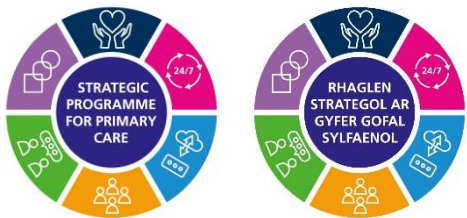


Primary Care Obesity Prevention Action Plan (2022-2024)

April 2022



Authors

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Acknowledgements

We would like to thank the Primary Care Obesity Prevention Steering Group members, for their individual and collective contributions to develop this action plan.

Contact

If you have any questions or would like to discuss this action plan further, please do not hesitate to get in contact with the Primary Care Hub PrimaryCare.One@wales.nhs.uk

Context

This initial two-year action plan, which covers April 2022 - March 2024, is designed to support the implementation of the **primary and community care elements of the adult All Wales Weight Management Pathway (AWWMP)**, in line with the **Healthy Weight Healthy Wales (HWWH) Delivery Plan 2022-24**. Actions within this plan have been grouped into four priority once-for-Wales aims.

Led by the PC Hub, The Primary Care Obesity Prevention (PCOP) Steering Group has overall responsibility for overseeing and implementing this action plan. The PCOP Steering Group will report to the National Healthy Weight Pathway Steering Group, which subsequently feeds into the Healthy Weight National Implementation Board. In addition, the PCOP Steering Group will report to the Strategic Programme for Primary Care Programme Board via the Prevention and Wellbeing workstream, and subsequently into the National Primary Care Board.

What is meant by primary and community care?

Primary and community care encompasses a broad and diverse range of settings and roles, including: the four primary care contractors (Community Pharmacy, Community Optometry, Dental Practice, General Practice); allied health professionals; those working in broader community roles e.g. community midwives, health visitors, and district nurses; the non-registered healthcare workforce; and social prescribers.



Aims for 2022-2024:



1: The person-centred journey

Supporting the person-centred journey in primary and community care



2: Primary and community care workforce

Supporting the primary and community care workforce to confidently manage overweight and obesity



3: Data and digital

Optimising overweight and obesity data usage and digital healthcare technologies in primary and community care



4: Leadership and governance

Developing leadership and governance to drive implementation of the AWWMP in primary and community care



AIM 1: The person-centred journey

Supporting the person centred journey in primary and community care

Our objectives are to:

- Support joined up care across the life course, using innovative multi-disciplinary approaches, which avoid fragmentation of care
- Develop approaches to strengthen obesity prevention within long term condition prevention and management
- Determine the scope of primary and community care involvement in a person's weight management journey

By 2024 we will:

1.1 Establish a workstream to develop joined-up approaches for supporting person (and family) centred weight management, beyond the immediate postnatal period

1.2 Align and strengthen obesity prevention within existing clinical pathways for comorbidities identified in the AWWMP

1.3 Align the development of the All Wales Diabetes Prevention Programme with the AWWMP

1.4 Map a person's weight management journey from their first point of contact with primary and community care

1.5 Identify strategies to support equitable access to the AWWMP through primary and community care, to reduce the potential inverse care law effect

1.6 Consider the role of primary and community care in supporting weight management in elements of the children, young people and families AWWMP, and in the transition to adulthood, including preconception health



AIM 2: Primary and community care workforce

Supporting the primary and community care workforce to confidently manage overweight and obesity

Our objectives are to:

- Enable the frontline primary and community care workforce to deliver person-centred approaches, free from stigma and bias, to support weight management
- Address the education and training needs of different workforce groups to increase knowledge, confidence and skills in supporting weight management
- Increase the frontline workforce's awareness of services and resources available, and thereby reduce their intention-action gap

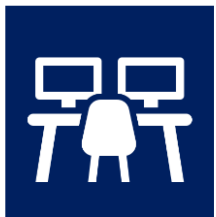
By 2024 we will:

2.1 Develop, promote and disseminate training and resources to enable the frontline primary and community care workforce to have compassionate conversations to support weight management

2.2 Scope the different functions and roles of the frontline primary and community care workforce within the AWWMP

2.3 Develop a communication and engagement plan for the frontline primary and community care workforce to support delivery of the primary and community care elements of the AWWMP

2.4 Produce plans for supporting and enabling the primary and community care workforce to have a healthy weight and access weight management as needed



AIM 3: Data and digital

Optimising overweight and obesity data usage and digital healthcare technologies in primary and community care

Our objectives are to:

- Improve systematic collection of and access to primary and community care data in relation to weight/height/BMI
- Increase the use of data to inform the development of equitable services and understand the impact of interventions on addressing outcomes and reducing inequalities
- Maximise the implementation of existing and new digital healthcare technologies recognised to support obesity prevention in primary and community care

By 2024 we will:

3.1 Scope opportunities for people to use accurate, valid self-reported weight/height/BMI in primary and community care conversations

3.2 Work to normalise the measurement and use of weight/height/BMI data in primary and community care

3.3 Support use of weight management data at population levels to inform primary and community care planning of equitable services, to provide better care based upon need

3.4 Support and enable consistent collection of relevant data in primary and community care for the AWWMP minimum data set

3.5 Consider digital inclusion approaches to support equitable uptake and access to the AWWMP in primary and community care

3.6 Support the development of the NHS Wales app and other quality assured digital resources with the intention of helping primary and community care to help those experiencing overweight/obesity

3.7 Consider approaches that support primary and community care to undertake virtual weight management conversations, including how weight/height/BMI can be proactively assessed

3.8 Understand and integrate the role of digital solutions within primary and community care systems to support personalisation of interventions



AIM 4: Leadership and Governance

Developing leadership and governance mechanisms to drive implementation of the AWWMP in primary and community care

Our objectives are to:

- Collaborate with all partners involved in the planning and delivery of the primary and community care elements of the AWWMP and support integrating approaches
- Influence system levers and barriers to implementing the AWWMP and managing obesity as a chronic condition
- Embed quality improvement approaches to support person-centred weight management in primary and community care
- Promote a culture that supports person-centred weight management e.g. influencing communications to and engagement with the primary and community care workforce

By 2024 we will:

4.1 Work with Health Board Pathway Delivery Groups and primary and community care, to align the all-Wales approach with Health Board Pathways

4.2 Support the adoption of the AWWMP in primary care by identifying the highest value contractual models (possibly including enhanced services) to deliver care along the pathway, aligned to prudent healthcare principles

4.3 Align implementation of AWWMP with Accelerated Cluster Development

4.4 Provide recommendations to the Strategic Programme for Primary Care (SPPC) to inform the use of the SPPC Fund to support obesity prevention and adoption of the AWWMP

4.5 Advocate for a whole systems approach to supporting the public to access the AWWMP including, system leaders in both health and non-health sectors, as well as, the community

4.6 Foster collaborative working to enable sharing of approaches/learning e.g. communities of practice, networks



AIM 4: Leadership and Governance

Developing leadership and governance mechanisms to drive implementation of the AWWMP in primary and community care

By 2024 we will:

4.7 Support primary and community care to adopt a continuous improvement approach using the AWWMP minimum dataset and other mechanisms e.g. patient stories

4.8 Work with primary and community care leaders and professional bodies to help the frontline workforce understand the importance of their role in talking to people about their weight, including social prescribers and the non-registered healthcare workforce

4.9 Assess the resource requirements needed to implement the primary and community care elements of the AWWMP e.g. accommodation and equipment

4.10 Support the generation and application of evidence needed to implement the primary and community care elements of the AWWMP

4.11 Identify and apply the transferrable learning from supporting smoking cessation in primary and community care