

Obesity strategy draft implementation plan V2 17th May 2016

NOTEPlease note that this document is a working draft and will be subject to further change, as capacity, resources and timescales to deliver are yet to be confirmed within this document. This document has not been formally agreed by either Wiltshire Clinical commissioning group or Wiltshire Council.

Further work is required to:

- Agree all leads and timeframes
- Identify meaningful ways to measure success
- Agree prioritisation of the actions in this plan according to level of importance and impact on the aims of the strategy
- Align with agreed service plans for Public Health and Protection
- Align with Mental Health and Wellbeing Strategy
- Produce a one page summary sheet of key actions
- Develop an engagement plan that will sit alongside the strategy and inform how progress on the strategy will be shared with people with obesity and their carers' and allow for discussions about future work plans

2016 -2020 Strategic Targets

- To halt the rise of excess weight in children by 2020 (measure: PHOF 2.06i-ii excess weight in 4-5 and 10-11 year olds)
- To halt the rise of excess weight in adults, by 2020 (measure: PHOF 2.12 excess weight in adults).
- To reduce the variation in excess weight in children between the least and most deprived areas by 2% by 2020 (measure: PHOF 2.06i-ii excess weight in 4-5 and 10-11 year olds).
- To aspire for a decrease of 1% the excess weight of children in each community area by 2020 (measure: PHOF 2.06i-ii excess weight in 4-5 and 10-11 year olds).
- To achieve an increase of 10% in uptake of NHS Health Checks for eligible adults aged 40-74 years.

Strategic actions for Strategic Priority 1- Maximise universal preventative initiatives across the life course		Life course	Outcome (proxy measures)	Milestones
SP1.1 Provide tailored, clear, accurate and consistent messages about the benefits of maintaining a healthy weight	a) Develop an e- tool kit of resources outlining key healthy weight messages to be used by partners within and outside council -	All	Develop resource Evaluate website usage Evaluate behaviour change made	March 2017 January 2018 January 2019
	b) Ensuring Public Health's Annual communication plan includes a programme of social media led messages around healthy weight through the life course	All	Messages incorporated Quarterly Press releases made Optimising mediums used to achieve increased reach	January 2017 Starting April 2017 July 2017
SP1.2 Enable people to adopt and sustain healthy behaviours through universal approaches. Providing targeted support and resources to groups at higher risk of becoming overweight.	a) Develop the Eat Out Eat Well targeted programme into a self-sustaining scheme	All	Improve promotion via web activity Review and enhance criteria Develop sustainable model	September 2016 April 2017
	b) Embed nutritional guidelines in adult settings and care plans	Adult and older people	Identify guidelines	TBC
	c) Share evidence based, good practice through wider Public Health communications	All	Deliver quarterly updates	Quarterly starting Dec2016
	d) Incorporate healthy lifestyle message from workplace charter into Council mandatory training	Adults	e- learning developed 85% Staff completion	March 2017 June 2018
	e) Explore adaptation of healthy weight toolkit for children and adults with disabilities	All	Options explored daptations made	Year 1

Strategic actions for Strategic Priority 1- Maximise universal preventative initiatives across the life course		Life course	Outcome (proxy measures)	Milestones
			Toolkits available X% Uptake of resource by targeted groups	Year 2 Year 3
	f) Provide a county-wide physical activity offer for all ages and abilities through leisure centres and sports/physical activity programmes. To include concessionary leisure centre memberships for adults and families on low incomes	All	TBC	TBC
	g) Ensure military personnel and their families are considered in implementing obesity work	All		
SP1.3 Develop and deliver a brief 'raise the issue and sign post' training package for frontline staff		All	Develop training Deliver training primary care (CCGs 100,00 pop groupings) social care teams	March 2017 September 2017 January 2018
SP1.4 Facilitate joint working with community campuses, area boards and leisure services to create local level action plans for obesity prevention	a) Provide community areas with data on levels of obesity through CAJSA	All	Format data presentation Deliver CJSA roadshows	September 2016 Oct 2016 to March 2017
	b) Explore targeted community development work within deprived communities to develop obesity prevention action plans	All	Steve Milton to advise	Year 3 and 4

Strategic Actions for: Strategic Priority 2 – Giving children the best start in life		Life course	Outcome (proxy measures)	Milestones
SP2.1 Ensure sexual health messages include information on importance of healthy weight		Preconception and Early Years	100% of sexual health educational resources and messages include information on healthy weight	March 2017
SP2. 2 Support women to achieve and maintain an healthy weight in pregnancy and early parenthood	a. Review, redevelop, deliver and evaluate Maternal weight management programme for delivery by maternity services	Preconception and Early Years	Number of women with BMI of ≥ 30 accessing maternal weight management programme	March 2017
	b. Incorporate healthy weight messages into Mum2Mum Breast Feeding Peer Support scheme	Preconception and Early Years	Identify messages Update training materials	January 2017 July 2017 June 2018
SP2.3 Utilise community resources and assets to provide healthy lifestyle initiatives for children, young people and families	a. Ensure Healthy Schools programme provides signposting to good practice nutrition and physical activity programmes	Children and Young People	Best practice schemes for schools identified 70% of Healthy Schools engaging with approved partners	January 2017 June 2018
	b. Incorporate Oral Health messages in all healthy weight education materials	Preconception and Early Years Children and Young People	Oral health promotion training delivered to children and family workforce Healthy weight education materials updated	July 2017 September 2017
	c. Develop a leisure centre youth offer to support children and young people to meet	Preconception and Early	TBC	

Strategic Actions for: Strategic Priority 2 – Giving children the best start in life		Life course	Outcome (proxy measures)	Milestones
	daily physical activity guidelines	Years Children and Young People		
	d. Maximise the use of Change4Life Sports Clubs	Children and Young People	100% of funded Change4Life Clubs are running	March 2019
SP2. 4 Maximise the number of children starting and leaving school with a healthy weight.	a. Develop life course healthy weight pathways as part of SP3.1 led by J Goodall	Preconception and Early Years Children and Young People	Pathway developed Pathway implemented Pathway adopted by all contributing stakeholders	September 2017 January 2018 September 2018
	b. Children's centres to provide parental healthy eating and cookery skills programme and offer physical activity events for families	Preconception and Early Years	100% Children's Centres deliver healthy eating courses and offer physical activity events for families	March 2017
	c. Deliver a family-based, multi-component weight management programme	Children and Young People	Number of children/families with excess weight accessing weight management programme	September 2016-September 2020
SP2. 5 Continue to use data from the Joint Strategic Assessment and the National Child Measurement Programme to identify local need and appropriately target and deliver services.	a. Commission the National Child Measurement Programme	Children and Young People	≥90% of eligible children participate in the National Child Measurement Programme	September 2016-September 2020
SP2. 6 Monitor and evaluate the effectiveness of existing healthy lifestyle	a. Develop strategies for improving the take up, adherence and outcomes of	Preconception and	Review tier 1 & 2	January 2017

Strategic Actions for: Strategic Priority 2 – Giving children the best start in life		Life course	Outcome (proxy measures)	Milestones
and weight management programmes	programmes across settings	Early Years Children and Young People	programmes Pilot and evaluate programme changes Implement changes	June 2017 January 2018

Strategic actions for Strategic Priority 3- Promote effective self care, early intervention and treatment.		Life course	Outcome (proxy measures)	Milestones
SP3.1 Develop a holistic integrated weight management pathway which promotes self-care, early intervention and specialist support for families and individuals.		All	Pathway developed Pathway implemented Pathway adopted by all contributing stakeholders	September 2017 January 2018 September 2018
SP3.2 Continue the process of system wide reviews of existing programmes, developing strategies for improving longer term outcomes.	a) Review tier 1 and 2 adult services developing training and resources for phased delivery by leisure and Health trainers	Adults and older people	Scoping complete Programme development Phase one implementation Evaluate phase one process Roll out provision to achieve Identified wider coverage	by June 2016 November 2016 Jan 2017 April 2017 to April 2018
	b) Develop a mechanism for service user engagement to inform service development	All	tbc	Year 1
	c) Develop guidelines to ensure psychosocial	All	Guidelines developed	January

Strategic actions for Strategic Priority 3- Promote effective self care, early intervention and treatment.		Life course	Outcome (proxy measures)	Milestones
	element is covered in all programmes		Guidelines reflected in service reviews	2018 January 2019
	d) Plan delivery of targeted Medication reviews to Improve outcomes for obese people on medication for long term limiting illnesses	Adults and older people	TBC	
	e) Support and encourage community teams to champion and provide healthy lifestyle choices and support at every opportunity	Adults and older people	TBC	September 2016
	f) Review Implications of transfer of commissioning responsibility for adult severe and complex obesity services to CCG in 2016/17	Adults and older people	TBC	September 2016
	g) Continue to develop and deliver a tier 3 BMI>35 service	All	TBC	September 2016 to 2020
Sp3.3 Develop an evidence based, early intervention self-care offer	a) Explore adaptation of healthy weight toolkit (SP1.1) to support weight loss	Adults and older people	Adaptations made Toolkits available X% Uptake of resource by target groups	April 2017 February 2018 April 2019
Identify and support people at risk of developing type-2 diabetes to prevent or delay the onset of type 2 diabetes..	a) Work in collaboration with CCG, Wiltshire Council and wider health community to develop DPP bid based on the wider, STP geographic area	Adults and older people	TBC	
	b) Encourage awareness raising with stakeholders of type 2 diabetes in at risk groups in Wiltshire-		TBC	

Strategic actions for Strategic Priority 4- Reversing the 'obesity promoting' environment		Life course	Outcome (proxy measures)	Milestones
SP4.1 Build on the current work of Wiltshire Council, partnerships in working to reverse the factors that contribute to obesogenic environments. developing an environment that promotes physical activity and healthy food choices	a) Establish a steering/task group to identify and align common and synergistic actions across and beyond the environment. E.g climate change, sustainability, congestion reduction	All	Group Established Aligned actions identified Actions prioritised	by jan 2017 by April 2017 by June 2017
	b) Developing and implementing a Green Infrastructure Strategy to provide for outdoor spaces which enable people to be physically active e.g active travel, grow food food and improve mental wellbeing..	All	Improvements in the obesogenic environment that support individual activity and food behaviour change	Developed by October 2016 Implementation plans by March 2017
	c) Support delivery of active travel promoting environment through the Local Transport Plan, particularly the Cycling, Smarter Choices and Public Transport Strategies; update and publish Town Cycle Networks periodically to show highest priority proposed walking and cycling schemes.	All	TBC	TBC
	d) Review the planning policy framework to ensure health and wellbeing is appropriately incorporated in policies of the Wiltshire Core Strategy	All	New policy formulated <i>Review existing core policies</i> Existing core policies updated to incorporate health evidence creating less obesogenic environments, promoting sustainable, active travel and connectivity to communities and services	2017 <i>by April 2017</i> 2018 to 2020

Strategic actions for Strategic Priority 4- Reversing the 'obesity promoting' environment		Life course	Outcome (proxy measures)	Milestones
	e) Identify and deliver measures to promote physical activity and healthy food choices where appropriate including supplementary planning guidance when appropriate	All	Develop guidelines produced creating less obesogenic environments, promoting sustainable, active travel and connectivity to communities and services	Six months following health and wellbeing core policy adoption
	f) Provision and increased utilisation of good quality sports and leisure facilities which are accessible to all and which provide a range of universal and targeted programmes E.g through the Playing pitch Strategy	All	TBC	TBC
	g) Encourage adoption of the Wiltshire Council Food policy criteria across public sector settings aiming to improve food and drink provision and access		Improvements identified Actions embedded in workplans	March 2017 March 2018
SP4.2 Support and encourage local communities to make changes to their environment to facilitate healthy behaviours	a) Identify a sustainable model to facilitate the adoption and management of green and open spaces by local communities for physical activity, growing food and mental wellbeing	All	Options appraisal completed Develop guidelines and toolkit Support a pilot project implementation	November 2016 April 2017 January 2018
	b) As part of communityJSA work and local action plans identify opportunities for local	All	TBC	TBC

Strategic actions for Strategic Priority 4- Reversing the 'obesity promoting' environment		Life course	Outcome (proxy measures)	Milestones
	food production and procurement and increased activity opportunities			
	c) Promote the range of formal and informal opportunities' in which people can be physically active within their daily lives	All	TBC	TBC
	Explore opportunities to improve connectivity through support to for deliver of Town Cycle Networks and walking improvements through planning and CATGs	All	TBC	TBC
	Promote voluntary action to maintain and improve rights of way where appropriate	All	TBC	TBC
SP4.3 Champion the use of the principles of Health Impact Assessments (HIA's) in planning for new developments to support provision of high quality green space, active environments, health promoting infrastructure and healthier housing.	a) Define and embed HIA principles into training of officers and the wider planning process	All	TBC	TBC