

2 Summary list of recommendations

For a comprehensive list of recommendations with rationale see Appendix 11.14.

KEY OBJECTIVE 1

System - address healthy weight inequalities in everything we do

- 1.** Prioritise actions based on, and measure progress against, addressing healthy weight inequalities.
- 2.** Ensure our policies, strategies, communications, campaigns, and weight support programmes avoid perpetuating weight stigma and use co-production approaches in the design of weight support services

KEY OBJECTIVE 2

Prevent - To prevent excess weight, start early

A substantial proportion of children are already affected by excess weight by the time they start Reception. From national data, we know that the majority of these children will still be affected by overweight in Year 6 and see that health inequalities in excess weight already start developing from this early age. This highlights the need to promote a healthy weight in parents during pregnancy, breastfeeding, through early years providers and in school settings. Residents identified being exposed to healthy eating habits and a cooking culture at home early in life as key factors that support their motivation to cook themselves later in life. The research evidence suggests childhood Physical Activity (PA) levels predict PA levels later in life (for example levels later in childhood, during adolescence and adulthood).

- 3.** Collate up-to-date small area data to assess for inequalities in breastfeeding initiation and continuation within Oxfordshire, taking action to address inequalities if required
 - 4.** a) Work with early years providers to assess current food provision against, and understand facilitators and barriers to adherence to, national nutritional guidance and work to improve adherence where it is currently low
b) Understand the opportunities for breastfeeding support, promotion of the Healthy Start scheme and increasing children's confidence to engage in physical activity through these settings
 - 5.** Review the evidence on programmes to prevent childhood obesity aimed at children aged 0-3 years to identify those that have been demonstrated to have longer term impacts on enabling healthier diets and physical activity.
 - 6.** Ensure a continued focus on increasing uptake of the Healthy Start scheme across Oxfordshire via the OCC Healthy Start working group action plan and District Food Action Working Groups
 - 7.** Implement a 'whole school approach' to promote healthier eating and physical activity in schools, prioritising areas with high excess weight prevalence amongst children.
-

KEY OBJECTIVE 3

Environment - Enable healthy weight by building healthy places and environments

In community engagement, residents described the constant exposure to less healthy foods through neighbourhoods, social media and advertising as making it easy for less healthy dietary habits to develop. It is estimated that nationally around one in five meals are eaten outside of the home. Meals from out-of-home food outlets tend to have higher levels of saturated fats, sugar, and salt, and lower levels of essential micronutrients. National data show that less affluent areas have a higher concentration of fast-food outlets. Research has found that the proportion of school pupils regularly purchasing food outside of school is much higher in these areas, with the most commonly purchased foods including chips, sandwiches, sweets and chocolate. This highlights the importance of healthy food environments around schools as well as within schools.

- 8.** Use available levers to restrict advertising of less healthy food in public sector spaces and externally owned spaces across Oxfordshire
- 9.** Introduce planning policy to limit proliferation of less healthy food vendors, prioritising areas with the highest levels of excess weight and around schools
- 10.** Use levers within licensing to increase exposure to healthier foods and limit exposure to less healthy foods
- 11.** Use evidence-based levers to support and incentivise local food outlets to provide a healthier food offer
- 12.** Ensure Government Buying Standard-based criteria are used in the procurement of food and catering services by public sector facilities
- 13.** a) Identify and act on opportunities to increase the healthiness of the food offer provided by Community Food Services
b) Ensure information on best practice for addressing stigma associated with accessing services and improving accessibility is shared between Community Food Services
- 14.** Develop Local Cycling and Walking Infrastructure Plans in all market towns in Oxfordshire
- 15.** Work with partners to implement the priorities of the Local Transport and Connectivity Plan and review progress in achieving its targeted aims of increasing walking and cycling. Including work with Local Enterprise Partnerships to ensure physical activity is integrated into local economic growth and infrastructure plans
- 16.** Sustain support for cycling and walking activation programmes, especially aiming to increase engagement amongst those who are least active, and evaluate their impact and reach
- 17.** Support community engagement activities to improve the quality of existing green spaces in order to increase use of green space in the population groups known to be at the highest risk from low physical activity levels
- 18.** Consider the added value a workplace wellbeing programme for Oxfordshire could contribute to improving healthy eating and increasing physical activity (as well as other health promoting behaviours such as smoking)

KEY OBJECTIVE 4

Prevent - Environment - Enable healthy weight by building healthy places and environments

- 19.** a) Review existing cooking-related training to ensure it is meeting the specific needs identified by residents during community engagement.
b) Work with providers of cooking-related training to measure and increase uptake in key target groups (including those at important life transitions such as leaving home or becoming a new parent).
- 20.** Use and expand upon existing evidence from community engagement with residents to ensure the active recreation offer in Oxfordshire aligns with activity preferences across different age groups
- 21.** Ensure information about programmes that support physical activity (including what activities are available), healthy diet and weight support services, is promoted to the public and partners working with those at the greatest risk from excess weight

KEY OBJECTIVE 5:

Support - Ensure those living with excess weight are connected with healthy weight-promoting programmes and weight support services

Several weight management support programmes are offered in Oxfordshire for children and adults, as well as specific programmes for adults living with a mental health condition(s) (Gloji Mind+), residents from a Black, Asian or minority ethnic background and for men. Offers need to be joined up across the lifecourse.

- 22.** a) Address the gap in provision at Tiers 3 and 4 in Oxfordshire. At Level 2 ensure support is provided for groups that experience a high prevalence of excess weight where gaps have been identified (those with learning disabilities, women peri-pregnancy, young people aged 12-18 years) alongside promoting prevention-orientated approaches in these groups
b) Develop a clear healthy weight care pathway for children and adults across all ages and commissioning bodies
- 23.** a) Identify brief intervention approaches for excess weight that complement the MECC ('Making Every Contact Count') approach.
b) Identify professional groups who have a high amount of contact with groups at high risk of excess weight with whom to implement the MECC/brief intervention approaches to excess weight, monitoring the effectiveness of training where delivered.