

DUDLEY HEALTH AND WELLBEING BOARD

Agenda Item no. 10

DATE	Wednesday 26th June 2019
TITLE OF REPORT	Deliberative Inquiry - Healthy Weight Whole Systems Approach to Obesity Prevention (WSAOP)
Organisation and Author	Dudley Council Health and Wellbeing Division
Purpose	Update on Healthy Weight priority, the Community inquiry to obesity prevention in Dudley, progress and next steps
Background	<p>In March 2019 we shared with the Board our intention to commission a programme of Deliberative Inquiry (DI) with Dudley residents to develop recommendations promote healthy weight within the Dudley Borough.</p> <p>Following a competitive tendering process, Shared Future CIC (SF) was awarded the contract to specifically ask the question “What can communities and organisations do together to help more people in Dudley be a healthy weight?”</p> <p>The deliberative inquiry aimed to engage people from right across the borough, and four neighbourhoods were particularly targeted for recruitment to deliberative inquiry groups based on demographic and health data (street detail in Appendix 1)</p> <ul style="list-style-type: none"> • Roseville • Eve Hill • Brockmoor • Cradley <p>A total of 1250 letters per area, were hand delivered to homes in these areas by the Youth Offending Team, inviting people to participate. In addition recruitment from people living in other areas will take place to ensure that residents from across the borough are involved in the groups.</p> <p>The first DI session was planned for June with a final report expected in November.</p> <p>An oversight group comprising a range of stakeholders that will report to the Children and Young People’s Alliance has been established. Membership is detailed in Appendix 2 with a draft plan in Appendix 3</p>

<p>Key Points</p>	<p>On 12th June we received a disappointing update from SF. Despite 5000 letters we have received responses from only 42 people. (Over the past twenty inquiries SF have received an average of 30 responses per 1000 letters). So we expected at least 150 responses from 5000 letters, which would have been supplemented by face to face recruitment across town centres to ensure representation from all groups and areas of the borough.</p> <p>SF presented a few options, however we reluctantly on Monday (17th June) to postpone the DI process until September to give us more time to recruit people to be involved in the DI groups. This was deemed necessary in order to be confident in the outcome of the process as we need to make sure we have full representation of our communities.</p> <p>The proposal is to recruit again in July, using another letter and a new recruitment strategy to include schools mailing, visits to community venues, a more generic health and wellbeing question that doesn't mention weight.</p> <p>From September to end of November, we will then have a mixture of 4 Citizens Assemblies and 2 local inquiries.</p> <p>The Citizens Assemblies will be full meetings of all 64 participants in a central venue, from 11am-2pm to give time for travel and carers responsibilities, with travel paid and a buffet. The 64 participants would be drawn from the four neighbourhood communities.</p> <p>The local neighbourhood inquiries will take place in the four areas agreed already (agreeing the dates at the first Assembly).</p> <p>The Explorers phase will continue as planned, with participants identified at the first Assemblies and then trained in the week before the first local Inquiries. Through the Explorers contact work in their neighbourhoods, consideration will be given to opening up a local Inquiries could to the wider public.</p> <p>This direct involvement of the participants in choosing dates and venues for the local Inquiries will also help us add more flexibility to suit them.</p> <p>The Final reports will be finished by mid December (only two weeks later than our original timescale)</p>
<p>Emerging issues for discussion</p>	<p>It's difficult to know why (without running a research project in its own right) we have had such an unprecedented low response to our letters, but we suspect the mention of "weight" could have acted as a deterrent (stigma, embarrassment etc.).</p>
<p>Key asks of the Board/wider system</p>	<p>We need to change the approach for recruitment to include more face to face, online, and working through community networks, rather than relying only on more mailouts, which haven't worked so well locally. We request the support of senior sponsors to facilitate this.</p>

	Review the membership of the Deliberative Inquiry Task and Finish Group and make nominations to be invited to participate.
Contribution to H&WBB key goals.	Healthy weight

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Appendix 1

Neighbourhoods targeted through analysis of National Child Measurement Programme (NCMP) and Public Health Fingertips data.

- **Rosewood**
- **(NORTH BORDER- Bond Street/Coppice Road/Ivyhouse Lane, WEST BORDER- Bourne Street/Cedar Avenue, Hockley Road, SOUTH BORDER- Park Close/Rosalind Avenue/ Patricia Crescent, EAST BORDER-New Road),**
- **Eve Hill**
(NORTH BORDER- St James Rd, WEST BORDER- Grange Road/Maughan Road/ Wellington Road, SOUTH BORDER- Queens Cross/ High Street, EAST BORDER-Stafford Street/Southalls Lane/The Belper),
- **Brockmoor**
(NORTH BORDER- Recreation Ground, WEST BORDER- Railway line near works/ Norwood Road, SOUTH BORDER- Moor Street, EAST BORDER-William Street/Fenton Street/Bradleymore Road/Pensnett Road) and
- **Cradley**
(NORTH BORDER- Apperley way/ Moyle Drive, WEST BORDER- Apperley way/Pippin Avenue/Glynn Crescent/Long Innage, SOUTH BORDER- Hayes Park Road/Windmill Hill, EAST BORDER-Furlong Lane/Butchers Lane/Hammer Hill Road)

Appendix 2

Healthy Dudley Deliberative Inquiry Task and Finish Group Membership

Deborah Harkins – Chief Officer Health and Wellbeing, Director of Public Health

Liz Jones – Children and Young People’s Team

Sally Cornfield – Public Health Manager

Helen Codd – Dudley CCG

Faye Hall – Dudley Young Health Champions

Shelley Brooks – CAPA

Nikki Cheung – CAPA

Stephen Whitehouse – Road Safety

Steve Gay – Leisure

Ceri Evans – FNP

Sarah Owens – Healthy Communities

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Appendix 3

Healthy Dudley Deliberative Inquiry Steering Group

The role of the steering group will be to:

- Ensure that the process is fair and rigorous
- Identify commentators best able to present on the topics
- Advise on the dissemination of the Inquiry Groups' findings

The steering group will be made up of a range of stakeholders (with diverse perspectives, and where possible influencers of policy and practice on the topic of healthy weight) both to ensure the legitimacy of the process and to support implementation of the Inquiry Groups' recommendations.

Meeting 1 – 24th June

- Project update
- Identify potential commentators
- Identify how recommendations can be integrated into decision making processes

Meeting 2 – 9th July

- Share progress following first sessions
- Identify commentators to answer Inquiry Group queries

Meeting 3 – 26th November

- Discuss recommendations – who and how to respond
- Identify how recommendations will be integrated into decision making processes