

HILLINGDON HEALTHY WEIGHT ACTION PLAN

v1.3 January 2020

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Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	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.	<p><i>Complete</i></p> <p>THH & CNWL have achieved Level 2 BF Standards working towards Level 3 submission April 2020.</p> <p>Children's Centre staff are all trained in line with UNICEF guidelines</p>	<p>Anita Hutchins THH</p> <p>Claire Fry LBH</p>
1.2. Increase levels of breastfeeding	Increase the number of babies being partially or completely breastfed at 6-8 weeks.	<p>More babies are being breastfed at 6-8 weeks.</p> <p>Parents are readily able to access advice and support to breastfeed in their community.</p>	<p>Education on the benefits of breastfeeding through antenatal classes and contacts.</p> <p>Provide breastfeeding support groups and specialist clinics in Children's Centres.</p>	<p><i>In progress</i></p> <p>The Breastfeeding Strategy Group meets quarterly and reviews data on BF at ward level.</p> <p>Data provided for levels of BF initiation and then</p>	Sally Crowther (CNWL)/Julia Masdin (THH)

		Unicef Baby Friendly Accreditation at stage 3 for Health Visiting and Maternity services.	Midwifery, Health Visiting and Children's Centre staff trained to support responsive feeding.	sustained after 6 weeks at ward level.	
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.	<p>Clear information on opportunities for physical activity is readily available.</p> <p>Information is included in development of child obesity pathway.</p> <p>Information given to parents at HV health reviews at 8 month and 2 years.</p>	<p>Produce clear mapping of physical activity sessions across children's centres and early years settings including:</p> <ul style="list-style-type: none"> • Xplorer • Scootercise • Forest school • Daily activity guidelines • BHF Early Movers. • 'Tummy time' <p><u>Early Years Settings and Childminders</u></p> <ul style="list-style-type: none"> • Centralised training on the revised Early learning goal for physical development • Good practice guidelines for gross motor development published • Outdoor play and learning training - making use of Ruislip Lido - following forest school ethos. <p>Building upon the previous LBH healthy EY accreditation - 20 childminders and 6 PVI settings to achieve level one of the Mayor Of London's Healthy Early Years London scheme,</p>	<p><i>In progress</i></p> <p>Mapping of location of sessions and numbers participating to be produced.</p> <p>Baseline and targets to be set with aim to raise participation.</p>	<p>Claire Fry LBH</p> <p>Sue Hynds LBH</p>

			over the next year, with a view to building upon this in the following years.		
1.4. Increase awareness of and access to healthy food and snacks for young children	Ensure 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 • Healthy Early Years London programme • Free Adult Education classes for parents around healthy eating <p><u>Early Years Settings and Childminders</u></p> <ul style="list-style-type: none"> • Centralised training on the revised Ofsted guidelines in relation to mealtimes and food • Good practice and guidelines disseminated on portion size and nutrition information for PVI settings 	<p><i>In progress</i></p> <p>Produce a clear picture of the nature, location and attendance at groups and workshops.</p> <p>Produce description of activities and courses and their availability</p> <p>Produce description of implementation of national healthy eating and other campaigns.</p> <p>Campaigns such as Brush for Life & Sugar Swap are an integral part of Stay and Play activity sessions</p>	<p>Claire Fry LBH</p> <p>Sue Hynds LBH</p>

			<ul style="list-style-type: none"> Building upon the previous LBH healthy EY accreditation - 20 childminders and 6 PVI settings to achieve level one of the Mayor Of London's Healthy Early Years London scheme, over the next year with a view to building upon this in the following years. 		
1.5. Improve children and young people's oral health	Address the link between obesity and poor oral health	Improvements in brushing techniques and reductions in fillings and extractions	Explore scope and opportunity for interventions such as supervised brushing	<i>In progress</i> Funding secured from NHSE to develop supervised brushing programme in schools and nurseries for 1000 children targeted to areas of need.	Carol McLoughlin HCCG
1.6. Increase awareness and uptake of Healthy Start Scheme	To ensure more women eligible to receive HSS vouchers are enabled to receive HSS vouchers to obtain fresh/frozen fruit and vegetables, cows' or formula milk, and vitamin coupons.	Increased take up of scheme. Increased awareness of scheme among front-line midwifery and other services.	Task and Finish Group has identified key partners and is developing a strategic marketing plan and organising a training event for March 2020.	<i>In progress</i>	Sharon Daye/Viral Doshi
2. ACCESS TO GREEN SPACES AND SUPPORTING MORE PHYSICAL ACTIVITY					
Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	Lead contact

2.1. Increase physical activities in local sports and leisure and open space facilities	Integrate physical activities into Children's Centre programmes	Increase levels of physical activity by young people and families via Children's Centres	Promote Outdoor play through Children's Centre led park visits, Playday and library storytime sessions 10 Fun things to Do outside integrated into Children's Centre timetables.	<i>In progress</i> Aim to document number of sessions run by children's centres and uptake of sessions.	Julia Heggie
	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.	<i>Complete</i> 3 sites have system installed. Programme ran April-Sept. .	Julia Heggie
	Increase community tennis provision in local parks	Measurable increase in use of facilities.	Install gate access system, provide Tennis For Free sessions Promote <i>Nature Valley</i> Big Weekend events	<i>In progress</i> Started Sept. Gate access system installed in 3 parks. Registration system monitoring usage. Positive early results	Priscilla Simpson
	Provide multi-activity programme of free and low cost activities in local parks.	A diverse and accessible programme of activities is available and promoted.	Commission Our Parks programme	<i>In progress</i> Programme commissioned - 5 sessions per week over 50 weeks targeting areas of low physical activity started October Menu of free activities aimed at inactive people. SLA will include monitoring take-up amongst more inactive people	Julia Heggie

	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.	<p><i>In progress</i></p> <p>All leisure facilities are accessible to enable disabled people to take part in activities including swimming lessons, health and fitness gyms and sports hall activities such as badminton. The Hillingdon LeisureLink scheme provides savings on leisure activities to concessionary groups including people with disabilities, 16 plus students and looked after children.</p> <p>Disability sports club at Queensmead Sports Centre on a Saturday afternoon for 8 to 19 years old. Activities include trampolining, football, table tennis and volleyball.</p>	Nicky McDermott LBH
	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.	<p><i>In progress</i></p> <p>Twice a year clubs are asked to run taster sessions</p>	Priscilla Simpson
	Children aged 7-17 are able to participate in a range of competitive sports.	High levels of participation from target age group.	<p>Deliver the London Youth Games programme.</p> <p>Deliver the Mini Marathon trials and event.</p>	<p><i>Ongoing November - July</i></p> <p>Jan- April 2020</p>	Mekaya Gittens

2.2. Physical activity programmes targeted at those most inactive	Develop targeted programmes to increase physical activity amongst inactive people	High levels of participation from target groups.	Examine scope for and design of targeted programmes: <i>Active Hillingdon</i>	<i>In progress</i> Active Hillingdon programme will bring together new and existing activities. Communications plan to be developed	Julia Heggie
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3. SCHOOLS

Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	Lead contact
3.1. 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 Healthy Schools London :</p> <ul style="list-style-type: none"> • Foundation level • Silver Awards for healthy eating or physical activity. • Gold Awards for healthy eating or physical activity. 	<p>Promote Healthy Schools London award to School Improvement Service. Provide free Healthy Schools London award training as part of LBH 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>	<p>Engagement with schools is a key challenge. More schools need to move to silver/gold levels by developing and implementing action plans on healthy eating and exercise.</p> <p>Healthy Schools rating scheme to be reviewed to map school engagement.</p> <p>HSL project to reduce levels of fat , sugar and salt in lunch boxes.</p>	Julia Heggie
3.2. 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 in the Learning and	As above engagement is a key challenge. Daily Mile activity could be part of an HS action plan.	Julia Heggie

		<p>Schools cite TDM in Healthy Schools London (HSL) awards</p> <p>Schools engage in annual TDM events</p>	<p>Development training programme for schools.</p> <p>Encourage TDM to be an activity schools implement for HSL awards.</p> <p>Promote TDM events in Head Teacher briefings and forums.</p>		
3.3. Improve school healthy food provision	<p>Increase availability and take up of healthy food in schools.</p> <p>Decrease availability of unhealthy food</p>	<p>Good availability of fresh water to replace sugary drinks</p> <p>Good access to and awareness of healthy food</p>	<p>Introduce water fountains into schools</p> <p>Through Healthy Schools London programme:</p> <p>Increase School Meal uptake</p> <p>Develop School food staff training</p> <p>Implement 'Sugar Smart' campaign</p>	<p><i>In Development, subject to agreement</i></p> <p>consider project to coordinate, support and interventions with, firstly, primary schools.</p>	TBC
3.4. Extra-curricular activities	Facilitate extra-curricular physical activity sessions	<p>Primary PE and Sport Premium funding is used to improve physical activity offer in schools:</p> <ul style="list-style-type: none"> • Providing 30 minutes in school each day • Increased participation in sport and physical activity 	<p>Undertake a review of school action plans and see how funding is being used and how funding is allocated.</p> <p>Share examples of activities that have had a positive impact on increasing participation in physical activity throughout the school day.</p>	<p><i>In Development, subject to agreement</i></p> <p>consider project to coordinate, support and interventions with, firstly, primary schools.</p>	TBC
3.5. Increase Active Travel to and from	Encourage more schools to undertake TFL	More schools STARS accredited.	Investigate scope to promote STARS awards scheme to schools	<i>In Progress</i>	Lisa Mayo Transport Team

school and outside of school time	<p>STARS (School Travel Accreditation awards)</p> <p>More schools enable active travel including cycling</p> <p>More children are equipped to cycle safely to school and outside school time.</p>	<p>More schools encouraging and increasing active travel.</p> <p>Improved school provision of secure cycle storage.</p> <p>Regular programme of cycle training for schools.</p>	<p>Provide Bikeability training to 2300 pupils (in years 6/7)</p> <p>Provide Practical Pedestrian Training to 10,200 pupils at infant and junior schools</p> <p>Map and encourage school cycle storage facilities</p>	<p>16 schools signed up to STARS so far.</p> <p>Bikeability training to 2128 pupils in 2018/19</p>	
3.6. Explore additional intervention with schools	To consider developing a nutrition and physical activity programme for schools and families	<p>Clear programme with costings for consideration.</p> <p>Agreement with schools and families on content</p> <p>Development of sustainable funding model</p>	TBC	<i>Under consideration</i>	Kevin Byrne

4. ACCESS TO HEALTHY FOOD

Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	Lead contact
4.1. Increase availability of Healthy food	Current activity at 1.4 and 3.3. above.	Increased availability of healthy food, especially in areas where healthy food is less accessible.	Investigate scope for developing work in this area.	subject to business case development	TBC
4.2. Increase availability of information on healthy eating and increase family cooking skills		Range of sessions available to increase healthy home cooking	Deliver course via adult education function	<p>Cooking activities are taking place in some children's centres</p> <p>A trial programme in development for children's centres</p>	TBC

				<p>Adult learning offer courses to promote healthy eating at children's centres including:</p> <ul style="list-style-type: none"> • Food to Make You Feel Good • Nutrition and Balance • Healthy lifestyles 	
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5. PUBLIC AND COMMUNITY SETTINGS

Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	Lead contact
5.1. 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	<p><i>in progress</i></p> <p>Early Years Centres contract includes requirements to follow Healthy Eating Guidelines: new menus developed</p> <p>Leisure Centres Management contract is being re-tendered from Feb 2020. Contractor asked to provide a healthy, balanced menu. At least 20% of the items provided in vending machines must be healthy options.</p>	<p>Claire Fry Children's Centres</p> <p>Nicky McDermott Leisure Centres</p>

6. WEIGHT MANAGEMENT SERVICES

6.1. Weight management services or pre-school via children	support children and families to ensure best start through health eating	Fewer numbers of children reporting at reception as overweight or obese.	Consider developing proposals for intervention for this cohort,	<i>In Development, subject to agreement</i>	Claire Fry
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centres and EY settings			e.g.successor to Mini MEND scheme	Healthy eating course for parents will be piloted in spring	
6.2. 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	More referrals translate into full participation in weight management programmes	Review the referral pathway from NCMP to weight management services	<i>In Progress</i> Review letter wording and follow-up process	Shikha Sharma
6.3. Weight management services as part of pathway for overweight/obese children	Review MEND programme and develop new programme	Increased take up of participants and reduced levels of overweight and obesity at year 6	Revised programme is developed and implemented with measurable outcomes	<i>In development subject to agreement-</i> Current MEND programme runs to end Dec 2019. New 'MyChoice' programme in development to commence from Jan 2020. Evaluation underway utilising Brunel students	Shikha Sharma / Nicola Nuttall / Claire Fry
6.4. Increase take-up of weight management programme	Higher proportions of referrals convert to participation in programme	0-19 KPI currently 74% against target 75%	Review the referral pathway from NCMP to weight management services Review KPI target and performance	<i>In progress</i> Current scheme running at full capacity. Review programme capacity and referral pathway	Shikha Sharma / Nicola Nuttall / Claire Fry
6.5. Increase numbers of children completing weight management programme		0-19 KPI currently around 77% against target 80%	Review KPI target and performance	<i>In progress</i> Monitor participation and increase completion rate	Shikha Sharma / Nicola Nuttall / Claire Fry
6.6.	Ensure NHS Tier 3 intensive clinical support is available for severely obese children		Review demand for and availability of Tier 3 provision	<i>In progress</i>	Carol McLoughlin

7. EVALUATION, CAMPAIGNS, MESSAGING AND COMMUNICATIONS					
7.1. 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	<i>To be developed</i>	Steve Hajioff LBH
7.2. 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	<i>In progress</i> TBC	Kevin Byrne LBH
7.3. Increase public awareness through promotion of 'Change for Life' Messages	Consistent messages on diet and nutrition are promoted and targeted information is provided	Increase understanding and awareness of healthy weight messages amongst target group and families	Develop Health Weight communications plan	<i>In progress</i> Draft in place	Christine Bramble LBH Comms
7.4. Agree monitoring and reporting framework to measure impact and ensure delivery of agreed actions.	There are clear mechanisms for measuring and reporting progress	Regular performance reporting on progress regarding workstreams	Reports to Group and HWB	<i>In progress</i>	Kim Overy LBH

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