

# **CAMBRIDGESHIRE HEALTHY WEIGHT STRATEGY – IMPLEMENTATION PLAN**

## **Year 1**

Below is the “Strategy on a page” that captures the central approach of the Cambridgeshire Healthy Weight Strategy.

This document describes the key actions that have been identified for taking forward the implementation of the Healthy Weight Strategy during its first year.

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# Joined Up Whole System Approach

## Environment

Adopt policies and programmes for the built and natural environment that support a healthy weight



## Settings

Ensure that the places or social context in which people engage in daily activities support a healthy weight



## Information & Skills

Create opportunities for individuals, communities and organisations to build knowledge and skills that support a healthy weight



## Life course



## Whole Population and Targeted



Local use of policy, legislative and planning levers with a consistent approach across Cambridgeshire

Evidence based interventions to increase walking and cycling e.g. Personalised Travel Plans

Minimise local promotion of unhealthy foods

Work effectively with local retailers to increase access to healthy food and drink

Ensure all relevant setting have local guidelines in place to prevent malnutrition in high risk groups

Ensure that policies and practice are established to support infant feeding in all relevant settings

Increase in schools and early years using policy and interventions to promote healthy weight

Engage employers across Cambridgeshire in the adopting healthy workplace programmes

Engaged communities leading and taking a whole community approach to promote healthy weight

Embed behavioural change techniques into interventions to promote physical activity and healthy diet

Ensure professionals, voluntary sector workers and community members have the skills to make behavioural change interventions

Secure and embed social marketing intelligence into the design and implementation of interventions and campaigns

## CAMBRIDGESHIRE HEALTHY WEIGHT STRATEGY 2016-2019 IMPLEMENTATION PLAN YEAR 1

Environment					
<i>Adopt policies and programmes for the built and natural environment that support a healthy weight.</i>					
	Action	Organisations	Timescales	Outputs	Resources
<b>Overarching Priority-System Wide Approach</b>	a) Identify where Healthy Weight Strategy supports other key strategies and initiatives across the whole system e.g. STP, Older People, 0-19 Programme, New Communities	Whole system	Year 1	Evidence of initiatives that support the Healthy Weight Strategy and other key developments in the system identified e.g. training  Alignments and subsequent action agreed.	Within existing resources
<b>Priority 1. Local use of policy, legislative &amp; planning levers with a consistent approach across Cambridgeshire</b>					
1.1.	Build on current work of developing public health policies in district councils. Identify opportunities in local planning legislation for strengthening policies that support healthy lifestyles e.g. open spaces, fast food outlets. Initial focus upon:  a) New communities/building developments b) Standardised requirements for new building requirements c) Environmental health policies	CC ECDC FDC SCDC HDC Public Health	Evidence of a minimum of two policy changes in year 1	Introduction of supportive planning policies	Minimal possible training costs.

Priority 2. Evidence based interventions to increase walking & cycling					
2.1	<ul style="list-style-type: none"> <li>a) Deliver the countywide Physical Activity Programme over the next two years.</li> <li>b) Attract additional funding for physical activity programmes.</li> <li>c) Evaluate the Programme</li> </ul>	CC ECDC FDC SCDC HDC Living Sport CCC Public Health	May 2017 – April 2019	Programme KPIs achieved  Evaluation completed	Funding already allocated
2.2	Travel to work programmes have been established for some time in Cambridgeshire.  <ul style="list-style-type: none"> <li>a) Map out where these have been provided, uptake and whether there has been any evaluation</li> <li>b) Complete the commissioned TTW Plans commissioned from Atkins.</li> <li>c) Develop the publicity of these schemes to improve take up.</li> </ul>	CCC Public Health CCC ETE Local statutory and private sector employers	Year 1	Review of previous work completed and areas for development identified.  All commissioned work completed  Link TTW to Healthy Workplace Programme	Funding allocated for commissioned work Staff time to co-ordinate review
Priority 3. Work effectively with local retailers to increase access to healthy food & drink					
3.1	<ul style="list-style-type: none"> <li>a) Expand the existing Healthier Options initiative countywide and increase the number and range of food outlets engaged by 10% per annum. 4% in Fenland.</li> <li>b) Look for opportunities to develop HO for other settings e.g. early years, children's centres, clubs.</li> <li>c) Brand already sold to other LA's that will support the expansion of the Programme. Increase the number of LAS buying the brand.</li> </ul>	CC ECDC FDC SCDC HDC CCC Public Health Local retailers Organisations across the system e.g. NHS hospitals	Year 1	10% increase in Healthier options outlets.  Minimum of 1 new setting introduced	Funding secured

<b>Priority 4. Minimise local promotion of unhealthy foods</b>					
4.1	a) Communication plan developed that will ensure an ongoing programme that supports all elements of the Healthy Weight Strategy and is countywide as well as local.  b) Range of media and proactive social media used regularly	CCC Communications and Public Health Partner organisations – communication teams	Year 1	Communications plan supported by key partner organisations.	Could require some funding but should use established channels.
<b>Settings</b> <i>Ensure that the places or social context in which people engage in daily activities support a healthy weight</i>					
	<b>Action</b>	<b>Lead Organisation</b>	<b>Timescales</b>	<b>Outputs</b>	<b>Resources</b>
<b>Priority 1. Increase in schools and early years using policy and interventions to promote healthy weight (see priority 4)</b>					
1.1	a) Establish the daily mile initiative in a number of early years settings and schools across the county.	Living Sport CCC Children's Innovation and Development Service CCC Public Health	Year 1	Minimum of five schools and five nurseries recruited	None perhaps a small amount to promote the scheme
<b>Priority 2. Engage communities in taking a leadership role and whole community approach to promote healthy weight</b>					
2.1	a) Introduce healthy weight behaviours through time credits and time banking programmes.	CCC Community Engagement team	Year 1	% TBC of time credits and timebanking awarded for activities that support the Healthy Behaviours	No additional resources though could require PH time to support this development initially
2.2	a) Embed policies and actions into district council community engagement plans to encourage healthy weight behaviours.	CC ECDC FDC SCDC HDC CCC Public Health	Year 1	Evidence in all the districts of community engagement plans that support a healthy weight	Some public health support to districts to identify opportunities and provide the

					evidence
2.3	a) Local community clubs including sports clubs to ensure that they provide clear healthy eating and physical activity messages e.g. snack provision at clubs.	CCC Public Health Living Sport	Year 1	Evidence of a minimum of 5 community initiatives that have made changes in support of healthy eating.	CCC Public Health District Councils provide support to communities
2.4	a) Work with food banks to develop healthy food options for users using the available products. b) Provide information and training for staff to enable them to give advice about healthy eating within foodbank constraints. c) Provide information for donors about appropriate healthy foods	CCC Public Health Local Foodbank leads e.g. Churches	Year 1	Information and training provided to a minimum of 50% of the foodbanks	CCC Public Health time to develop programme  Everyone Health Countywide Lifestyle Service to deliver training etc.(currently commissioned-in service specification)
2.5	The Healthy Fenland Fund supports communities to develop activities that support health improvement including healthy eating and physical activity  a) The Programme supports communities to develop projects that support a healthy weight	Care Network Cambridgeshire Community Foundation CCC Public Health	Year 1	20% of projects funding support a healthy weight	Funding allocated

<b>Priority 3.</b> Engage employers across Cambridgeshire in the adopting healthy workplace programmes					
3.1	<p>Work Healthy Cambridgeshire already includes the promotion of healthy eating in the workplace</p> <p>a) Local employers take up offer of support to introduce healthy eating policies into their workplaces</p>	CCC Public Health Workplace Programme	Year 1	A minimum of 3 employers introduce healthy eating initiatives	Funding allocated
<b>Priority 4.</b> Ensure that policies and practice are established to support infant feeding and healthy eating amongst school children					
4.1	<p>a) Develop a service specification for a school based programme that will promote a range of healthy lifestyles (incorporate the Food for Life programmes and other physical activity initiatives) to be commissioned for 2018/19</p> <p>b) Secure support and agreement to establish a community Baby Friendly Initiative</p> <p>c) Expand the peer breastfeeding programme</p>	CCC Public Health	Year 1	Service commissioned to start in 2018/19	Additional funding may be required for the breastfeeding initiatives.
<b>Priority 5.</b> Ensure all relevant setting have local guidelines in place to prevent malnutrition in high risk groups					
	TBC				

<b>Information &amp; Skills</b> <i>Create opportunities for individuals, communities and organisations to build knowledge and skills that support a healthy weight</i>					
	<b>Action</b>	<b>Lead Organisation</b>	<b>Timescales</b>	<b>Outputs</b>	<b>Resources</b>
<b>Priority 1.</b> Ensure professionals, voluntary sector workers and community members have skills to make behavioural change interventions					
1.1	a) Increase take up of Making Every Contact Count/Behaviour Change training across all sectors for frontline staff.  b) Provide training to frontline staff to enable them to support individuals to think about changing their health behaviours	Public Health All organisations statutory and voluntary in the system	Year 1	Training Provided to: NHS LAs Vol Orgs. Number TBC	Training provided by Everyone Health (currently commissioned - in service specification)
<b>Priority 2.</b> Embed behavioural change techniques in to interventions to promote physical activity and healthy diet					
2.1	a) Target training for staff working in settings that provide opportunities to promote a healthy diet and physical activity  - Leisure services - Early years and schools - Voluntary sector programmes - Specific mental health services to promote physical activity	DAs Private leisure providers CCC CFA Early Years Vol Orgs MH Services Catering services – schools etc.	Year 1	Training provided to minimum of 5 different settings	Training provided by Everyone Health (currently commissioned - in service specification)
<b>Priority 3.</b> Secure and embed social marketing intelligence in to the design and implementation of intervention and campaigns					
3.1	a) Develop a communications plan to include a toolkit for supporting communities and organisations to share key messages of the Strategy.	CCC Public Health	Year 1	Evidence that partners have used the toolkit to help them introduce initiatives that support the Healthy Weight Strategy	No additional resources required for the resource production



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