

# Thurrock Healthy Weight Strategy 2014-17

## Strategic Delivery Action Plan DRAFT v 3.0

A three year delivery plan has been produced to lead key actions to ensure that in partnership with others we are successful in halting obesity locally and changing behaviours that will ensure that people living in Thurrock will lead a lifestyle that results in a healthier population in Thurrock by 2017

**Council Wide** – the council has signed up to the PHRD and will work with businesses across Thurrock over the next few years

Action	Milestone	Lead organisation	Monitoring and reporting process
Council signed up to 12 pledges in the PHRD, 3 of these pledges will support staff to reduce their weight or maintain a healthy weight	Year 1 update employees wellbeing Year 2 any improvements agreed and delivered	TC	

**Community and Voluntary Sector** Work with communities and the voluntary sector, who have a key role to play in tackling obesity and overweight. There is huge potential to engage with communities

Action	Milestone	Lead organisation	Monitoring and reporting process
Develop a greater understanding of community needs across our local areas, offering more localised provisions at a community level	Public Health team and others engagement across communities Year 1 Pilot programmes  PHG - £75k review benefits of lifestyle changes on grant funded projects each year	TC	
development of volunteer and community champions to engage with hard to reach communities	Working with the Healthwatch and CVS to identify volunteers, Year 1 (no.s) Year 2 Year 3	TC	
programmes to support people with healthy cooking initiatives	Engage with volunteers to deliver healthy cooking courses in childrens centres to expand on Eat Better Start Better (EBSB)  Commission new programmes to reach into schools by Year 2	TC	

**Education and Learning** We know that there is a correlation between obesity and educational attainment (Cohen et al 2013) with obesity prevalence decreasing with increasing levels of educational attainment. Public Health will work with Thurrock schools and early years to develop effective programmes and interventions for children and young people.

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## Strategic Delivery Action Plan DRAFT v 3.0

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Proactive engagement with schools around the NCMP delivered at reception year and Year 6 in schools	Those parents who opt out are invited to see the school nurse by Year 2  Pathways developed for referral for weight management programmes Year 1 pilot programmes Year 2	TC	
The school sports premium allows schools the opportunity to direct funds towards local solution around sport and physical activity.	By year 2 work with SSSCo around a traded service offer to schools.	TC	
Programmes to engage pupils in activities that promote healthy weight, both physical and educational.	Year 1 Schools engaged in the 'Beat the Street' initiative Year 1 Develop a physical literacy video for schools and parents.  Year 2 other initiatives agreed	TC	
Monitor the take up of the new school meal premium across primary schools	Evaluation of first year Year 2 work with caterers and schools to offer improved healthier options	TC	
Provide input on healthy living (food & health and physical activity) to relevant training programmes at local schools and further and higher education institutions	PHRD options review in year 1 Year 2 Schools, Academies and Colleges agree pledges	TC	
Develop high impact displays and facilitate schools to implement Change 4 Life campaigns	Pilot in three schools year 1 – monitor impact	TC and provider organisation (s)	
Develop a sustainable follow on programme/offer following the Eat Better Start Better programme completed in 2013 with pre school settings	A volunteer event to be held in year 1  Healthy cooking clubs to be running in year 2	TC	
Work with children's centres		TC	

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**Environment and Health.** The Environmental Health team have regular access to local food businesses in Thurrock and demonstrate a commitment to working in partnership to tackle obesity and overweight in Thurrock

Action	Milestone	Lead organisation	Monitoring and reporting process
Encouraging outlets to change the way they cook and produce foods	???? Environment Health Service Plan?		

**Health and Social Care** Obesity increases the risk of many long term conditions such as diabetes, cardiovascular, respiratory and liver disease, muscular skeletal disorders and some cancers. This presents a significant challenge to the health and social care system. Social care provision for very obese people can be costly through the provision of housing adaptations or carer supports, working in partnership with social care we have great opportunities

Action	Milestone	Lead organisation	Monitoring and reporting process
The embedding of physical activity and healthy eating support within existing social care pathways would benefit both the user and the challenges encountered by the service (see reference section for relevant frameworks)	Review opportunities in year 1	TC	
Staff working in social care undertake the Making Every Contact Count training so they can give support and advise on improving lifestyles	Identify staff from social care who will attend MECC training agree training programme over 2 years	TC	
The Local Area Coordinators work with their local communities to help improve facilities at a local level that improves communities health and wellbeing	Local Area Coordinators (LACs) developed with a health focus can play an important role in connecting people to opportunities to be physically active Year 1 Year 2 Year 3	TC	

**Parks and Green Spaces** Parks and green space are important for communities and allow people the opportunity to be active in their leisure time. Thurrock has the benefit of the River and Beach environment within the local authority area. Maintenance and improved quality results in increased use of these facilities.

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Developing our parks and open spaces, having safer places to play and safe cycling and walking routes.	Working with Essex on new Essex wide highway project? (Grant £?)	TC / ECC	
Improved signage	By year 2 improved signs around Thurrock to encourage healthier lifestyles	TC / ECC	
Work with communities to review all open spaces	Year 1 To review all open spaces, grade all sites using national guidance Any grant funding to support improving open spaces in Thurrock  Year 2 Work with Planning applications from housing applications on submissions including outdoor spaces to improve people's health and wellbeing	TC	
Playing out project explored with Environment team	Year 1 – work with play and open spaces development manager to implement pilot	TC	

**Planning and Environment.** The development of links between the Public Health and Planning teams will allow closer collaboration on projects of joint interest these will include

Action	Milestone	Lead organisation	Monitoring and reporting process
looking at the close proximity of takeaways to schools in Thurrock and work with food outlets within close proximity to schools to promote healthier options	Year 1 Work with 2 / 3 outlets to offer healthier options – area with highest obese children in Thurrock identified. Link to PHRD	TC	
working together to create a healthier built environment that allows people more opportunity to be physically active in the way buildings and spaces are designed	Working with housing and planners on designs that improve individuals wellbeing in their homes	TC – Housing / Planning team	
Working with the planning department to ensure that developments are geared to	Data on obesity should be shared with planning teams to contribute to an assessment of the health impacts	TC	

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promoting healthy lifestyles	Planning, licensing or other regulations should assess their impact on people's health Planning applications reviewed by public health		
Cycle lanes, cycling and walking routes or clubs green spaces that help facilitate staying active should where appropriate be supported and promoted across the borough	Planners working with tourist information to promote walking and cycling paths	TC	

**Sports and Physical Activity** Public Health works with Thurrock Sports and Physical Activity Partnership Group which has a wide membership including; local leisure centres, schools sports co-ordinators, Active Essex, providers of weight management service, volunteers supporting sports and activity

Action	Milestone	Lead organisation	Monitoring and reporting process
Identify funding opportunities and work with other organisations in identifying and initiating sporting/activity projects.	<ul style="list-style-type: none"> <li>shape the work of the partnership and facilitate more joined up working.</li> <li>to drive forward projects that increase physical activity and sports in Thurrock</li> <li>identify members to be ambassadors for projects in their workplace and communities.</li> <li>to refresh the 'Active Thurrock' group</li> <li>to access Sport England funding such as 'Sportivate'.</li> </ul>	Physical Activity Connector	
To support the development and delivery of the Sport and Physical Activity Strategic Action Plan	Work with Sports and leisure development manager to support this development	PH & Sports & Leisure TC	
Leisure services provision should include reviewing the barriers to using these services such as affordability, access, and their location and the transport within the borough	A review undertaken in each locality in Year 1	TC Leisure providers	
Development of physical activity opportunities for specific and vulnerable adult groups such as people with disabilities and people	Working with community groups to identify current barriers Year 1  Year 2 Improve current services		

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with poor mental health and their carers			
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**Transport** In general in the last 50 years or so there has been an increase in car use and decrease in cycling, walking and active travel. There are important health benefits related to walking and cycling. We aim to maximise the potential to encourage these forms of active travel. This also contributes to objectives in relation to sustainability and congestion. The work stream benefits from partnership working with the Local Sustainable Transport Fund (LSTF) colleagues to:

Action	Milestone	Lead organisation	Monitoring and reporting process
Develop and commission the 'Beat the Street' project for Thurrock with full evaluation	Year 1 Programme delivered in summer 2014 Evaluation fed back to schools  Year 2 Other initiatives identified – potential school joint commission	Public Health LSTF	
To promote materials and work with tourist information to include cycling and walking infrastructure information to encourage outdoor activities	Work with Tourist Board on plan for Thurrock	LSTF / ECC	
proactively engage and support to local businesses to encourage active travel	Agree numbers?	LSTF	
extensive support and materials provided to school to promote cycling;	Agree numbers / sites?	LSTF	
Bikeability training at schools, Levels 1 and 2.	Agreed numbers annually	LSTF	

### Workplaces/Local Businesses

Working with local businesses and partners Public Health aims to increase access to and availability of healthy food choices through the Public Health Responsibility Deal. We will;

The effectiveness of such policies is dependent on the support and ongoing commitment of senior members of staff.

Action	Milestone	Lead organisation	Monitoring and reporting process
encourage local workplaces and	10 businesses sign up to PHRD across	TC	

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businesses to sign up to the Responsibility Deal	Thurrock in 2014/15 Year 2 Further 10 plus review of first two years		
Work with our providers to engage workplaces in providing exercise, health checks and smoking and alcohol prevention programmes in workplaces	Year 1 Business signed up to PHRD report progress Year 2 Work with the Business Board on other initiatives to support healthy workplaces	TC	

**Working with Partners to improve Health and Wellbeing.** It will be essential to work with the CCG and NHS partners around whole system approach (tiers 3 and 4) in the development of a pathway for Healthy Weight Management. The existing pathway is incomplete and undergoing considerable change in the services commissioned by the Local Authority (tier 2). Work needs to be completed through the engagement with the work stream to develop and implement the pathway effectively in Thurrock.

Action	Milestone	Lead organisation	Monitoring and reporting process
A new Adult tier 1 to tier 4 Obesity Pathway to be developed in Thurrock which includes physical activity and brief advice for those with a BMI of over 25	Pathway developed in Year 1 Year 2 Review efficiency opportunities for shifting resources from tier 3 and 4 into tier 1 and 2 prevention Year 1 Review quality of commercial weight management providers locally – agree new offer link with GP referral programme must include physical activity	CCG / NHS England / TC	
A new Child and Young Person tier 1 to tier 4 weight management pathway to be developed	Pathway developed in Year 1 Year 2 Review efficiency opportunities for shifting resources from tier 3 and 4 into tier 1 and 2 prevention	CCG / NHE / Schools	
Workplace Health Initiatives across Thurrock. Public Health and the council work with local businesses to promote healthier workplaces across Thurrock	Year 1 (Not PHRD) – Advise and Support available to all businesses in Thurrock: <ul style="list-style-type: none"><li>Healthy choices in workplace restaurants, hospitality, vending machines and shops for staff and clients, in line with existing Food</li></ul>	Local Businesses	

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	<p>Standards Agency guidance</p> <ul style="list-style-type: none"> <li>• Supportive physical environment (easily visible stairwells, showers and secure cycle parking)</li> <li>• Recreational opportunities (out-of-hours active social activities, lunchtime walks and use of local leisure facilities)</li> <li>• Employers should be engaged and supported to have travel plans that facilitate active travel and include measures such as cycle facilities and travel expenses for active work journeys</li> </ul>		
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The Foresight Report (2007) suggests that there are a number of key stages in an individual's life where there might be particular opportunities to change behaviour.

intervention during the life course Age	Stage	Issue
0-6 months	Post-natal	Breast vs bottle feeding to programme later health
6-24 months	Weaning	Growth acceleration hypothesis
2-5 years	Pre-school	Adiposity rebound hypothesis
5-11 years	1st school	Development of physical skills Development of food preferences
11-16 years	2nd school	Development of independent behaviours
16-20 years	Leaving home	Exposure to alternative cultures/behaviour/lifestyle patterns (e.g. work patterns, living with friends)
16+ years	Smoking cessation	Health awareness prompting development of new behaviours
16-40 years	Pregnancy	Maternal nutrition
16-40 years	Parenting	Development of new behaviours associated with child-rearing
45-55 years	Menopause	Biological changes Growing importance of physical health prompted by diagnosis or disease in self or others
60+ years	Ageing	Lifestyle change prompted by changes in time availability, budget, work-life