

Whole systems approach to diet, healthy weight and physical activity in North Ayrshire



North Ayrshire
Community Planning Partnership

Public Health Reform



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Leadership in complex environments



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- Seven out of ten adults and a quarter of P1 children in North Ayrshire are above a healthy weight.
- *Working as a **mutualistic** rather than a bureaucratic system*

Whole system approach

- System thinking
- Learning culture
- Facilitative and adaptive leadership
- Purposeful engagement
- Governance and resourcing
- Sustainable collaborative working
- Place is important
- Creativity and innovation

North Ayrshire Landscape



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Strategic:

- APSE/De Montfort University/What Works? – Collaborative Leadership
- Carnegie UK test site for Kindness
- ACEs/Trauma informed
- Scottish Government development site for Inclusive Growth Diagnostic

How we do it:

Step change within the CPP...relationships, whole system thinking, rotating chair of SMT, shadowing opportunities, training and OD, accessibility of Council Leader, CEO, Directors and Heads of Service, Fair for All, approach to Locality Planning...

Fair for All and the whole system

Responding to Inequalities

No progress towards positive outcomes can or will be achieved without addressing the issue of inequality.

(Equality & Human Rights Commission, 2011)

Research demonstrates that a combination of approaches across three areas of the population is essential to effectively tackle inequalities.

These three approaches are:

1. Targeting - Targeting the worst off in society
2. Enhanced - Reducing the gap between groups
3. Universal - Reducing the gradient across the population.

North Ayrshire Community Planning Partnership Fair for All Pledges



Vision:	North Ayrshire "A Better Life"				
Driver:	North Ayrshire Community Planning Partnership pledges to tackle the root causes of all inequalities with a particular focus on addressing child poverty.				
Pledge Themes	Economic Growth	Children	Environment	Health	Food
<p>To improve child poverty ranking relative to other local authority areas Proposed measure: Percentage of children in poverty (after housing costs) Baseline: 2015 Children in poverty (AHC) = 30.4 % Ranking among Scottish local authorities = 31st Short term target Rank +1 = 633 children move out of poverty Medium term target Rank +5 = 1,029 children move out of poverty Long term target Rank +10 = 1794 children move out of poverty</p>					



Strengthening the whole system



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Health

- Children's Services Strategic Partnership and Plan
- Children's Services Improvement Board
- Child Poverty Action Plan
- Dartington research: two phases
- Focus on Early Years
- Working with Families
- Ayrshire Healthy Weight Strategy and Plans
- Green Health Partnership
- North Ayrshire Food Forum
- Financial Inclusion/BONA
- Holiday Hunger / school meals
- Ayrshire College Wellbeing Strategy

Physical Activity

- Sportscotland national outcomes
- National legacy role and projects: KA/Mind and Be Active/Girl Make your Move/Thrive
- KA strategic agreement with HSCP re Exercise on Referral/Active North Ayrshire: Health and Wellbeing service
- Active Schools and Communities
- Active Travel/Smarter Choices funding/ Paths for All
- Daily Mile
- Fit 15 and schools
- Capital investment

Community Empowerment

- Community and Locality Planning
- Community Leadership Collective
- North Ayrshire Sports Academy
- Community Sport Hubs
- Volunteering
- ParkLives
- Community sports clubs
- Dignified food provision

And so on...

North Ayrshire Active Communities Strategic Partnership



North Ayrshire
Community Planning Partnership

- Ambitious approach which **promotes, engages and empowers local individuals and communities** to play an active role in increasing activity levels for children, young people and adults
- Provides **strategic leadership and direction** to ensure that the strategic vision of “More people, more active, more often” is achieved in the next ten years
- Strategic Partnership is **accountable to NA CPP** and report directly to the CPP SMT
- **Terms of Reference** agreed to ensure accountability to CPP
- **DrEAM** Drop Everything and Move North Ayrshire!



Our **VISION** for North Ayrshire is:

**MORE PEOPLE MORE ACTIVE
MORE OFTEN!**

Our **AIMS** are:

STARTING ACTIVE...

To focus on those who are least active, where often the greatest health gains can be made.

STAYING ACTIVE...

To create a culture where physical activity is the norm and is built into everyday life

ACHIEVING AMBITIONS...

To support individuals to achieve personal goals, from walking their first mile to supporting elite performers to succeed at the highest level

Our **TARGET** is:

A **10%** increase in physical activity levels
across North Ayrshire by **2026**



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OUR AMBITION IS TO
INCREASE THE NUMBER OF
PEOPLE WHO ARE MORE
ACTIVE MORE OFTEN BY **10%**.

NORTH AYRSHIRE ACTIVE COMMUNITIES STRATEGY 2016-2026



Healthy Weight Strategy (2014 – 2024)



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Vision:

To achieve the *healthiest weight possible for everyone in Ayrshire and Arran*

Aim:

- To halt the rise in the levels of overweight and obesity among children and adults by 2024, and ultimately reduce them.

Key themes:

- Increased awareness, knowledge, skills and empowerment
- Improved maternal and infant nutrition
- Availability and affordability of healthier food and drinks
- Promotion of active travel and active workplaces
- Built/natural environment and infrastructure for active travel
- Physical activity
- Weight management



Physical Activity Guidelines

In 2011, the UK's four Chief Medical Officers published a series of guidelines for physical activity. These have been summarised below.

EARLY YEARS (0 - 5 YRS)

WHY?

- Support brain development
- Support achievement and attainment
- Improve sleep
- Build confidence and social skills
- Maintain healthy weight
- Strengthen muscles and bones
- Develop physical literacy

AIM FOR AT LEAST
180
MINUTES EVERYDAY

WHAT?

- Walking
- Swimming
- Pushing
- Pulling
- Running
- Jumping
- Rolling
- Throwing
- Climbing

CHILDREN + YOUNG PEOPLE (5 - 18 YRS)

WHY?

- Support brain development
- Support achievement and attainment
- Improve sleep
- Build confidence and social skills
- Maintain healthy weight
- Strengthen muscles and bones
- Develop physical literacy

AIM FOR AT LEAST
60
MINUTES EVERYDAY

WHAT?

- Walking
- Cycling
- Swimming
- Pushing
- Pulling
- Running
- Jumping
- Rolling
- Throwing
- Climbing

WE ALL NEED PEOPLE TO BE WITH
STRENGTHENING ACTIVITIES
3 TIMES A WEEK

ADULTS (18 - 65 YRS)

WHY?

AIM FOR

WHAT?



DrEAM Events



Community Clubs and Groups

- If you're a choir, knitting group or sports club we have plenty of ideas to get you guys more active.
- Active Travel. Encourage your members to walk or cycle to the session
 - Group warm up. Have an active warm up before the group starts. Some running on the spot, some squats and some stretches. Active body + Active mind
 - Green groups. If possible take your activity outside and walk round a park or green space.
 - Sports Club Open Night. If you're a sports or fitness group then why not host an open night to encourage new members.
 - Take a dance break



[Register your event](#)

[Download Toolkit](#)

Workplaces

- Here are some ideas to get you and your colleagues moving.
- Active Breaks. Replace a coffee break with a brisk 10-minute walk. Ask a friend to go with you.
 - Active Travel. Cycle or walk part - if not all - of your journey to work. Get off a bus or tube stop before your destination, if you need to drive, try to park further away from your office and walk the rest of the way.
 - Active Meetings. Discuss project ideas with a colleague while taking a walk. Have active meetings where the whole group walks together.
 - Stand while talking on the telephone.
 - Get up and move. Walk over to someone's desk at work rather than calling them



How can the whole, complex system work together?

[#DreamNA](#)

Developing Picture



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- North Ayrshire, with NHSA&A, is an early adopter of the Scottish Government **Type 2 Diabetes** Prevention Framework
- “**Special partnership status**” with **sportscotland** – focusing on inactive children and families as identified through Acorn and related data, via place-based approaches
- SG whole systems “Early Adopter” site for Public Health “Healthy Weight” Priority 6: Focus on food environment and physical activity for early years and children.





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What Next?

Work with Scottish Government



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- Commit to **working together and in collaboration** with other local and national partners to test a whole systems approach
- Identify and agree a local problem to tackle: **food and physical activity environment from a children and families perspective**
- Establish appropriate **working arrangements**, with senior leadership engagement
- Undertake the whole systems approach learning and process to **create an action plan**, learning and refining as we go (supported by Leeds Beckett University).

Proposed outcomes



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- Understanding across partners of the **drivers** of poor diet and unhealthy weight, and the **contribution of those partners** to the problem and its solution.
- Understanding of what and how **levers** can be used to address the problem.
- Evidence of **leadership and commitment** by partners at all levels of their organisations.
- Evidence of **new collaborations** across local and national partners, and of innovation and impact.
- Generation of **learning** across the Early Adopters and for Scotland as a whole.

Work with Scottish Government



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