

Healthy Weight Action Plan – Draft

- Action plan to run until end of 2015/2016, with mid-term review at end of current financial year (2014/2015). This will enable us to incorporate the Public Health England (PHE) Physical Activity (PA) Framework due October 2014 and the upcoming NICE guidelines [Maintaining a healthy weight and preventing excess weight gain among children and adults \(due Feb 2015\)](#)
- Preventative measures related to healthy weight will likely take a number of years before any change is obvious, and therefore looking for a ‘quick fix’ may not be the answer. However, there are a number of intermediate effects that can be measured. This is reflected in short and long term measures in the plan.
- This action plan is an iterative document and it is therefore expected to undergo changes as a result of both the stakeholder workshop and HIB consultation, and on-going input from the Healthy Weight Steering Group (HSWG).
- *Appendix 1* contains specific new ideas and initiatives to assist with achieving the points on the action plan

1) Influencing Choice, Addressing Social Norms & Cultural Values

Using MINDSPACE Tool of 6 Es (Explore, Enable, Encourage, Engage, Exemplify, Evaluate)

Action	Objective(s) of Action	Responsible Officer and Organisation	Timeline (Start and End Dates, Review Dates)	Measurable Indicators	Any other information	Relation to Strategy
Explore future partnership working, and commissioning of innovative PA and Nutrition programmes that have been successfully employed in neighbouring Local Authorities.	<ul style="list-style-type: none"> • Make available the best possible PA & Nutrition opportunities and choices for the whole of the county. <p>Incorporate reducing the wider barriers to PA & nutrition,</p>	<p>Sal Culmer, Public Health (PH) Oxfordshire County Council (OCC)</p> <p>Other members of the PH Team</p> <p>Helena Fahie, PHE (Thames Valley - TV)</p> <p>HSWG</p>	<p>July 2014 – on-going</p> <p>Review 2015 as budget allows</p>	<p><i>On-going:</i> Regular discussion/update at the Healthy Weight Steering group</p> <p>Liaison with PHE (TV)</p> <p><i>Long term:</i> Number of new initiatives commissioned and effectiveness of their aims and objectives.</p> <p><i>Long-term:</i> Number of OW/obese individuals in the population</p>	<p>This is on-going work as relationships are formed between other LA PH teams, and other external providers/3rd sector.</p>	<p>3.1 Behavioural Economics, encouraging behaviour change of population through MINDSPACE tool</p> <p>3.2 Working with partners in Local Authority</p>
Commission a pilot project in 12 schools across the county to encourage C&YP to actively travel to school.	Increase the number of school aged children meeting their daily physical activity needs,	Richard Kuziara, OCC PH	Financial year 2014/2015 – exact date TBC	<p><i>Short term:</i> Provider’s evaluation at end of pilot project.</p> <p><i>Long term:</i> Number of</p>	Intention of these schools being able to maintain	3.1 Leading by example, creating a ‘norm’ of active travel through Encouragement,

	though active travel, to reduce weight and maintain a healthy weight.			children who maintain active travel to school, number of parents who change behaviour to support their children to use active travel modes NCMP reduced obesity and overweight rates	active travel for pupils work has been completed. If successful to roll out to other schools, budget pending.	Enablement, Engaging and Exemplifying the project 3.3 Taking a Life Course Approach
Making sure that healthy weight is part of the wider PH agendas. The action plan to work in collaboration with other Oxfordshire Public Health strategies which influence the wider determinants of healthy weight. This will include, but is not exclusive to; Healthy Workforce Strategy Public Mental Health Strategy Drugs and Alcohol Strategy	Outlining the wider determinants of healthy weight in ALL relevant strategies developed by the PH Directorate so that the population has as many opportunities as possible to achieve this.	Public Health Directorate, OCC Identified partners within the strategies	On-going with specified review dates per strategy and resulting action plan	<i>Short term:</i> Reviewed strategies and action plans will incorporate healthy weight action points <i>Long term:</i> Healthy weight indicators improving in target groups		3.1 Influencing choice, addressing social norms and cultural values 3.2 Working with partners in Local Authority Multi-agency approach to obesity Community engagement
Use findings of OCC commissioned research report to inform appetite of local need for the development of a Healthy Workforce network across the county to identify Health Champions. Encourage businesses to sign up to the Public Health Responsibility Deal	Ensure that workplaces encourage physical activity during and after work time, including active travel and have access to healthy eating options and initiatives at the workplace.	Public Health Directorate Oxfordshire Employers	<i>Jan 2015 –</i> Recommendations for developing network <i>April 2015 -</i> Set up network	<i>Long term:</i> Development of a sustainable healthy workforce network to improve healthy weight of working population within Oxfordshire. Number of businesses signed up to PH Responsibility Deal		3.1 Influencing choice, addressing social norms and cultural values 3.1 Using 6 x Es 3.2 Community engagement 3.3 Improving and maintaining health and wellbeing for the population

3.2 Working with the partners in Local Authority

Action	Objective(s) of Action	Responsible Officer and Organisation	Timeline (Start and End Dates, Review Dates)	Measurable Indicators	Any other information	Relation to Strategy
<p>Public Health Team to work closely with other Local Authority directorates, District Councils, NHS, 3rd Sector and other key stakeholders to provide effective information sharing, communication and planning for the future healthy weight of the County.</p> <p>In the first instance this will take form in the Healthy Weight steering group, to establish key relationships for future work.</p>	<p>Ensure the wider determinants of Healthy Weight are addressed early on in all stages of planning across all Local Authority directorates, District Council directorates, NHS and 3rd sector.</p> <p>To receive regular feedback from the County on current issues, success, targets, and future planning in adhering to the county's Healthy Weight Strategy.</p>	<p>Public Health Directorate (County)</p> <p>Transport/Environment & Economy (County)</p> <p>Environmental Health (Districts)</p> <p>Planning (County & Districts)</p> <p>Leisure (Districts)</p> <p>Fire and Rescue Service (County)</p>	<p>September 2014 – first steering group's meeting; then on-going every quarter.</p>	<p><i>Short term:</i> Attendance at Steering Group by key Local Authority stakeholders for appropriate consultation on specific agenda items.</p> <p><i>Long term:</i> Public Health issues are routinely considered in future Local Authority plans relating to the wider determinants of health</p>		<p>3.2 Working with local partners</p> <p>3.2 Access to public services, open and green space, community interaction, transport, housing</p> <p>3.2 Multi-agency approach to obesity</p> <p>3.2 Community engagement</p> <p>3.1 Influencing choice, addressing social norms and cultural values</p>
<p>Environment and Economy and Public Health to work together for Local Transport Plan 4; continue to develop opportunities to work together on future consultations/plans</p>	<p>To ensure that Active Transport/Travel is encouraged and developed within the county as widely as possible as a form of prevention of OW/obesity & related diseases</p>	<p>Richard Kuziara, HIP, PH OCC</p> <p>David Early, Transport Planner, E&E, OCC</p> <p>District Council members as identified through HWSG</p>	<p>July 2014 – on-going</p>	<p>Numbers of children and adults walking and cycling as a means of transport.</p>	<p>This piece of work is on-going as relationships are formed between new departments.</p>	<p>3.2 Prioritise the need to be physically active through daily routine</p> <p>3.2 Community engagement</p> <p>3.2 Multi-agency approach to obesity</p> <p>3.1 Influencing choice, addressing social norms and cultural</p>

Review the effectiveness of promotion of PA programmes available to the general county population	Ensure that current PA initiatives are being marketed and targeted to reach county population to help prevent unhealthy weight and reach recommended PA targets.	Toni Flanders, OSP Responsible officers from District Councils Health Improvement Principal – PH, OCC Tom White, PH OCC Sal Culmer, PH OCC	Every quarter – to be reported via PA Network meeting	<i>On-going:</i> Reports of offer and uptake of current PA initiatives across the County in relation to each District’s population. Cost effectiveness of PA programmes (e.g. using the NICE Physical Activity Return on Investment Tool (Appendix 2) or equivalent to ascertain cost effectiveness of OSP & other PA programmes.		3.2 Multi-agency approach to obesity 3.2 Working with local partners 3.1 Exemplifying and Evaluating the projects
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3.3 Embedding healthy weight into a life course approach

<i>Action</i>	<i>Objective(s) of Action</i>	<i>Responsible Officer and Organisation</i>	<i>Timeline (Start and End Dates, Review Dates)</i>	<i>Measurable Indicators</i>	<i>Any other information</i>	<i>Relation to Strategy</i>
Engaging with families to explore ways of making healthy eating affordable and time manageable to all. This should include LAC. Scoping exercise on weaning and family engagement in Healthy Eating ¹	Ensuring that healthy eating is embedded into family life, so that children learn positive eating behaviours from a young age through modelling from their parents/carers. Make sure the approach is sustainable through community	Sal Culmer, PH OCC Engagement Team, OCC Early Intervention Team, CEF, OCC Partners identified through HWSG and scoping report.	Scoping report by end of March 2015	<i>Short-term:</i> Report on weaning and healthy eating for young families to be completed. Actions /recommendations from report to be disseminated to HWSG <i>Long-term:</i> Reduced obesity rates in NCMP and in adults.		3.3 Creating a healthy weight from pre-term to children in reception year and beyond (reducing obesity rates in NCMP) 3.1 Influencing choice, addressing social norms and cultural

¹ Waters et al (2011) Interventions for preventing obesity in children (review), Cochrane Library. Available from: <http://onlinelibrary.wiley.com/doi/10.1002/14651858.CD001871.pub3/pdf/standard>

	engagement.			Greater confidence in parents ability to cook from 'scratch' and improve chance of choosing healthy option when feeding their children.		
Ensure all children's centres and nurseries in the County have a food policy that agrees to provide milk, water, fruit and healthy food to all children attending.	Give young children the best possible start in life and demonstrating	PH Team Liz Benhamou, CEF, OCC		<i>Short term:</i> Number of Children's Centres with food policy <i>Long term:</i> Healthy food and drink provided in children's centres Number of children eating fruit and reduction of the consumption of sugary drinks.		3.3 Creating a healthy weight from pre-term to children in reception year and beyond (reducing obesity rates in NCMP) 3.1 MINDSPACE 6xEs 3.2 Working with local partners
Run campaigns which specifically address topics of healthy eating, physical activity and healthy lifestyles from a young age. These should be aimed at different age range of the population, from pre-birth to older adults, and use a variety of ways of reaching these groups. In particular this should include social marketing. <i>Examples to date:</i> Eat Well, Move More Be a Star Breastfeeding	Reaching as many families as possible to raise awareness of the importance of healthy lifestyle through nutrition, healthy eating and physical activity	Public Health Directorate, OCC Partners as identified PH Team Members, OCC PH Team Members,	Campaigns to run throughout each financial year EWMM June – Sept 2014 Be a Star to run	<i>Short term:</i> Campaign evaluation reports Measures of effectiveness of social marketing used during campaigns Numbers of people using active travel for work <i>Long term:</i> Increased physical activity levels and improved dietary habits of the population. Reduced OW/obesity levels	Evaluation reports of relevant campaigns to be shared at HWSG	3.3 Taking a life course approach 3.3 Improving and maintaining health and wellbeing for the population 3.2 Working with local partners 3.1 MINDSPACE 6xEs

<p>project</p> <p>Sugar Sweetened Beverages</p> <p>Oxfordshire Travel Challenge</p>		<p>OCC</p> <p>PH Team, OCC</p> <p>Oral Health Promotion Unit, Oxford Health Behavioural Change Team, PHE British Heart Foundation, University of Oxford</p> <p>PH Team, OCC Oxfordshire Sports Partnership</p>	<p>from September 2014 onwards</p> <p>Jan – December 2015</p> <p>October 2014</p>		
<p>Oxfordshire agencies to continue providing specific physical activity programmes for vulnerable populations, such as physical and mental health difficulties, older adults. Review the effectiveness of these programmes and identify areas of improvement/gaps in the services.</p> <p>Discover if the nutritional needs of these vulnerable populations are also met through scoping exercise</p>	<p>Ensure that vulnerable communities are included in the Healthy Weight strategy and freely have access to physical activity and healthy nutrition</p> <p>Identify any gaps in provision of healthy eating and nutritional needs of vulnerable populations across the county.</p>	<p>Age UK, NHS Health Trusts (Oxford Health), OCC PH</p> <p>Adult Social Services</p> <p>Public Health Team, OCC Helena Fahie, PHE NHS Trusts</p>	<p>On-going</p> <p>Report by March 2015</p>	<p><i>Short term:</i> Scoping exercise report with recommendations</p> <p><i>Long term:</i> Potential to commission new projects which are aimed toward specific vulnerable groups. Increased fruit, vegetable and healthy diet intake, physical activity and reduced sedentary time in these populations.</p>	<p>3.3 Life course approach</p> <p>3.2 Multi-agency approach to obesity</p> <p>3.2 Working with local partners</p> <p>3.1 Working with MINDSPACE 6xEs</p>