

# Whole Systems Approach to Obesity in Bracknell Forest

Progress update for the Health and Wellbeing Board

Tanvi Barreto , Senior public health strategist

Bracknell Forest Council

Project in partnership with Southampton University

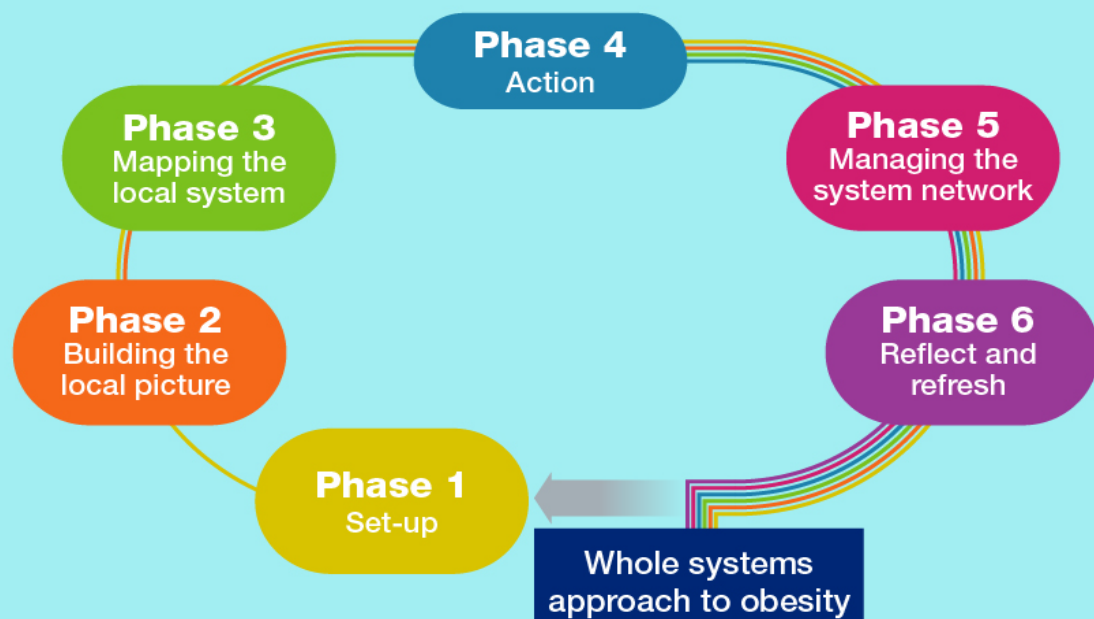
6<sup>th</sup> June 2023



# 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

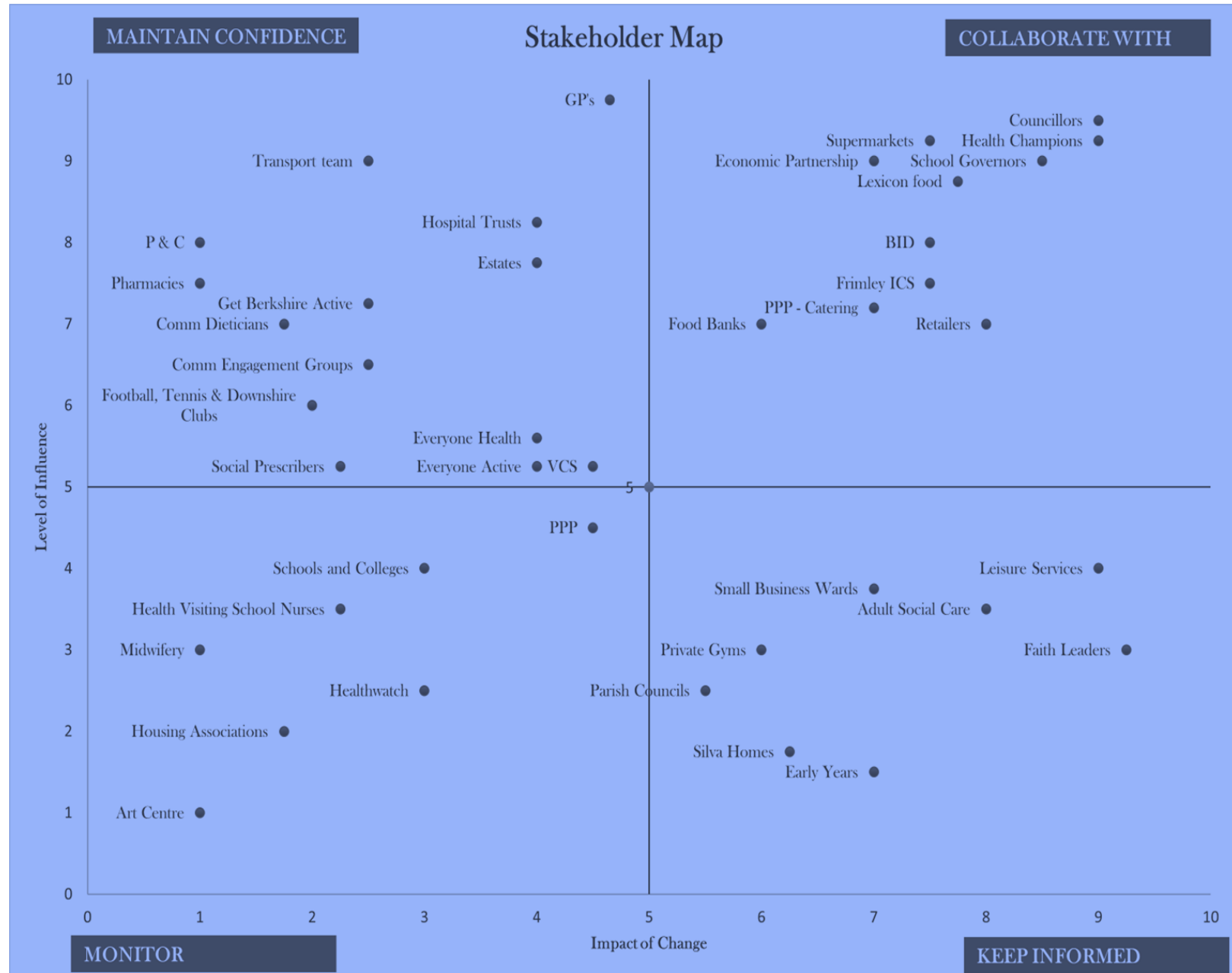


## The benefits of a whole systems approach to obesity



# 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

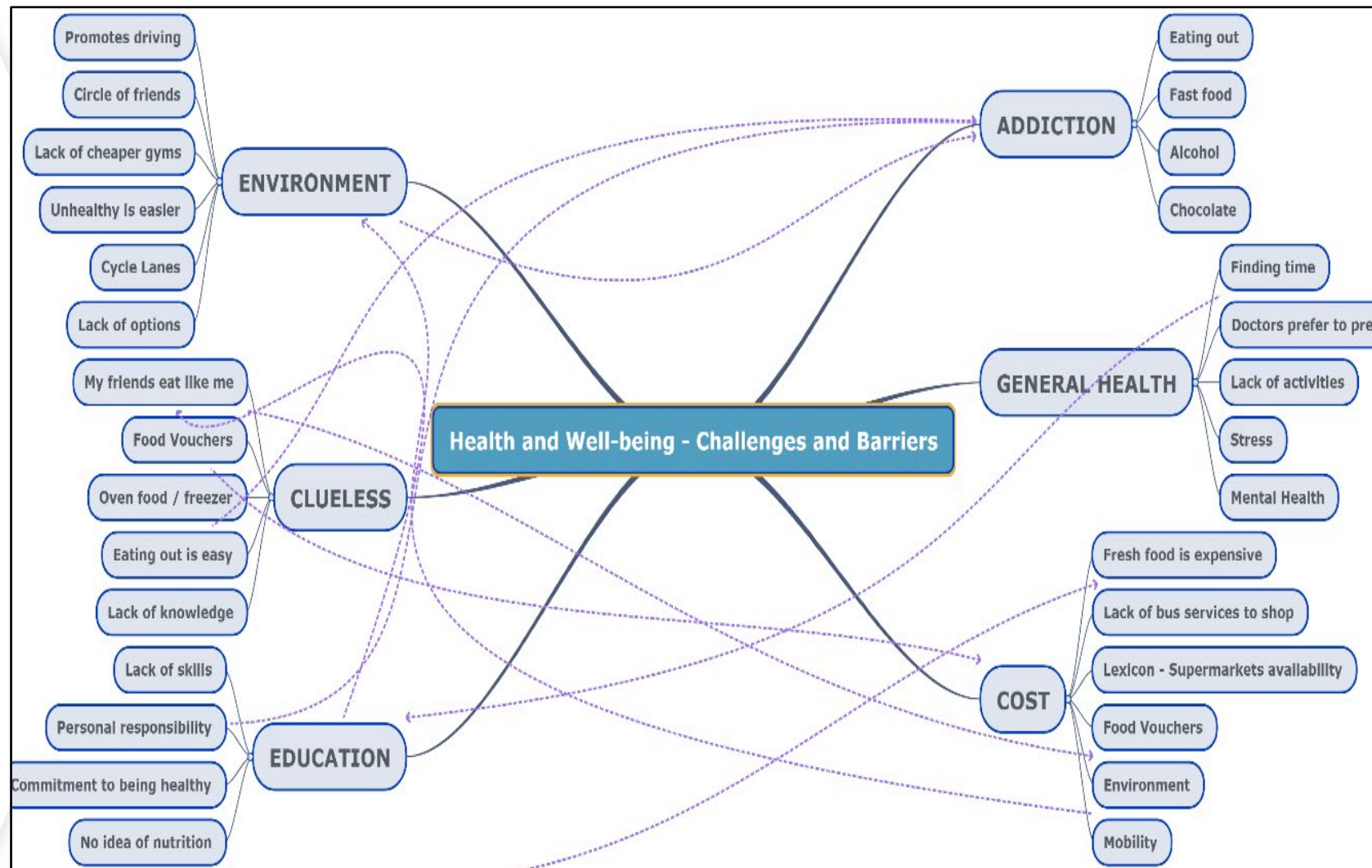
- Return of the Tree Giants at the Lexicon
- Community conversations
- Hypertension Bus
- Economic Skills Development Partnership Event

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.



# 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 2: Survey and Focus Groups

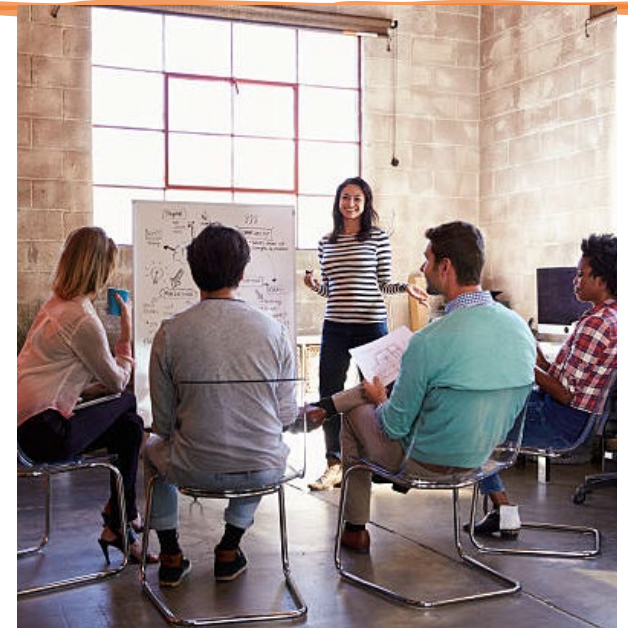
The project group designed a survey to gather more in-depth feedback from residents on t

- 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.

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





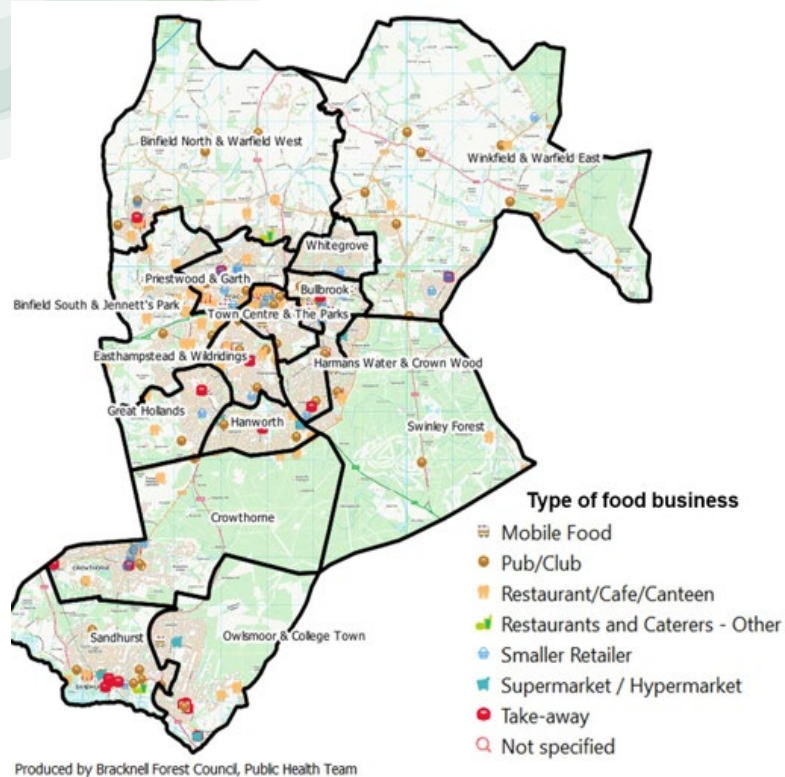
# Phase 3 & 4: Strategic Action Initiatives (SAIs)

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 deserts 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

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- 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.



# Next Steps

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Get final report from the University by end July



Report presented to Joint Steering for decisions on refining key actions from SAIs action plan to take forward



Finalise actions to take forward with DMT and HWBB and agree timelines to deliver these