

A case study to demonstrate how the WBFGA has been used to deliver long term positive health and social care impacts and outcomes

What is the case study about?

Fit for Future Generations – A childhood obesity strategy for Gwent to 2025. The strategy sets out a vision *of healthier, fitter future generations – where obesity will not be harming children and limiting the well-being and health of future generations in Gwent as it is today. We want to see present and future generations of children, from all communities, enjoying much longer healthy life expectancy.*

Fit for Future Generations is the beginning of a collaborative journey towards achieving this vision and it makes a case for the leadership, accountability and governance for coordinated and collective action on childhood obesity prevention at both the partnership and organisational levels and is a key part of the ambition outlined in Welsh Governments 'A Healthier Wales'. In particular, their ambition around "Population Health and Wellbeing through better prevention and self-management"

The strategy highlights the significant benefits for individuals, families and communities, the public sector and services, the environment and the economy from making public-service wide, coordinated, changes together.

How has applying the principles (5WoW) of the WBFGA been helpful?

Obesity is a consistently underestimated public service challenge. Being able to set the strategy in the context of the Act and demonstrate the significant impact obesity can have across the 7 Well-being Goals enables partners across the system to clearly see their role and contribution and how/where it aligns with their agenda.

Applying the principles of the WbFGA i.e. the ways of working provides a unique opportunity for all partners to be focused on working in such a way that supports the multi-sector, system-wide approach that is required to tackle childhood obesity.

What have you found to be most challenging?

Communication with partners that to deliver the change required will need a cross-system, multi organisational approach, with everyone playing their part (investing time and resource) and that this will take time and energy and that there are no quick fixes. However, we are hopeful that as the understanding and implementation of the Act becomes more routine, this will help to provide a clear rationale and demonstrate the approach required for addressing the complex and intractable Gwent wide issues.

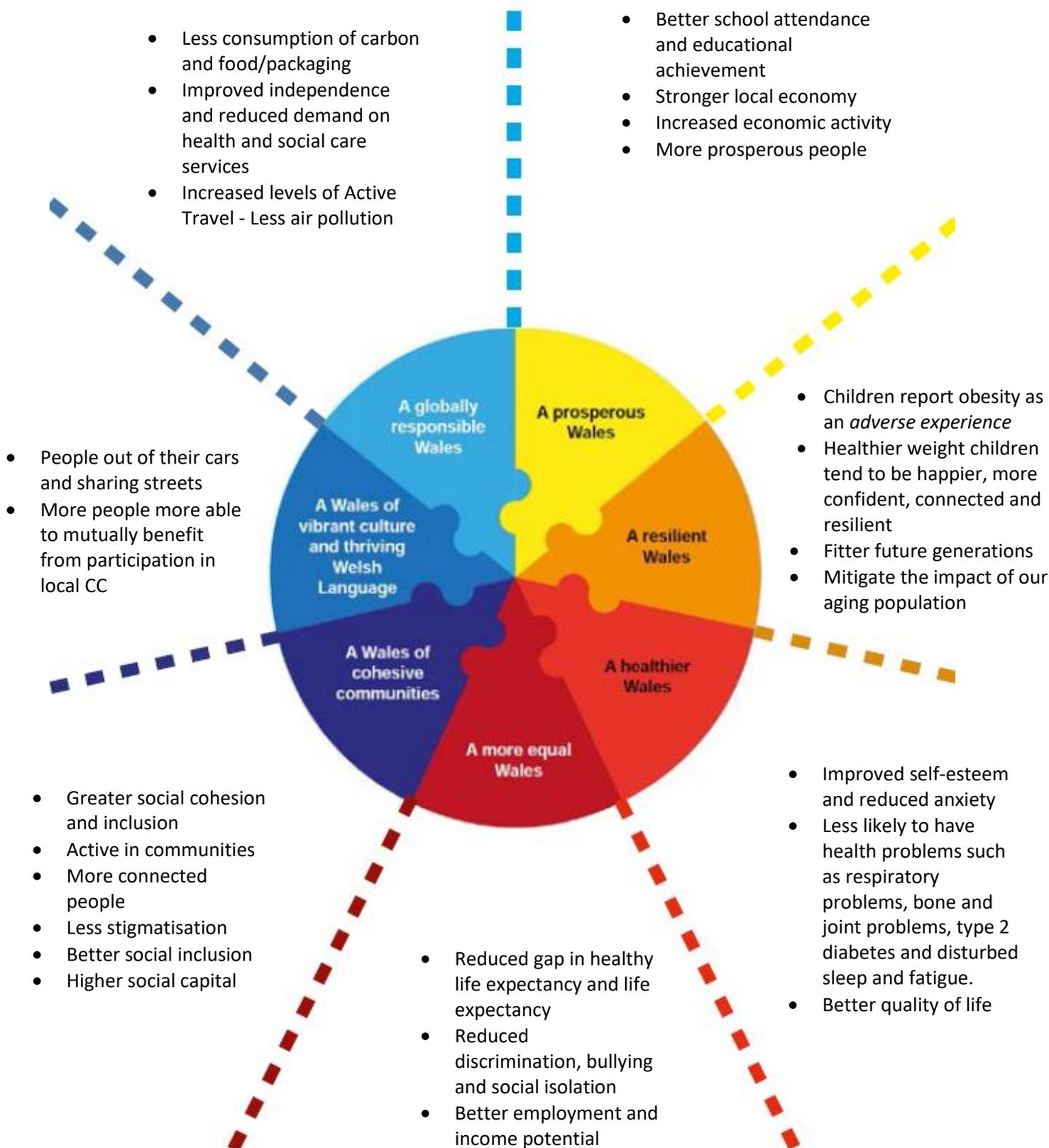
What lessons/learnings would you share?

Not only does, using the principles of the Act and working in this way help to frame the strategy. It has also been particularly helpful in enabling the team to:

- identify where efforts could be collaborative
- Identify where their might be conflicting agendas and where difficult decisions need to be made e.g. over proliferation of fast food outlets verses the potential economic benefits business can bring to an area.

Working in this way has enabled us to quickly identify the intractable/complex issues so we can make progress in dealing with these while also delivering on quick wins across the whole system.

How action on childhood obesity will positively impact all seven Well-being Goals



How applying the Sustainability Principle and the 5 Ways of Working is helping to deliver positive impacts and outcomes in reducing childhood obesity prevalence in Gwent

Way of working	What positive impacts/outcomes can be achieved by this way of working	How will we achieve these positive impacts/outcomes
Balancing short and long term - needs	Action to tackle childhood obesity now will not only impact on the health and well-being of the current population but will have a long-term impact on future generations by shaping and protecting the environment we live in, influencing the food we eat and how active we are, the capacity and future of the services we use, the prosperity of the economy and the resilience of communities.	<p>Support women of childbearing age to be a healthy weight pre-conception and avoid gaining too much weight during pregnancy</p> <p>Support mothers to breastfeed their baby</p> <p>Support parents not to wean too early (before 6ms) and ensure their baby grows steadily for the first year of life</p>
Integration	<p>We will need to make some difficult decisions if we are to significantly impact on obesity prevalence in the population and affect its impact on services, wherever they are in the public service system (not just health and care services). We will need to work together to find effective solutions for influencing health behaviours that contribute to overweight and obesity now and for future generations.</p> <p>We are working closely with our PSB partners to ensure we understand how the objectives within the Obesity Strategy complement their own objectives. To facilitate this two of the Health Board's four PSB focused objectives are "To provide children and young people with the best possible start in life" and "To achieve impact on preventable heart disease, stroke, diabetes, cancer, respiratory and liver disease".</p>	<p>Increase safe walking and cycling infrastructure integrated with accessible public transport links (including safe routes which enable children to walk and cycle to school)</p> <p>Increase access to healthy foods and influence healthy food choices in our communities</p> <p>Create safe spaces and provide facilities both indoors and outdoors for children and young people to play and be physically active on a daily basis</p>
Prevention	Reducing the prevalence of childhood obesity will impact on healthy life expectancy by preventing the development of chronic conditions and premature morbidity. Focusing on maternal health, healthy pregnancy and the early years will ensure the best possible start in life for children, establishing positive health behaviours early on that are role modelled by parents, families and communities.	<p>Support women of childbearing age to be a healthy weight pre-conception and avoid gaining too much weight during pregnancy</p> <p>Support mothers to breastfeed their baby</p> <p>Support parents not to wean too early (before 6ms) and ensure their baby grows steadily for the first year of life</p>
Collaboration	Tackling childhood obesity will require us to move from a system of causes to a system of solutions. Action on childhood obesity will be	Ensure that children are given fruit and vegetable every day (especially those on low income)

	<p>much more effective if public bodies and wider partners work as a 'whole' with each component playing their part and maximising our collective efforts. A multi-faceted approach to obesity i.e. a whole life, wellness system will have impact across all of the 7 well-being goals</p>	<p>Adopt and implement a whole school approach, combining multicomponent physical activity and nutrition interventions</p> <p>Frontline health professionals identifying and assessing weight in patients, trained in MECC and having effective behaviour change conversations about being a healthy weight, physical activity healthy eating</p>
<p>Involvement</p>	<p>Action on childhood obesity involves supporting communities to take more control of their own health and well-being through improved health literacy. Enabling parents, families and professionals to recognise a health weight and the harms of overweight and obesity and be aware of opportunities available to people to support attempts at change. Involvement is needed to understand deep-rooted obesogenic social norms that maintain the unhelpful narrative around weight, food and physical activity and work with families and communities to break these.</p>	<p>Disrupt obesogenic social norms and increase health literacy in relation to being a healthy weight.</p> <p>Support National campaign to recognise healthy weight</p> <p>Involve the public in the development of weight management services.</p>