

## **Draft Childhood Healthy Weight Action Plan for Darlington 2017**

### **Vision**

To increase the proportion of Darlington children leaving primary school with a healthy weight by being a health promoting town which makes choosing to eat a balanced diet and having a physically active lifestyle an easier option.

### **Aims**

1. To transform the environment so that it supports healthy lifestyles (Universal) (Primary Prevention)
2. Making Healthier Choices Easier by providing information and practical support (Prevention) (Secondary Prevention)
3. To support the services needed to tackle excess weight (Treatment) (Tertiary Prevention)

### **Introduction**

Obesity is a leading cause of ill health and premature death in England. Being overweight and obese is associated with increases in the risk of:

- heart disease
- type 2 diabetes
- stroke
- some cancers

Approximately one-fifth of 4 to 5 year olds and a third of 11 year olds are overweight or obese, as well as two-thirds of adults. Children who are overweight or obese are more likely to experience bullying, stigmatisation and low self-esteem and are also more likely to be overweight or obese adults. Carrying excess weight increases the risk of associated health problems later in life.

Overweight and obesity cost the NHS over £6 billion per year.

On 18 August 2016, the government published its childhood obesity plan Childhood Obesity: A Plan for Action. The aim of this document is to significantly reduce England's rate of childhood obesity within the next 10 years by implementing the individual commitments in the plan.

## Draft Childhood Healthy Weight Action Plan for Darlington 2017

In July 2015, the Scientific Advisory Committee on Nutrition (SACN) published its Carbohydrates and Health Report. SACN recommended free sugars intake should not exceed 5% of total dietary energy for all ages from 2 years upwards. Free sugars are defined as all sugars added to foods plus those naturally present in fruit juices, syrups and honey. It does not include the sugars naturally present in intact fruit and vegetables or milk and dairy products.

In October 2015, Public Health England published its sugar reduction evidence package in which it suggested 8 possible actions to reduce population sugar consumption. The report suggested that a structured and universal programme of reformulation to reduce levels of sugar in food and drink would significantly lower sugar intakes, particularly if accompanied by reductions in portion size.

### National and Local Prevalence

The National Childhood Measurement Programme (NCMP) measures children's weight at two age stages: at ages 4 – 5 years (Reception class) and again at ages 10 – 11 year (Year 6). It classifies the results into 4 categories; obese, overweight, healthy weight and underweight.

The most recent measurements from Darlington (2015/16) show the rate of childhood obesity in the town sits below the national and regional average at reception age and above the national average but below the North East regional average at Year 6 age. Please see tables below for more detailed figures.

#### Reception (ages 4 – 5 Years)

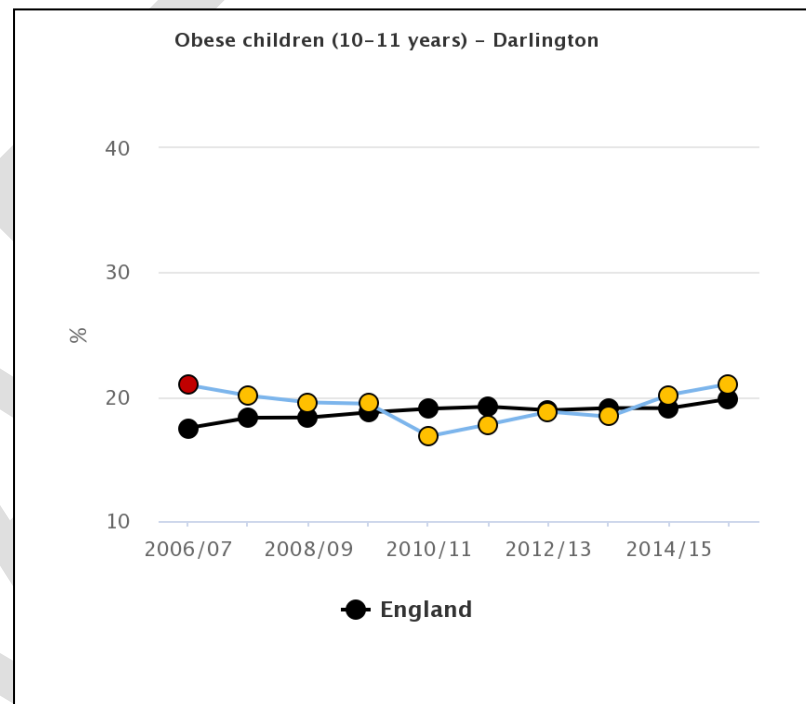
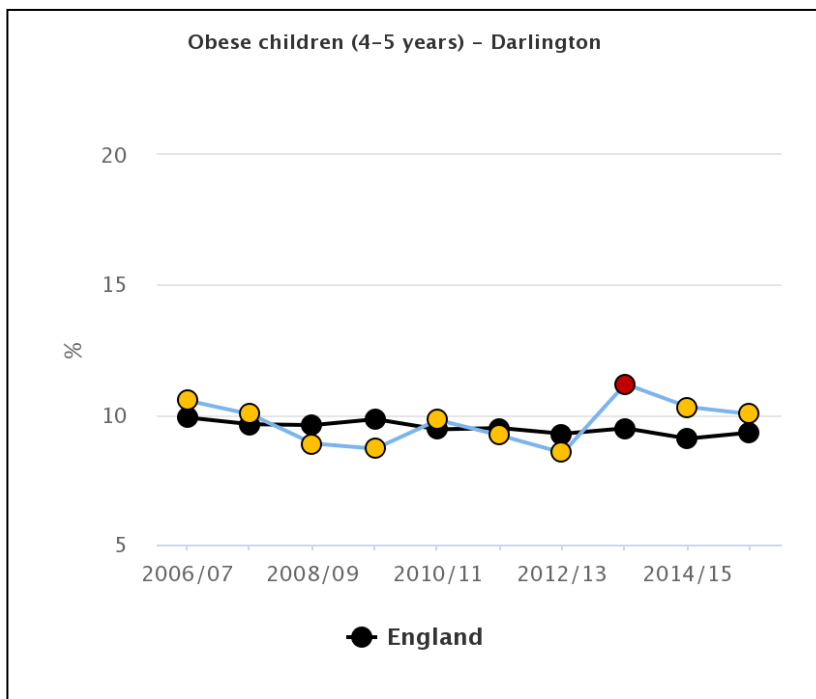
2015/16	Overweight	Obese	Overweight & Obese Combined
ENGLAND	12.8	9.3	22.1
NORTH EAST	13.9	10.7	24.6
DARLINGTON	13.8	10.1	23.9

#### Year 6 (ages 10-11 Years)

2015/16	Overweight	Obese	Overweight & Obese Combined
ENGLAND	14.3	19.8	34.2
NORTH EAST	14.6	22.4	37
DARLINGTON	13.2	21	34.2

## Draft Childhood Healthy Weight Action Plan for Darlington 2017

The charts below show us the childhood obesity rates in Darlington, compared to England, at each age range between 2006/07 and 2014/15. We can see that the rates vary, there is no strong trend, with figures dipping below and above the national average for both age ranges over time. However currently both measurements are above the national average.



Draft Childhood Healthy Weight Action Plan for Darlington 2017

<b>1. To transform the environment so that it supports healthy lifestyles</b>						
<b>Desired Outputs</b>	<b>Key Areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
<b>1a</b>	Develop a communication plan to promote the key actions of strategy	Work with media to inform public on action plan  Work through social media.  Use One Darlington as a vehicle to promote positive views across public	Public will support the actions of action plan	Launch of action plan January 2018	Public Health  Communications Team	Within existing Resource
<b>1b</b>	Restrictions on advertising of high sugar foods to children.	1. Develop a check list for organisations to follow.  2. Restrict food adverts on bus shelters locally and any advertising space within statutory authority control.	Reduced exposure to advertising reducing demand from parents	Establish a check list.	Transport and Planning Team Darlington Borough Council  Darlington CCG  CDDFT NHS Foundation Trust	Within existing Resource
<b>1c</b>	Support levy of Sugar Sweetened Beverages	Reduce sugar consumption within soft drinks	Reduce sugar intake & therefore calories intake  Improve oral health in children	April 2018	Public Health	Within existing resources

Draft Childhood Healthy Weight Action Plan for Darlington 2017

<b>1d</b>	Making healthy options available in the public sector	Local Authority to adopt the GBSF standards  Promotion of standards to public organisations.	All statutory body premises will receive standards & be encouraged to adopt.	January 2018	Public Health	Within existing resources
<b>1e</b>	Develop licencing conditions to reduce the number fast food catering establishments local to schools.	Audit through food mapping  Approved licence conditions	Prevent further new premises from opening		Darlington Borough Council Licensing and Planning Department	Within Existing Resource
<b>1f</b>	Support the availability of green space across Darlington for play and recreational use	Support and promote the objectives of the Darlington Green Infrastructure Strategy.			Darlington Borough Council Planning Department  Healthy New Towns Project	Within Existing Resource

<b>2. Making Healthier Choices Easier By Providing Information and Practical Support</b>						
	<b>Key areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
<b>2a</b>	Using the Change 4 Life Programme of communication and activities to engage and encourage families to make healthier choices.	<p>Consistent, complementary healthy lifestyle promotion campaigns across the town.</p> <p>Maintenance &amp; development of Healthy Darlington brand</p> <p>Promotion of Sugar Smart App</p>	<p>Consistent messages promoting healthier choices across all media throughout the town.</p> <p>Potential link with Darlington College art students.</p>	<p>Launch of action Plan in January 2018</p> <p>Share upcoming campaigns with internal and external partners.</p>	<p>Communications and Public Health Team of DBC</p> <p>0- 19 service</p> <p>Communications Teams of partner organisations</p> <p>Healthwatch</p>	Within existing resources
<b>2b</b>	Develop and support children to enjoy an hour of physical activity every day	<p>Improving the co-ordination of quality sport and physical activity programmes for schools</p> <p>Promotion of new interactive tool which will help schools plan for at least 30 min PA/day</p>	<p>More children will be physically active</p> <p>School Games</p> <p>School swimming</p> <p>Holiday Programme</p>		<p>Move More Team</p> <p>Dolphin Centre</p> <p>DBC Travel Team</p>	<p>Move More contract</p> <p>Potential Sport England funding</p>

<b>2. Making Healthier Choices Easier By Providing Information and Practical Support</b>						
	<b>Key areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
		Walk and cycle to school schemes				
<b>2c</b>	Support the new healthy rating scheme for primary schools	Inform appropriate colleagues of the content and purpose of the scheme	Darlington primary schools will adopt the scheme		HDFT Public Health Primary Schools	Within Existing Resource
<b>2d</b>	Making School Food Healthier	All schools to commit to the new School Food Standards (2015)	Awareness of national School Food Plan  Maintain and increase breakfast clubs		PSHE Lead Schools Public Health	Within Existing Resource
<b>2e</b>	Supporting individuals to make use of nationally regulated information such as Front of Pack labelling.	Use e-learning opportunities. Promotion of Sugar Smart App  Incorporate into any relevant training	Increased knowledge of individuals  Healthier choices made sustainably		Developing Darlington	Within existing resources

<b>2. Making Healthier Choices Easier By Providing Information and Practical Support</b>						
	<b>Key areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
<b>2f</b>	Supporting Early Settings	<p>Promote government guidelines for early years settings</p> <p>Promote Chief Medical Officers Guidelines for Physical activity in Early Years</p>	<p>Adoption and implementation of settings and guidelines by early years settings.</p> <p>Healthy Start Scheme uptake increase</p>			
<b>2e</b>	Ensure all early years services include advice about oral health in information provided on health.	A resource including a list of key messages around oral health according to PHE guidance	<p>Reductions in children tooth decay levels</p> <p>Increased numbers of children accessing NHS dental services</p>		Public health Team Early years, DBC 0-19 provider Health Education England	within the existing envelope of funding



<b>3. To secure the services needed to tackle excess weight</b>						
	<b>Key areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
<b>3a</b>	Enabling health professionals to support families	Health professionals feel confident discussing nutrition and weight issues with children, their families and adults.  Consistent healthy weaning advice	Making Every Contact Count resources and training are accessed.  Obesity and nutrition modules are accessed by NHS staff via the E-learning for Health platform.	Health Visitors and School Nurses all complete the training in 2018.	Harrogate & District Foundation Trust  Public Health	Within Existing resource
<b>3b</b>	Lobbying locally for adoption of the national programme to reduce sugar content of everyday foods by 20%	Letters of expectations to relevant organisations	Reduction of high levels of sugars in foods		Public Health England  Public Health	Within existing resource
<b>3c</b>	Lobbying for national agenda to include saturated fat content of everyday foods.	Letters of expectations to relevant organisations	Reduction of high levels of saturated fat in foods		Public Health England  Public Health	Within existing resource
<b>3d</b>	Increase rates of Breast Feeding	Consistent breast feeding advice			Harrogate & District Foundation Trust	Within existing resource

<b>3. To secure the services needed to tackle excess weight</b>						
	<b>Key areas of Action</b>	<b>Desired Outputs</b>	<b>Expected Outcomes</b>	<b>Milestones</b>	<b>Responsibilities</b>	<b>Funding Position</b>
<b>3e</b>	Improve Maternal Health Ensure access to appropriate physical activity opportunities	Healthy weight Healthy diet Physically active	Brief interventions  Low physical impact activities will be available			Within existing resource
<b>3f</b>	Ensure frontline health and social care staff working with children and young people give advice on the importance of oral health.	Increased knowledge on oral health among front line professionals working with vulnerable C&YP	Improved oral health for vulnerable groups  Increase in access to primary NHS dental services		Health Education England Public Health team, DBC PHE Social care	Within existing Resource

