



North Cambridgeshire &  
Peterborough Care Partnership

# Healthy eating and healthy weight

Rural and Farming Executive Advisory Committee  
Fenland District Council

7 October 2024 | John Rooke



# Purpose of the item

The picture of excess weight in both adults and children varies across Cambridgeshire and Peterborough, with Fenland consistently having much higher rates than others.

**Adults:** The percentage of adults classified as obese or overweight in Cambridgeshire is lower than the England average (64.0%). However, Fenland has significantly higher level of overweight and obesity (70.6%). Those classified as obese in Fenland (36.6%) is significantly higher than the Cambridgeshire (23.9%) and England (26.2%) average.

Overall, the percentage of adults meeting the '5-a-day' fruit and vegetable consumption recommendations is better than the England average (31.0%) in Cambridgeshire (34.0%). However, the lowest consumption is seen in Fenland (29.4%).

**Children:** Childhood obesity is worse in children in Fenland than Cambridgeshire with about 20.5% of year 6 children being obese (up to 36% when considering both overweight and obese).

As a partnership, we are formulating our approach to respond to the growing impact of unhealthy weight in both adults and children. Our proposed plan is enclosed in the papers. However, while there are a range of behaviour change initiatives commissioned in Fenland, there are gaps in our promotion of and access to healthy food options.

## The request of the committee

The Committee is asked to contribute, at an early stage, to the approach and strategy to improve healthy eating and healthy weight in Fenland. The North Cambridgeshire and Peterborough Care Partnership is seeking expert input from the Committee on how to:

- Promote healthy eating and adherence to dietary recommendations
- Improve access to healthy foods (replacing ultraprocessed food)
- Enable access to locally produced fruit, vegetables, legumes and meat
- Restrict advertising of unhealthy and junk food

The output of our discussion will inform the approach we take in Fenland.



North Cambridgeshire &  
Peterborough Care Partnership

Background to our partnership

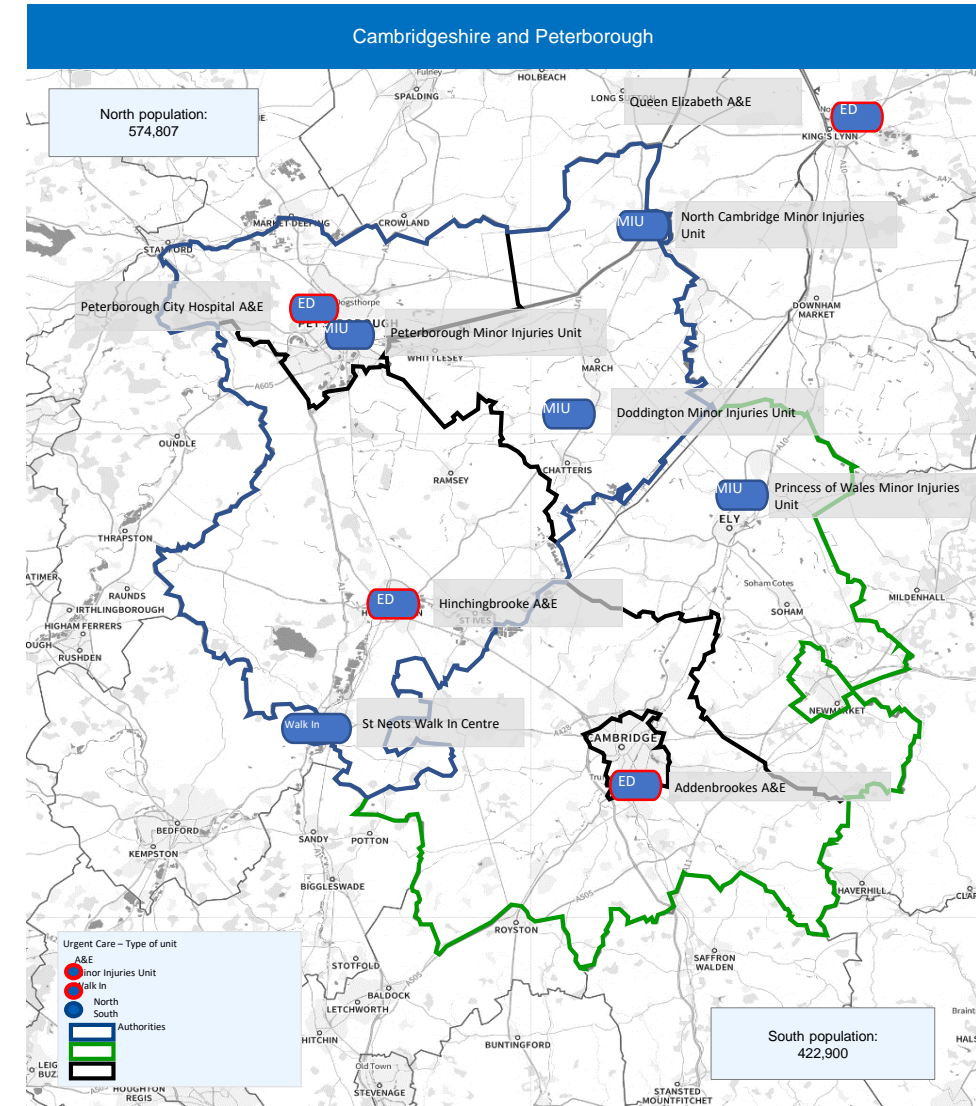


# Who are we?

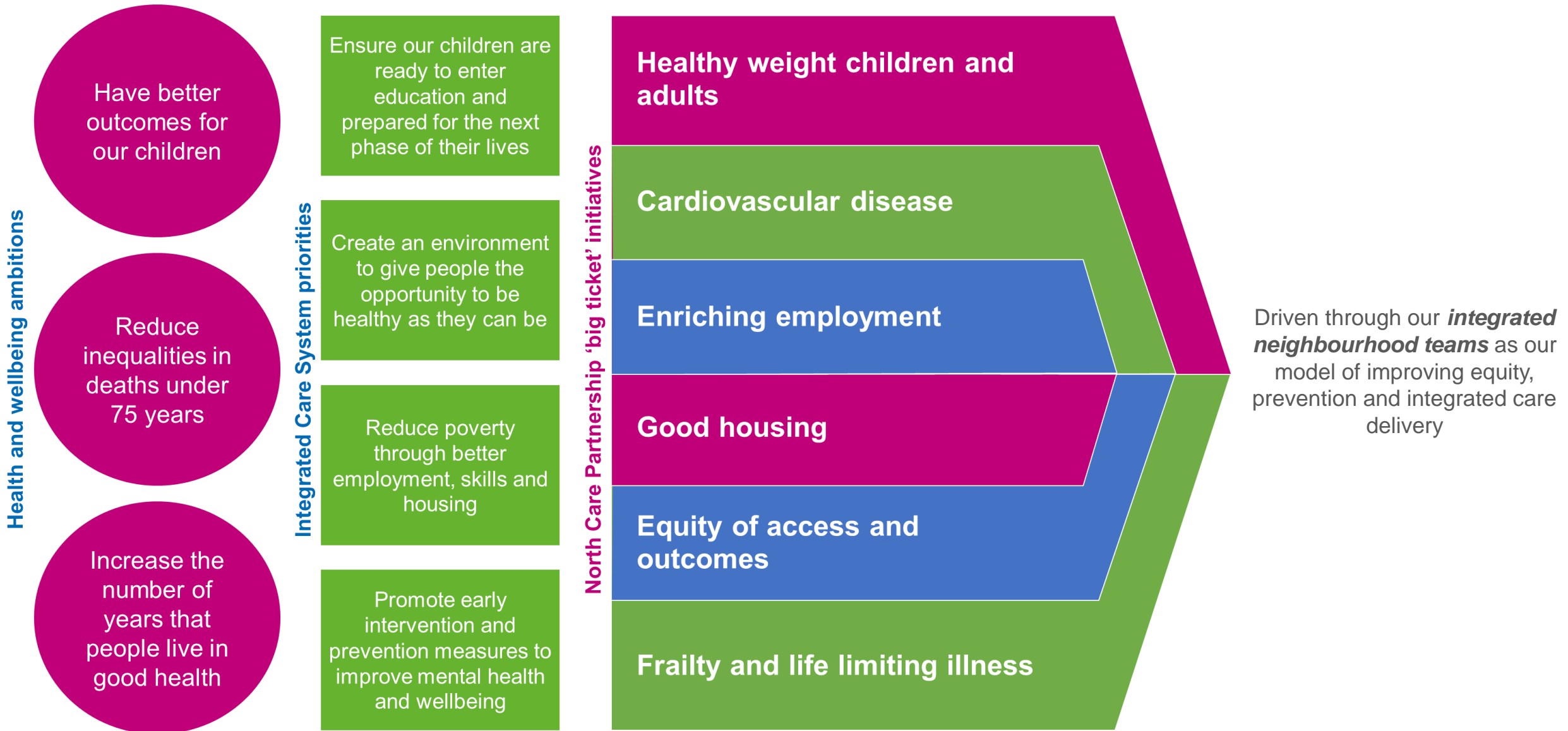
*Our partnership is composed of NHS providers, County and District Councils, Healthwatch, voluntary community and faith sector partners.*

## Our partners work together to provide health and care services for our population:

- **Two upper tier local authorities:** Cambridgeshire County Council, Peterborough City Council
  - **Two District Councils:** Fenland, Huntingdonshire
  - **One hospital provider:** North West Anglia NHS Foundation Trust
  - **Two community providers:** Cambridgeshire and Peterborough NHS Foundation Trust and Cambridgeshire Community Services NHS Trust
  - **One mental health provider:** Cambridgeshire and Peterborough NHS Foundation Trust
  - **Two ambulance trusts:** East of England Ambulance Service NHS Trust, East Midlands Ambulance Service
  - **48 GP practices**
  - **One Integrated Care Board:** Cambridgeshire and Peterborough ICB
  - **Healthwatch** Cambridgeshire and Peterborough providing an independent patient and service user voice for health and social care
  - **Circa 2,000** local voluntary, community and faith organisations
- To facilitate integration of care and provision of services closer to home, we have established:**
- **13 Integrated Neighbourhoods Teams** with a population ranging from 30,000 to 60,000 where local partners come together to respond to local needs and challenges



# Delivering on our partnership priorities





North Cambridgeshire &  
Peterborough Care Partnership

Ultraprocessed food





# Ultraprocessed food

## Definition of ultraprocessed food

- Ultra-processed foods, as defined using the **Nova food classification system**, encompass a broad range of ready to eat products, including packaged snacks, carbonated soft drinks, instant noodles, and ready-made meals.
- These products are characterised as industrial formulations primarily composed of chemically modified substances extracted from foods, along with additives to enhance taste, texture, appearance, and durability, with minimal to no inclusion of whole foods.

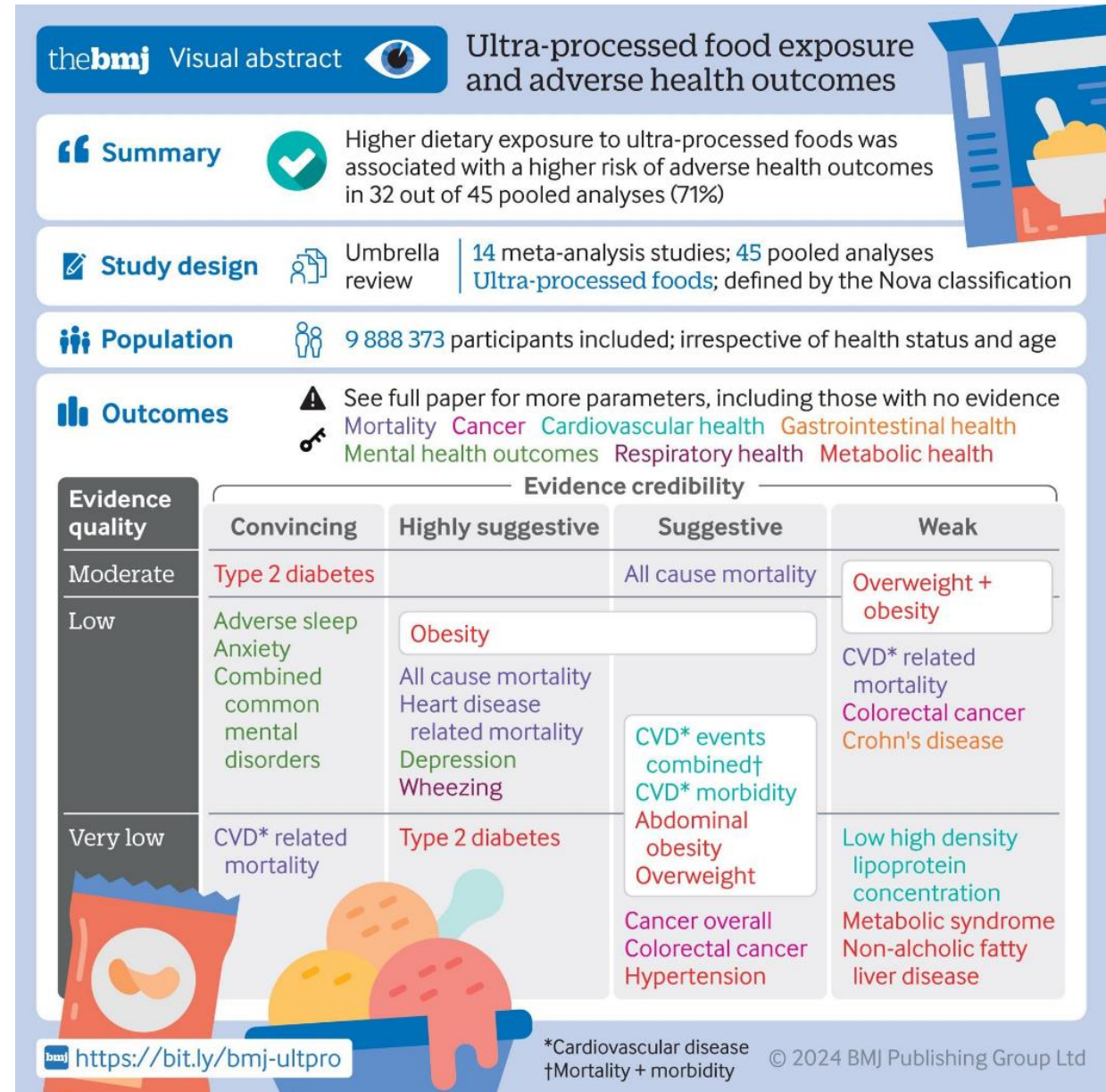
## Health impacts of ultraprocessed food

- There are direct associations between exposure to ultra-processed foods and 32 (71%) health parameters spanning mortality, cancer, and mental, respiratory, cardiovascular, gastrointestinal, and metabolic health outcomes.

## Ultraprocessed food intake in the UK

- Ultra-processed foods account for 56.8% of total energy intake and 64.7% of total free sugars in the UK diet.
- This percentage of total energy intake was higher among children (74.9%) and adolescents (82.9%).
- Eliminating ultra-processed foods could potentially reduce the prevalence of excessive free sugar intake by 47%.

Our aim is provide local residents to fresher, healthier and local alternatives to ultraprocessed foods.





North Cambridgeshire &  
Peterborough Care Partnership

Our outline plan to tackle  
unhealthy weight





# Our Partnership's plan to address unhealthy weight

In September 2024, our Partnership approved the plan to address unhealthy weight, outlined below.

<b>Initiative Overview</b>	Reversing the rising trend of overweight and obese children and adults through approaches targeting food and culture
<b>Key Activities</b>	<ol style="list-style-type: none"><li><b>1. Increase the uptake of free school meals across North Care Partnership</b></li><li><b>2. Develop partner action plans as anchor institutions for role in supporting staff to lose weight, be active and eat healthily</b></li><li><b>3. Further develop PCC and CCC policy on bans on food advertising</b></li><li><b>4. Increase physical activity and access to green spaces including working with Sport England</b></li><li><b>5. Increase education and family activities to learn about healthy food and meal preparation</b></li><li><b>6. Improve access to Tier 2 weight loss services and remodel the way weight loss services are delivered</b></li><li><b>7. Improve referral digital weight loss solutions</b></li><li><b>8. Increase uptake on the Low Calorie Diet for people with diabetes</b></li><li><b>9. Develop a programme approach across partners to support delivery</b></li></ol>
<b>Population Cohort</b>	<ul style="list-style-type: none"><li>• Obese children and adults.</li><li>• Adults and children at risk of becoming obese due to major modifiable risk factors e.g. physical inactivity</li><li>• Diabetic adult and children that are overweight</li></ul>
<b>Resource Requirements</b>	<ul style="list-style-type: none"><li>• Resource to review behavioural insights research and develop whole-system research-based interventions; from design to delivery.</li><li>• Dedicated Project/Programme management across North Cambridgeshire and Peterborough Care Partnership and the Public Health Team (recruitment underway)</li><li>• Funding for Tier 2 weight loss back log clearance and sustainable demand and capacity for the service</li></ul>



North Cambridgeshire &  
Peterborough Care Partnership

Current commissioned activities  
to support healthy weight



# Local Behaviour Change Services (1/2)

There are a range of interventions that have been commissioned by Cambridgeshire County Council, or are being delivered by key partners locally, which promote healthy eating and physical activity and support weight management.

## Children and Young People

### *Healthy You (Integrated Lifestyle Service):*

**Tier 1** – a key element of the Integrated Lifestyle Service, currently includes a coordinator in each district who provides support to individuals to find accessible opportunities to engage in physical activity. In addition, the Tier 1 service delivers a number of universal programmes to support with child weight management:

- Healthy You, Healthy Me - This resource has been specifically designed as a tool for teachers to use either in a face to face or virtual setting to support the health and wellbeing of the school community. Aimed at both KS1 & KS2, topics include Eatwell guide, healthy breakfast, snacks and lunchbox, energy balance and fats, salts and sugars.
- Healthy You Crew - This resource has been specifically designed for KS2 students to become healthy eating ambassadors and to engage with the wider school, spreading the message around Healthy Eating.
- Active4Ten – Fun, themed workouts for KS1 and KS2 focussed on mindful exercise. These can be used in the classroom, assembly or PE lesson to get the kids moving.
- 1:1 Health Trainer appointments available for families who want more support (note, this is not a specialist service and hence support is very high level. This is unlikely to continue once the Child Weight Management service is established).
- A variety of family centred physical activity and healthy eating sessions run throughout the year across all districts.

### *Healthy Schools Service*

Commissioned by Cambridgeshire County Council, and delivered by Everyone Health, the Healthy Schools Service comprises of a network of quality assured, local partner organisations that work in collaboration to provide lesson resources, training and focused events on a wide range of health themes including physical activity and healthy eating. A large and targeted part of the service is the Food Smart Accreditation which is designed to support primary and secondary schools to adopt a whole school approach to healthy eating, food and nutrition including wider factors such as food provision, leadership and engaging with the community.

# Local Behaviour Change Services (2/2)

## Adults

### *Healthy You (Integrated Lifestyle Service):*

Locally, the existing Integrated Lifestyles Service (under the brand 'Healthy You') includes Tiers 1-3 of adult weight management, as detailed below:

**Tier 1** – Delivered by a consortium consisting of Living Sport and the District and City Councils. Provides activities and programmes, tailored guidance and support to individuals that want to be more physically active, and to individuals and families that need support with eating healthy and maintaining a balanced diet.

**Tier 2** – Delivered by Everyone Health, the Tier 2 programme consists of either:

- A 12-week virtual or face to face programme which combines a 45 minute nutrition workshop and a 45 minute physical activity session delivered by Everyone Health's in house practitioners.

OR

- 12 weeks of vouchers for Slimming World or WW (formerly Weight Watchers).

**Tier 3** – A specialist service for patients with severe and complex obesity, providing an intensive level of support to patients through a multi-disciplinary team approach. There are three different intervention offers:

- Everyone Health's 'Fresh Start' programme which consists of 12 fortnightly sessions combining nutrition workshops and physical activity sessions delivered both virtually and face to face. In addition to the 6 months of group support, patients have 1:1 support from a Health Psychologist who will support them to make healthy lifestyle changes, and to identify and overcome barriers.
- Addenbrookes Intensive Weight Management Programme (IWMP) which involves a consultant-led medical management clinic, individualised psychological intervention, a monthly psychological skills and support group, a psychologist led emotional eating group, or the intensive weight management programme (IWMP). This option is generally only for the most complex patients.
- MoreLife's psychologically informed programme, which consists of 12 weekly sessions lasting for 90 minutes and includes topics such as mindful eating and self-care to enable patients to better understand their relationship with food.