Annex B:

Cambridgeshire Healthy Weight Strategy 'on a page'

Joined Up Whole System Approach

Environment

Adopt policies and programmes for the built and natural environment s 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 settings 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 nurseries using policy and interventions to promote healthy weight

Engage employers across Cambridgeshire in adopting healthy workplace programmes

Engage communities in taking a leadership role and 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