

Appendix

Draft Healthy weight action plan

| Priority | What is the aim? | What will success look like? (outcomes) | What will we do? (outputs) | When will it be completed? | Lead contact |
|---|--|---|---|----------------------------|--|
| 1. EARLY YEARS & MATERNITY | | | | | |
| 1.1. Ensure UNICEF 'Baby Friendly' standards apply across maternity, neonatal, health visiting and children's centres | Baby Friendly standards support mothers to breastfeed and make informed decisions on healthy infant nutrition. | There is a clear understanding of the accreditation levels achieved across maternity and neonatal services, health visiting and children's centres. | Map and document the accreditation levels achieved. | | Anita Hutchins THH Claire Fry LBH |
| 1.2. Increase levels of breastfeeding | Increase the number of babies being partially or completely breastfed at 6-8 weeks. | More babies are being breastfed at 6-8 weeks. Parents are readily able to access advice and support to breastfeed in their community. Unicef Baby Friendly Accreditation at stage 3 for Health Visiting and Maternity services. | Education on the benefits of breastfeeding through antenatal classes and contacts. Provide breastfeeding support groups and specialist clinics in Children's Centres. Midwifery, Health Visiting and Children's Centre staff trained to support responsive feeding. | | Sally Crowther (CNWL)/Julia Masdin (THH) |
| 1.3. Increase levels of physical activity for children aged 0-5 in line with NHS guidelines | Ensure opportunities for physical activity are available to young children. | Clear information on opportunities for physical activity is readily available. | Produce clear mapping of physical activity sessions across early years settings including: <ul style="list-style-type: none"> • Xplorer • Scootercise | | Claire Fry LBH |

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| | | Information is included in development of child obesity pathway. | <ul style="list-style-type: none"> • Forest school • Daily activity guidelines • BHF Early Movers. <p>Monitor attendance levels.</p> | | |
| 1.5. Increase awareness of and access to healthy food and snacks for young children | Ensure active information and advice on healthy nutrition is made available to parents and children. | <p>Clear information on healthy diet is readily available.</p> <p>Information is included in development of child obesity pathway.</p> | <p>Produce clear mapping of healthy eating information and advice including:</p> <ul style="list-style-type: none"> • Getting Ready for Food weaning groups • Bottle to cup parent workshops • Cooking activities • Adult Education courses • Sugar Swap • Brush for Life • Eat better Start better • Guidelines for EY settings • HEYL programme | | Claire Fry LBH |
| 2. ACCESS TO GREEN SPACES AND SUPPORTING MORE PHYSICAL ACTIVITY | | | | | |
| 2.1 Increase physical activities in local sports and leisure and open space facilities | Integrate physical activities into Children's Centre programmes | 10 Fun things to Do outside integrated into Children Centre timetables. | Promote Outdoor play through Children Centre led park visits, Playday and library storytime sessions | Ongoing | Julia Heggie |

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| | Increase regular use of outdoor gym facilities | Measurable increase in use of outdoor gym facilities. | Commission local exercise instructors and promote outdoor gym programme in Hillingdon People, through social media and LBH website. | Ongoing | Julia Heggie |
| | Increase community tennis provision in local parks | Measurable increase in use of facilities. | Install gate access system, provide Tennis For Free sessions and promote Nature Valley Big Weekend events | TBC | Sport and Physical Activity Team |
| | Provide multi-activity programme of free and low cost activities in local parks. | A diverse and accessible programme of activities is available and promoted. | Explore proposal to commission Our Parks programme | TBC | Sport and Physical Activity Team |
| | Provide children with disabilities with access to weekly exercise instructor-led multi-sports sessions. | Increase in numbers of children with disabilities taking up weekly exercise. | Commission disability sport programme at leisure centres. | Ongoing | Sport and Physical Activity Team |
| | Children and families are encouraged to try new sports and sign up to become members of sports clubs. | Increase in numbers of new registrations at sports clubs. | Make links with local sports clubs and promote Sports Taster weeks throughout the year. | TBC | Sport and Physical Activity Team |
| | Children aged 7-17 are able to participate in a range of competitive sports. | High levels of participation from target age group. | Deliver the London Youth Games programme. Deliver the Mini Marathon trials and event. | Ongoing November - July Jan- April 2020 | Sport and Physical Activity Team |

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| 2.1. Physical activity programmes targeted at those most inactive | Develop targeted programmes to increase physical activity amongst inactive people | | Examine scope for and design of targeted programmes | TBC | TBC |
| 2.2. SCHOOLS | | | | | |
| 2.3. Improve links with schools | Identify ways to build and maintain links with schools | <p>Healthy Schools London programme promoted as a tool for evidencing Personal Development requirements in Ofsted 2019 inspection framework</p> <p>Number of schools who have Foundation level in Healthy Schools London (HSL) award.</p> <p>Number of schools who have achieved Silver Awards in HSL programme for healthy eating or physical activity.</p> <p>Number of schools who have achieved Gold awards in HSL for healthy eating or physical activity.</p> | <p>Promote Healthy Schools London award to School Improvement Service.</p> <p>Provide free Healthy Schools London award training in the Learning and Development Offer to schools.</p> <p>Provide a quality assurance function to assess HSL applications</p> <p>Map healthy eating and physical activity involvement in schools (through submission of HSL Foundation level).</p> | TBC | Julia Heggie |
| 2.4. Increase physical activity through 'Daily Mile' | Develop programme with schools to increase participation in Daily Mile activities | Schools are registered on The Daily Mile (TDM) website | Include an information session on how to implement and the benefits of The Daily Mile | TBC | Julia Heggie |

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| | | Schools cite TDM in Healthy Schools London (HSL) awards Schools engage in annual TDM events | in the Learning and Development training programme for schools. Encourage TDM to be an activity schools implement for HSL awards. Promote TDM events in Head Teacher briefings and forums. | | |
| 2.5. | Improve school food provision | Good availability of fresh water to replace sugary drinks Good access to and awareness of healthy food | Introduce water fountains into schools Through Healthy Schools London programme: Increase School Meal uptake Develop School food staff training Implement 'Sugar Smart' campaign | TBC | TBC |
| 2.6. Extra-curricular activities | Facilitate extra-curricular physical activity sessions | Primary PE and Sport Premium funding is used to improve physical activity offer in schools: <ul style="list-style-type: none"> • Providing 30 minutes in school each day • Increased participation in sport and physical activity | Undertake a review of school action plans and see how funding is being used and how funding is allocated. Share examples of activities that have had a | TBC | Julia Heggie |

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| | | | positive impact on increasing participation in physical activity throughout the school day. | | |
| 2.7. Increase Active Travel | Encourage more schools to undertake TFL STARS (School Travel Accreditation awards) More schools enable active travel including cycling More children are equipped to cycle safely to school | More schools STARS accredited. More schools encouraging and increasing active travel. Comprehensive school provision of secure cycle storage. Regular programme of cycle training for schools. | Investigate scope to promote STARS awards scheme to schools Map and encourage school cycle storage facilities Provide cycle training in schools | TBC | Transport Team |
| 3. ACCESS TO HEALTHY FOOD | | | | | |
| 3.1. Increase availability of Healthy food | No current activity | Increased availability of healthy food, especially in areas where healthy food is less accessible. | Investigate scope for developing work in this area. | TBC | TBC |
| 4. PUBLIC AND COMMUNITY SETTINGS | | | | | |
| 4.1. Council and NHS buildings offer healthy nutrition and promote physical activity | Develop a consistent approach to food provision and promotion of physical activity | Healthy food readily available across public and community settings | Review the current approach and consider the scope for improvements | TBC | TBC |

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| 5. WEIGHT MANAGEMENT SERVICES | | | | | |
| 5.1. Weight management services as part of pathway for overweight/obese children | Ensure 100% of children measured overweight/obese by NCMP are referred to weight management programme | All parents of children measured as overweight/obese are referred to weight management services | Review the referral pathway from NCMP to weight management services | TBC | TBC |
| 5.2. | Increase take-up of weight management programme | 0-19 KPI currently 74% against target 75% | Review the referral pathway from NCMP to weight management services Review KPI target and performance | TBC | TBC |
| 5.3. | Increase numbers of children completing weight management programme | 0-19 KPI currently around 77% against target 80% | Review KPI target and performance | TBC | TBC |
| 5.4. | Ensure NHS Tier 3 intensive clinical support is available for severely obese children | | Review availability of Tier 3 provision | TBC | TBC- HCCG |
| 6. EVALUATION, CAMPAIGNS, MESSAGING AND COMMUNICATIONS | | | | | |
| 6.1. Strengthen evidence base | To ensure there is clear and detailed information about local needs | Clear and detailed evidence is available to inform interventions | Complete a need analysis | TBC | TBC |
| 6.2. Investigate and develop child obesity pathway | Frontline staff in NHS, Council services and schools are equipped to engage with families of overweight/obese children and can provide information and refer to appropriate services | Training exists for frontline staff and schools and there is a clear pathway to a range of services, targeted and universal, to address excess weight in children | Scope and develop a child obesity pathway | TBC | TBC |

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| 6.3. Increase public awareness through promotion of 'Change for Life' Messages | Consistent messages on diet and nutrition are promoted and targeted information is provided | | Consider timing and content for communications programme | TBC | TBC |
| 6.4. Agree monitoring and reporting framework to measure impact and ensure delivery of agreed actions | There are clear mechanisms for measuring and reporting progress | | | | |