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Priority	What is the aim?	What will success look like? (outcomes)	What will we do? (outputs)	Status	Lead contact
<b>1. EARLY YEARS &amp; MATERNITY</b>					
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> THH &amp; CNWL have achieved Stage 2 BF Standards. The intention is to progress to Stage 3, this has been delayed by the pandemic.</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>Unicef Baby Friendly Accreditation at stage 3 for Health Visiting and Maternity services.</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>Midwifery, Health Visiting and Children's Centre staff trained to support responsive feeding.</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 sustained after 6 weeks at ward level.</p>	<p>Sally Crowther (CNWL)/Julia Masdin (THH)</p>





			<p>this in the following years.</p>		
<p>1.5. Improve children and young people's oral health</p>	<p>Address the link between obesity and poor oral health</p>	<p>Improvements in brushing techniques and reductions in fillings and extractions</p>	<p>Explore scope and opportunity for interventions such as supervised brushing</p>	<p><i>In progress</i></p> <p>Roll out of the Supervised Brushing (SB) Programme has been delayed due the closure of schools with COVID19 lockdown however Hillingdon's Oral Health Promotor continues to engage with schools and provide training in preparation. Schools lined up to take part include: Pinkwell, Colham Manor, Rabbs Farm, West Drayton Academy, Minet, Belmore and Yeading and Nestle's avenue early years setting.</p> <p>Other on-going oral health promotion activities continue e.g. a monthly newsletter containing information for parents, carers, and professionals; oral health themed holiday activity packs for children; and there are training and awareness raising sessions offered regularly. A competition for National Smile Month ran from mid-May to mid-June, the brief chosen locally was: Let's fill Hillingdon with Healthy Smiles. Submissions were received either as independent entries or via schools and a prize giving event took place on 8 Oct. via MS Teams.</p> <p>Another key initiative in promoting good oral health is Brushing for Life (BfL) targeting younger children and supported</p>	<p>Carol McLoughlin HCCG</p>

				by Health Visitors and Early years staff in Children's centres.	
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 identified key partners and developed strategic marketing plan and organised a training/relaunch event.	<i>In progress</i> On line launch event held 28 <sup>th</sup> June with 46 attendees to reinvigorate the scheme so that front line staff are trained to make every contact count. Marketing materials also distributed. Take up will be monitored.	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>  Not progressed during 2020	Julia Heggie  Claire Fry
	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.  165 sessions with 275 attendances. Popular sites were delivered in the north of the borough. Instruction Programme now concluded. Facilities remain in place	Julia Heggie
	Increase community tennis provision in local parks	Measurable increase in use of facilities.	Install gate access system, provide Tennis For Free sessions	<i>In progress</i> Tennis has remained a popular activity during 2021.  A gate access system has been installed in 5 parks to	Priscilla Simpson

			Promote <i>Nature Valley</i> Big Weekend events	<p>date. A further 5 sites will have a gate system installed. Registration system monitoring usage.</p> <p>Between September 2019 – June 2021, 25,546 court hours were booked using 'Clubspark' through 30,972 bookings. This is an impressive number given the experience of three lockdowns.</p> <p><b>Walking Tennis</b> (for families) started in June 2021: 1 session 14 participants held at Hillingdon Court Park tennis site.</p> <p><b>Tennis for Free</b> – Coach led activity</p> <p>247 bookings April – June 2021 (age is 12+ and will include adults)</p> <p><b>SERVES LTA</b> programme – non traditional venues in areas of deprivation 8-18 years) Hayes Muslim Centre: 132 attendances over 8 sessions (started</p> <p>SERVES will be delivered in Young People Centres from Sept 2021.</p>	
	Increase community Cricket provision in local parks	Measurable increase in use of facilities.	Install NTP and nets at Cowley Rec and Grassy Meadow. Develop activation plan with MCC	<p><i>In progress</i></p> <p>Discussions with ECB to install two non-turf pitches at Grassy Meadows and Cowley Rec Ground for children and families.</p>	Julia Heggie

				<p>In July'21, Middlesex Cricket set up 'Dynamos' and 'All Stars' cricket for 5-11-year-olds at 3 local parks. 6 schools have also been approached to receive cricket equipment from ECB to set up games and training within their schools. Data due autumn 2021.</p>	
	<p>Provide multi-activity programme of free and low-cost activities in local parks.</p>	<p>A diverse and accessible programme of activities is available and promoted.</p>	<p>Commission Our Parks programme</p> <p>A programme targeting areas of low physical activity offering free activities aimed at inactive people.</p>	<p><i>In progress</i></p> <p>Online sessions rose by 50% (April – July). 312 people attended (April – July), In some cases whole families are taking part as well as the registrant. Most new user accounts are people doing less than 30 minutes per week of activity.</p> <p>There have been 300 attendances across 3 park sites. Projects on open spaces for young people only started in June 2021. 41 attendances to date.</p> <p>Couch to Fitness, an online 9-week, 3 x 30m programme started in November 2020 with referrals from Hillingdon Hospital weight management, diabetes team and consultants. The project ran for 30 weeks 12 engaged; 10 inactive, 9 female, 1 male, 4 BAME - 79 attendances.</p> <p>A new online programme, free to access and promoted through Hillingdon People and Hillingdon Hospital. Both programmes are 4-week, 3 x 10 minutes.</p>	<p>Julia Heggie</p>

				To date there are 1226 active participants.	
	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 -when open - 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> <p><b>Active Londoners Application:</b> completed and submitted application for funding November 2020 to support children and young people with autism and their carers to participate in regular multi-sport activities three times a week.</p>	Nicky McDermott LBH
	Provide multi-activity programme of free and low cost activities to targeted groups	Increase in participation of inactive young people	<p>Implement 9 London Sport Commissioned projects (to run over 30 weeks)</p> <ul style="list-style-type: none"> <li>• See Our Parks above, plus</li> <li>• YMCA - free football at Botwell for 14-16 yrs</li> </ul>	<p>London Sport Funded projects</p> <p>YMCA -</p> <p>After 20 weeks: 42 (36 BAME) participants, 677 attendances, 50% inactive. Project due to end at the end of Sept.</p>	Julia Heggie

			<ul style="list-style-type: none"> <li>• P3 young people experiencing anxiety, depression, poor mental health</li> <li>• YOS - Boxing project for young people at risk of offending</li> </ul> <p>Universal Youth Service</p> <ul style="list-style-type: none"> <li>• This Girl Can – peer activities and coach led provision</li> <li>• Sports Leaders - train up to 20 young people to support planning and delivery of physical activity in settings</li> </ul>	<p>P3 – After 20 weeks: 12 participants - 83 attendances 10 female, 10 inactive.</p> <p>YOS – After 10 weeks: Project ended – only 1 referral This Girl Can After 10 weeks: Started May '21 – 223 attendances</p>	
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> <p>Sports Taster - Planned for Aug 2021 to coincide with Olympics.</p> <p>Survey planned to understand the challenges clubs face post-Covid – to be sent out when there is stability in the sector.</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</i></p> <p>Due to Covid only outdoor sports took place at London Youth Games 2021 (ages 10-16). Hillingdon had representation in 12 sports. Finals this year held at Brunel University at the end of August.</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>	<p>In progress</p> <p>Active Hillingdon programme will bring together new and existing activities.</p> <p>Work is underway with London Sport to draft a new Strategy and action plan to address physical inactivity, particularly after COVID, across all age groups within the borough.</p> <p>It is anticipated that a draft of the Strategy will be completed by December 2021.</p>	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"> <li>● Foundation level</li> <li>● Silver Awards for healthy eating or physical activity.</li> <li>● Gold Awards for healthy eating or physical activity.</li> </ul>	<p>Promote Healthy Schools London award to School Improvement Service.</p> <p>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> <p>Only 1 school actively participated in the HSL project (Hayes Park) Gold award achieved.</p> <p>Engagement likely to remain low but also opportunities to promote ways to achieve 30:30 in schools.</p>	Julia Heggie

				<p>Hillingdon has a higher level of active primary aged school children (57%) than London and England. (Active Lives Survey)</p> <p>Hillingdon also has a higher level of 5-16yr olds active for 30 minutes a day in school (51%) than London and England.</p> <ul style="list-style-type: none"> <li>Active Play is likely to be the main contributor to this in primary schools (from an analysis of PE and Sport Premium action plans) and protected timetabled PE in secondary schools</li> </ul> <p>Working with London Sport to look at how Primary PE and Sport Premium is being spent as well as how provision in secondary schools is being affected by Covid. It has been agreed that the focus should be on community provision to increase activity.</p>	
3.2. Increase physical activity through 'Daily Mile'	Develop programme with schools to increase participation in Daily Mile activities	<p>Schools are registered on The Daily Mile (TDM) website</p> <p>Schools cite TDM in Healthy Schools London (HSL) awards</p> <p>Schools engage in annual TDM events</p>	<p>Include an information session on how to implement and the benefits of The Daily Mile in the Learning and Development training programme for schools.</p> <p>Encourage TDM to be an activity schools implement for HSL awards.</p>	<p>As above engagement is a key challenge. Daily Mile activity could be part of an HS action plan.</p> <p>Links exist with London Marathon Trust who have partnered with The Daily Mile.</p> <p>Promotion of England does The Daily Mile (Feb) in School Leaders Briefing – now postponed to 30<sup>th</sup> April.</p> <p>31 schools registered with The Daily Mile.</p>	Julia Heggie

			Promote TDM events in Head Teacher briefings and forums.		
3.3. Improve school healthy food provision	Increase availability and take up of healthy food in schools.  Decrease availability of unhealthy food	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  School Packed Lunches	<i>In Development, subject to agreement</i>  Consider project to coordinate, support and interventions with, firstly, primary schools.  Survey work with schools has shown extensive use of packed lunches and a high degree of parental interest in healthy packed lunch guidance. Further work is needed to take this forward.	TBC
3.4. 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"> <li>• Providing 30 minutes in school each day</li> <li>• Increased participation in sport and physical activity</li> </ul>	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 positive impact on increasing participation in physical activity throughout the school day.	<i>In Development, subject to agreement</i>  Consider project to coordinate, support and interventions with, firstly, primary schools.	TBC
3.5. Increase Active Travel to and from school and outside of school time	Encourage more schools to undertake TFL STARS (School Travel Accreditation awards)	More schools STARS accredited.  More schools encouraging and increasing active travel. Improved school provision of secure cycle storage.	Investigate scope to promote STARS awards scheme to schools  Provide Bikeability training to 2300 pupils (in years 6/7)	<i>In Progress</i>  16 schools signed up to STARS so far.  Bikeability training to 2128 pupils in 2018/19	Lisa Mayo Transport Team

	<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>Regular programme of cycle training for schools.</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>		
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>	<p>The 'Smile' programme has been developed to provide courses for children and parents.</p> <p>Funding has been agreed. The proposed courses are intended to equip families to:</p> <ul style="list-style-type: none"> <li>• Learn basic cooking skills</li> <li>• Increase knowledge about foods high in sugar, salt and fat</li> <li>• Learn how unhealthy choices impact on physical health - obesity, diabetes, dental health</li> <li>• Understand the relationship between food and physical activity.</li> </ul>	<p><i>In progress</i></p> <p>The intention is to hold pilot sessions in 1 school following the autumn half-term 2021 – a 4 week programme, followed by assessment in Nov/Dec assess their needs in terms of space, equipment, address any concerns and get them ready.</p> <p>Considering production of videos of 4 sessions to enable wider participation - cost estimate is £2k - professionally produced videos using a demonstration kitchen.</p>	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> <p>Adult learning offer courses to promote healthy eating at children's centres including:</p> <ul style="list-style-type: none"> <li>• Food to Make You Feel Good</li> <li>• Nutrition and Balance</li> <li>• Healthy lifestyles</li> </ul>	TBC
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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 centres and EY settings	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, e.g. successor to Mini MEND scheme	<p><i>In Development, subject to agreement</i></p> <p>Healthy eating course for parents will be piloted in spring</p>	Claire Fry
6.2. Ensure 100% of children measured overweight/obese by NCMP are referred to weight	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	<p><i>In Progress</i></p> <p>Review letter wording and follow-up process</p>	Shikha Sharma

management programme					
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> New 'MyChoice' programme in commenced from Jan 2020 but impacted by lockdown.  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
<b>7. EVALUATION, CAMPAIGNS, MESSAGING AND COMMUNICATIONS</b>					
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>	Sharon Daye 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	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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