

Taking a whole systems approach to obesity: *putting it into action at local level*

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Who are we?

- One county council among WSO pilot sites
- Largely rural – two urban centres (Cheltenham and Gloucester), numerous market towns
- Generally affluent and healthy but some neighbourhoods among the most deprived in England
- Childhood obesity levels in some localities among the worst in the South West
- Co-terminous with other public sector organisations

What did we do?

Phase 1: Set-up

Phase 2: Building the local picture

Phase 3: Mapping the local reality

Phase 4: Action

Phase 5: Creating a dynamic local system

Phase 6: Reflection

Three to six months

Ongoing



Phase 1: Set up

- Allow sufficient time
- Identify dedicated resource to manage process and outputs – and to build and maintain relationships and communications
- Secure support from senior leaders
- Invest in building relationships – go beyond the ‘usual’
- Understand stakeholders’ priorities (including community’s)
- Establish governance, core working group, advisory ‘board’ and stakeholder network(s)



Phase 2: Building the local picture

- Identify current data sources, projects, policies, plans and interventions...
- Continue stakeholder mapping and engagement
- Consider scale and scope of your 'obesity system'

Socio-Ecological Model

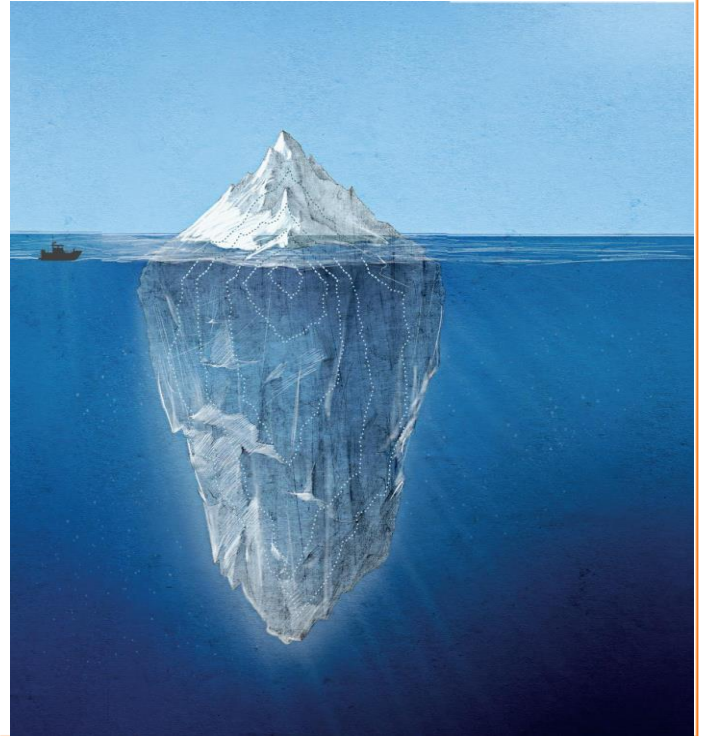


Phase 6: Action

It is not



or



Phase 4: Action

- Undertake action planning and prioritisation together – need commitment and ownership
- Where can you / do you need to ‘disrupt’ the current system?
- Short-, medium and long-term actions and action at different ‘levels’
- Prioritise quickest wins to engage people but ensure you’re including action to deliver greatest long-term / sustained impact
- Build on community and stakeholder assets
- Informed by behaviour change theory

Phase 5: Creating and dynamic local system

- Grow and evolve the systems network
- Consider how this will be approached together
- Focus on *how the system is changing* rather than traditional performance management approach and KPIs
- Needs different measures, mind-set and skills
- Use causal map to scope existing data sources and gaps
- Regular engagement with systems network for tacit intelligence



Phase 6: Reflection – Key benefits

- Structured systematic process that matches local response to local causes
- Better alignment to strategic priorities
- Maximises all assets in system and aligns them more effectively
- Clarity and collective agreement on the way forward
- Supports partnership working and opportunities to identify ‘win-wins’
- More dynamic, flexible approach – more resilient and sustainable
- Moves action upstream
- Transferrable learning
- More likely to work!



Phase 6: Reflection – Final thoughts...

- Dedicated resources to manage process and maintain momentum
- Systems network – management and communications
- Positioning alongside other healthy weight action e.g. healthy weight declaration
- Scaling up and phasing
- Public Health role – losing control...
- How will we know it's working?



Thank you for listening

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