



**Paper for information: Update on the Work of the  
Health Development Agency  
(HDA)**

**Agenda Item: 8**

Please see attached paper for information.

## **Obesity: NICE Guidance**

1. Following a request from the Department of Health, NICE has commissioned the National Collaborating Centre for Primary Care (NCC-PC) to work jointly with the HDA in developing guidance on the prevention, identification, assessment and management of overweight in adults and children. The guidance will consist of two key components – clinical management in the NHS (being led by the NCC-PC) and prevention in the NHS and non-NHS settings (being led by the HDA). The guidance will apply to England and Wales.
2. The Scope of the guidance has been established following consultation with stakeholders. The Workplan - which adheres to strict ways of working established by NICE – is currently being developed. See [www.nice.org.uk](http://www.nice.org.uk) for details.
3. Two Guideline Development Groups (GDGs) will be created to take the clinical and prevention strands forward. It is intended that the GDG concerned with prevention will include a public health nutritionist, community dietitian, physical activity specialist, director of public health, community / school nurse, health promotion specialist, local government and consumer representative. Other experts will be co-opted to the groups as the need arises.
4. The GDGs will meet for the first time on the 7<sup>th</sup> July and thereafter approximately every 6 weeks to discuss the evidence base on specific target groups and settings (such as schools). The evidence on prevention will be captured by rapid reviews produced by two new collaborating centres working with the HDA. The methodology for the rapid reviews and grading evidence is being developed by the collaborating centres in consultation with the HDA's obesity expert reference group and public health evidence steering group.
5. External stakeholders are being given the opportunity to submit evidence – see [www.nice.org.uk](http://www.nice.org.uk) for details. The draft guidance will be circulated for consultation at the start of 2006 and the final guidance published Summer 2006. and encouraged to provide comments on the consultation.

## **5 A DAY**

### **Primary Care Conference and Video**

6. HDA has been organising an event with the Department of Health on promoting 5 A DAY in the Primary Care, which was due to take place on Monday 21st June, at Regents College. The event has been postponed until after publication of the Public Health White Paper later this summer. The event will be promoted to a wide range of health professionals and will most likely be held in the Autumn.

### **Cascade Training**

7. Between September 2003 and March 2004, the HDA organised a development programme for the 5 a DAY regional co-ordinators. Three separate one day events considered "Working in Partnership", "Evaluation" and "Continuation Strategies and Sustainability". As a follow up to this work, the HDA is now co-ordinating

the distribution of DH funded small grants to cascade training to NOF and non-NOF funded PCTs, based on local needs assessment. Proposals are currently being received and include plans for workshops focused on topics such as sustainability and working with the media. Evaluation of the training will be undertaken in the first quarter of 2005.

### **Evaluation Resources**

8. The final report of a scoping and collation exercise on evaluation resources for community food projects was recently submitted to the Agency, and will shortly be available on the HDA website (along with the published resources identified by the researchers).

### **Maternal and Child Nutrition**

9. The HDA is establishing two new collaborating centres on Maternal and Child Nutrition– one focusing on the development of evidence and guidance and the other on practice development. The Collaborating Centre on evidence and guidance has been awarded to a consortium led by Leeds University (Mother and Infant Research Unit and Nutritional Epidemiology Group) and the Centre for Reviews and Dissemination at the University of York. The Collaborating Centre will be collating evidence and developing guidance on the initiation and duration of breastfeeding; and reviewing food programmes in relation to nutrition in pregnancy. The Practice Development Collaborating Centre has not yet been appointed.
10. The HDA will be publishing a systematic review of the effectiveness of interventions to promote the duration of breastfeeding September / October 2004. This will update the systematic review “Enabling Women to Breastfeed”, broadening the scope and covering non-clinical interventions. This work will compliment the evidence briefing on the effectiveness of interventions to promote the initiation of breastfeeding.

### **Physical Activity**

11. The HDA is also in the process of appointing an Evidence and Guidance Collaborating Centre for Physical Activity. They will be working to further develop the evidence base and to work to support practitioners develop local programmes.

### **New Publications** (available from [www.hda.nhs.uk](http://www.hda.nhs.uk))

#### **The effectiveness of public health interventions for increasing physical activity among adults: a review of reviews**

12. Details which approaches work best in raising physical activity levels. The review concludes that that encouraging people to do activities that are easiest for them and independent of specific facilities, like walking, is one of the most successful methods of creating long-term changes in behaviour.

### **Getting evidence into practice in public health**

13. Describes how the HDA has established systems and protocols to develop the evidence base in public health and to produce guidance materials based on that evidence. It also outlines the proposed basis for changing public health practice using that evidence and guidance.

### **Childhood disadvantage and adult health: a lifecourse framework**

14. Focuses on the link between childhood disadvantage and poor health in adulthood, drawing on evidence from epidemiological studies and social surveys to develop a framework which maps the pathways through which a disadvantaged start in life can compromise adult health.

### **HDA involvement in *Choosing Health?***

15. The HDA is closely involved with *Choosing Health?*, the Department of Health's consultation on public health in England. HDA staff are part of each of the eight consultation task groups, which will report back to Health Secretary John Reid with recommendations on action that can be taken by government, employers, industry, the NHS, by schools, by communities and by individuals, to help maximise the potential for improving people's health. In addition, Yve Buckland has been invited to chair the 'Working with and for Communities' task group. The consultation ends 28<sup>th</sup> May. Further details are on the DH website.

### **Changes within the HDA**

16. Paul Streets OBE took up the post of Chief Executive in October 2003. He was previously Chief Executive of Diabetes UK where he played a major role in driving through the national service frameworks for diabetes. For more info on his vision for the HDA see <http://www.hda.org.uk/hdt/0404/interview.html>.

### **Annual Conference**

17. The HDA's annual conference, *Mainstreaming action to address inequalities in health*, is being held on the 23<sup>rd</sup> and 24<sup>th</sup> September 2004 at the Queen Elizabeth Conference Centre, London. Speakers will include the Rt Hon John Reid MP, Secretary of State for Health and the Chief Medical Officer, Sir Liam Donaldson. For further details, please contact: [katherine.wilson@neilstewartassociates.co.uk](mailto:katherine.wilson@neilstewartassociates.co.uk).

### **Media Work**

18. The HDA held a press conference to launch its Physical Activity Evidence Briefing at the end of March, generating coverage, in both national and regional press, on the key message that exercise should be tailored to suit the individual. The HDA subsequently received requests for comment on the CMO's Physical Activity report, published in April, resulting in an in-depth interview for ITV news, interviews on BBC Breakfast and other BBC national news items, as well as BBC regional radio. This activity followed the success of the media launch of the HDA's Obesity Evidence Briefing in October 2003, which created blanket

coverage on all TV, press and radio, including the front page story in the Daily Mail.