

To: **Health and Wellbeing Board**
14 March 2024

Health and Wellbeing Strategy Delivery Progress Report
Director of Place, Planning and Regeneration

1 Purpose of Report

- 1.1 The Joint Health and Wellbeing Strategy aims to improve thirty-six outcomes for population health across five priority areas. To deliver improvements in these outcomes fifty-one interventions/projects are planned over the three-year period.
- 1.2 The purpose of this report is to present the HWB delivery dashboard updated for March 2024 (attached) and provide a focused presentation on work progressed for Priority 5: Increasing years lived with good health and happiness. Two of the key risk factors for ill health are obesity and tobacco use. Detailed presentations on work undertaken to tackle these two risk factors are attached.

2 Recommendations

- 2.1 **The Board note the dual approach of a system wide approach on wider determinants and services to support people who want to make a behavioural change to lose weight or quit smoking.**
- 2.2 **The Board agree on the next steps to establish a managed network to deliver the four strategic actions agreed for the whole system approach to obesity.**
- 2.3 **The Board agree on expanding the stop smoking service to double the number of smoking quitters targeting the communities with highest prevalence.**
- 2.4 **The Board agree on extending the stop smoking service to support users of other tobacco use to quit tobacco use (Vapers and Oral Tobacco use).**
- 2.5 **The Board agree for Bracknell Forest to participate in the Frimley text messaging pilot for increasing uptake of stop smoking service.**

3 Reasons for Recommendation(S)

- 3.1 About 65% of adults living in Bracknell are overweight with about 12% adults registered as obese on GP registers. Obesity is associated with reduced life expectancy. It is a risk factor for a range of chronic diseases, including cardiovascular disease, type 2 diabetes, at least twelve kinds of cancers, liver and respiratory disease, and obesity can impact on mental health. People who are overweight or living with obesity want to lose weight but find it hard. People have tried to lose weight but struggle in an environment which prompts unhealthy eating behaviours. Obesity puts pressure on health service. It is estimated that overweight and obesity related conditions across the UK are costing the NHS £6.1 billion each year. Latest figures show there were 900,000 obesity related hospital admissions in 2018 to 2019.
- 3.2 About 14.5% of adults in Bracknell Forest are current smokers. The prevalence of smoking in people in routine and manual occupations in Bracknell is five times higher

than in the general population. People with mental health illness are three times more likely to be smokers. Smoking is associated with higher risk of cardiovascular disease and lung cancer. There were an estimated 867/100,00 (directly age standardised rates) hospital admissions attributable to smoking in Bracknell Forest in 2019/2020. There were 166/100,00 deaths (directly age standardised) attributable to smoking in Bracknell Forest.

- 3.3 cardiovascular disease and cancers account for 64% of mortality in under 75 years are key modifiable risk factors in Bracknell Forest, comparable with the national picture. Addressing obesity and smoking in the population reduces the burden of disease in the population, increase years lived with good health and reduces health inequalities.

4 Alternative Options Considered

- 4.1 None considered as these actions are included in the Health and Wellbeing Strategy.

5 Supporting Information

- 5.1 Attached
- 1) HWB strategy delivery updated dashboard
 - 2) Addressing obesity in Bracknell Forest
 - 3) Reducing harm from tobacco use

6 Consultation and Other Considerations

Legal Advice

- 6.1 NA

Financial considerations

- 6.2 The changes to stop smoking service to double the number of smokers quitting and extending it to users of non-cigarette smokers (vapers, shisha) and oral tobacco will be funded through the additional ring-fenced money for stop smoking services from OHID. The strategic actions and managed network for whole system approach to obesity will be funded through the public health reserves.

Other Consultation Responses

- 6.3 NA

Equalities Impact Assessment

- 6.4 The work programme includes actions to address inequalities.

Strategic Risk Management Issues

- 6.5 None identified.

Climate Change and Ecological Impacts

- 6.6 The recommendations in Section 2 above are expected to:

OFFICIAL SENSITIVE (COMMERCIAL)/OFFICIAL SENSITIVE (PERSONAL)

Have no impact on emissions of CO₂.

Background Papers

A full document on equity audit of smoking cessation services is available on request.

Contact for further information.

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