

Healthy Weight Strategy for Hartlepool

10 Year Action Plan (2015-2025)

Strategic Theme 1: Universal – To transform the environment so that it supports healthy lifestyles (Primary Prevention)						
Key Objective	Areas of action	Desired Outputs	Expected Outcomes	Lead officers	Timescales	Progress
(a) Planning and retail: Work with partners to improve access to healthy food options and remove barriers to adopting a healthy diet	Restrictions on advertising of high fat, sugar and salt foods to children	Develop a policy for organisations to follow Restrict food adverts on bus shelters locally and any advertising space within statutory authority control	Reduced exposure to advertising reducing demand from parents Healthier vending options in Council leisure facilities	PHE HBC procurement team Leisure Facilities	Ongoing April 2017	Regional sugar reduction project targeting early years – regional task and finish group established Exploring bus shelter advertising opportunities across Tees – options appraisal going to Combined Authority Transport Infrastructure Group
	Develop Healthy Catering Guidelines linked with Breastfeeding and Better Health at Work Award	Work with businesses to alter the menus offered to become healthier options, actively support breastfeeding and create a healthier staff working environment Ensure the Healthier Catering guidelines are promoted and followed Guidelines on warming baby and toddler food	Increased breastfeeding at 6-8 weeks Catering premises will have low fat, sugar fat and salt content menu items across a minimum of 30% of their menus Corporate catering will comply with the guidelines 90% of occasions	Employers Environmental Health	Ongoing	Better Health at Work Award criteria – healthier catering guidance Promotion of Government Buying Standards to workplaces Work with A5 hot food takeaway businesses around healthier cooking practices – factsheet developed for Chinese takeaway owners. Now working with Indian takeaway owners around colourings and additives Environmental Health officers now supporting assessment

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						process for BHAW award Children's Centres / Early Year's providing advice as part of revised weaning programme
	Develop licensing conditions to reduce the number of fast food catering establishments in areas of high density, including near schools	Audit through food mapping Approved licence conditions Development of hot food takeaway policy as part of Local Plan	Prevent an increase in the number of fast food outlets in the town	Helen Williams (Planning) – new officer to be identified	Due to be submitted to Government in February 2017	Hot food takeaway policy is part of HBC Local Plan – imposes restrictions on planning permission in areas of high fast food concentration and near to schools
(b) Physical activity: improve access to green spaces for health and exercise reasons	Increase the capacity of buildings to support physical activity	Cycle parking / storage Showers & lockers Drying areas Stairs and lifts policy	All new buildings and alterations are compliant with NICE guidance	Employers HBC Planning Developers Road Safety Team	Ongoing April 2017	Active travel and physical activity criteria within Better Health at Work Award for workplaces Hartlepool Cycle Development Plan consulted on in 2016 and due for publication in 2017
	Increase the availability of green space across Hartlepool for play and	Identify existing green space Identify existing plans to improve	Increased green space Improvements to existing green spaces	HBC Planning Developers Parks and Countryside team HBC Sport & Recreation	TBC	HBC Playing Pitch Strategy Policies around green spaces and consideration of the obesogenic environment in new developments within

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	recreational use	Community involvement in where, what, when and how Add outdoor/green gyms to existing spaces				HBC Local Plan
	Support charities and projects which improve aspects of the obesogenic environment such as Living Streets and Sustrans	Community Street Audits Development of Cycle Strategy – link to National Cycling and Walking Strategy Also links with Dementia Friendly Communities	Improvements to built environment resulting from street audits – improved access to waking and physical activity opportunities	Planning and regeneration Road safety team Developers Living Streets Sustrans	Funding secured to March 2017 with potential for further funding via DfT	Living Streets Walk To project has conducted several community street audits across Hartlepool Improvements to school crossings etc
(c) Travel and infrastructure : create a more supportive environment for cycling and walking to improve rates of active travel in schools, workplaces	Reducing the proportion of Hartlepool adults and children who are sedentary	Work with businesses through the Better Health at Work Award Offer sedentary workers physical activity options Cycle Repair and training (Bikeability) Scheme	Increased use of green space Increased participation in sport and active recreation	Employers HBC Sport & Recreation	Ongoing	Corporate discount scheme for Council leisure facilities launched Move a mile project launched for schools and workplaces Cycle repair hub established at Summerhill outdoor activity centre
	Utilise LSTF funds to improve cycle route	Target business enterprise zones Develop travel plans for	Improved cycle provision and links across town	Road safety team Employers Schools Living Streets	TBC	To be addressed via Hartlepool Cycle Development Plan

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and communities	infrastructure and encourage active travel in workplaces and schools	workplaces and schools	Reduced car use	Sustrans	March 2017	Links to Living Street's Walk To project
	Develop no parking zones around schools in favour of park and stride sites	Extend parking exclusion zones around schools	Improved road safety	Road safety team Living Streets Sustrans	Longer term objective	To be addressed as part of DfT Access Fund – decision on outcome due imminently
		Extend 20mph zones	Increased walking levels in children and parents			

Strategic Theme 2: Preventative – Making Healthier Choices Easier by providing information and practical support (Secondary Prevention)						
Key Objective	Areas of action	Desired Outputs	Expected Outcomes	Lead officers	Timescales	Progress
(a) Develop a social marketing and communications plan for Hartlepool to promote and facilitate a healthy weight and lifestyle	Develop a public opinion which supports the key actions of strategy	Work with media to create a public opinion shift	Public will support the actions predominantly rather than oppose them	HBC Public Relations PHE HBC workforce	Ongoing	Links to PHE One You and Change 4 Life campaigns
		Work through social media to create a new normal of behaviours			April 2017	Development of social media channels (Facebook, Twitter)
	Undertake further insight work with young people on fast food and sugar	Work with Youth Parliament and Young People's Participation Team to produce relevant insight	Insight to enable appropriate alternative marketing	Helen White, Youth Participation Manager	TBC	Develop key public health messages following Your Say, Our Future consultation events
						Initial consultation undertaken with young people as part of Hartlepool obesity conference

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	sweetened beverages					
	Using the Change 4 Life and Health Trainers to engage and mobilise citizens to make healthier choices	Develop an agreement to ensure any public body led campaigns and incentives to take part in them, would be compliant with <u>all</u> principles of healthier choices within the Change4Life campaign. Embed agreement across all directorates and other organisations	Consistent messages promoting healthier choices across all media from all directorates within the Council and all organisations in Hartlepool	Health Trainer team PHE HBC Public Relations	Ongoing Complete	Links to PHE One You and Change 4 Life campaigns Merging of Health Trainer and GP referral promo materials and referral system
	Embrace new technologies to engage and support individuals with health & wellbeing activities and services	Explore potential of health-related mobile apps and online activity tracking programs for leisure facilities and healthy weight services Explore use of text messaging and social media to communicate key public health messages	Improved monitoring of adult and young people's physical activity Increased motivation for service users	Tier 2 Weight Management services Leisure facilities	April 2017 Ongoing	Extension of 'POWeR' online weight management website and app – free to access for Hartlepool residents Promotion of Change4Life 'Be Food Smart' app
(b) Ensure obesity is tackled by early intervention through	Promote healthy lifestyles within the Hartlepool workforce	Train and support council staff and partners to provide healthy lifestyle information to customers Better Health at Work	Increased awareness of healthy weight services among staff and service users	Steven Carter Gavin Painter Employers	Ongoing	Health & Exercise Activator recruited to support physical activity provision for workplaces Better Health at Work

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improved training and awareness for front line staff and in communities		Award promotion and workplace campaigns			Ongoing	physical activity criteria throughout all award levels
	Support individual behaviour change around diet, physical activity and breastfeeding	Individual behaviour change will be supported by Health Trainers and Advocates Front line practitioners and volunteers will be trained in MECC (commissioned?)	Individuals will receive support to change health behaviours in conjunction with higher tier services	Health Trainer team Specialist Weight Management Service (SWMS) Employers	April 2016	Health Trainer assessment criteria revised to link with SWMS pathway Regional MECC steering group established
	FiiT Hart will continue to provide education to children and families on healthy eating and physical activity	All children and their families who are identified as overweight or very overweight will be offered support from the FiiT Hart team	Childhood Obesity prevalence will reduce	Paula Edwards, Sport & Recreation	Ongoing	FiiT Hart family weight management programme established including healthy lifestyle advice, physical activity and cooking skills (pilot) elements Link to 2017 Holiday Hunger scheme if agreed
	Training of front line staff on Healthy Weight Management	Key staff trained in weight management and brief intervention skills (include motivational interviewing?)	Staff knowledge & confidence on WM improves	Health Trainer team HBC Sport & Recreation Thirteen Group? Cleveland Fire Service? Cleveland Police?	March 2016	2-day childhood obesity training provided to health trainers and sport & recreation staff Links to MECC training offer
	Tackle post-natal baby weight	Support Well Baby clinic attendees	Reduction in obesity rates Improvements to breastfeeding rates	Health Trainer Service, Mums on the Move programme	Longer term objective	New weaning programme established
(c) Ensure	Implement the	70% of all menu's to be	Healthy options will	HBC Trading	Longer term	Clarification on the future of

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that tackling obesity is a key priority as part of the planning and implementation process for the Hartlepool Vision	Public Health Responsibility Deal with respect to labelling of nutritional information on menu's	compliant with nutritional information as outlined in the PH Responsibility deal	be obvious and priced accordingly	Standards Catering businesses	objective	the PH Responsibility Deal required from Dept of Health
	Strengthen the role of health impact assessments in planning applications to ensure the physical environment supports physical activity	Potential health impacts to be assessed on all new developments and projects	New developments / projects to consider impact on obesity and physical activity	HBC Planning Steven Carter	Longer term objective	PHE have provided HIA training regionally To be discussed regionally at Obesity & PA commissioners meeting

Strategic Theme 3: Services – To secure the services needed to tackle excess weight (Tertiary Prevention)						
Key Objective	Areas of action	Desired Outputs	Expected Outcomes	Leads officers	Timescales	Progress
(a) Create an integrated pathway of support to improve accessibility	Ensure the care pathways adequately meet the needs of those carrying	Ensure there is a smooth transition and good links between all obesity service pathways	Service provision will be appropriate to meet the needs of the client group	Steven Carter CCG Tier 2/3 service leads	June 2016	Obesity infographic developed to highlight tier 2 services – evaluation report produced by Teesside Uni

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into healthy weight services (driven by GPs and Primary Care)	excess weight					
	Monitor the efficacy of Family Healthy Weight Programmes for children and adults	Successful programme will be recorded Future of service will be secured	Service provision will be appropriate to meet the needs of the client group	Paula Edwards, HBC	April 2017	Pursue opportunities to monitor family/children's weight management services
	Ensure appropriate Early Years interventions for those with excess weight are in place	Evaluate the needs of this age group Ensure services are in place	Funding and services will be in place as required Care pathways will be complete and adequate	Mel Calvert, HBC Children's Centres	Longer term objective	Links to new early years weaning programme (see below theme 3)
	Secure long term funding for a Tier 3 Weight Management Service	Support the commissioning process to ensure strong links with tier 2 community weight management services	Clear and robust obesity pathway for the client group	Will Smith CCG Specialist Weight Management Service provider	April 2017	Action to be revisited based on future commissioning arrangements and CCG plans – new obesity pathway in development (on hold until the successful transfer of T4 commissioning responsibility to CCG)
	Produce guidance for primary care regarding National Child Measurement (NCMP) and adult obesity pathways	Ensure G.P's and primary care staff are aware of the NCMP & adult obesity pathways and referral process Identify and train advocates in GP practices to firm up referral processes	Increase in referrals from Primary care into children's and adult weight management services	Health trainer service FiiT Hart team CCG	May 2016 April 2017	Referral forms and promotions materials for health trainer and GP referral services have been merged for simplicity New obesity pathway in development with CCG (see above re Tier 3)

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(b) Support schools and children's centres to develop a 'Curriculum for Life' which promotes a healthy weight and lifestyle from an early age	Promote Healthier Weaning	Continuation of weaning programme for Children's Centres and early year's providers	Reduce the proportion of 12 – 18 month olds who exceed the Estimated Average Requirement for Energy intake	Mel Calvert, HBC Children's Centres teams	Ongoing	<i>Mel Calvert to update on new weaning programme</i>
	Increase rates of Breast Feeding	Increase proportion of excess weight mothers who breastfeed Establish closer links with midwives and health visitors	Increased rates of breastfeeding Reductions in low birth weight babies	Midwifery Health Visiting Children's Centres teams	Longer term objective	Breastfeeding workshops All about baby programme Latch on programme 'Big Latch On' breastfeeding event
	All families with children under 5, who are most at risk of becoming overweight or obese, are identified through key contacts with professionals working with this age group and are referred to appropriate services	Engage family support workers, health visitors and housing staff working with the most at risk families	Increase numbers of the most at risk families and young people who are identified and supported	Health Visiting Children's Centres Early help Social care	Longer term objective	
	Jacqui Braithwaite to					

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Key Objective	Areas of action	Desired Outputs	Expected Outcomes	Leads officers	Timescales	Progress
	include action around emotional wellbeing in schools					
	Offer support to mothers who are excess weight to improve post-partum weight management	Further development of the 'Mums on the Move' programme		Midwifery Health Visiting Paula Edwards, Sport & Recreation	Longer term objective	<i>Paula Edwards to update on Mums on the Move</i>
(c) Ensure healthy weight services are part of the vision for the provision of a Hartlepool 'Health and Social Care Plan'	Develop an integrated model of 'community wellness hubs', bringing together a public health offer alongside health and social care services with a whole-family approach	Develop public health 'offer'	More integrated and accessible services	Louise Wallace, DPH HBC Public Health	April 2017	Steering group established to develop 'community hub' offer – <i>business case and initial proposals agreed by members</i>
		Identify community hub sites	Improve take-up of community and workplace health checks		Ongoing	Steering group established to coordinate and improve access to NHS Health Checks in the community and better signposting to follow-up support – <i>to be revisited when new nurse bank arrangements are agreed</i>
	Address the issue of 'holiday hunger' for the most at risk	Assess need	Reduced levels of young people suffering under nourishment in school holidays	Steven Carter Penny Thompson	April 2017	Child and Family Poverty Strategy due for publication
	Develop cost-effective model and pilot project				February 2017	Holiday Hunger food parcel scheme piloted July-Sept

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Key Objective	Areas of action	Desired Outputs	Expected Outcomes	Leads officers	Timescales	Progress
	families over school holiday periods					2016 – evaluation report developed and will be discussed in Feb 2017
	Embed healthy weight in the Better Childhood Programme delivery model	Healthy weight will be considered as part of the Better Childhood Programme	Children’s workforce enabled to raise the issue of healthy weight Children’s workforce enabled to provide families with advice, information and support to maintain a healthy weight		Longer term objective	