will benefit individuals and families.

Key actions:

Create a network of health champions/leaders, create and develop self- help groups

SAI 4: Design and Display within stores



Purpose: to analyse aspects of food display and location in all the retail food outlets across the region. This will include small and medium stores in all the wards, the Lexicon and all the bigger supermarkets. Experts from across various disciplines have highlighted the importance of the environment where we work, live and play in having a massive impact on our health, including obesity-related factors. Retail grocery stores are considered to be pivotal sites for possible interventions to improve population health as they are the primary locations for food purchases

Key actions:

- Plan a feasibility study to test whether placing certain healthy foods at the checkout or at the front of the store will influence people's shopping and healthy eating behaviors

Workshop with key stakeholders



A stakeholder workshop was held in March 2023. The purpose of the workshop was to share the findings from the consultations and SAI action plans and get feedback. The workshop was interactive with a mix of presentations, group work and team building exercises. It was well attended by stakeholders from across the NHS, council, voluntary sector and residents.

Adult Weight Management Service: success stories

2021/2022 - Total
number of
referrals received
was = 1198
2022/2023 - 727
(figure only cover
Q1,Q2 and Q3)

Case Study 1:

Weight Before: 113.8 kg

Weight After: 104.4kg

Weight Lost: 9kg

Experience: The experience at the programme has been very enlightening, I am now more aware of my behaviour concerning food habits. The environment was very friendly, with helpful staff who are very knowledgeable. I didn't feel pressure to lose weight and the class was very personal, we didn't know who lost weight or not. The focus was on what behaviour worked well for me each week. I love the keep fit part of the course. I have recommended a friend and now I drive her to her sessions where she can also improve her healthy eating lifestyle. Throughout the journey I have noticed my weight reducing slowly, I have gone down a dress size, I am also feeling healthier and fitter.

Bracknell Residents

Case Study 2:

Weight Before: 95.3kg

Weight After: 85.9kg

Weight Lost: 9.4kg

Experience: I always wanted to improve my health and didn't know where to start. Since joining the programme, the changes to be life have been huge. I've seen improvements in both my diet and levels of exercise. The arthritis has improved allowing me to continue on my exercise journey. Having lost nearly 2 stone during the 12 weeks I genuinely feel like a different person, and I feel better in myself which is important. I was able to lose 5 inches of my waist dropping from a size 20 to a 16 across the 3 months of the programme which has been a massive confidence boost. Not only that but my mindset and relationship with food has improved as well as my knowledge around the importance and health benefits of a balance diet and exercise. I hope that moving forwards I can continue on this path of eating well and staying active to reach my goal of another 2 stone loss by the end of the year. To anyone unsure about joining the programme - just go for it! **Bracknell Residents**

CYP Weight Management Service

- A free 12-week programme helping families to achieve a healthier lifestyle
- The service is multicomponent: healthy eating, physical activity, emotional wellbeing and parents' support
- Eligibility: CYP above 80th centile, aged 4 – 12. Siblings can also attend
- Community venues including Everyone Active Leisure Centre and Bracknell Forest Open Learning Centre



Family Healthy Lifestyle Programme

for children aged 4 - 12 years, run by nutritionists

alive n kicking it's FREE

In partnership with Bracknell Forest Council

What do families receive as part of the Bracknell Forest alive n kicking programme?

- 12 weeks of support via face-to-face interactive groups and online, including nutrition and fun physical activities
- Flexible timings to suit you
- Help and advice on topics including healthy eating, behaviour change, nutrition and wellbeing
- Enjoyable activities that can be done at home such as weekly recipe challenges to develop practical skills and maintain a healthy lifestyle
- Step by step cookery classes aimed to help inspire you and your family to try new foods

To get involved in this **free** programme
Tel: 0333 005 0095
Email: clinical.contactcentre@nhs.net
Visit: everyonehealth.co.uk



Bracknell
Forest
Council

everyonehealth
because everyone matters

CYP Weight Management Service



- To support the programme, a network of kicking schools provides either 2-hour workshops or 6-week programmes in school settings.
- Healthy snacks and lunchbox workshops for parents after school and with HAF programme
- Schools selected through review of NCMP data
 - Fox Hill primary
 - Sandy Lane
 - The Pines School
 - Binfield Primary
 - Winkfield St Mary's C of E Primary
 - Jennets Park
 - St Joseph's Catholic Primary
 - College Town Primary
 - Holly Spring Primary

Teach quotes

"the sessions and booklets are brilliant and have great content. It matches the year 4 curriculum perfectly (PHSE – Healthy Living and Science)" Fox Hill Primary

Children's quotes about what they learnt

*"not to eat lots of sugary food",
"to make sure to make a healthy packed lunch"*

"continue with the fun activities and exercises we learnt with Everyone Health".

Physical Activity Programme



Physical Activity Programme

- Public health deliver a range of community fitness classes to support residents keep fit and stay active. This includes Tai Chi, strength and balance (Fit for All), and wellbeing walks. We are currently putting together a plan to expand our offer to reach more wards in Bracknell Forest



Strength and balance Fitforall/Tai Chi Outcome



Winter Wellness Tai Chi Classes

Since January 2023 - December 2023:

- 98 Tai Chi classes were delivered in Bracknell
- 50 classes were delivered at Time Square
- 48 classes were delivered at the Library/KL dance studio
- Total attendees - 1543

FitforAll Classes

Since January 2023- December 2023:

- Total number attended Great holland venue - 756
- Total number attended New Priestwood venue - 936
- Total number attended Owlsmoore venue - 720
- Total estimated attendees 2,412
- Total number of classes delivered - 138

Physical Activity: Walks for Wellbeing

- Walks for Wellbeing is led by Sustrans
- The walk is part of Public Health plans to increase physical activity and improve years lived with good health.
- Walk covers:
 - Birch Hill, South Hill Park
 - Martins Heron, Lily Hill Park
 - Warfield / Priestwood, Cabbage Hill
 - Crowthorne, Buckler's Forest
 - Bracknell town centre, The Parks
 - Binfield, Popes Meadow
 - Jennett's Park, Peacock Meadow

Full details on each location and timings can be found on the [Public Health Portal](#).



Walks for Wellbeing : success stories



Since January 2023-February 2024:

- Total number of walks delivered so far is – 263
- Total individuals attended so far is - 161
- Total miles walked - 2812.6 km

Case Study 1:

“So happy to have found you now, You are so friendly & knowledgeable, Thank you so much, See you soon for more walks, Just letting you know you’re making a big difference to people's lives, Thanks again.”

Bracknell Residents - Walk attendee

Case Study 2:

“Thank you so much for letting me know that J attended the walk yesterday, I am really pleased that she has found a walking group that she feels comfortable with. Thanks again.”

Social Prescriber

Health and Wellbeing Physical Activity service

Everyone Active offers a health and wellbeing physical activity service for people with a long-term health conditions that would like support increasing their physical activity

Sessions are supported by a health and wellbeing physical activity coach who specialises in long term health conditions.

Those in receipt of 9 different benefits will receive the service free of charge, those who do not meet the criteria will pay a subsidised rate each month.

Public Health fund this project

Public Health team currently working with London South bank university to conduct a system mapping of physical activity locally and an evaluation of the health and wellbeing service, report due in March 2024.



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BRACKNELL LEISURE CENTRE HEALTH & WELLBEING PHYSICAL ACTIVITY SERVICE

**PUT "YOU" FIRST...
SHAPE THE ACTIVITY AND
SUPPORT "YOU" NEED**

Those in receipt of the below get the service free for 6 months:

- Income Support
- Job Seekers Allowance
- Pension Credit
- Housing benefit
- Universal Credit
- Council Tax Benefit
- Employment Support Allowance
- Disability Allowance

Those not in receipt of any listed exemptions will be able to access three 1-2-1 sessions FREE and then will pay a discounted rate of £29.98 per month at Bracknell Leisure Centre.

Ask your GP, Social Prescriber, Health Care Professional, Children Services, School Nurses, Adult Services, Midwife & various community partners today for a referral, or refer yourself by heading to the link below:

<https://rb.gy/hq6v6>

PUTTING EVERYONE IN CONTROL OF THEIR HEALTH

Bracknell Leisure Centre
Bagshot Road,
Bracknell, RG12 9SE



everyone
ACTIVE

Mums and Babies

Everyone Active ran special pre- and post-natal sessions to help benefit pregnant people or those with new-borns looking to get back into safe exercise

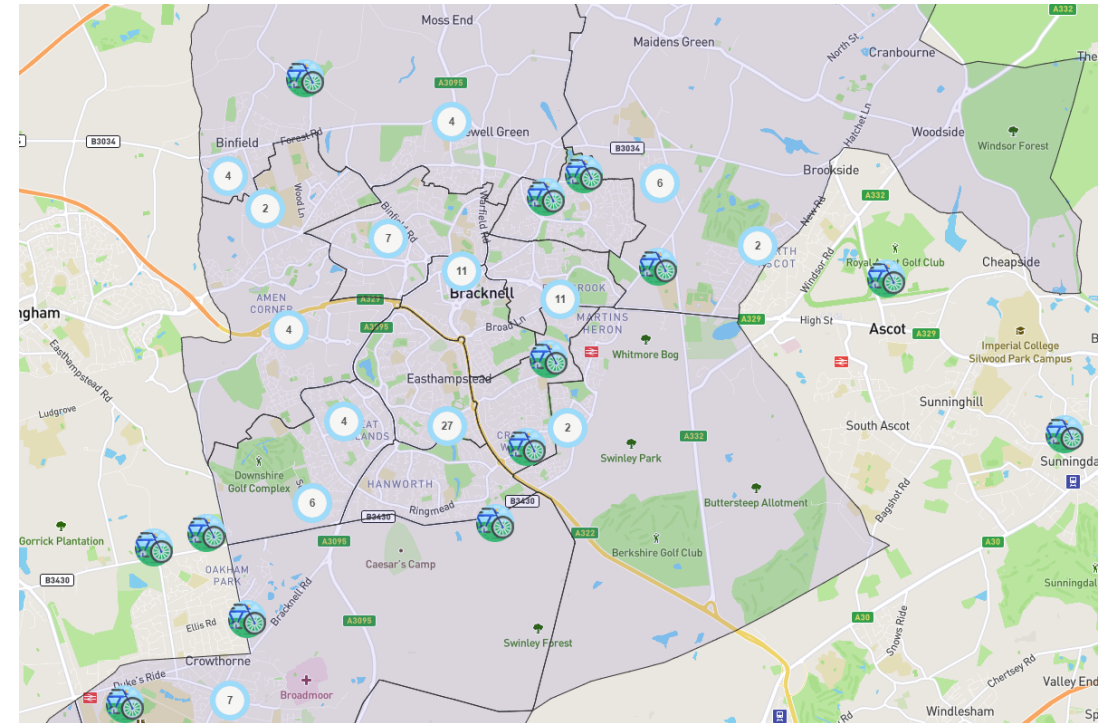
Programmes included were

- Pregnancy yoga
- Baby massage
- Mum & baby fitness
- Mum & baby pilates



Mapping physical activity opportunities in the borough

- The 'My Community Map' programme aims to map local assets that help to promote wellbeing
- Platform supports professionals and residents to easily find information on local activities, clubs, societies and groups
- Get active category, 137 physical activity opportunities mapped
- Activities mapped include everything from local walking groups, tug of war, football groups, bowling groups, Scottish dancing, yoga, tai chi and more.



Eco Rewards

- Eco Rewards offers rewards and incentives for schools, businesses and communities for active travel choices.
- Walking, cycling and green travel can be reported using an app or by scanning QR codes across the borough.
- League tables, prize draws, medals and carbon savings calculator help to motivate those participating.



New Year, New You
for a Greener Planet!

NEW YEAR'S
Resolutions

-  Walk or cycle more
-  Exercise every day
-  Use public transport
-  Try something new
-  Enjoy the fresh air
-  Protect the planet

Scan our QR codes at least 3 times a week* during January and February to be entered into an exciting share of a **£100 prize draw** at the end of February
www.ecorewards.co.uk/bracknell
subject to terms and conditions. *average over two months

 **Eco Rewards**
Rewarding Green & Active Travel

Next steps

Progress to phase 5 of the whole system approach to obesity

- Managing the system network and implementing the four strategic actions