

## **Darlington Children and Young People Healthy Weight Plan**

### ***A community systems-based approach action plan***

#### **Aims**

To increase the healthy weight of year 6 pupils

To enable **all** children and young people to have opportunities to be active and have access to healthy food choices

**We will achieve this together by identifying and leveraging changes to local environments in which children and young people live play and socialise**

#### **Defining the goals of obesity prevention in children and young people**

To create opportunities for environmental-behavioural synergy, which promotes increased healthy weight and reduced BMI in children and young people across the borough.

The goal is to promote:

- The best start – the first 1000 days, maternal health and nutrition, community promotion of breastfeeding and nutrition education
- Increased food familiarity in children as early as possible – weaning, post weaning, nursery, primary school etc.
- Improvements in the proportion of children and young people meeting national UK fibre targets
- Improvements in the proportion of children and young people consuming a minimum of 5 fruits/vegetables per day
- Improvements in the proportion of children and young people meeting the 60 minutes a day of physical activity

#### **Healthy weight plan CYP outcomes**

I am a child who feels emotionally and physically healthy, with lots of opportunities to actively play and enjoy healthy foods.

I am a young person who feels safe and nourished, able to live a positive life, looking forward to the future.

#### **A 10-year Healthy children weight strategy; themes**

- 1) Healthy CYP settings – healthy food policy and practices enabling healthy food choices in schools, nurseries, children’s care homes, community hubs, leisure/club settings
- 2) Healthy environment – increased opportunities to play, exercise and make healthy food choices across all areas children and young people live and socialise
- 3) Leadership driving change – Whole system approach starting from leadership and accountability across all sectors for a Healthy Darlington

#### **A 3-year strategy to relaunch the Children’s Healthy Weight Plan – Post COVID recovery action plan**

##### **2021 -2024**

See Let’s thrive together Darlington

6 action plan key themes – Healthy early years - HEY, Nutrition across the age stages, Whole School Approach ‘Nourish to thrive, out of home family healthy choices, systems health approach ‘Nourish, move, play’

AP Theme	Objectives	Milestones	Metrics / Indicators	Ideas/Actions, dates, who
<p><b>Healthy Early Years 'HEY'</b></p>	<p>To support services with educating staff, parents/carers; weaning and post weaning</p> <p>To ensure consistent messaging and awareness of nutrition across all services</p> <p>Increase physical literacy and include sensory opportunities to increase food familiarity in EY</p>	<p>Co-producing HEY catering award and food policy guidelines 'eat better, start better' guidelines for nurseries.</p>	<p>Early years settings x 3 trial HEY catering award process – Environment health to add checklist to their audit</p> <p>Add to DBC awards website</p> <p>Roll out and gain commitment from all early year's settings</p> <p>Early years strategy – co produced and published – communicated</p>	<p>HEY catering award checklist</p> <p>JC and KRO Draft August 2021</p> <p>*</p> <p>Early years strategy</p> <p>TBC (HEY Action task group)</p> <p>*</p> <p>Community hub piloting of initiatives e.g. Nudges to encourage breastfeeding, portion size and sugar displays, workshops etc. TBC</p>
<p><b>Nutrition 'Closing the gap of inequalities'</b></p>	<p>To increase awareness of neophobic tendencies and strategies to improve food acceptance in children and young people</p> <p>To increase food familiarity throughout early school years</p>	<p>Co-production of a primary nutrition education toolkit (linked with 'Nutrition4youngsters – Medical students)</p> <p>Co-production of a 'working with families' toolkit, alongside DBC staff training videos</p> <p>HAF – sharing consistent messages – family friendly video content</p>	<p>Whole school approach to nutrition – trial with 2 primary schools</p> <p>HAF – Digital Newsletter, Video content,</p> <p>Food in care coproduce:</p> <p>Working with family's toolkit</p> <p>Working with young people toolkit</p> <p>Children's care home food policy</p>	<p>Pack together coproduced by Kelly and nutrition4youngsters pilot in primary school</p> <p>Working together to increase opportunities to try/taste different foods – fruits and vegetables in a range of ways</p> <p>Toolkits produced with social worker, foster services and eating disorders dietitian - Samantha Stabler, Michelle Newman, Kirsty Thompson</p> <p>Children's care home policy and menus</p> <p>Food in care complete by August 2021</p>
<p><b>Whole School Approach 'Nourish to thrive' School food provision</b></p>	<p>To ensure all schools in Darlington follow the national school food standards</p> <p>To increase awareness and knowledge of good practise and improve morale of school food catering staff</p>	<p>Coproduction of school catering staff training modules to upskill, shape knowledge and empower staff</p>	<p>Darlington School Food Qualification (DSFQ) – all school catering and lunch time supervisors to complete</p> <p>Environmental Health nutrition checks – report to PH</p>	<p>Coproduce training (JC and CR) Pilot with Carmel (secondary) by May 2021</p> <p>Evaluation July 2021</p> <p>Content adjusted as per feedback and uploaded onto equal (online platform). Second pilot November 2021.</p>

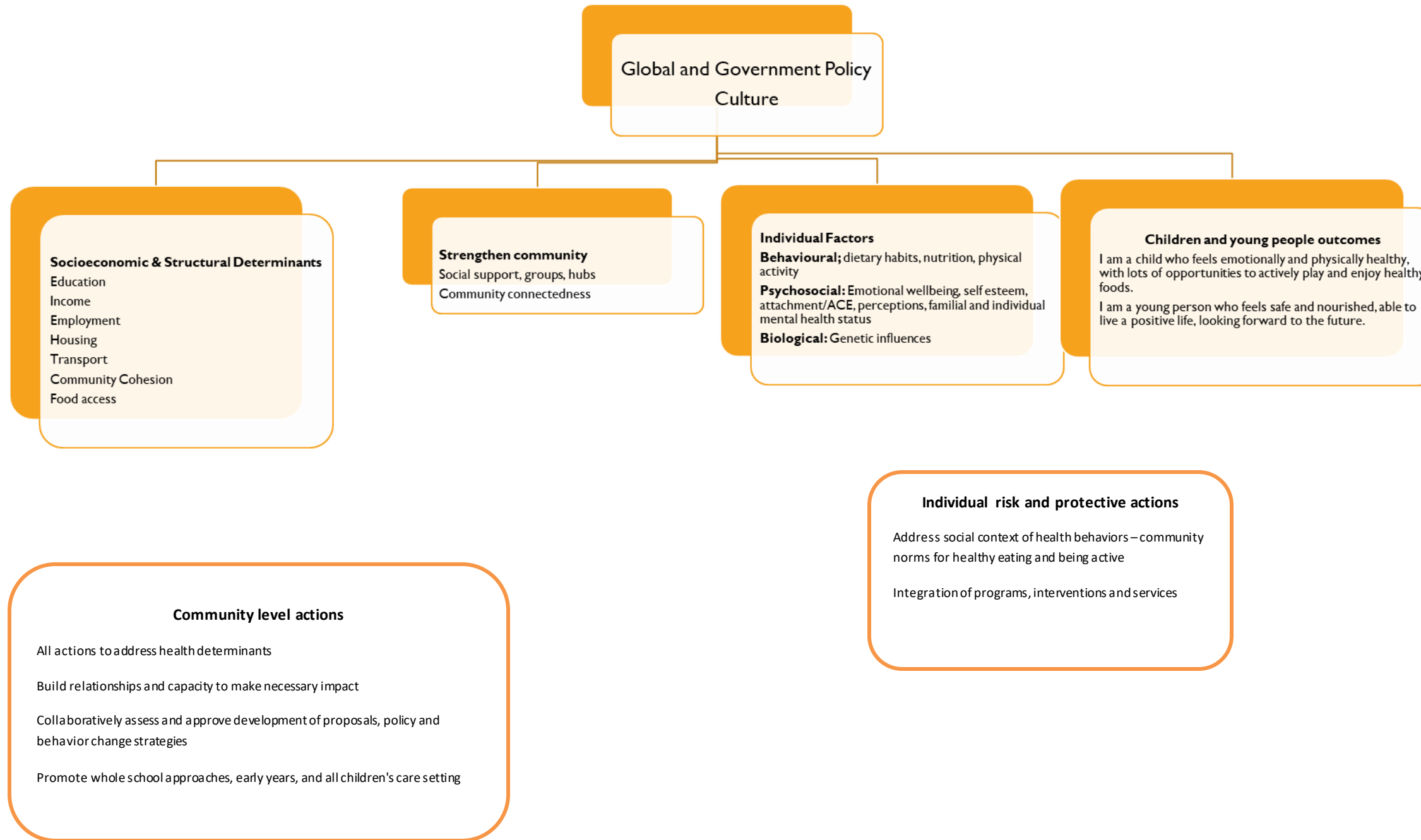
				Tammy Firth, Simon Moore, KRO, JC and Carmel trust.
<b>'Out of home' Family healthy choices</b>	To increase healthy choices in 'out of home' food for families To develop a Family Darlington standard (award) to roll out to all food businesses	Develop a children's menu standard checklist meeting with Government buying standards and behaviour change techniques Enable all food outlets to apply and achieve across Darlington	Coproduction of the first 'good practice' menu Collaborate with 2 restaurants to support them in developing children's menus which meet the 'Darlington Standard' – healthy family catering award Environmental health – assess and award Page created on DBC	Collaborate with restaurants to support them in developing children's menus which meet the 'Darlington Standard' – healthy family catering award achieved completed menus and awards May 2021 Next steps to promote and extend award to public sector including hospital and leisure
<b>Systems health approach 'Nourish, move and play'</b>	<b>To enable more opportunities for CYP to be active and increase awareness of healthy lifestyle choices</b> To engage with whole town in actions to help children and families to eat and move well To enable shared SM campaigns across town – schools, public and private sector	Nudge and SM theories informing campaign Present to town centre business and COVID recovery partners Vending nudges informed by Behavioural insights evidence	Comms strategy in place – linked in with school campaigns Public health messaging in town centre plans Stairway and play one the way strategies implemented Active travel approaches Food Active Healthy Weight Declaration	Comms strategy Town centre, Dolphin centre, schools and Cornmill partners agreement of actions to increase opportunities to move more (physical activity ATG led by Joanne Hennessey)
<b>Leadership Driving change through leadership across all sectors in Darlington</b>	To engage with leadership to enable system change Create accountability and strong leadership to drive and shape behavioural change, considering the multiple influences which result in a healthy weight outcome.	Leadership commitment and support of CHWP post COVID recovery plan via Action task groups and DBC processes	Setting of collaborative actions – acceptance of leadership accountability across partners and stakeholders	Overarching focus across each ATG and project planning To include each stage of plan: needs assessment, APPEASE, agreed actions, leadership accountability, implementation, PR/Comms plan, evaluation plan, reviewing

Focus on outcome and work backwards to develop actions and evaluation priorities

STP (Situation, Target, Path) process to develop strategy and COM-B and APPEASE utilised to inform action planning/interventions.

# FRAMEWORK TO A WHOLE DARLINGTON APPROACH TO HEALTHY WEIGHT

THE DEVELOPMENT OF HEALTHY WEIGHT IN OUR BOROUGH CANNOT BE SEPARATED FROM THE SOCIAL, CULTURAL AND ECONOMIC



# LET'S THRIVE TOGETHER

## 2021-2024 'NOURISH, MOVE AND PLAY'



- Upskilling workforce and leaders in understanding development of obesity, tackling inequalities and improving health outcomes for all
- Training for staff working with children and families across local services to improve policy and practice around healthy eating and physical activity

Training

- Joined up approach to communications – consistent messaging
- Sharing of good practice effectively across the Borough
- Engaging whole community in codesigning, developing effective tools, and sharing campaigns and resources

Positive story communications

- Mapping actors across the communities, taking an asset-based development approach – voluntary, public and private partners
- Partnerships across all sectors and communities working together to identify, and set actions to shape a healthy local environment

Partnership action task groups (ATG)

- Driving change through leadership and common goals – healthy children, healthy families, healthy future
- Engaging leaders in whole community actions, identifying priorities for local action together
- Taking bold actions to structural approaches e.g., marketing restrictions

Leadership together actions



**2024 -2026 plan - Revisit in 2023**

Key Theme	Objectives	Milestones	Metrics / Indicators	Systems based approach	Notes/ to think about:
<p><b>Collaborative working to implement whole systems approach</b></p>	<ul style="list-style-type: none"> <li>Commitment from all partners across the system to take forward the objectives of the healthy weight plan</li> <li>Partners sign up to contract/ pledge to support action linked to leadership, shared communication, MECC and key activity that supports healthy weight</li> </ul>	<ul style="list-style-type: none"> <li>Development of pledge for partners to sign up to</li> <li>Evidence of objectives of the CHWP linked to organisational plans and activity</li> </ul>	<ul style="list-style-type: none"> <li>Number of partners engaged</li> </ul>	<ol style="list-style-type: none"> <li>Develop systems map of all influencers/actors involved in children and young people’s health and wellbeing outcomes in the town Action: Speak to a range of partners (seek to understand; learn views and perceptions – perceived barriers and solutions)</li> <li>Build relationships and strong trust with diverse agencies for steering group</li> <li>Leverage existing relationships – snowballing (Assess progress and development areas from past 2-year key themes and actions) Ask partners if I should speak to potential influences in the community</li> <li>Provide briefing paper to all partners of the problems Include updated statistics from Fingertips and Socioecological Model</li> <li>Define the problem/s together – mutually agree terms Leverage points – How can we help?</li> <li>Develop the pledges together from the nudge/leverage points identified by the group The current themes were developed by the original partners for the development of the HWP 2019-2024 – revisited and reframed – renewed agreement to include any further factors/identified leverage points in the system</li> <li>Community action planning</li> </ol>	<p>Schools – leadership, catering teams, welfare, youth voice and youth parliament members, College and QE, early ears practitioners, school nurse, local CYP mental health and wellbeing support services, community hubs e.g. Firthmoor, Foster care agencies, social workers, GPs, local businesses</p> <p>All partners viewpoints are valuable</p> <p>Keep referring to co-created materials e.g. pledges (look at the 8 AAGG city pledges) to reinforce community ownership</p> <p>Think about how to share the wider determinants to children’s health – a socioecological model within the briefing – to display influences? (macro, local, school, child/yp)</p> <p>Firstly, need to think about how and who/communication happens in steps 1-6 – important to get the relationships right (finding out and leveraging on existing Public health team’s knowledge and successful working partnerships already developed)</p>
<p><b>Targeted approach with schools</b></p>	<ul style="list-style-type: none"> <li>Develop standard approach to offering healthier choices within catering – school meals, breakfast club provision, vending machines</li> <li>Roll out of Healthy Points System</li> <li>Daily Mile implementation at scale</li> <li>Explore Active Travel opportunities across schools</li> </ul>	<ul style="list-style-type: none"> <li>Carry out mapping exercise to look at baseline provision across all schools</li> <li>Develop proposal to roll out Healthy Points system across schools</li> </ul>	<ul style="list-style-type: none"> <li>Number of schools offering Breakfast Club provision</li> <li>Number of schools promoting Healthy Points System</li> <li>Number of schools promoting Daily Mile</li> </ul>	<p>Developing a ‘whole school’ standard approach for Darlington schools – joined up approach, so that levels of nutrition education, mental health toolkit etc. (personal strategy development and self-awareness, resilience development and reinforcement) are built on through primary, transition into secondary</p> <p>A standard school food policy which is a ‘whole school’ approach to food (I have one developed, but would be good to provide a template and collaborate with schools and pupils) – possibly include traffic light system (always, sometimes, rarely)</p> <p>Including in the point system; food,</p>	<p>Has the mapping exercise been carried out? (if not, may be better to focus on best practice and base the point system/pledges around lifting each school to the point where development areas are improved, and good practice is shared to give every child the best health outcomes possible.</p> <p>Think about co creating (with schools include pupil voice) a name (to not include the word healthy)</p> <p>Primary schools generally have year 5/6 council group – could they come together and come up with a name for primary school healthy point system - Could be a catchy acronym or just a name which represents healthy kids!</p> <p>Think about sharing policy briefing from my effective school intervention/policy review</p>

	<ul style="list-style-type: none"> <li>• Sharing of best practice between schools –peer support</li> </ul>		<ul style="list-style-type: none"> <li>• Active Travel indicators</li> </ul>		<p>Speak to all school leads for initial conversation – what they would like to improve on, where they are doing well within the whole systems approach)</p> <p>Q. Ask if school food policy? Wellbeing policy? Mental health strategy etc?</p>
<p><b>Work with regulatory services</b></p>	<ul style="list-style-type: none"> <li>• Work towards implementing takeaway restrictions</li> <li>• Work towards implementing advertising restrictions on unhealthy foods within exclusion zone areas</li> </ul>	<ul style="list-style-type: none"> <li>• Exploratory workshop held with key stakeholders and to learn lessons from neighbouring authorities</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in the number of takeaway in hotspot areas</li> <li>• Exclusion zones</li> </ul>		