

## North Tyneside's Healthy Weight Alliance: Delivery Plan 2019 – 2021

Tackling Obesity is a key priority of the Health and Wellbeing Board in North Tyneside and to have a significant impact on obesity everyone needs to get involved. This Delivery plan will highlight activity across the whole system to ensure that we:-

- Develop connections and relationships between people, teams, organisations and communities
- Maximise all of the assets in the local system bringing in valuable insights and creating additional resource
- Develop co-ordinated approaches at different levels and avoid the negative and unintended consequences of individual actions
- Develop workforce skills and capacity on systems thinking and complex issues

The delivery plan has been informed by evidence of what works, national guidance and includes the collective actions from a range of partners across North Tyneside and the North East Region. In addition the plan reflects the priorities of North Tyneside Health and Wellbeing Board for Tackling Obesity across the Lifecourse and key actions will be Specific, Measurable, Achievable, Realistic and Time bound.

**The Delivery Plan is divided into 7 Priority areas:-**

1. Pregnancy and Early Years
2. School Aged Children and the Whole School Environment
3. Improving Access to Services for Target Groups
4. Providing Support for Healthy Weight in the NHS
5. Promoting Healthy Weight Environments
6. Building Capacity and Engaging Communities
7. Marketing and Public Health Campaigns

**The Healthy Weight Delivery plan will be updated TWICE per year and will report to the Healthy Weight Alliance in the first instance.**

	GOAL	Performance Indicator / Data Source	ACTIONS	LEAD OFFICER
<p align="center"><b>-1- Pregnancy and Early Years</b></p> <p align="center">*** <b>Lead Officer Jo Connolly</b></p>	<b>Increase Breastfeeding Initiation</b>	% of mothers who give their babies breast milk in the first 48 hours after delivery. Public Health Outcomes Framework - (NHS England published data quarterly)	1.1 Implement NICE guidelines in relation to a good maternal diet and physical activity during pregnancy via the Midwifery Team in North Tyneside	J Stonebridge
			1.2 Deliver breastfeeding and weaning groups in target communities and promote feed finder (breastfeeding friendly venues) app to parents	S Mann
	<b>Increase breastfeeding at 6-8 weeks</b>	% of infants that are totally or partially breastfed at age 6-8 weeks. Public Health England National Child and Maternal Health Intelligence Network (Annual)	1.3 Promote Healthy family eating (Weaning) and reduced sugar consumption in early years and throughout childhood - targeted interventions via Health Visiting Service	S Mann
			1.4 Achieve UNICEF baby friendly standards within maternity services	J Stonebridge
	<b>Increase physical literacy in young children</b>	% of children at or above expected level of development in gross motor skills at 2 – 2.5 yrs Public Health Profiles ASQ3	1.5 Promote Healthy Start and increase the number of households accessing the national voucher scheme	R Nicholson
			1.6 Demonstrate and maintain baby friendly UNICEF standards in the 0-19 service	S Mann
			1.7 Deliver an Oral Health Promotion Programme of interventions in Wallsend combined with Healthy Eating Messages	E Peak/ V Hetherington

	<b>GOAL</b>	<b>Performance Indicator / Data Source</b>	<b>ACTIONS</b>	<b>LEAD OFFICER</b>
<p align="center"><b>-2- School Aged Children and the Whole School Environment</b></p> <p align="center">*** <b>Lead Officer Elaine Robson</b></p>	<b>Deliver the NCMP and share the data wisely with partners In areas where improvement is required</b>	Percentage of Schools engaged with the NCMP - NTC Policy and Performance (Annual)	2.1 Raise awareness of support opportunities to schools with high prevalence of childhood obesity in the Target Areas of Riverside, Chirton, Howdon and Wallsend	R Smith and E Robson
	<b>Increase the number of families engaged with the Healthy4life programme from Riverside, Chirton, Wallsend and Howdon</b>	% increase from baseline (2018) of families from Riverside, Chirton, Wallsend and Howdon engaged with H4L – Active North Tyneside (each programme)	2.2 Identify barriers to success on the H4L programme	B Smith /H Fenwick
			2.3 Promote the teaching of cookery skills in schools and evaluate use of cookery equipment distributed via the Capital fund	E Robson
			2.4 Facilitate Healthy Schools Training to support schools to achieve Healthy Schools Award	E Robson
<b>Support a whole school approach to healthy eating through the Healthy Schools Programme eg</b>	% of Schools engaged in the new Healthy School Rating Scheme 2019	2.5 Promote school food standards and ensure that healthy eating is embedded in the curriculum, school premises, teachers' professional development	E Robson	

	<b>Raise standards in the delivery of Physical Activity and Sport in Schools</b>	% of schools engaged with school games  % Increase the number of pupils participating in Bikeability Level 1 training by 5%	2.6 Deliver the school games programme and local initiatives such as dance festival, swimming galas and trail and challenge activities	R Smith / L Reid	
	<b>GOAL</b>	<b>Performance Indicator / Data Source</b>	<b>ACTIONS</b>	<b>LEAD OFFICER</b>	
<p align="center"><b>-3- Improving Access to Weight Management Support for Target Groups</b></p> <p align="center"><b>*** Lead Officer Bev</b></p>	<p><b>Increase access to Weight Management Support for people experiencing Mental Health Issues &amp; people with Disabilities</b></p>	<p>% of people reporting MH issues registered with Active North Tyneside Healthy Lifestyle programmes eg Weight Worries/ G.Y.M. (Quarterly)</p>	3.1 Develop Support Materials for Learning Disabilities across Weight Worries and Healthy4life	B Smith	
			3.2 Review Good Youth Moves service and develop an evaluation framework	B Smith	
			3.3 Promote the Healthy Connections Programme (LDNE) across other services in North Tyneside	J Redpath	
			% of people reporting disability registered with Active North Tyneside Healthy Lifestyle programmes eg H4L /	3.4 Deliver 4 programmes of SIGN and PLAY for pre-school Children of all abilities	J Redpath / B Smith
				3.5 Ensure registration forms request service-user data which can be anonymised, aggregated and analysed to measure equity of access to services.	B Smith / G Adams

Smith		Weight Worries - Active North Tyneside (Quarterly)	3.6 Explore training opportunities to develop workforce capacity in leisure services to better support people with Mental Health and people with disabilities	B Smith/J Redpath
	<b>GOAL</b>	<b>Performance Indicator / Data Source</b>	<b>ACTIONS</b>	<b>LEAD OFFICER</b>
<p align="center"><b>-4-</b>  <b>Provide Healthy Weight Support in the NHS</b>  ***  <b>Judith Stonebridge</b></p>	<p align="center"><b>Increase staff awareness of Health Harms from Overweight and Obesity</b></p>	<p>% of NHCT Staff trained in MECC from Pre operative assessment pathways – Linked to national CQUIN</p> <p>% of primary care practitioners trained in Brief Advice</p>	<p>4.1 Promote Weight Management Brief Advice to clinicians in primary care (PHE Publication + infograph)</p> <p>4.2 Develop the National Diabetes prevention programme across North Tyneside</p> <p>4.3 Deliver an innovative Weight Management Project in Primary Care (12 weeks) and evaluate effectiveness – (Bewicke Practice)</p> <p>4.4 Recruit a public health midwife to identify and utilise opportunities to embed prevention assessment and intervention (including diet and physical activity) along the maternal care pathway</p> <p>4.5 Embed a model of Making Every Contact Count (MECC) into pre-operative assessment pathway which includes a focus on healthy weight</p>	<p>H Douglas</p> <p>E Roycroft - CCG</p> <p>D Fellows</p> <p>J Stonebridge</p> <p>J Stonebridge</p>

			4.6 Pilot a prehab offer (Getting fit for surgery) within the colorectal cancer pathway	J Stonebridge
			4.7 Develop a checklist for Primary Care around appropriate access to Bariatric Surgery	E Roycroft / Heidi Douglas
			4.8 Review the Adult Weight Management Pathway	E Roycroft / Heidi Douglas
	<b>GOAL</b>	<b>Performance Indicator / Data Source</b>	<b>ACTIONS</b>	<b>LEAD OFFICER</b>
<p align="center"><b>-5- Promoting Healthy Weight Environments</b></p> <p align="center">*** <b>Lead Officer Heidi Douglas</b></p>	<b>Increase the number of Volunteers in Parks across North Tyneside</b>	% increase in volunteers in North Tyneside Parks	5.1 Develop knowledge and skills of growing vegetables with target groups via Grow and Eat programme	J Dronsfield
	<b>Increase the availability of healthy food across North Tyneside</b>	% of Commissioned residential care homes working towards GBSF NTC Commissioning Team (Adults)	5.2 Ensure that food products in Leisure vending machines are a healthier option (lower fat/sugar and salt options)	B Smith / B Milsom
			5.3 Implement the Government Buying Standards for Food and Catering Services across North Tyneside	Scott Woodhouse
			5.4 Develop calorie labelling scheme with North Tyneside Council to help individuals make more informed and healthy choices for themselves as detailed in NTC Food Law Plan .	J Lee /C Smith/ H Douglas
			5.5 Deliver a pilot project with the out of home dining industry (eg	J Lee / C Smith / H

			fast food takeaway) to increase the availability of a healthy food options in the community	Douglas
			5.6 Provide a FakeAway service to families living in Howdon community	L Crosby
			5.7 Provide Nutritional Healthy Breakfasts 5 mornings a week to families in Howdon	L Crosby
			5.8 Recruit 5 Health Champions in partnership with Active North Tyneside to support the Family Gateway Sport England programme	L Crosby
			5.9 Complete Action plan/checklist to ensure robust collaboration between Public Health and North Tyneside Councils Planning Department. EG Health and Environmental impact assessment <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/629207/Health_and_environmental_impact_assessment.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/629207/Health_and_environmental_impact_assessment.pdf</a>	C Dobinson Booth/Heidi Douglas
			5.10 Provide support to Workplaces in North Tyneside to support achievement of the Better Health at Work Award	R Nicholson
<b>Create low traffic neighbourhoods around schools via the Go Smarter Programme of interventions</b>	% of Target schools participating in the Go-smarter programme (Active Travel) Transport team Annual	5.11 Deliver a range of interventions to promote active travel via go smarter programme. An action plan will be available with demonstrable links to the Healthy School rating scheme	Paul Adams	
	<b>GOAL</b>	<b>Performance Indicator / Data Source</b>	<b>ACTIONS</b>	<b>LEAD OFFICER</b>
<b>-6- Building Capacity and</b>	<b>Increase opportunities for residents in Target communities to have healthy lifestyle</b>	Number of practitioners trained in MECC from the community workforce	6.1 Provide MECC training to Third Sector providers and Early Years Providers in target communities such as Wallsend, Howdon, Riverside and Chirton	N Garner and V Hetherington
			6.2 Provide seed corn funding for community groups who wish to develop healthy lifestyle interventions	B Smith

<p><b>Engaging Communities</b> *** <b>Lead Officer Felicity Shoesmith</b></p>	<p><b>conversations</b></p>	<p>Workforce Development Team (Annual)</p>	<p>6.3 Promote key messages about Diabetes prevention to the community and voluntary sector and recruit diabetes Champions</p>	<p>F Shoesmith</p>
<p><b>-7- Marketing and Public Health Campaigns</b> *** <b>Lead Officer Angela Melvin</b></p>	<p><b>Utilise social marketing materials to promote healthy eating and physical activity</b></p>	<p>Number of Marketing Campaigns promoted in North Tyneside per year</p> <p>% of HWA organisations engaged in marketing activity</p> <p>One You Sign ups for North Tyneside</p>	<p>7.1 Deliver Change4life Healthy Eating campaign/ Sugar Reduction across North Tyneside in partnership with members of the Alliance</p> <p>7.2 Deliver change4life and One you Physical Activity Campaign across North Tyneside</p> <p>7.3 Promote a summer of cycling marketing campaign</p> <p>7.4 Ensure the SIGN database identifies those services that are suitable for people with disabilities</p> <p>7.5 Deliver an alcohol awareness campaign to workplace with clear links to Calorie content using PHE resources (infograph)</p> <p>7.6 Develop a breastfeeding awareness campaign World Breastfeeding Week: 1-7 August) with community members (co-production). Eg Howdon Wallsend parents</p>	<p>ALL</p> <p>B Smith /A Melvin</p> <p>L Reid</p> <p>L Reid / R Battey</p> <p>A Melvin</p> <p>S Mann</p>