

Action Plan – Review of Obesity

Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
<p>1 The Committee recommends that the Director of Public Health together with appropriately identified partners from the Health and Well-being Partnership Board publish a long-term strategy to tackle obesity that is appropriately resourced. The Committee acknowledges the excellent work already carried out by stakeholders and this strategy will capture and build upon the work that is currently delivered in the borough.</p>	<p>A proposal to implement a structure for the development of the Healthy Weight Healthy lives strategy and subcommittee has been written and will be taken to CMT for approval.</p>	<p>Structure approved and strategy group set up to draft strategy</p>	<p>Elizabeth Shassere</p>	<p>By end June</p>
<p>2 The Committee recommends that the PCT and SBC evaluates not only the success of obesity programmes currently commissioned and delivered within the Borough but also consider introducing examples of best practice elsewhere to ensure that value for money is being achieved and services are delivered in targeted areas and to targeted groups as appropriate.</p>	<p>Under the principles of world class commissioning, all commissioned activity should include robust monitoring and evaluation processes and quarterly monitoring reports are received and reviewed by commissioners to inform service improvements and further development.</p> <p>The development of the strategy structures will provide the forum for sharing and disseminating best practice.</p>	<p>All service level agreements include clear outcome measures and monitoring and evaluation arrangements.</p> <p>Regular information sharing within subgroups informs practice development.</p>	<p>All commissioners of obesity related activity</p> <p>All members of the HWHL groups.</p>	<p>Ongoing</p>

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3	The PCT commission the midwifery service, as part of its service level agreement to introduce progressive nutrition and cooking skills programmes during antenatal visits which should include benefits of breast feeding.	Through the engagement with midwifery service to develop care pathways and building on the excellent work to date around breastfeeding, further opportunities to promote nutrition knowledge and cooking skills will be explored.	Midwifery services will expand to include further nutritional support.	Commissioners of midwifery services in partnership with service managers.	By end March 2010
4	SBC and the PCT make public information available to help women planning conception to prioritise healthy eating and physical activity programmes and offer readily available and appropriate programmes to pregnant women.	Through the engagement with midwifery service to develop care pathways and building on the excellent work to date around breastfeeding, further opportunities to promote nutrition knowledge and cooking skills will be explored.	Midwifery services will expand to include further nutritional support.	Commissioners of midwifery services in partnership with service managers.	By end March 2010
5	SBC introduce cooking skills development within Children's Centres.	A community nutritionist service has been commissioned by public health, with part of the remit being to promote cooking skills within the community.	Practical cookery programmes available throughout the borough.	Public health and children's commissioner in partnership with Nutrition and Dietetics service	By end March 2010
6	SBC and the PCT identify funding and commissioning opportunities and community venues to introduce cooking healthily skills for Stockton Borough residents in order to improve the quality of family eating behaviour.	A community nutritionist service has been commissioned by public health, with part of the remit being to promote cooking skills within the community.	Practical cookery programmes available throughout the borough.	Public health commissioner in partnership with Nutrition and Dietetics service	By end March 2010

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7	SBC increase opportunities for active play in parent/carer and toddler groups.	<p>SBC secured play finder builder status in April 2008 and has since submitted a bid to become a wave 2 pathway authority. The Council has secured funding to deliver 20-25 new or improved play spaces. Public Health Practitioner Rachel Fawcett is supporting the partnership to promote a focussed approach to key public health priorities, including obesity.</p> <p>Public Health plan to commission early years preventative obesity programme, incorporating play opportunities</p>	<p>Increased opportunities for play</p> <p>Increased family knowledge around healthy eating and physical activity/improved lifestyles</p>	<p>Martin Graham</p> <p>Claire Spence</p>	<p>By March 2010</p>
8	The PCT consider commissioning the monitoring of infant weight, in particular 2 year height and weight check, in order to advise on eating behaviour where appropriate.	<p>A similar proposal was included in the Regional obesity action plan (2008), however it has been decided at a regional level by Executive Directors of Public Health that this proposal would not be developed further. This will be readdressed through the new Regional Advisory Group for Obesity by Tees Obesity Lead and exec DPH Peter Kelly.</p>	<p>PCT reconsiders the appropriateness and viability of 2 year height and weight check and either commissions this or produced evidence as to why it is not pursued.</p>	<p>Elizabeth Shassere/Children's commissioner</p>	<p>September 2009</p>
9	<p>The Committee recommends that the standard letter regarding the National Measurement Programme that goes to all parents/carers of children eligible for the programme:-</p> <ul style="list-style-type: none"> ▪ Clearly explains the 	<p>Public health ensures that this information is explicitly and clearly stated in all letters that are distributed to parents through schools regarding the NCMP.</p>	<p>Letters to parents/carers is appropriate as outlined in the recommendation</p>	<p>Carol McArdle/ Julia Morrison</p>	<p>Completed and reviewed annually as per latest DH guidance</p>

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	<p>purpose of the scheme and dispels any misconceptions.</p> <ul style="list-style-type: none"> ▪ Promotes the benefits of early intervention against the long-term health risks. ▪ Offers signposting to any appropriate support to both the child and parent/carer. 				
10	<p>Promote a strategic approach to healthy eating and physical activity through the introduction of Healthy lifestyle team comprising of Nutritionist (2) and assistants to work with Healthy Schools Team. Responsibilities would include:</p> <ul style="list-style-type: none"> ▪ SBC's Children, Education, Social Care (CESC) department to maximise opportunities to promote positive attitudes and behaviours related to healthy eating. ▪ CESC to monitor implementation of School Food Trust Guidelines. ▪ CESC to encourage the increase of school meal take up. ▪ CESC, with School 	<p>Public health commissioned the Healthy Schools Programme and LA school catering and environmental health to deliver a holistic approach to improving nutrition education for the whole school and improving school meal take up.</p> <p>The subgroups under the Healthy Weight Healthy lives strategy group will form a virtual team to coordinate all proposed activity under this recommendation.</p>	<p>Increased school meal take up in primary and secondary schools</p>	<p>Claire Spence</p> <p>Claire Spence/Elizabeth Shassere</p>	<p>March 2010</p> <p>Ongoing</p>

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<p>Governors, to introduce healthy lunch box policy.</p> <ul style="list-style-type: none"> ▪ CESC and the PCT to deliver training to school staff, and included in School Governors training programme, to ensure a consistent healthy lifestyle message. ▪ CESC to explore all funding opportunities of breakfast clubs and determine standard quality levels. ▪ CESC to address obesity related school bullying. ▪ PCT and CESC to develop specialist treatment service for children above 98.6 centile. ▪ PCT and CESC to develop robust pathways for referral to other weight management opportunities in the community for secondary school-age pupils. ▪ CESC with SBC's Road Safety Team ensure that each school has in place an appropriate sustainable school travel plan. 				

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11	<p>The Committee expects that CESC should continue to explore opportunities with School Governing Bodies to promote:-</p> <ul style="list-style-type: none"> ▪ The Healthy Schools Programme ▪ The Extended School Day including the promotion of Breakfast Clubs ▪ The opportunity of the wider community accessing school grounds out of school time. 	<p>PCT/CESC continue to work in partnership to promote the HSP. Extended schools is working on a model to support all the schools in some way with breakfast clubs across the borough HWHL subgroup will explore the use of school grounds through extended schools and explore solutions to any identified barriers.</p>	<p>HSP is a key stakeholder in the HWHL structure Number of schools implementing breakfast clubs School grounds are available for use outside school hours</p>	<p>Claire Spence Extended Schools</p>	<p>September 2009 March 2010</p>
12	<p>The Committee recommends that schools maximise opportunities for physical activity during the school day that contributes to the objective of 5 hours per week of high quality physical education.</p>	<p>The PCT will develop a pack designed for use in primary schools to promote physical activity through the curriculum using pedometers. This will be offered to 10 primary schools initially on a first come, first served basis, and then extended if successful.</p> <p>School and Sports Partnership are pro-actively working in partnership with schools towards achieving the 5 hour target</p>	<p>10 Schools use the pedometer programme</p> <p>Number of schools achieving the 5 hour objective</p>	<p>Scott Lloyd</p> <p>School and sports partnerships</p>	<p>Sept 09</p> <p>Ongoing</p>

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13	CESC, in partnership with college governors, identify opportunities to support students age 16+ to develop life skills based on information related to nutrition, cooking skills developments and benefits of exercise in a similar way to how alcohol/drug misuse and smoking cessation has been targeted.	The appropriate HWHL subgroup will consider this recommendation with strategic public health advice from the health improvement specialist lead on health improvement in school settings and with other key stakeholders.	Life skills learning and health promotion and improvement programmes in colleges will include nutrition and cooking skills	Scott Lloyd/College partners	December 2010
14	SBC to investigate the effectiveness of policy S14 of Alteration no 1 to the adopted Local Plan in controlling fast food outlets outside of the defined retail centres, and ensure policies are contained in the Regeneration Development Plan Document to reduce the proliferation of such outlets outside defined retail centres with specific regards to protecting the health and well being of children, especially near parks and school.	The Regeneration Development Plan Document is scheduled for its next period of consultation in January 2010. Evidence will be reviewed with support from public health to inform policy updates, if any, in the HWHL structure.	Any new policy that arises out of this consultation is reviewed by a planning inspector as is required to be determined sound before it is adopted by the Council as planning policy for the determination of planning applications.	Spatial Planning Manager/Scott Lloyd	March 2010

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15	SBC and the PCT compile a register of current food outlets in each ISA locality to enable focussed efforts on promoting the development of healthy options and an award scheme that recognises this.	Public health has commissioned SBC Trading Standards to develop a healthy eating award scheme to target food outlets throughout Stockton Borough.	Number of food outlets with award status	Claire Spence	By end March 2010
16	The PCT commission seminars for restaurateurs to learn to adapt recipes with lower levels of fat, salt or sugar as part of the award programme including providing nutrition information on menus and offering smaller portions of adult menu items.	Links to opportunities to learn healthy cooking adaptations for restaurateurs will be explored by the appropriate HWHL subgroup and will also be considered as part of the healthy eating award scheme.	Healthy cookery skills opportunities are highlighted for restaurant staff and are taken up as part of the healthy eating award scheme	Claire Spence	March 2010
17	SBC and the PCT support workplaces to adopt corporate policy on healthy catering.	<p>One of the criteria for the North East Better Health at Work award is that “healthier food choices to be made available” – 13 Stockton-on-Tees employers are actively working towards the accreditation and should achieve this by December 2009.</p> <p>To support this work, the North East Better Health at Work oversight group have produced Commissioning Healthier Catering and Hospitality guidelines which have been shared with all of the employers actively working with the PCT (including those not going for the award).</p>	Number of workplaces with policies developed and implemented	Scott Lloyd	1 st Dec 2009

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		The PCT is planning to support a number of employers to develop traffic light labelling (or equivalent based on emerging best practice) for hot dishes sold in workplace canteens.	Number of workplace canteens with traffic light labelling for hot dishes.		
18	SBC and the PCT encourage take up of national convenience store initiative in Stockton to increase fruit and vegetable consumption	Small number of convenience stores interested in becoming involved in the Convenience Store Initiative and are liaising with DoH	Number of convenience stores involved in the initiative with the DH	Department of Health / Government Office North East	Ongoing
19	SBC and the PCT establish links with private play centres to include additional opportunistic sessions on healthy eating and cooking skills.	Links to other recommendations on skill building and award opportunities for private establishments and will be explored in appropriate HWHL subgroup	Number of private play centres utilising these opportunities	HWHL subgroup	Ongoing
20	SBC and the PCT undertake a mapping exercise of family based physical activities available during school holidays to identify gaps in provision and to assist consideration of funding opportunities including the mainstreaming of free/reduced cost provision.	<p>Robust and comprehensive school holiday activity opportunities commissioned by public health called Sporting Start (Tees Active). Public health quarterly monitors the usage of the scheme in order to develop and make improvements if necessary.</p> <p>Public health commission leisure saver cards for children and adults to encourage a whole family approach to physical activity.</p>	Number of children accessing scheme	Claire Spence	Completed with ongoing monitoring

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21	SBC and the PCT encourage family swimming programmes which offer adult as well as children 'learn to swim' sessions.	Public health commissioning adult and children learn to swim sessions through Tees Active HWHL will consider further commissioning dependant upon outcomes	Number of service users	Claire Spence	Ongoing
22	SBC and the PCT consider a social marketing campaign to gain insights into barriers that prevent women accessing sport and physical activity.	Social marketing research has been commissioned, including BME specific research, by public health with results impacting on further commissioning and will be shared with local providers.	Tailored female physical activity services that address needs and barriers	Ruby Poppleton Claire Spence	Ongoing
23	SBC and the PCT encourage the development of more family programmes in existing and developing sports facilities so parents/carers and children could access these together.	Public health commission free leisure saver cards to encourage more family activity. Public health commission early years families obesity prevention programme Encouraging providers to support and promote DoH Change4 Life campaign to service users. Public health has commissioned Change4Life event to promote family activities available in the borough and to give local providers/groups opportunity to market their service.	Number of cards accessed and utilised Number of families accessing programme Providers supporting the campaign Number of families attending event going onto accessing activities post event.	Claire Spence Claire Spence All services responsibility Claire Spence	Ongoing March 2010 Ongoing July 2009

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24	<p>The Committee would urge SBC's Sports Development Team to capitalise on the public interest generated by the 2012 London Olympics and success of the games held during 2008 in Beijing and explore increasing access to sport and activity opportunities. This may include publicising that Tees Active is currently coaching a number of young people who may be competing in the 2012 Olympics to represent Team GB.</p>	<p>A cabinet report detailing how SBC with partners intends to exploit benefits of 2012 taken to cabinet May 2009.</p> <p>On the basis of this report an Olympic opportunity plan will be developed for Stockton which will be a multi agency plan led by SBC. This plan is going to cabinet in September.</p>	<p>Olympic opportunity plan approved and implemented</p>	<p>SBC Leisure and Sports Development</p>	<p>From September 2009 if approved</p>
25	<p>SBC and the PCT mainstream the 'Walking for Health' campaign: encouraging at least one third more of the borough's population to achieve 10,000 steps per day by 2010.</p>	<p>Sports Development is compiling an annual report to go to the Health and Well-being Partnership group in order to explore the mainstreaming of this service</p>	<p>Service mainstreamed</p>	<p>Leisure and Sports Development</p>	<p>June 2009</p>
26	<p>SBC and the PCT identify measured walks that can then be publicised to assist people achieve their 10,000 steps or for general health benefits.</p>	<p>Sports Development commissioning graphic design company to develop walking maps.</p>	<p>Walking maps widely available</p>	<p>Leisure and Sports Development</p>	<p>June 2009</p>

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27	<p>The Committee recommends promotion of the Council's scheme encouraging the use of bicycles for travelling to and from official business.</p>	<p>SBC will be launching the salary sacrifice scheme for bicycles shortly to encourage people to cycle to work, and already pays the maximum non-taxable rate for business related cycling.</p> <p>Bicycle maintenance workshops and training are being organised thanks to a grant from the PCT workplace health scheme.</p> <p>SBC and the PCT are also co-funding a three year project that commenced in May 2009 to promote active travel to work and as part of official business. A post will be housed by the Teesside office of Sustrans and will offer employers (including SBC and the PCT) access to a number of free interventions including cycle proficiency lessons, cycle maintenance and access to pool bikes.</p>	<p>Physical activity levels of SBC employees as measured by the yearly Health Needs Assessment associated with the Better Health at Work award.</p>	<p>Neil Ellison, Jonathan Kibble and Scott Lloyd.</p>	<p>March 2010</p>
28	<p>The Committee recommends that the PCT and SBC encourage other major local organisations to adopt a similar scheme.</p>	<p>To action through the workplace health award scheme</p>	<p>Number of other major employers who adopt a similar scheme</p>	<p>Scott Lloyd</p>	<p>Ongoing</p>

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29	The Committee recommends to the PCT and SBC to develop a programme of measures to encourage its employees to engage in regular physical activity. When in place, the Committee would encourage both stakeholders to urge large employers to consider a similar programme for its staff.	To action through workplace health award scheme	Number of other major employers who adopt a similar scheme	Scott Lloyd	Ongoing
30	SBC and the PCT to promote wellness in the workplace by offering personalised health advice and lifestyle management programmes in workplace as part of core business.	Through workplace health award scheme Health Trainer in post to work within workplaces providing individualised advice Public health commissioned SBC Sports Development to pilot men's weight management within workplaces	Service available within selected workplaces Weight management programme for men piloted within selected workplaces	Scott Lloyd Sharon Bartram Scott Lloyd	Ongoing Ongoing March 2010
31	The PCT explore the delivery of a multi-component community based weight management service with special emphasis on psychology of eating behaviour.	Public Health to commission Specialist Weight Management Service Public health redeveloping current commissioned services to include greater behaviour change principles.	SWMS service operational Improvements in outcomes due to staff training in psychological interventions	Rachel Fawcett Claire Spence	March 2010 Ongoing training
32	The PCT, through Social Marketing insights, promote men's weight management.	A "call to action" will be exposed to a target audience of the male population through a social marketing intervention. People captured through a	Success will be measured in the number of clients engaging with the health trainer service	Elizabeth Benomran Sharon Bartram	Ongoing

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		<p>multidisciplinary marketing intervention will be directed to the Health Trainer Service for weight management support. In a wider context, the marketing intervention will encourage physical activity and healthy diet. This will also be supported by the HT service and potentially an online weight management and dietary advice intervention.</p>	<p>after the campaign launch on June 15th 2009. In addition to this there will be a pre and post campaign analysis to determine the impact of the message and the reach of the campaign.</p>		
33	<p>The Committee would recommend to SBC and the PCT to set the example to the wider community in the first instance by encouraging and facilitating healthy lifestyles among its workforce.</p>	<p>Both SBC and the PCT have signed up for the North East Better Health at Work award and should achieve bronze level by December 2009.</p>	<p>Both SBC and the PCT to achieve bronze level of the regional award.</p>	Scott Lloyd	1 st Dec 2009
34	<p>The Committee would urge the PCT and SBC to work with local markets, supermarkets and shops across the borough to publicise healthy eating and assist customers to select healthy and good value options from the range of fruit and vegetables, meat, eggs, and other good quality produce.</p>	<p>HWHL structure promotes 5 a day, the Change 4 Life campaign, and builds on markets promotional activity.</p> <p>The health trainer programme work with markets on healthy cooking and eating promotional activity.</p>	<p>Number of campaigns, awareness raising opportunities, events, exploited to promote healthy eating and cooking</p>	HWHL Strategy group	Ongoing
35	<p>The Committee would urge the PCT and SBC to review its policies on catering for events such as conferences, meetings etc to ensure that a healthy range is provided.</p>	<p>The North East Better Health at Work oversight group has produced Commissioning Healthier Catering and Hospitality guidelines which have been shared with all of the employers actively working with the PCT. This includes</p>	<p>PCT and SBC adhere to the guide when commissioning catering for events</p>	Scott Lloyd SBC lead	Ongoing

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		hospitality guidelines, which are also part of the bronze criteria for the regional workplace health award.			
36	SBC and the PCT support a range of outlets to promote healthy lifestyle advice and signposting services to pharmacies, community centres, leisure centres, walking schemes etc.	Public health to work with stakeholders on pathway developments for adult and child services through the HWHL subgroup structures	Pathways and signposting protocols are promoted through the HWHL subgroups	HWHL subgroups leads	Ongoing
37	SBC and the PCT develop co-locating services to provide the delivery of healthy lifestyle advice supported with Health Trainer service to improve 1-1 support associated with healthy eating, cooking skills training.	Work with ISAs and health trainers' locations and other service locations to maximise opportunities to provide a range of services in one location. To be discussed at the Healthy Weight, Healthy Lives (HWHL) strategic group once developed.	Service configuration and collocation advocated and considered where possible by managers and commissioners	HWHL strategic group	Ongoing
38	That consideration is given by the North Tees and Hartlepool NHS Foundation Trust, under the reconfiguration of hospital services (Momentum), that nutritionists and dieticians are, wherever possible, relocated into community settings to increase the level of community services.	As pathways are redesigned for the 3 year momentum plan, the Nutrition and Dietetics Service will be incorporated so that where appropriate services can be delivered in community settings	Accessible services within the community	Joanne Dobson	Ongoing

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39	<p>The Committee recommends that the PCT should engage with its GPs to develop a regular weight monitoring programme of all its patients with its aim of early intervention and appropriate support for patients.</p>	<p>As part of the Quality and Outcomes framework guidance for the GMS contract 2009/10; as in previous years general practice can produce a register of patients aged 16 and over with a body mass index (BMI) greater than or equal to 30 that has been recorded in the previous 15 months.</p> <p>The public health practitioners have engaged with all GP practices to promote public health capacity building around a number of public health topics including weight management services. This has involved the development of an adult weight management pathway. The pathway was developed to ease the signposting to commissioned weight management services for any patients with a BMI over 25.</p> <p>The public health practitioners have supported the local community health trainers in establishing links with general practice as an additional resources to support practices in developing their weight management services.</p>	<p>Further development needed with appropriate partners</p>	<p>Further development needed with appropriate partners</p>	
40	<p>The Committee recognises that advising patients and also parents/carers of a child who is overweight or obese should be handled sensitively and would recommend that a training programme should be</p>	<p>Service commissioners will stipulate core competencies required from service providers to deliver services to children and families at the appropriate standard.</p> <p>At a regional level Public Health North East have developed a workforce training</p>	<p>Services maintain core competencies</p> <p>Training package implemented if pilot</p>	<p>All children commissioners</p>	

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<p>developed for those involved in any weight measuring or weight management scheme.</p>	<p>package that will help equip frontline staff to give a consistent message</p>	<p>outcomes are successful</p>	<p>All children commissioners</p>	<p>Pilot completed, waiting for advice from regional office</p>

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