



## **Health Partnerships Overview and Scrutiny Committee 5 April 2011**

### **Report from the Director of Strategy, Partnerships and Improvement**

Wards Affected:  
ALL

#### **Progress report on the Brent Obesity Strategy 2010-2014**

#### **1.0 Summary**

1.1 In July 2010 the Health Partnerships Overview and Scrutiny Committee received a presentation on the borough's draft Obesity Strategy. At that meeting members agreed that an update on the strategy's implementation should be brought back to the committee in April 2011 for members to question officers on progress. A report on this issue has been provided by NHS Brent and is attached at appendix 1 to this covering note.

1.2 The Brent Obesity Strategy was launched on the 30<sup>th</sup> November 2010. It has been developed to address the treatment, prevention and the reduction of obesity in Brent. The strategy covers four areas:

- Influencing the Business Sector
- Children, Young People and Infant Feeding
- Improve Clinical Care pathways
- Improve Sport and Physical Activity

1.3 NHS Brent reports that progress in implementing the strategy has been slow and reflects the recent structural and financial changes to both Brent Council and NHS Brent. Of the seven key actions which the strategy highlighted there has been some limited progress with regards to

- The establishment of a Clinical Care Taskforce which is working on better mapping of dietetics and physical activity provision
- A feasibility study for the third swimming pool in Brent

1.4 The development of a community-based obesity management team has been put on hold as current activity for obesity services does not justify additional investment in the current financial climate. The Childhood Obesity programme has been severely hit by financial cuts with planned discontinuation (March 2011) of both the MEND programme and the Healthy Little Eaters programme delivered in Brent Children's Centres.

1.5 The remaining three key actions included:

- Feedback, signposting and guidance to parents following the National Childhood Measurement programme
- The Bike it scheme for Brent schoolchildren
- Motivational interviewing training for primary care staff

1.6 All of these initiatives are contingent on additional investment being found. A business case is being developed to secure funding for some of these initiatives but it is unlikely that funding will be secured for all of these key initiatives.

1.7 Officers from NHS Brent will be at the committee meeting to answer members' questions on these issues. Tackling obesity is a key element of the borough's public health programme and it is important that members are confident that the work that is taking place in Brent to tackle this issue is delivering the anticipated results.

## **2.0 Recommendations**

2.1 The Health Partnerships Overview and Scrutiny Committee is recommended to consider the progress report on the borough's Obesity Strategy and question officers on its implementation.

### **Contact Officers**

Phil Newby  
Director of Strategy, Partnerships and  
Improvement  
Tel – 020 8937 1032  
[phil.newby@brent.gov.uk](mailto:phil.newby@brent.gov.uk)

Andrew Davies  
Policy and Performance Officer  
Tel – 020 8937 1609  
[andrew.davies@brent.gov.uk](mailto:andrew.davies@brent.gov.uk)