

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar		ACTION	LEAD	PRIORITY AND TIMESCALE
Strategic Leadership	1	Maintain oversight of new guidance related to healthy weight - ensure regular review, dissemination and updates.	Core Group	Ongoing
	2	Develop a suite of outcomes/monitoring data related to healthy weight and a related trend/trajectory to enable monitoring	Core Group	Ongoing
	3	Ensure recommendations related to 2023 HNA for promoting healthy weight are embedded into action plan.	Core Group	End of 2023
	4	Ensure policies, strategies, communications, campaigns, and weight management programmes delivered in Oxfordshire avoid perpetuating weight stigma	Core Group	Ongoing
	5	Work towards relevant partners Adopting the Healthy Weight Declaration	Exec leads for District/City/County Councils & ICS	23/24 24/25
	6	Support the implementation of the Food Strategy for Oxfordshire. Ensure relevant recommendations are embedded in the healthy weight action plan and vice versa.	Good Food Oxford, Core Working Group	Y1- High Sep 2021-May 22
	7	Support the implementation of the Physical Activity Strategy and ensure relevant recommendations are embedded in the healthy weight action plan (and vice versa).	Active Oxfordshire /Public Health /5 DCs, Core Working Group	Y1- High, Launch May 2022

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar		ACTION	LEAD	PRIORITY AND TIMESCALE
Prevention	1	Review the evidence on programs to prevent childhood obesity aimed at children aged 0-3 years (or their families) to understand if any have been demonstrated to have longer term impacts on enabling healthier diets and being more physically active in children and their families.	Public Health/HW in Childhood Group	23/24 24/25
	2	Early Years. 1. Establish baseline level of knowledge, skills and capacity in relation to nutritionally balanced food provision amongst Early Years and Childcare Providers and develop plan to improve. 2. Work with early years providers to assess: - current food provision against national nutritional recommendations and understand facilitators and barriers to adhering to national recommendations	HW in Childhood Group	2023 24/25 to implement offer
	3	Breastfeeding: 1. Ensure accreditation to best practice standards for infant feeding (e.g. Unicef Baby Friendly Initiative/support with 'fussy eaters'). 2. Collate up-to-date small area data on breastfeeding initiation and at 6-8 weeks to assess for inequalities in breastfeeding continuation within Oxfordshire.	HW in childhood group	24/25
	4	Improve the uptake of Healthy Start vitamins and vouchers across the County, including promoting the service, communications and training for relevant frontline professionals and volunteers.	Healthy Start Working Group and City and Districts Food Action Working Groups - formed April 2023	Action plans for City/Districts end of May 2023

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar		ACTION	LEAD	PRIORITY AND TIMESCALE
	5	Amplify national and develop and promote local campaigns and programmes on healthy eating and food to partners and the public.	Food Sustainability and Health Group	Ongoing
	6	Develop a School Food and Physical Activity Advisor role to manage a suite of work for a 'whole school approach' to healthy weight/physical activity in identified targeted areas/schools.	Public Health and Children, Education and Families (CEF) at OCC	April 2023 - High - Q2 & Q3
Physical Activity – Oxfordshire on the Move	1	Development of You Move programme to support low-income families with a year-round physical activity offer across all 5 districts, building on the learning from Families, Active and Sporting Together.	Active Oxfordshire	Launched May 2022
	2	Support residents to find active recreation activities they enjoy by using insights collected on activity preferences to influence commissioning provision and ensure information about activities available is easily accessible	Active Oxfordshire	24/25
	3	Review and implement Creating Active Schools Framework with Oxfordshire schools to embed a whole school approach in addressing physical inactivity.	ACTIVE OXFORDSHIRE	Y1- High, launch Jan 2021

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar		ACTION	LEAD	PRIORITY AND TIMESCALE
Support	1	Develop a clear, streamlined healthy weight pathway for adults (Tier 1-4) and improve the integration and referral protocols across the pathway for adults and children.	ICB and Public Health	Y2- High 23/24
	2	Understand, monitor and promote opportunities within frontline settings to prompt healthy weight conversations and onward referral. Including Primary Care, Pharmacy, Adult Social Care and other frontline professionals by 1. Ensure information about support and programmes is promoted 2. Identify and target MECC training to certain roles.	MECC Lead. Core Group	TBC
	3	Evaluate and review findings of the child healthy weight pilot for Oxfordshire (Gloji Energy).	JS/DP/SC, HW in childhood group	July 2022 service launch 23/24 Service evaluation complete Used to inform the recommission of all age healthy weight service 24/25
	4	Commission a Tier 3 Weight Management Service for Adults (age 18 years and above)	ICB	May 2022 options paper submitted – progress paused?
	5	Explore the need for a Tier 3 Weight Management Clinic for Children and YP (age 2 up to 16 years old).	HW in childhood group/ICB	Y1 High . Sept 2022
	6	Understand the Tier 4 Gap (referral to Bariatric) which has been paused during COVID (provided by OUH)	ICB	23/24 24/25

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar		ACTION	LEAD	PRIORITY AND TIMESCALE
	7	Address gaps identified in HNA (learning disability, pregnancy, teens). Including exploring best practice and recommending local approach for both prevention and support	Public Health, OUH Maternity Lead & Dietetics LD lead within OCC and ICB.	23/24 24/25
Healthy Weight Environment	1	Complete mapping and gap analysis of existing activity, organisations, community assets and needs supporting cooking and healthy eating to inform future approach to interventions.	Good Food Oxfordshire Food Sustainability and Health Group	April 2023 (start of work) - December 2023 report with recommendations
	2	Work with providers of cooking-related training to measure and increase uptake in key target groups (including those important life transitions such as leaving home or becoming a parent).	Good Food Oxfordshire	
	3	Oxfordshire to achieve the Sustainable Food Places Gold award by 2025.	Good Food Oxfordshire, Food Sustainability & Health Group	Target of May 2025 to achieve Gold
	4	Deliver the Oxfordshire Good Food Retail project in target areas to improve the accessibility of healthier food options (convenience stores, wholesalers)	Public Health, Rice Marketing	23/24 24/25

**Oxfordshire Whole System Approach to Healthy Weight
Action Plan 23/24**

Pillar	ACTION	LEAD	PRIORITY AND TIMESCALE
5	<p>Healthier food advertising - reduce advertising of less healthy foods by</p> <ol style="list-style-type: none"> 1. Conduct an assessment of advertising spaces in Oxfordshire and who owns those spaces 2. Identify levers to restrict advertising of less healthy food in public sector spaces and externally-owned spaces across Oxfordshire 3. Work with Sustain on a healthier food advertising policy 	Public Health District, City and Town (& Parish?) Councils	23/24 24/25
6	Introduce planning policy to limit proliferation of less healthy food vendors (ie hot food takeaways - planning, street trading close to schools).	Public Health, District, City Councils	23/24 24/25
7	<p>Provision of healthier food in public sector facilities: 1.Use Government Buying Standard-based criteria in the procurement of food and catering services by public sector facilities (excluding educational settings)</p> <p>2. Review opportunities to embed these guidelines into contracts or leases</p>	Oxfordshire County Council and ICB	23/24 24/25
8	<p>Support local food outlets (hot food takeaways, mobile food vendors, shops) to provide a healthier food and drink offer - utilising levers such as healthy catering/eating out award schemes, dedicated support/capacity roles and training to incentivise.</p>	Public Health, District, City Councils	23/24 24/25