

Report Title	Healthy weight campaign		
Sponsoring Executive	Ruth Wilkin, Director of Communications		
Report Author	Ruth Wilkin, Director of Communications		
Meeting	Trust Board (Public)	Date	3 rd September 2020

1. Suggested discussion points *[two or three issues you consider the Trust Board should focus on]*

The Trust launched its “Why Weight?” campaign for staff on 14 August. The strategy was developed in conjunction with staff groups and volunteers and provides a range of options for individuals and teams to take part in.

We will evaluate progress through a number of different metrics and continue to address barriers to accessing mental health, physical activity and mental wellbeing support.

On demonstrating progress with the staff-facing campaign, we will be considering how best to support our patients and those in the community with health and wellbeing improvements. The Board may wish to discuss how this could be best managed.

2. Alignment to 2020 Vision *[indicate with an ‘X’ which Plan this paper supports]*

Safety Plan		Public Health Plan	x	People Plan & Education Plan	x
Quality Plan		Research and Development		Estates Plan	
Financial Plan		Digital Plan		Other <i>[specify in the paper]</i>	

3. Previous consideration *[where has this paper been previously discussed?]*

Obesity plans have previously been discussed at the Board and Executive Public Health Committees and the Clinical Leadership Executive.

4. Recommendation(s)

The Trust Board is asked to:

- a. Note the progress of the Trust’s “Why Weight?” campaign.
- b. Discuss how the Trust can develop support for patients and communities in tackling obesity.

5. Impact *[indicate with an ‘X’ which governance initiatives this matter relates to and where shown elaborate]*

Trust Risk Register						
Board Assurance Framework						
Equality Impact Assessment	Is this required?	Y	x	N	If ‘Y’ date completed	30.09.20
Quality Impact Assessment	Is this required?	Y		N	x	If ‘Y’ date completed

SANDWELL AND WEST BIRMINGHAM HOSPITALS NHS TRUST

Report to the Public Trust Board: 3rd September 2020

Healthy weight campaign

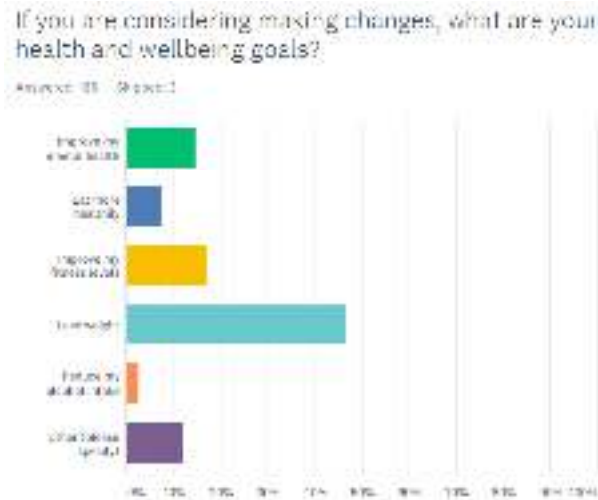
1. Introduction or background

- 1.1 Part of the Trust's ambitions within its public health plan is to tackle the rising cases of obesity. The Trust is approaching this by first addressing support to help our workforce improve their mental wellbeing, physical activity levels and nutrition. The Trust will then address strategies to support patients and people within our communities
- 1.2 The Board and Executive public health committees have been engaged with the development of the "Why Weight?" campaign, targeted at our staff and volunteers. In developing the strategy we have listened to staff through a Trust-wide survey as well as a number of focus groups.
- 1.3 This strategy is timely, fitting in with the Government's recent announcements on tackling obesity, and as we understand better the risk factors associated with a poorer outcome for patients who contract COVID-19.
- 1.4 The strategy is embedded in the behaviour change model, recognising that people may be at different stages of their health journey in terms of considering changes to their lifestyles.
- 1.5 A number of different options have been made available to all colleagues that were showcased at the launch on 14 August. These options have received many expressions of interest and it is clear that staff welcome the opportunity to have Trust support to help achieve a healthy weight. Many of these options are delivered in partnership with local non-NHS organisations including Sandwell Leisure Trust, Sandwell Council's Weigh 2 Go scheme and E-bike Brum.

2. Feedback from staff and stakeholders in developing the strategy

- 2.1 The Trust ran a staff survey to gain people's views on their own health goals and what support the Trust could provide.
- 2.2 Losing weight was the most common health goal listed as shown in figure 1 overleaf.

Figure 1



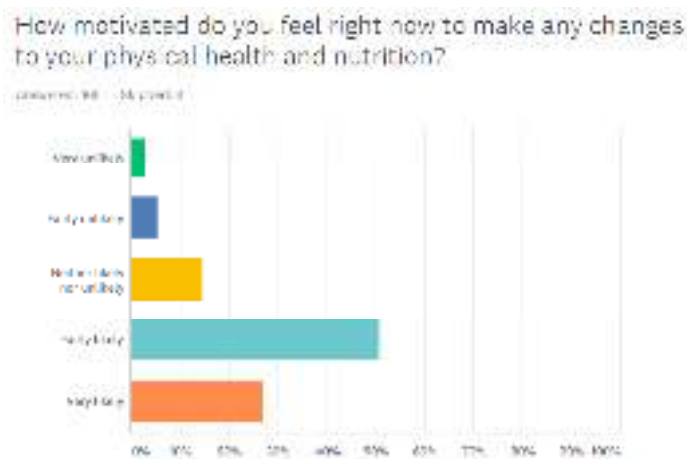
2.3 When asked about a number of schemes to support people in their health and wellbeing, staff expressed support for several of the options that are now in place, with access to wellbeing coaches being the most popular.

Figure 2



2.4 Most respondents to the survey were motivated to make lifestyle changes.

Figure 3



2.5 A series of focus groups were run getting views from people with different circumstances and backgrounds including BAME colleagues and Trust volunteers. Feedback from these groups has been incorporated into the Trust's strategy but further consideration is being made to understand how we can best support people with physical and learning disabilities. Financial constraints were raised as a barrier, as well as some people's concerns about safety during exercise activities.

3. Evaluation of progress

A number of ways have been established to measure progress with the workforce element of the "Why weight?" campaign.

This includes:

- Participation in Dr Makwana's weekly dance exercise classes
- Number of people registering interest and participating in the health and wellbeing calendar of activities and the other options on offer
- Research study through the E-bike programme
- Data gathered through the Weigh 2 Go programme and the Activ8rlives app
- Wellbeing lead data that includes individual health goals, weight changes and BMI changes.

4. Recommendations

4.1 The Trust Board is asked to:

- a. Note the progress of the Trust's "Why Weight?" campaign.
- b. Discuss how the Trust can develop support for patients and communities in tackling obesity.

Ruth Wilkin
Director of Communications

27 August 2020