

Evaluation of the national rollout of the NHS Enhanced Service Incentive for weight management in primary care.



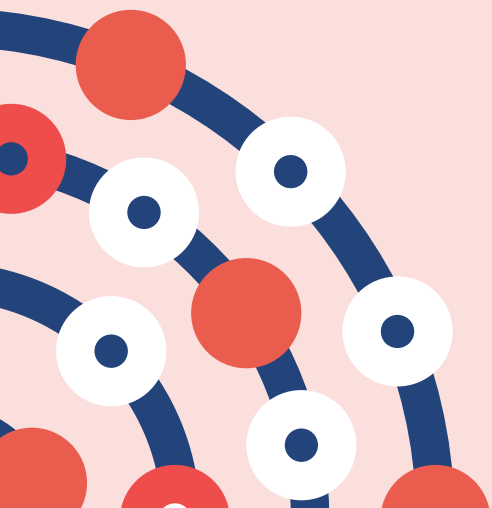
Anisa Hajizadeh, doctoral student

Paul Aveyard, professor of behavioural medicine

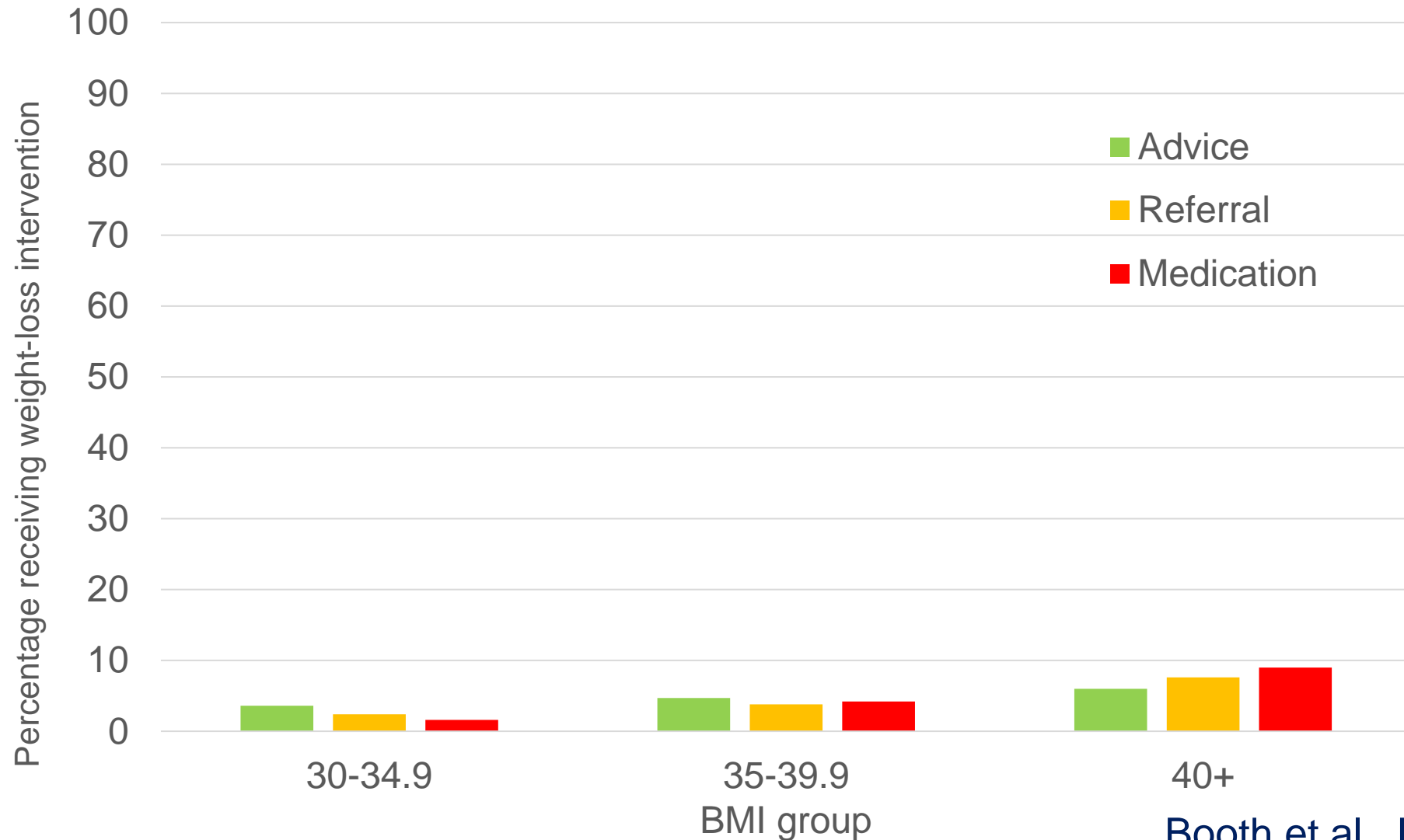




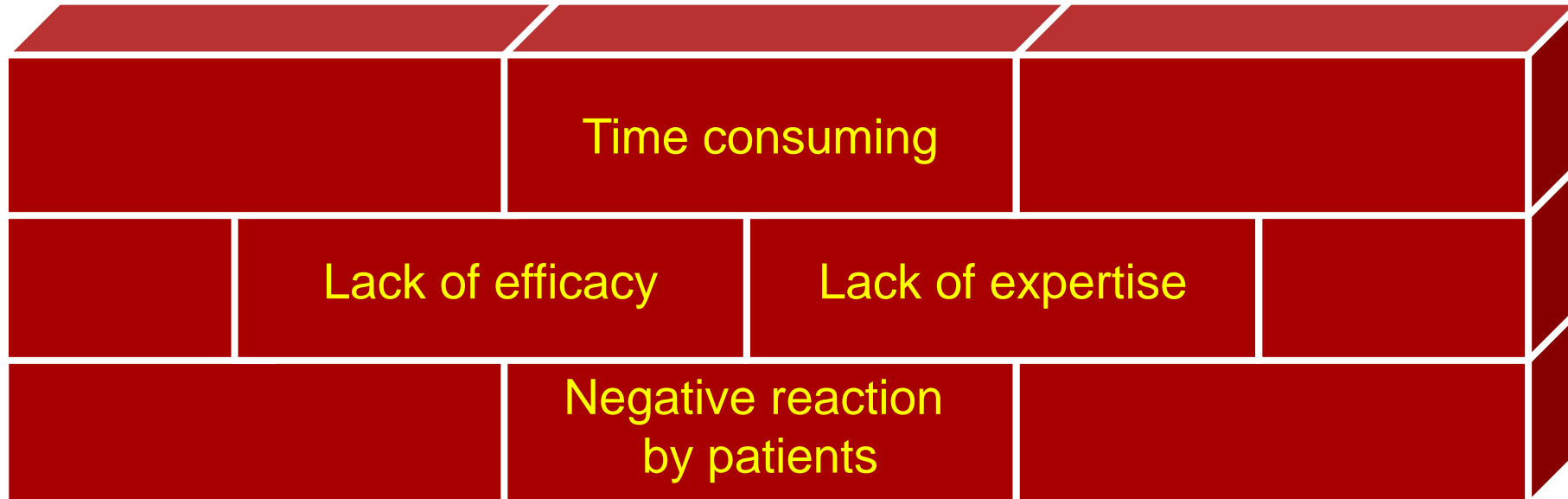
The problem



How common are weight-loss interventions in primary care?



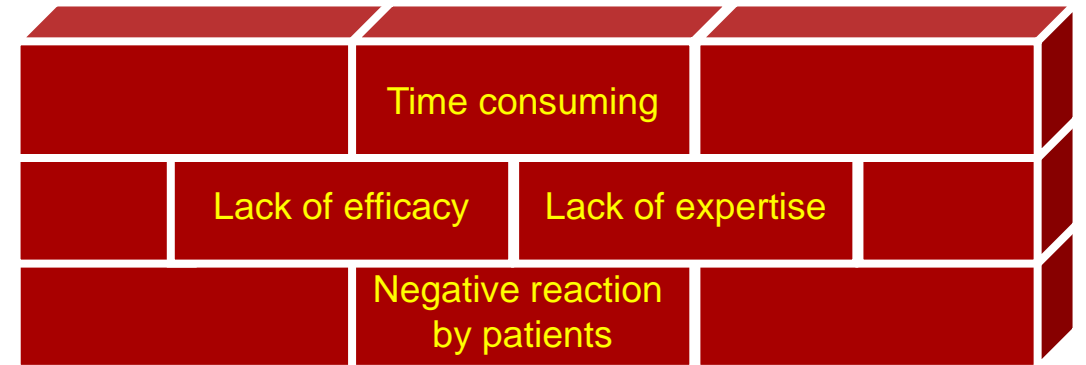
Barriers for offering treatment



Addiction 2005; 100: 1423–1431
Obesity Reviews 2020; 22, e13151

Ideas

Research evidence



Articles



Screening and brief intervention for obesity in primary care: a parallel, two-arm, randomised trial



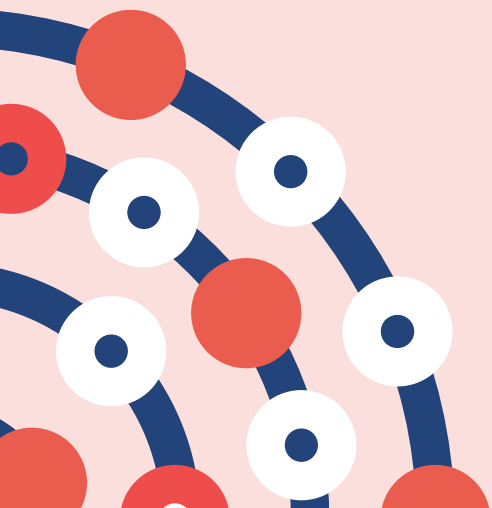
Paul Aveyard, Amanda Lewis, Sarah Tearne, Kathryn Hood, Anna Christian-Brown, Peymane Adab, Rachna Begh, Kate Jolly, Amanda Daley, Amanda Farley, Deborah Lycett, Alecia Nickless, Ly-Mee Yu, Lise Retat, Laura Webber, Laura Pimpin, Susan A Jebb

Lancet 2016; 388: 2492–500



The new policy

considering 3I+2E; institutions, ideas, interests,
external factors and ethics



Ideas

Research evidence

Articles



Screening and brief intervention for obesity in primary care: a parallel, two-arm, randomised trial



Paul Aveyard, Amanda Lewis, Sarah Tearne, Kathryn Hood, Anna Christian-Brown, Peymane Adab, Rachna Begh, Kate Jolly, Amanda Daley, Amanda Farley, Deborah Lycett, Alecia Nickless, Ly-Mee Yu, Lise Retat, Laura Webber, Laura Pimpin, Susan A Jebb

Lancet 2016; 388: 2492–500

External factors

New diseases, media coverage

> [Acta Biomed.](#) 2020 Mar 19;91(1):157-160. doi: 10.23750/abm.v91i1.9397.

WHO Declares COVID-19 a Pandemic

[Domenico Cucinotta](#)¹, [Maurizio Vanelli](#)²

Affiliations + expand

PMID: 32191675 PMID: [PMC7569573](#) DOI: [10.23750/abm.v91i1.9397](#)

[Free PMC article](#)

Abstract

The World Health Organization (WHO) on March 11, 2020, has declared the novel coronavirus (COVID-19) outbreak a global pandemic (1). At a news briefing, WHO Director-General, Dr. Tedros Adhanom Ghebreyesus, noted that over the past 2 weeks, the number of cases outside China increased 13-fold and the number of countries with cases increased threefold. Further increases

March 11th 2020

Coronavirus: Boris Johnson spends night in intensive care after symptoms worsen

🕒 7 April 2020



April 7th 2020

Institutions

Policy networks and legacies

NM202 / NM203 consultation report

NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE

INDICATOR DEVELOPMENT PROGRAMME

Consultation report

Indicator area: Obesity

Consultation period: 26 June 2020 – 15 July 2020

Date of Indicator Advisory Committee meeting: 04 August 2020

Contents

Summary of indicators included in the consultation	2
General comments on obesity indicators	3
IND 2020-90: Obesity: all patients	4
IND 2020-91 Obesity: patients with hypertension or diabetes	6
Appendix A: Consultation comments	7

July 2020

Institutions

Policy legacies



The screenshot shows the GOV.UK website interface. At the top, there is a navigation bar with the GOV.UK logo, a search icon, and dropdown menus for 'Topics' and 'Government activity'. Below the navigation bar, a breadcrumb trail reads: 'Home > [Health and social care](#) > [Public health](#) > [Health improvement](#) > [Healthy eating](#) > [Tackling obesity: government strategy](#)'. On the left side, there is a vertical menu with the Royal Coat of Arms logo and the text 'Department of Health & Social Care'. The main content area features a large blue banner with the text: 'Policy paper', 'Tackling obesity: empowering adults and children to live healthier lives', and 'Published 27 July 2020'.

GOV.UK

Topics Government activity

Home > [Health and social care](#) > [Public health](#) > [Health improvement](#) > [Healthy eating](#) > [Tackling obesity: government strategy](#)

Department of Health & Social Care

Policy paper

Tackling obesity: empowering adults and children to live healthier lives

Published 27 July 2020

July 27th 2020

Ideas

Personal experience

Coronavirus

'I was too fat': Boris Johnson launches UK obesity reduction drive - video

Mon 27 Jul 2020 20.22 AEST

[f](#) [t](#) [e](#)




1:59

The prime minister has formally launched the UK government's initiative to reduce obesity levels. In a video released by No 10 with an accompanying soundtrack, Boris Johnson said he had lost more than a stone since recovering from coronavirus, and had started going for a run every day.

July 27th 2020

External factors

Release of major reports



Public Health
England

Protecting and improving the nation's health

Excess Weight and COVID-19

Insights from new evidence

July 24th 2020

Press release

Major new campaign encourages millions to lose weight and cut COVID-19 risk

A new national campaign is under way to encourage millions of adults to kick start their health and reduce their risk of serious illness, including COVID-19.

From: [Public Health England](#)

Published 27 July 2020

July 27th 2020

Interests

Interest groups

PULSE At the heart of general practice since 1960

News ▾ | Views ▾ | Clinical | Pulse Reference | Pulse PCN | Pulse Intelligence | Sponsor

Home » BMA 'cannot support' QOF incentives for GPs to refer all obese patients

BMA 'cannot support' QOF incentives for GPs to refer all obese patients



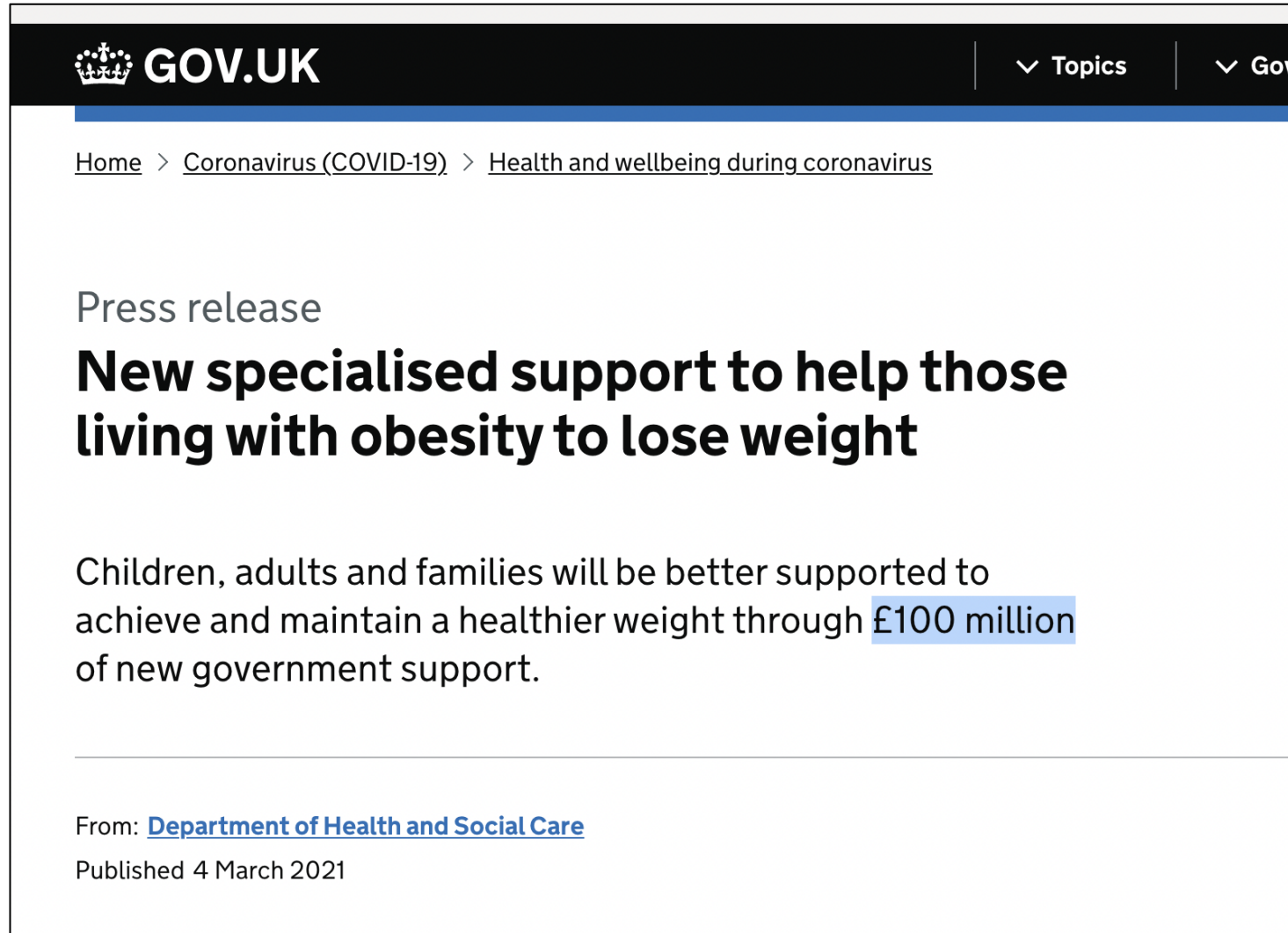
Nicola Merrifield | 21 January 2021 | [f](#) [t](#) [in](#) [✉](#)

The BMA is opposing new QOF incentives for GPs to refer all obese patients to weight management services because 'GPs do not generally play a major role' in the process.


January 21st 2021

External factors

Economic change



The screenshot shows a GOV.UK page with a dark blue header containing the GOV.UK logo and navigation links for 'Topics' and 'Gov'. Below the header is a breadcrumb trail: 'Home > Coronavirus (COVID-19) > Health and wellbeing during coronavirus'. The main content area features the text 'Press release' followed by a large, bold title: 'New specialised support to help those living with obesity to lose weight'. Below the title is a paragraph: 'Children, adults and families will be better supported to achieve and maintain a healthier weight through £100 million of new government support.' At the bottom of the page, it says 'From: Department of Health and Social Care' and 'Published 4 March 2021'.

 [GOV.UK](#) | [Topics](#) | [Gov](#)

[Home](#) > [Coronavirus \(COVID-19\)](#) > [Health and wellbeing during coronavirus](#)

Press release

New specialised support to help those living with obesity to lose weight

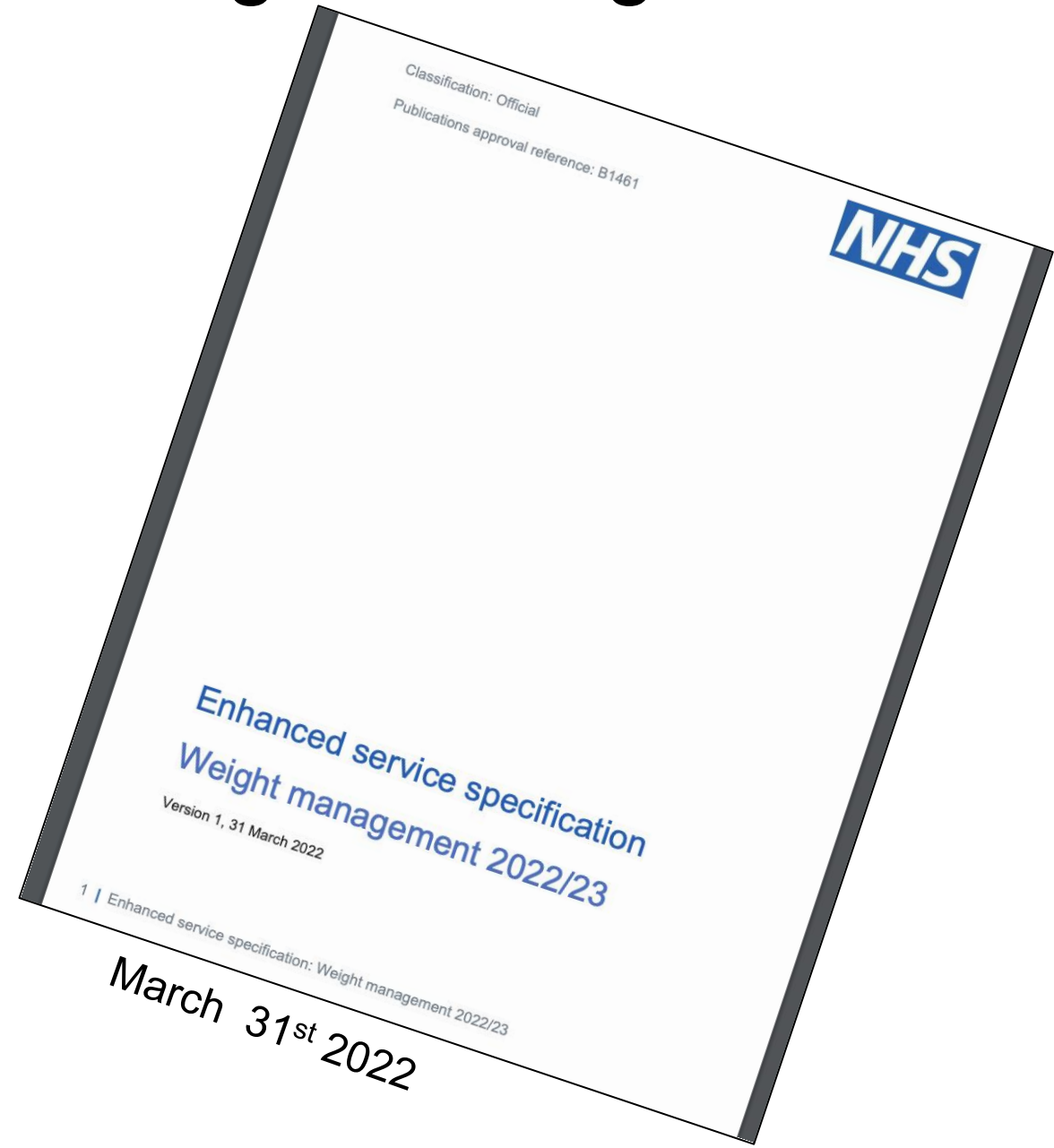
Children, adults and families will be better supported to achieve and maintain a healthier weight through **£100 million** of new government support.

From: [Department of Health and Social Care](#)

Published 4 March 2021

March 4th 2021

The Enhanced Service for Weight Management



Digital Weight Management Programme



NHS
**DIGITAL WEIGHT
MANAGEMENT**
PROGRAMME



General Practice
Toolkit

NHS commissioned services: focus on people in contact with health services

Obesity services

NHS services beyond weight management support:

- CCG commissioned tier 3 services and bariatric surgery
- Low calorie diets for people living with Type 2 diabetes supporting diabetes remission where possible.



Currently commissioned

High intensity offer

- NHS Diabetes Prevention programme. England-wide service providing face-to-face (currently remote) and digital products for people at high risk of diabetes*
- 9 month programme, min. 16 hours contact over min. 13 sessions

New offer

Intermediate offer

- Medium intensity intervention through NHS Digital Weight Management Programme. Supported digital or remote 12-week intervention, at three levels of intensity.

NHS Choices

Universal offer: low intensity intervention

- Recently launched 'Better Health' NHS app based on the revised NHS Choices 12 week weight loss programme.

Level 3: Digital with human coaching plus

Level 2: Digital with human coaching

Level 1: Digital only

120k adults/year Non-diabetic hyperglycemia

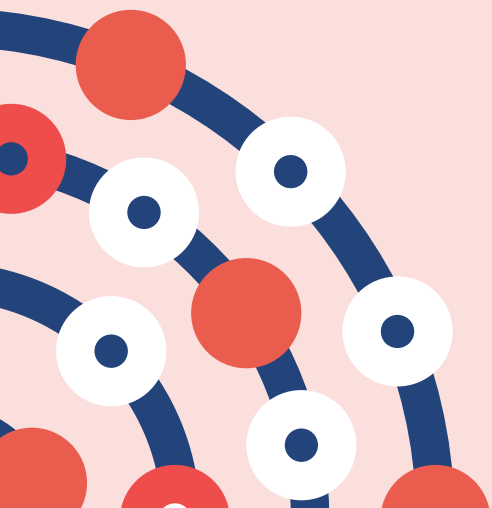
Adults living with obesity (BMI 30+, with adjustment for ethnicity) who also have diabetes and/ or hypertension
Approx. 4.6m adults

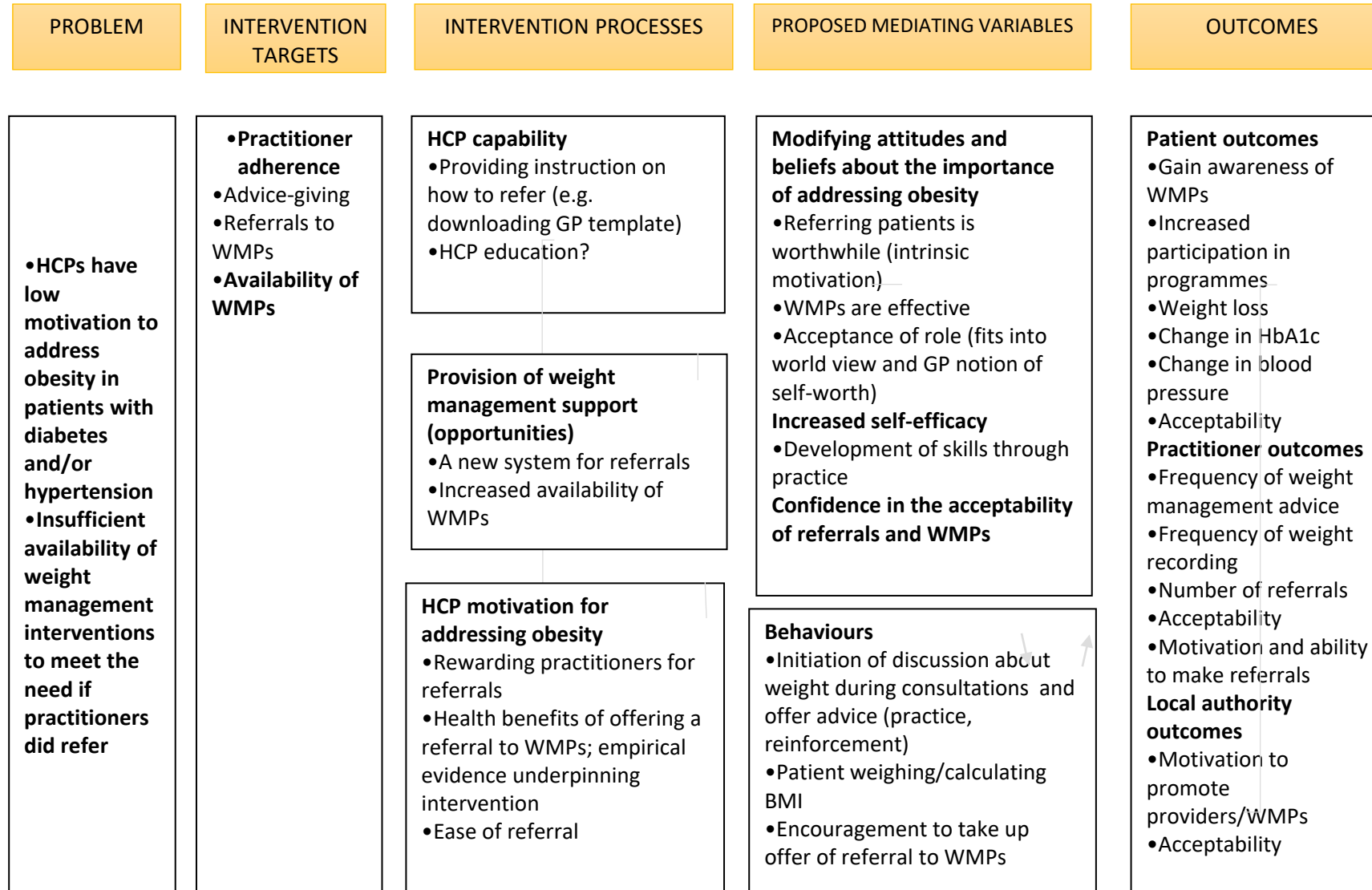
Adults living with overweight or obesity (BMI 25+, with adjustment for ethnicity)
Approx. 26m adults

Complement services commissioned by local government by providing a digital offer and additional capacity



The NESIE programme





Effects on practitioners

- Practitioners want to do it
- Practitioners have the skills to do it
- The capacity to support weight management is available
- Qualitative interviews before and after implementation
- Recordings of consultations comparing Scotland and England
- NHS England/local authorities commission services- describe these

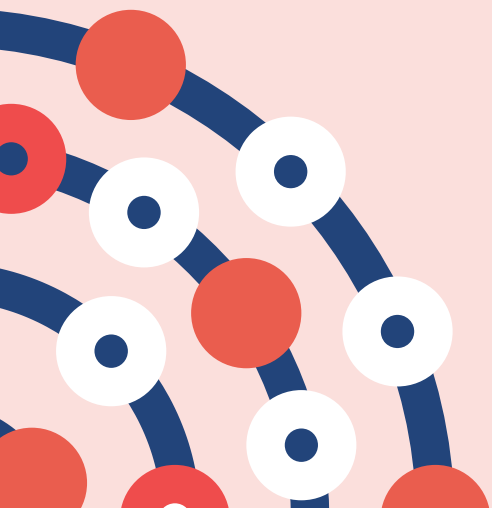
Effects on patients

- Patients are motivated to attend
- Patients are effectively supported to lose weight
- Consultation recordings
- Analysis of data from QResearch to examine referrals: attendances
- Questionnaire to service users to assess experience
- NHS England data on weight loss

Effects on patients contd

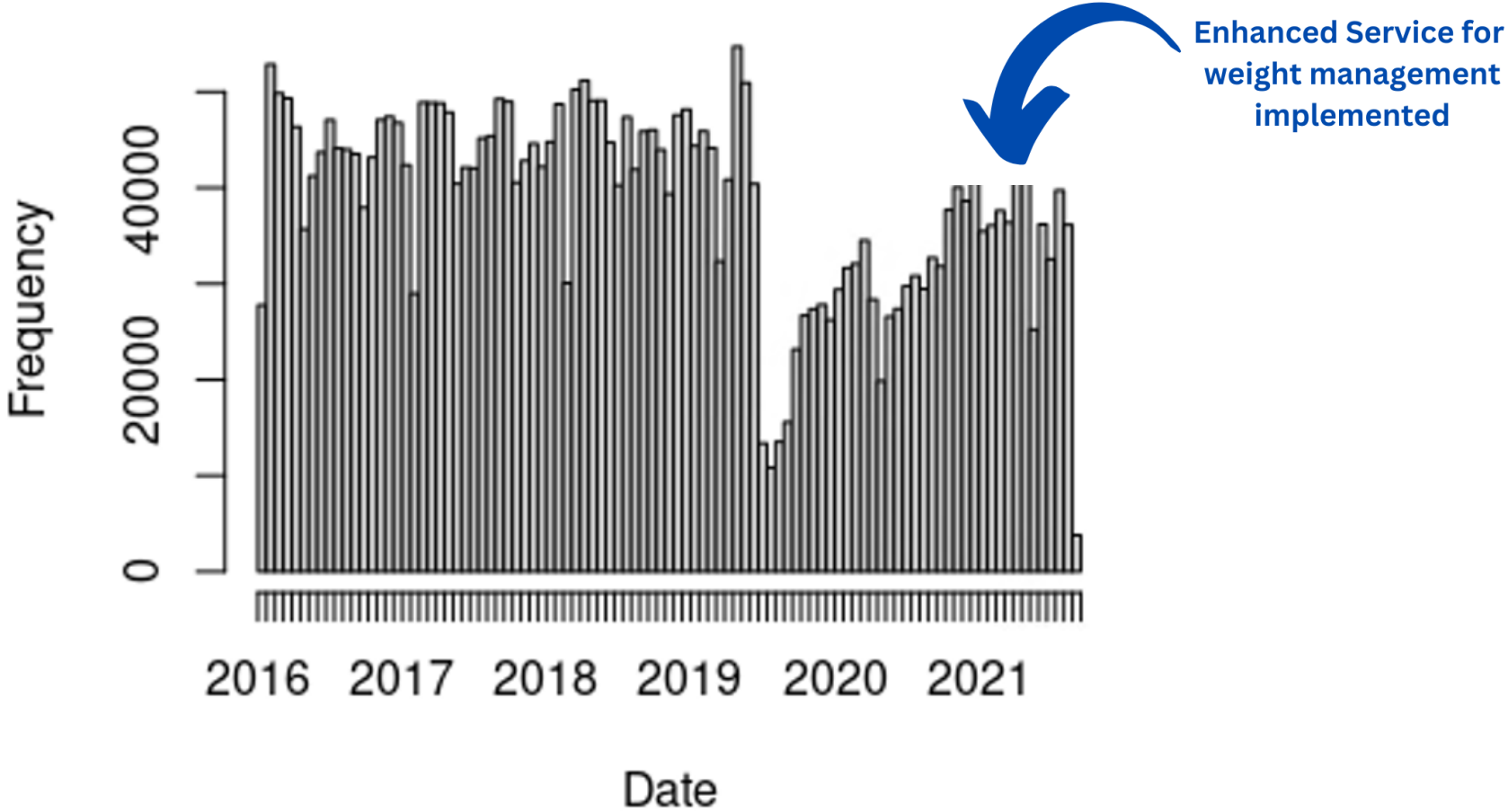
- Patients weight drops and blood pressure and glycaemia improves
- ORCHID data on referrals, weight change, BP change, glycaemia change

Early output from the assessment of the effects on patients



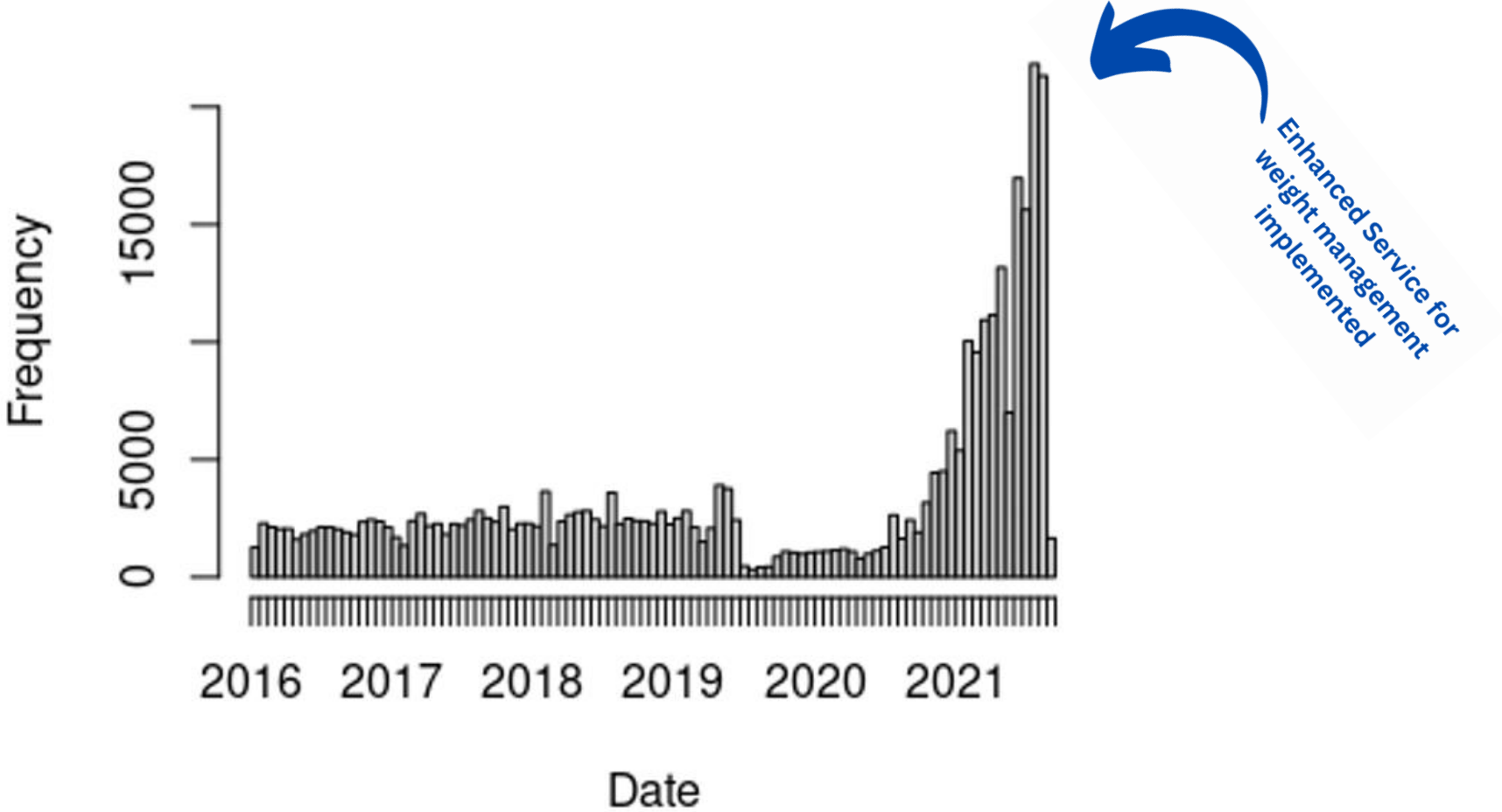
Rates of weight advice

Weight management advice given



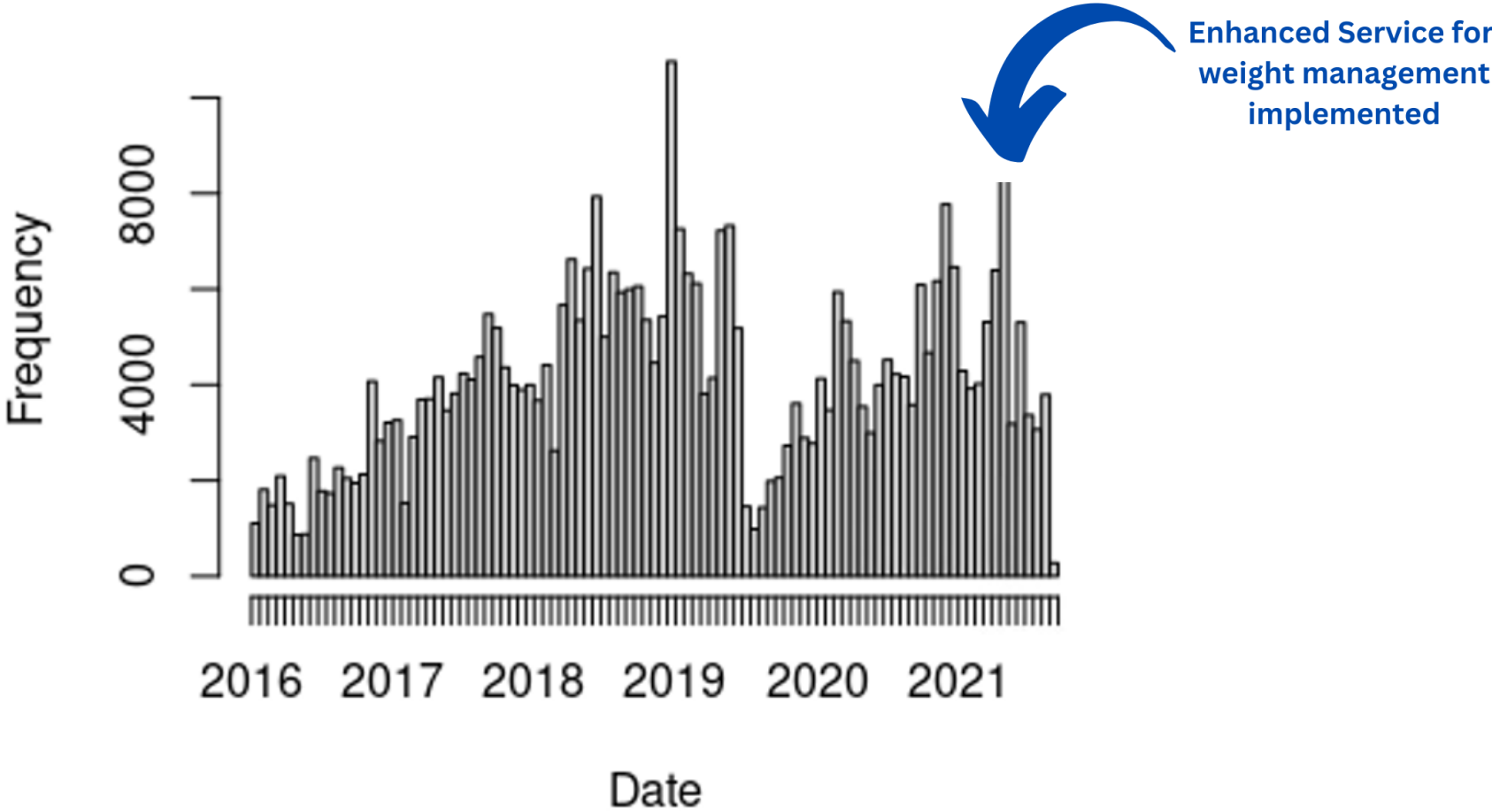
Rates of referrals to weight management services

Weight management referrals made



Rates of referrals to diabetes prevention programme

Diabetes Prevention Programme Referral



Primary care staff perceptions and experiences of weight management for patients living with obesity in the UK: a longitudinal qualitative study (in progress)

Progress to date

Participants at interview 1

 **37**

16 GPs



9 Administrative staff



6 Nurses



2 Social Prescribers



2 Health coaches



2 Pharmacists



Participants at
interview 2

28 and counting...

Primary care staff perceptions and experiences of weight management for patients living with obesity in the UK: a longitudinal qualitative study (in progress)

Working observations:

Interview 1

Interim interviews

Interview 2

Snapshot of working analytical framework for time 1

High-level category	Sub-category 1
Initiating conversation on weight	Patient-led as focal concern Patient-led in relation to other concerns Provider-led as focal condition Provider-led in relation to other conditions
Weight management part of provider role	Part of role + why Not part of role + why
Typical treatment options employed for overweight/obesity	Referral Bespoke nutrition and exercise Sign-posting to other provider Patient-centred approach Futility of current approach
Interactional delicacy of weight management	Harms relationship + example Improves relationship + example No clear impact on relationship
Perceived outcomes of weight management	

●●● TBC

Thank you very much for listening to us

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