

Oxfordshire WSA To excess weight: Work undertaken or in progress update 2024

Pillar	Actions completed to date (end of 22/23)	In Plan for 2024/25
Prevention	<p>Develop and launch an Oxfordshire wide Healthy Start Programme</p> <p>Implement a pilot of Active Schools Framework for a whole school approach to physical activity, evaluation to be completed in 2024.</p> <p>Delivery of the evidence-based Healthy Smiles Accreditation Scheme to support good oral health in early years.</p> <p>Survey and focus groups with Early Years and Childcare settings to inform future approach of support; education, training and knowledge on healthy eating and food provision.</p> <p>Reviewed evidence based practice for prevention in early years</p> <p>Completed gap analysis for cooking and healthy eating activities across Oxfordshire underway.</p> <p>Amplified national and local campaigns on healthy eating and food for example Eat Them to Defeat Them, Switch Up Your Lunch</p>	<p>Provision of licenses (35 of 100 to date) for online Child Feeding Guide training including 'Fussy Eating' for Early Years, Healthcare Professionals and Home Start workers (working with vulnerable families)</p> <p>Evaluate the engagement and impact of the Healthy Start social marketing campaign</p> <p>commission and commence school cooking and healthy eating project to 31st October 2024</p> <p>Work towards implementation of initiatives based on the evidence review related to early years.</p> <p>Pilot evidence based HENRY (Health Exercise and Nutrition for the Really Young) approach for Oxfordshire in target area</p> <p>Learning Disabilities Team, Oxford Health to pilot an approach to engage people, carers and providers to support healthy weight in people with learning disabilities</p> <p>Work with maternity to determine if further approach (beyond commissioned service) for pregnant women would be of benefit</p>
Support	<p>Commissioned a new all age healthy weight service with specific programmes where gaps were identified in the Health Needs Assessment</p>	<p>Develop a specific approach with maternity to provide bespoke support to pregnant women with very high BMI.</p>

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	<p>Revised content of National Child Measurement Programme letters and signposting leaflet including offer for parents</p> <p>Positively evaluated a pilot healthy weight support service for 4–12-year-olds and their parents/carers (planned continuation)</p> <p>Developed a physical activity programme to support adults with long-term conditions (Move Together)</p> <p>Developed and delivered physical activity opportunities for young people/families eligible/in receipt of benefits related free school meals (You Move)</p> <p>Social prescribers linking residents with active recreation opportunities</p>	<p>Learning Disabilities Team, Oxford Health to pilot an approach to engage people, carers and providers to support healthy weight in people with learning disabilities</p>
Environment	<p>Completed a community insight project, to explore residents' feelings about how where they live, work, learn and play could motivate or support them to attain and/or sustain a healthy weight.</p> <p>Reviewed and shared best practice around shifting advertising in the Oxfordshire from High, Fat, Salt and Sugar (junk food) to healthier food advertising.</p> <p>Reviewed and shared best practice with localised information for individual Districts/City to enable them to include wording in their local Plans to support potential restriction of new fast-food</p>	<p>Oxfordshire County Council Catering has signed up to Food for Life Served Here award to ensure they provide healthy and sustainable food in schools. Menus are being assessed to identify good practice and where adaption and improvement is needed.</p> <p>Expansion of Good Food retail Project to Banbury and delivery for 2 further years until 2027.</p> <p>Launch Workplace Wellbeing programme for Oxfordshire</p> <p>Biteback food youth voice project (launched October) – recruiting Community Food Champions aged 14–18-year-</p>

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	<p>outlets within specific radius of schools or in areas of excess weight</p> <p>Established a post sitting in Trading Standards who is reviewing evidence and best practice on potential provision of an accreditation and support offer across Oxfordshire for existing food businesses/outlets</p> <p>Pilot Oxfordshire Good Food Retail project - to support convenience stores to improve access to healthier food options (in Blackbird Leys)</p> <p>Oxfordshire County Council Catering has signed up to Food for Life Served Here award to ensure they provide healthy and sustainable food in schools.</p>	<p>olds to learn about the food system, how it shapes what we eat and to give their views about what needs to change locally, a video and manifesto report to be shared with decision makers in Oxfordshire by February 2025.</p> <p>Assessment of OCC school catering menus are being assessed to identify good practice and where adaption and improvement is needed. Expression of interest submitted for Oxfordshire to NESTA's 'Location Based Testing Programme' Nesta UK innovation agency for social good</p>

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<p>System Leadership</p> <p><i>Figure 1: Pie charts indicating approach in 19/20 to 23/24</i></p>	<p>Complete a comprehensive Health Needs Assessment and updated WSA action plan.</p> <p>Publication of the Countywide Food Strategy Part 1</p> <p>Achieved Sustainable Food Places Silver Award for Oxfordshire</p> <p>Delivered a workshop for senior leaders to explore taking forward healthy food environment recommendations from HNA across the County</p> <p>Recruitment of strategic schools' food and physical activity advisor to work in schools in targeted priority neighbourhoods</p> <p>Support governance for the Oxfordshire Food Strategy, (SRO Ansaf Azhar, DPH), OCC Food Strategy action plan to be agreed. Food Action Working Group (FAWG) formed in each of the City/District area to develop a local action plan by end of 2023</p> <p>Developed a WSA to physical activity in partnership with ICB, Active Oxfordshire and District Councils.</p>	<p>Re-establish and re-invigorate the WSA oversight group.</p> <p>Collecting evidence and impact of work for Sustainable Food Places Gold bid in 2026</p> <p>Conclude whether the Healthy Weight Declaration (Food Active) would be an appropriate tool</p>