

Appendix B - Healthy Weight Strategy - Action Plan Phase 1, Council-led programmes.

The table below details work in progress by the council that contributes to the healthy weight agenda. However, to tackle overweight and obesity effectively requires a multi-agency approach and as such we will invite partners to join an Implementation Plan group following the January Health and Wellbeing Board to help shape and agree a comprehensive delivery plan.

What will be done – the task	Tier of service	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators
To hold a 'Walking Volunteer recruitment workshop' for voluntary groups and community services who work with people who have low physical activity levels.	1 (prevention)	Wellbeing Team	January 2017	To increase the number of health walks leaders in Reading and increase local capacity to deliver health walks to people who have low physical activity levels.	1.16 - % of people using outdoor space for exercise/health reasons.
To offer MECC training to the local voluntary and community sector	1 (prevention)	Wellbeing Team	From January 2017	To increase knowledge, skills and confidence to make appropriate use of opportunities to raise the issue of healthy lifestyle choices and signpost to sources of support.	2.13i Percentage of physically active and inactive adults – active adults.
To ensure delivery of the National Child Measurement Programme	1 (prevention)	Wellbeing Team	Ongoing	Weight and height measurements offered to all children attending state funded primary school children who are in Reception Year (age 5) and Year 6 (aged 10,11) in accordance with NCMP guidance	2.13ii Percentage of physically active and inactive adults – active adults.
Active Nation	1 (prevention)	Wellbeing team, Leisure and Recreation service / Transport	2017	Funding opportunities identified to help increase physical activity levels in target groups.	

What will be done – the task	Tier of service	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators
Input into the development of the new leisure services contract to provide to increase healthy lifestyle programme options for customers.	1 (prevention)	Leisure & Recreation Service / Environment & Neighbourhood Services / Wellbeing team	From November 2016.	We will maximise opportunities to help customers achieve health outcomes by linking leisure services with programmes for weight management and other public health services.	Potentially all PHOF indicators highlighted in this section relating to healthy weight, healthy eating and physical activity.
<p>To commission and implement an accessible tier 2 lifestyle adult weight management service that aligns with NICE guidance for overweight and obese adults aged 16 and over within the locality. This will form an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service to the stated objectives</p>	2	Wellbeing Team	Currently mid-contract. New contract to be procured to commence June / July 2017.	To contribute to halting the continued rise in unhealthy weight prevalence in adults.	2.06i - % of children aged 4-5 classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators
<p>To commission and implement a school based Tier 2 children’s healthy lifestyle and weight management programme in line with NICE guidance within the locality. This will form an integral part of the weight management service in Reading.</p> <p>To target access to the service in line with local Joint Strategic Needs Assessments</p> <p>To monitor and evaluate the delivery and outcomes of the service in line with the stated objectives</p> <p>To pilot a legacy pack for schools who host our Tier 2 children’s healthy lifestyle and weight management programme in order to encourage schools to continue supporting the principles of the course beyond the 10-week intervention.</p>	2	Wellbeing Team	<p>Currently mid-contract for tier 2 service.</p> <p>Legacy pack to be developed for spring 2017.</p>	<p>To contribute to halting the continued rise in unhealthy weight prevalence in children and young people.</p> <p>To promote a ‘whole family approach’ to healthy eating and physical activity.</p>	2.06ii - % of children aged 10-11 years classified as overweight or obese.

What will be done – the task	Tier of service	Who will do it	By when	Outcome – the difference it will make	Supporting national indicators
<p>To include promotion of healthy eating and physical activity within the 0-19s service</p> <p>Take proactive steps to raise awareness in schools of priority Public Health messages especially around healthy life-styles, including oral health</p> <p>To look at options for programmes that could be delivered in Early Years settings with colleagues from children’s services.</p>	½	Wellbeing Team/Children’s Services		Lead, co-ordinate and provide services for children and young people as set out in the Healthy Child Programme 5 – 19 years	2.06i - % of children aged 4-5 classified as overweight or obese.