

Action plan

Obesity Action Plan

Project 1 – Infrastructure

Workstream 1 – Food in the Community Training Programme

Objective To provide staff with the necessary competency to deliver healthy eating training sessions in the community

Activities to meet this objective	Output Targets	Outcome Targets	Milestone	lead	Funding	Key Performance Indicators
To develop a programme of accredited training courses to all workers who support families	6 courses per year 40 people receiving training	More people with approved skills working with the community enabling more sessions to be delivered to the public	Agree which course is needed by (when) and cost the delivery of the programme Agree a programme of courses including venues and funding	Newcastle Nutrition	General Training Budget for costs for accreditation and materials for organisations/ groups to access would enable greater, targeted training. Trainer costs as part of the core delivery of Newcastle Nutrition	<ul style="list-style-type: none"> Number of accredited training sessions available for staff who support families Number of staff attending training sessions
Deliver accredited training in weight management for community workers	Deliver 2 courses each year 15 people receiving training	More people with approved skills working with the community enabling more sessions to be delivered to the public	Agree the course, who delivers it and where funds come from Agree a programme of courses	Newcastle Nutrition	General Training Budget for costs for accreditation and materials for organisations/ groups to access would	<ul style="list-style-type: none"> Number of accredited training sessions in weight management available for community workers Number of community workers

			including venues and funding		enable greater, targeted training. Trainer costs as part of the core delivery of Newcastle Nutrition	<ul style="list-style-type: none"> attending training sessions Number of community workers accredited in weight management training
Develop food and nutrition training specific to people working with targeted population, e.g. BME, learning disabilities etc.	Deliver 3 courses per year 20 people receiving training	More people with approved skills working with the community enabling more sessions to be delivered to the public	<p>Agree the course, who delivers it and where funds come from</p> <p>Agree a programme of courses including venues and funding</p>	Newcastle Nutrition	<p>General Training Budget for costs for accreditation and materials for organisations/ groups to access would enable greater, targeted training.</p> <p>Trainer costs as part of the core delivery of Newcastle Nutrition</p>	<ul style="list-style-type: none"> Number of people in targeted groups attending training on food and nutrition Number of establishments providing training for people from targeted groups on food and nutrition

Objective						
Activities to meet this objective	Output Targets	Outcome Targets	Milestone	Organisation	Funding	Key Performance Indicators
	<ul style="list-style-type: none"> Number of staff attending breast feeding training increased from X to Y 			Breastfeeding Strategy Group	Service budgets	<ul style="list-style-type: none"> Number of staff on accredited courses about promoting breastfeeding

	<ul style="list-style-type: none"> No of staff trained to support parents in appropriate feeding and weaning practices 					<ul style="list-style-type: none"> Number of staff on other (non accredited) courses promoting breastfeeding
Provision of information and advice to childcare providers and other early years professionals to support weaning for children in early years provision	<ul style="list-style-type: none"> Delivery of two training courses through the Early Years and Childcare Training Programme for childcare providers 	Childcare professional offer support and advice in culturally appropriate weaning practise	Training programme produced twice yearly			<ul style="list-style-type: none"> Number of childcare providers attending training Number of early years professionals attending training
Provision of appropriate training to support early years staff in the delivery of the EYFS standards relating to the provision of food and healthy life choices	<ul style="list-style-type: none"> Number of staff attending accredited courses about healthy eating and healthy stats Number of staff attending non accredited courses about healthy eating and healthy stats 			Early years childcare and play training sub group		<ul style="list-style-type: none"> Number of staff on accredited courses about healthy eating and healthy snacks Number of staff on other (non accredited) courses about healthy eating and healthy snacks
Provision of appropriate training for leaders and regular volunteers of parent organised early years groups relating to the provision of food and healthy life choices	<ul style="list-style-type: none"> Numbers of parent led groups attending training to increase on an annually from a 		Training programme produced twice weekly			<ul style="list-style-type: none"> Number of volunteers from parent led groups attending training about healthy eating and healthy snacks

	<p>baseline of 20% to: 30% 2007-2008 40% 2008-2009 50% 2009-2010</p>					
<p>Provision of appropriate training for leaders and regular volunteers of parent organised early years groups relating to outdoor play</p>	<ul style="list-style-type: none"> • Provision of training on the outdoor play environment and physical development element of the EYFS 		<p>Training programme produced twice weekly</p>			<ul style="list-style-type: none"> • Number of volunteers from parent led groups attending training on the outdoor play environment and physical development element of the EYFS
<p>Increase the number of teachers who can deliver cooking sessions in schools through the DATA training programme</p>	<ul style="list-style-type: none"> • 3 people getting DATA training 	<p>Less snacking, better awareness</p>				<ul style="list-style-type: none"> • Number of teachers accredited through the DATA training programme • Number of cooking sessions in schools
<p>Increase training initiatives to support staff (catering staff, lunchtime supervision etc)</p>	<p>98 staff currently have City And Guilds 'providing a healthier school meals' certificate. Target to increase to 108</p>	<p>More children having a balanced meal</p>				<ul style="list-style-type: none"> • Number of catering staff attending training on good food standards • Number of lunchtime supervision staff attending training on good food standards • Number of students taking

<p>Increase the number of training courses provided to teachers</p>	<ul style="list-style-type: none"> • Increase the number of PE and sport training places available for teachers from X in 2008 to Y in 2010 • Number of teachers who have completed a training course around delivering PE and sport increased from X to Y 	<p>Teachers better equipped to deliver high quality PE and sport</p>	<p>Annual programme agreed</p>	<p>Youth Sport Trust/PDM'</p>		<p>school meals</p> <ul style="list-style-type: none"> • Number of PE and sport training places available for teachers • Number of teachers who have completed a training course around delivering PE and sport
---	--	--	--------------------------------	-------------------------------	--	---

<p>Increase the number of food and nutrition training sessions in the community</p>	<ul style="list-style-type: none"> • Increase number of training sessions available for community members from X in 2008 to Y in • Increase number of community members attending training sessions from X in 2008 to Y in 			<p>Newcastle Nutrition</p>		<ul style="list-style-type: none"> • Number community food and nutrition training programmes Childrens C • Number community food and nutrition training programmes community projects • Number of involved community food and nutrition training programmes
<p>Increase the number of community based programmes as cooking skills and healthy eating</p>	<ul style="list-style-type: none"> • Baseline needed 			<p>Newcastle Nutrition</p>		<ul style="list-style-type: none"> • Number community cooking healthy programmes Childrens C • Number community cooking healthy programmes community projects

						<ul style="list-style-type: none"> Number of involved community cooking healthy programmes
Increase number of adults accessing cooking skills training				Newcastle Nutrition		<ul style="list-style-type: none"> Number of courses available Number of involved community cooking healthy programmes
Increase the amount of accessible community kitchens		Need to list				<ul style="list-style-type: none"> Number community kitchens Number of involved community kitchens
To develop a programme of approved training to all workers who support families	(X) number of people receiving training <ul style="list-style-type: none"> Number of staff on approved training courses Number of staff on other (non approved) courses Breakdown on types of staff attending 	To develop a programme of approved training to all workers who support families	(X) number of people receiving training <ul style="list-style-type: none"> 	To develop a programme of approved training to all workers who support families	(X) number of people receiving training	<ul style="list-style-type: none"> Number of on approved training courses Number of on other (approved) courses Breakdown types of attending tra

	<ul style="list-style-type: none"> training • Number of community workers attending training on weight management • Number of project with community staff who have attended weight management training 					<ul style="list-style-type: none"> • Number of s approved tr courses • Number of s other approved) co • Breakdown types of attending trai • Number community workers atte training on management • Number of p with com staff who attended managemer training
<p>Increase number of staff trained to national occupational standards for a range of health and sport activities</p> <p>Susan Bennett to define</p>	<p>(X) staff trained this year</p>					<ul style="list-style-type: none"> • Number organisations staff trained national occupational standards • Number and staff trained national occupational standards

Overweight and obesity strategy action plan

Project 2 – Obesity Strategy Objectives Early Years (0-5 yr olds)

Workstream 1 – Infant feeding

Objective To promote breastfeeding and increase the rate of breastfeeding								
Activities to meet this objective	Output Targets	Outcome Targets	Milestones	Lead	Funding	Key Performance Indicators		
Review and update Newcastle Breastfeeding Strategy and Action Plan 2006-2011	<ul style="list-style-type: none"> Review membership of Breastfeeding Steering Group 	<ul style="list-style-type: none"> PSA indicator for breastfeeding Increased levels of breastfeeding Increased staff skills level to promote and support breastfeeding 	<ul style="list-style-type: none"> December 2008 December 2008 	<ul style="list-style-type: none"> ? Breastfeeding Strategy Steering Group Early Childhood Services Partnership (accountable to Child Health Commissioning Group) 	<ul style="list-style-type: none"> Service Budgets Service budgets Service Budgets 	<ul style="list-style-type: none"> Complete and action plan Number of infants breastfed at 12 weeks Number of attending trainees 		
Implementation of the Newcastle Breastfeeding Strategy and Action Plan 2006-2011							Increased awareness	Number and
Implementation of the Child Health Promotion Programme								

UNICEF Baby Friendly Initiative and Best Practice Guidelines		and cultural acceptance of the benefits of breastfeeding across all communities		Strategy Steering Group	Budgets	establishment with the UN Baby Friendly Award
--	--	---	--	-------------------------	---------	---

Objective To ensure good weaning and feeding is practiced by parents						
Activities to meet this objective	Output Targets	Outcome Targets	Milestones	Lead	Funding	Key Performance Indicators
Increase the take up of the Healthy Start Initiative	<ul style="list-style-type: none"> Advice on healthy eating and breastfeeding Financial support for families to ? 	Parents have access to the advice and support they need to provide their child and family with healthy nutritious meals		Sure Start and Children's Centres; health visiting	Service budgets	<ul style="list-style-type: none"> Number of infants breastfed at 6 weeks Number of parents accessing health eating advice Number of families accessing financial support
Provision of culturally appropriate weaning and feeding practices	<ul style="list-style-type: none"> Staff trained to support parents in appropriate feeding and weaning practices Children's Centre delivering culturally appropriate support 	<ul style="list-style-type: none"> Parents feel confident that they can provide their children with nutritious and healthy meals. Children are healthier –% reduction in the number of children entering school who are clinically obese 		Sure Start Children's Centre	Service Plans and Evaluations	<ul style="list-style-type: none"> Number of staff trained in cultural diversity weaning support Number of parents from minority ethnic communities accessing support

Provision of information and advice to childcare providers and other early years professionals to support weaning for children in early years provision	<ul style="list-style-type: none"> • Delivery of training programme twice yearly for childcare providers through the Early Years and Childcare Training Programme 	Childcare professionals offer support and advice in culturally appropriate weaning practices for childcare providers and early years professionals		Early Years Childcare and Play Training sub group (sub group of Early Years Childcare and Play Workforce Strategy Group)	Sure Start Early Years and Childcare Grant	<ul style="list-style-type: none"> • Number of childcare professionals attending training • Number of early years professionals attending training
---	--	--	--	--	--	--

Objective						
To maintain good food provision in registered provision for 0-5 year olds and to increase awareness and de of healthy snacks in parent led groups						
Activities to meet this objective	Output Targets	Outcome Targets	Milestones	Lead	Funding	Key Performance Indicators
All early years settings to provide healthy balanced and nutritious meals, snack and drinks (in line with the statutory framework for the Early Years Foundation Stage [EYFS] Standards	<ul style="list-style-type: none"> • All early years settings supported by a qualified teacher to meet the EYFS requirements • Early Years settings subject to unannounced visits by the Childcare Safeguarding Team • Financial support available to support 	Performance assessed by OFSTED inspection framework	QT support visits Childcare Safeguarding and Compliance Service support visits OFSTED inspections	Service providers including PVI and maintained sectors	Service budgets	<ul style="list-style-type: none"> • Number of years setting qualified to responsible EYFS standards • Number of years settings assessed OFSTED providing healthy balanced nutritious meals • Number

	<p>eligible PVI sector deliver EYFS provision of healthy eating requirements</p>		<p>financial awarded to sector</p>
<p>Provision of appropriate training to support early years staff in the delivery of the EYFS standards relating to the provision of food and healthy life choices</p>	<ul style="list-style-type: none"> • Delivery of accredited and non accredited courses on food hygiene, planning healthy snacks and encouraging children's healthy eating habits available through the Early Years and Childcare Training Programme 		<ul style="list-style-type: none"> • Number of self accredited courses about healthy eating and healthy snacks • Number of self other accredited) courses healthy eating healthy snacks
<p>Provision of appropriate training for leaders and regular volunteers of parent organised early years groups relating to the provision of food and healthy life choices</p>	<ul style="list-style-type: none"> • Delivery of accredited and non accredited courses on food hygiene, planning healthy snacks and encouraging children's healthy eating habits available through the Early Years and Childcare 	<p>increase annually from a baseline of 20% to: 30% 2007 - 2008 40% 2008-2009 50% 2009 - 2010</p> <p>Early Years Sure Start Childcare and Early Play Workforce Years and Strategy Group Childcare Grant</p>	<ul style="list-style-type: none"> • Number volunteers parent led groups attending training

Parent organised early years groups to be supported in the planning for the provision of healthy snacks

Training Programme

- Monitor annually through audit visits

Increased numbers of groups offering healthy snacks

increase annually from a baseline of 20% to:
40% 2007 - 2008
70% 2008 - 2009
80% 2009 - 2010

Newcastle Action for Parent and Toddler Groups (NAPI)

To be confirmed

- Number of groups offering healthy snacks

Workstream 2 – Physical Activity

Objective	To promote physical and outdoor play as part of Early Years Foundation Stage <i>The Early Years Foundation Stage which is compulsory from September 2008, ensures that children's physical well and health Are promoted through opportunities for physical activity and the requirement that all meals, snacks and that are provided for children must be healthy, balanced and nutritious. Success will be measured using the NCMP of Reception Year pupils among other indicators”</i>					
Activities to meet this objective	Output Targets	Outcome Targets	Milestones	Lead	Funding	Key Performance Indicators
All registered early years settings to deliver the physical development area of learning from the Statutory Framework for the Early Years Foundation Stage focusing on the aspect “Movement and Space, Health and Bodily Awareness and using equipment and materials” with an emphasis on the outdoor play environment	Activity Plans within registered settings demonstrate delivery is being achieved. Each setting has QT input	Performance assessed via Ofsted Performance Framework and Childrens evaluation/satisfaction	All settings working with 5s delivering the EYFS by September 2008 All settings to access appropriate training to deliver the EYFS All settings that wish to improve their outdoor environment for play to submit proposals by October 2008 to	EYFS Team and QTs as part of Sure Start Children’s Centres delivery	Sure Start Early Years and Childcare Grant and services providers’ budgets Quality, Access and Inclusion Capital Grant	<ul style="list-style-type: none"> • Number of years setting outdoor equipment materials • Number of years establishments assessed OFSTED as 1 met the ph development of the EYFS

			access capital grant to support EYFS delivery			
Development of early years outdoor play environment to meet the requirements of the EYFS	Early Years providers access financial support (with a focus on the PVI sector) to develop their outdoor play site with the support of the Qualified teacher in line with EYFS requirements Provision of training on the outdoor play environment and physical development element of the EYFS	Improved access to quality outdoor play environment Delivery of the EYFS improvement and equalities targets	All settings that wish to improve their outdoor environment for play to submit proposals by October 2008 to access capital grant to support EYFS delivery	Quality Access and Inclusion Working Group	Quality, Access and Inclusion Capital Grant	<ul style="list-style-type: none"> • Number qualified teachers in early establishments • Number and establishments meeting the equalities targets
Support for parent and toddler groups in activity planning to include physical activity	<ul style="list-style-type: none"> • Between 100 and 130 parent and toddler groups supported. • Between 100 and 130 learning opportunities 	<ul style="list-style-type: none"> • Audit of groups relating to physical activity. • Provision of resources to fill gaps. • Good practice 	Strategic capital delivery plan 2009-11 drafted by December 2008	Settings capital allocation 2009-11 confirmed February 2009	To be confirmed	<ul style="list-style-type: none"> • Completion audit relating to physical activity • Number of leaders voluntary attending training

- delivered.
- citywide events organised
 - Partnership working with all children's centres

- modelled in line with EYFS to embed physical activity as part of normal parent and toddler group sessions.
- Parents provided with knowledge of activities that can be replicated in the home.
 - Group Leaders and regular volunteers will have access to training.
 - Increased activity by parents/carers and children under 5.
 - Resources made available to group sessions via the toy library loan scheme for parent and toddler groups.

- fill gaps.
- activity days to be planned city wide per year.
 - Regularly term contact with Children's Centres via Early Years Forums to increase opportunities for partnership working.

- Numbers parents toddlers attended organised city events
- Numbers toddler groups accessing resources from toy library scheme

Overweight and obesity strategy action plan

Project 3 – Children and Young People (5-11 yrs)

Workstream 1 – Food in Schools

Objective		To improve the diet of young people in schools and ensure that they understand the importance of a healthy inside and outside of school				
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
100% of schools in the City achieving healthy school status	100% of pupils benefiting from improved nutrition	Reduction in overweight and obese pupils	October 08 = X% Annual targets to be added to bring performance to 100%. Will this include breakfast clubs/vending dining environment, lunch boxes?	Food in schools team?	??	<ul style="list-style-type: none"> Number of breakfast clubs in schools Number of unhealthy vending machines in schools Number of schools achieving healthy schools status
Increase the number of schools taking part in national looking initiatives such as "lets get cooking"	Is there a baseline do we know it? How do we increase?	Increased pupil, parent and teacher awareness of nutrition	Baseline 08 = X Number of initiatives Can we find this out easily?	Food in schools team Community nutrition worker		<ul style="list-style-type: none"> Number and % of schools involved in national nutrition initiatives Number of pupils involved in "Let's get Cooking" or

						national initiatives
Increase the number of teachers who can deliver cooking sessions in schools through the DATA training programme	Baseline?? Achievable targets More cooking sessions in schools	Less snacking Better awareness	Where are courses held and when? How much do they cost? Can we run them in Newcastle?	Individual schools? Children's Services?	Individual school budget	<ul style="list-style-type: none"> Number of teachers accredited through the DATA training programme Number of cooking sessions in schools
Natural school food and nutrient standards to be implemented	100% compliance by Sept 2009	Consistent food offer across Newcastle schools				<ul style="list-style-type: none"> Number and % of schools meeting the natural school food nutrient standards
Increase training initiatives to support staff (catering staff, lunchtime supervision etc) (Is this part of healthy schools initiative?)	% take up of school meals 2008/09 X% 2009/10 X% 2010/11 X%	More children having a balanced meal	?	Steve Boon?		<ul style="list-style-type: none"> Number of catering staff attending training on good food standards Number of lunchtime supervision staff attending training on good food standards Number of students taking school meals
Implement the improving school food and drink plan						<ul style="list-style-type: none"> Number of schools with staff access to water throughout the day Number of schools implementing the School Food & Drink Plan

Overweight and obesity strategy action plan

Project 3 – Children and Young People (5-11 yrs)

Workstream 2 – Physical Activity in Schools

Objective						
To improve participation rates in Exercise and Sport in school time and help children to gain the confidence, skills, knowledge and understanding to participate in activity inside and outside school hours						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Increase the amount of children who get 2 hours worth of high quality PE and school sport	Current baseline = 87% by 100% 200X?	Increased fitness levels More enjoyment	Annual review by PDM's 100% by which year	School Sports Partnership	Schools Youth Sports Trust Sport England	<ul style="list-style-type: none"> Number of students who get at least 2 hours a week of high quality PE and sport Number of schools who have at least 2 hours of high quality PE and sport
Develop an outdoor adventurous activity strategy for the City	Number of schools using City of Newcastle Outdoor Education Service at Newburn increases from 48 schools to	Life skills Citizenship Activity levels increased	Draft strategy by February 2009	Leisure Services	Leisure Services and individual school budgets	<ul style="list-style-type: none"> Completion of outdoor activity strategy Number of schools accessing Newcastle Outdoor Education Service Number of students participating in school outdoor education programmes in Newburn and Hawkhurst

	60					
Improve the number of pupils in year 6 who have basic swimming skills	Survey children at year 6 to assess skill level	More children can swim competently	End of year 5 assessment Top up courses provided	Leisure Services and School Sports Coordinator	Leisure Services Individual schools SSCO's	<ul style="list-style-type: none"> Number and % of schools provide basic swimming courses Number of Y6 students have achieved competent basic skills swimming
Increase the number of training courses provided to teachers	Increase from X in 2008 to Y in 2010	Teachers better equipped to deliver high quality PE and sport	Annual programme agreed (with Youth Sport Trust)	Partnership Development Manager PE and sport leads	Childrens Services Budget YST	<ul style="list-style-type: none"> Number of PE and training places available teachers Number of teachers who completed a training course around delivering PE and sport
Increase the amount of children walking or cycling to school	Increased number of school travel plans from X to Y		Identify schools by (when?)	Children Services	Children Services	<ul style="list-style-type: none"> Number and % of schools travel plans Number of students who to school as their main mode of travel Number of students who to school as their main mode of travel

Overweight and obesity strategy action plan

Project 3 – Children and Young People (5-11 yrs)

Workstream 3 – Food in the Community

Objective						
To support children and young people develop their knowledge and practical skills around food to enable them to make healthier food choices						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Increase the number of training sessions in the community	Increase from X in 2008 to Y in	Better awareness of a healthy diet		Newcastle Nutrition	Various	<ul style="list-style-type: none"> Number of training sessions available for community members Number of community members attending training sessions
Target initiatives at areas of health inequality	Increase from X to Y		Identify areas of organisation to deliver by ??	Newcastle Nutrition	Various	<ul style="list-style-type: none">
Support and develop food growing projects	3 projects identified in key regeneration areas	Awareness of healthy diet	Identify potential project areas by			<ul style="list-style-type: none"> Number and % of schools involved with food growing projects Number of students involved with food growing projects
Increase the number of projects supported	How many are supported now?	Better nutrition awareness	Establish baseline	Community Food Initiative	PCI and CFI	<ul style="list-style-type: none"> Number of projects supported by the Newcastle Community

by the Newcastle Community Food initiative			Set targets			Food initiative
Increase the number of organisations with a food policy	How many have them now?	Improved food offer	Establish baseline Set targets	Community Food Initiative		<ul style="list-style-type: none"> • Number of organisations implementing a food policy •
Increase the number of community based programmes as cooking skills and healthy eating	Need baseline	Improved food offer	Establish baseline	Newcastle Nutrition?	Newcastle Nutrition?	<ul style="list-style-type: none"> • Number of community based cooking and healthy eating programmes in Child Centres • Number of community based cooking and healthy eating programmes in community projects • Number of adults involved in community based cooking and healthy eating programmes
Increase number of adults accessing cooking skills training	Need baseline	Improved food offer				<ul style="list-style-type: none"> • Number of cooking skills training courses available • Number of adults involved in community based cooking and healthy eating programmes
Increase the amount of accessible community kitchens	Need to list		Identify potential sites for new kitchens			<ul style="list-style-type: none"> • Number of community kitchens • Number of adults involved in community kitchens

Overweight and obesity strategy action plan

Project 3 – Children and Young People (5-11 yrs)

Workstream 2 – Physical Activity in Schools

Objective						
To increase the range and access to community based activities which give children and young people opportunity to do more exercise and sport						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Increase number of young people who use the Fusion programme of free leisure activities	Increase young people who have cards to 25,000 from 18,500	More children doing exercise	New round of school roadshows in 2009	Leisure Services	Leisure Services	<ul style="list-style-type: none"> Number of leisure centres providing the Fusion programme Number of young people who have membership cards Fusion programme Number of school roadshows undertaken Number of young people attending roadshows
maintain take up of the "Your Homes Newcastle" Leisure Passport scheme	Maintain at 5000	More children doing exercise	Next passport scheme to be implemented in summer of 2009	Leisure Services	YHN	<ul style="list-style-type: none"> Number of young people with Leisure Passport Number of young people with leisure passport using leisure services
Establish a Community Sports	Increase opportunities for	More children doing exercise	Quarterly meetings of the	Leisure Services	Sport England	

Network in the City	partnership working and for children to access activity		CSN called "Active Newcastle"		Leisure Services	
Develop a programme of activity for children with disabilities	Increase number of activities by children with disabilities	More children doing exercise	PDA for Sports Development Officer and subsequent action Plan	Leisure Services	Leisure Services	<ul style="list-style-type: none"> Number of establishments providing activities for disabled children Number of disabled children involved in leisure and exercise activities
Increase the number of children on the "On the Go" programme	Increase number from (X) to (Y)	More children doing exercise	??	Leisure	Leisure / PCT	<ul style="list-style-type: none"> Number of children enrolling in the "On the Go" programme Number of children completing the "On the Go" programme
Develop new kids gyms	Increase number from 1 to 2	More children doing exercise	Westgate CFS is second site	Leisure		<ul style="list-style-type: none"> Number of kids gyms in the area Number of children accessing kids gyms

Overweight and obesity strategy action plan

Project 4 – Children and Young People (5-11 yrs)

Workstream 1 – Food in Schools

Objective To improve the diet of young people in schools and ensure that they understand the importance of a healthy inside and outside of school						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
100% of schools in the City achieving healthy school status	100% of pupils benefiting from improved nutrition	Reduction in overweight and obese pupils	October 08 = X% Annual targets to be added to bring performance to 100%. Will this include breakfast clubs/vending dining environment, lunch boxes?	Food in schools team?	??	<ul style="list-style-type: none"> Number of breakfast clubs in schools Number of unhealthy vending machines in schools Number of schools achieving healthy schools status
Increase the number of schools taking part in national looking initiatives such as "lets get cooking"	Is there a baseline do we know it? How do we increase?	Increased pupil, parent and teacher awareness of nutrition	Baseline 08 = X Number of initiatives Can we find this out easily?	Food in schools team Community nutrition worker		<ul style="list-style-type: none"> Number and % of schools involved in national nutrition initiatives Number of pupils involved in "Let's get Cooking" or

						national initiatives
Increase the number of teachers who can deliver cooking sessions in schools through the DATA training programme	Baseline?? Achievable targets More cooking sessions in schools	Less snacking Better awareness	Where are courses held and when? How much do they cost? Can we run them in Newcastle?	Individual schools? Children's Services?	Individual school budget	<ul style="list-style-type: none"> Number of teachers accredited through the DATA training programme Number of cooking sessions in schools
Natural school food and nutrient standards to be implemented	100% compliance by Sept 2009	Consistent food offer across Newcastle schools				<ul style="list-style-type: none"> Number and % of schools meeting the natural school food nutrient standards
Increase training initiatives to support staff (catering staff, lunchtime supervision etc) (Is this part of healthy schools initiative?)	increase take up of primary school meals from 52% to 57% And secondary schools from 47% to 52%	More children having a balanced meal	?	Steve Boon		<ul style="list-style-type: none"> Number of catering staff attending training on good food standards Number of lunchtime supervision staff attending training on good food standards Number of students taking school meals
Implement the improving school food and drink plan						<ul style="list-style-type: none"> Number of schools with staff access to water throughout the day Number of schools implementing the School Food & Drink Plan

Overweight and obesity strategy action plan

Project 4 – Children and Young People (5-11 yrs)

Workstream 2 – Physical Activity in Schools

Objective						
To improve participation rates in Exercise and Sport in school time and help children to gain the confidence, skills, knowledge and understanding to participate in activity inside and outside school hours						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
maintain the amount of children who get 2 hours worth of high quality PE and school sport	Current baseline 92%	Increased fitness levels More enjoyment	Annual review by PDM's	School Sports Partnership	Schools Youth Sports Trust Sport England	<ul style="list-style-type: none"> Number of students who at least 2 hours a week of quality PE and sport Number of schools who have at least 2 hours of high quality PE and sport
Develop an outdoor adventurous activity strategy for the City	Number of schools using City of Newcastle Outdoor Education Service at Newburn from 48 to 60	Life skills Citizenship Activity levels increased	Draft strategy by June 2009	Leisure Services	Leisure Services and individual school budgets	<ul style="list-style-type: none"> Completion of outdoor activity strategy Number of schools accessing Newcastle Outdoor Education Service Number of students participating in school outdoor education programmes at Newburn and Hawkhurst

Improve the number of pupils in year 6 who have basic swimming skills	Survey children at year 6 to assess skill level	More children can swim competently	End of year 5 assessment Top up courses provided	Leisure Services and School Sports Coordinator	Leisure Services Individual schools SSCO's	<ul style="list-style-type: none"> Number and % of schools provide basic swimming courses Number of Y6 students have achieved competency basic skills swimming
Increase the number of training courses provided to teachers	Increase from X in 2008 to Y in 2010	Teachers better equipped to deliver high quality PE and sport	Annual programme agreed (with Youth Sport Trust)	Partnership Development Manager PE and sport leads	Childrens Services Budget YST	<ul style="list-style-type: none"> Number of PE and training places available teachers Number of teachers who completed a training course around delivering PE and s
Increase the amount of children walking or cycling to school	7 further schools engaged in the development of school travel plans by 2010		Identify schools by April 2009	Children Services	Children Services	<ul style="list-style-type: none"> Number and % of schools travel plans Number of students who to school as their main mode of travel Number of students who to school as their main mode of travel

Overweight and obesity strategy action plan

Project 4 – Children and Young People (5-11 yrs)

Workstream 3 – Food in the Community

Objective	To support children and young people develop their knowledge and practical skills around food to enable them to make healthier food choices					
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Update directory of Community food Initiatives and providers who work with 11-18 Identify gaps	Updated directory and targets established	Establish baseline and targets with key community providers by December 09	Review and update details of community providers via the directory/database through the Networks October 09	Community Food Initiative & PCT	To be investigated	% of young people overweight/obese
Provide developmental support to existing and new community food initiatives working	Numbers of responses to enquiries from Newcastle community groups working	A minimum of 30 contacts per year with identified providers	Yearly targets for CFI April 09 – March 10	Community Food Initiative	Community Food Initiative (Primary Care Trust)	% of young people overweight/obese

<p>with 11-18</p> <p>Continue to provide & develop network opportunities for food initiatives in East, West & North West</p> <p>Distribute & monitor the results of providing £2000 in small grants across the Food Network</p>	<p>with 11-18</p>	<p>3 meetings per quarter (total of 12 meetings)</p> <p>No less than 3 food initiatives / community groups to receive small grants</p>				
<p>Support for food growing initiatives</p>	<p>3 projects identified</p>	<p>3 food growing projects receiving support from the Community Food Initiative by December 09</p>	<p>Identify potential project areas by December 09</p>	<p>Community Food Initiative</p>	<p>Limited support provided through Community Food Initiative current budget and the existing work</p>	<p>% of young people overweight/obese</p>

Overweight and obesity strategy action plan

Project 4 – Children and Young People

Workstream 4 – Physical Activity in the Community

Objective						
To increase the range and access to community based activities which give children and young people opportunity to do more exercise and sport.						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Increase number of young people who use the Fusion programme of free leisure activities	Increase young people who have cards to 25,000 from 18,500	More children doing exercise	New round of school roadshows in 2009	Leisure Services	Leisure Services	<ul style="list-style-type: none"> Number of leisure centres providing the Fusion programme Number of young people who have membership cards Fusion programme Number of school roadshows undertaken Number of young people attending roadshows
Continue the 'Your Homes Newcastle' Leisure Passport scheme	maintain attendances at 5000	More children doing exercise	Next passport scheme to be implemented in Summer of 2009	Leisure Services	YHN	<ul style="list-style-type: none"> Number of young people with Leisure Passport Number of young people with leisure passport using leisure services
Establish a	Increase	More children	Quarterly	Leisure Services	Sport	Number of meetings

Community Sports Network in the City	opportunities for partnership working and for children to access activity	doing exercise	meetings of the CSN called "Active Newcastle"		England Leisure Services	
Develop a programme of activity for children with disabilities	Increase number of activities by children with disabilities	More children doing exercise	PDA for Sports Development Officer and subsequent action plan	Leisure Services	Leisure Services	<ul style="list-style-type: none"> Number of establishments providing activities for disabled children Number of disabled children involved in leisure and exercise activities
Increase the number of children on the "On the Go" programme	Increase number from (X) to (Y)	More children doing exercise	??	Leisure Services	Leisure / PCT	<ul style="list-style-type: none"> Number of children enrolling on the "On the Go" programme Number of children completing the "On the Go" programme
Develop new kids gyms	Increase number from (X) to (Y)	More children doing exercise	Identify second site (Westgate CFS?)	Leisure Services		<ul style="list-style-type: none"> Number of kids gyms in the area Number of children accessing kids gyms

Overweight and obesity strategy action plan

Project 5 – Obesity Strategy Objectives Early Years (0-5 yr olds)

Workstream 1 – Food for under 5's

Objective	To ensure that adults understand the importance of nutrition and exercise amongst children under the age of 5 in developing a healthy lifestyle				
Activities to meet this objective	Output & Outcome Targets	Milestone	Organisation	Funding	Key Performance Indicators
Implementation of the Newcastle Breastfeeding Strategy and Action Plan 2006-11 and the Child Health Promotion Programme	<p>Outputs PSA indicator for breastfeeding Review and update Action Plan inline with the Child Health Promotion Programme</p> <p>Review membership of Steering Group</p> <p>Outcomes Increased levels of breastfeeding Implementation of UNICEF Baby Friendly Initiative and Best Practice Guidelines</p>	<p>December 2008</p> <p>December 2008</p> <p>Early Childhood Services Partnership accountable to Child Health Commissioning Group for delivery of CHPP</p> <p>See the Breast Feeding Strategy Action Plan</p>	<p>Breastfeeding Strategy Steering Group</p> <p>Early Childhood Services Partnership</p>	<p>Service budgets</p>	<ul style="list-style-type: none"> • Complete review and action • Number of babies breastfed at birth • Number of staff attending training • Number and % of establishments with the UNICEF Baby Friendly Award

Increased staff skills level to promote and support breastfeeding
 Increased awareness and cultural acceptance of the benefits of breastfeeding across all communities

Objective	To ensure good weaning and feeding is practiced by parents				
Activities to meet this objective	Output & Outcome Targets	Milestone	Organisation	Funding	Key Performance Indicator
Increase the take up of the Healthy Start Initiative providing advice on healthy eating and breastfeeding	Output Advice on healthy eating and breastfeeding Financial support for families Outcome Parents have access to the advice and support they need to provide their child	Annual Parents Satisfaction Survey (Sure Start Children's Centres)	Health visiting Sure Start Children's Centres	Health Sure Start Children's Centres	<ul style="list-style-type: none"> • Number of infants breastfed 8 weeks • Number of parents accepted healthy eating advice • Number of families accepted financial support

	and family with healthy nutritious meals				
Provision of culturally appropriate weaning and feeding practices through Sure Start Children's Centres as part of the Child Health Promotion Programme	<p>Output Staff trained to support parents in appropriate feeding and weaning practices</p> <p>Children's Centre delivering culturally appropriate support</p> <p>Outcome Parents feel confident that they can provide their children with nutritious and healthy meals. Children are healthier –% reduction in the number of children entering school who are clinically obese</p>	Sure Start Children's centre Service Plans and Evaluations			<ul style="list-style-type: none"> • Number of staff trained in culturally diversity weaning support • Number of parents from minority ethnic communities accessing support
Provision of information and advice to childcare	Output Delivery of appropriate	of Training Programme	Early Years Childcare and Play	Sure Start Early Years and	<ul style="list-style-type: none"> • Number of childcare providers attending training • Number of early

providers and other early years professionals to support weaning for children in early years provision

training through the Early Years and Childcare Training Programme for childcare providers

Outcome

Childcare professionals offer support and advice in culturally appropriate weaning practices

produced yearly twice

Training sub group (sub group of Early Years Childcare and Play Workforce Strategy Group)

Childcare Grant

professionals attending training

Objective	To maintain good food provision in registered provision for 0-5 year olds and to increase awareness and delivery of healthy snacks in parent lead groups				
Activities to meet this objective	Output & Outcome Targets	Milestone	Organisation	Funding	Key Performance Indicators
All early years settings to provide healthy balanced and nutritious meals, snack and drinks in line with the statutory framework for the Early Years Foundation Stage Standards	<p>Output All early years settings supported by a qualified teacher to meet the EYFS requirements Early Years settings subject to unannounced visits by the Childcare Safeguarding Team Financial support available to support eligible PVI sector deliver EYFS provision of healthy eating requirements</p> <p>Outcome Performance assessed by Ofsted inspection</p>	<p>QT support visits Childcare Safeguarding and Compliance Service support visits Ofsted inspections</p>	Service providers including PVI and maintained sectors	Service budgets	<ul style="list-style-type: none"> • Number of early years settings with qualified teacher responsible for EYFS standards • Number of early years settings assessed by OFSTED as providing healthy, balanced and nutritious meals • Number of financial grants awarded to PVI sector

	framework				
Provision of appropriate training to support early years staff in the delivery of the EYFS standards relating to the provision of food and healthy life choices	Output Delivery of accredited and non accredited courses on food hygiene, planning healthy snacks and encouraging children's healthy eating habits available through the Early Years and Childcare Training Programme	Training programme provide twice annually Assessment of workforce training needs – Early Years Childcare and Play Workforce Strategy Group	Early Years Childcare and Play Workforce Strategy Group	Sure Start Early Years and Childcare Grant	<ul style="list-style-type: none"> Number of staff on accredited courses about healthy eating and healthy snacks Number of staff on other (non accredited) courses about healthy eating and healthy snacks
Provision of appropriate training for leaders and regular volunteers of parent organised early years groups relating to the provision of food and healthy life choices	As above	Numbers of parent led groups attending training to increase on an annually from a baseline of 20% to: 30% 2007 -2008 40% 2008-2009 50% 2009 -2010	Early Years Childcare and Play Workforce Strategy Group	Sure Start Early Years and Childcare Grant	<ul style="list-style-type: none"> Number of volunteers from parent led groups attending training
Parent organised early years groups to be supported in the planning for the provision of healthy	Output Monitor annually through audit visits	Numbers of groups offering healthy snacks to increase annually	Newcastle Action for Parent and Toddler Groups (NAPI)	To be confirmed	<ul style="list-style-type: none"> Number of groups offering healthy snacks

snacks	Outcome Increased numbers of groups offering healthy snacks	from a baseline of 20% to: 40% 2007 -2008 70% 2008 – 2009 80% 2009 - 2010			
--------	---	--	--	--	--

Objective	<p>To promote physical and outdoor play as part of Early Years Foundation Stage</p> <p><i>The Early Years Foundation Stage which is compulsory from September 2008, ensures that children’s physical well being and health Are promoted through opportunities for physical activity and the requirement that all meals, snacks and drinks that are provided for children must be healthy, balanced and nutritious. Success will be measured using the NCMP data for Reception Year pupils among other indicators”</i></p>				
------------------	--	--	--	--	--

Activities to meet this objective	Output & Outcome Targets	Milestone	Organisation	Funding	Key Performance Indicators
All registered early years settings to deliver the physical development area of learning from the Statutory Framework for the Early Years Foundation Stage focusing on the aspect “Movement and Space, Health and Bodily Awareness and using equipment and materials” with an emphasis on the outdoor play environment	<p>Output Activity Plans within registered settings demonstrate delivery is being achieved. Each setting has QT input</p> <p>Outcome Performance assessed via Ofsted Performance Framework and Childrens evaluation/satisfaction</p>	<p>All settings working with under 5s delivering the EYFS by September 2008</p> <p>All settings to access appropriate training to deliver the EYFS</p> <p>All settings that wish to improve</p>	EYFS Team and QTs as part of Sure Start Children’s Centres delivery	<p>Sure Start Early Years and Childcare Grant and services providers’ budgets</p> <p>Quality, Access an Inclusion Capital Grant</p>	<ul style="list-style-type: none"> • Number of early years settings with outdoor play equipment and materials • Number of early years establishments assessed by OFTED as having met the physical development area of the EYFS

		their outdoor environment for play to submit proposals by October 2008 to access capital grant to support EYFS delivery				<ul style="list-style-type: none"> • Number of qualified teachers in early years establishments • Number and % of establishments meeting the EYFS equalities targets • Completion of audit relating to physical activity • Number of group leaders and voluntary staff attending training • Numbers of parents and toddlers attending organised citywide events • Numbers of toddler groups accessing resources from the toy library loan scheme
Development of early years outdoor play environment to meet the requirements of the	Output Early Years providers access financial support (with a focus on the PVI sector) to	All settings that wish to improve their outdoor environment for	Quality Access and Inclusion Working Group	Quality, Access and Inclusion Capital Grant		<ul style="list-style-type: none"> • Number of qualified teachers in early years establishments • Number and % of establishments meeting the

EYFS

develop their outdoor play site with the support of the Qualified teacher in line with EYFS requirements

Provision of training on the outdoor play environment and physical development element of the EYFS

Outcome

Improved access to quality outdoor play environment
Delivery of the EYFS improvement and equalities targets

Outputs

Between 100 and 130 parent and toddler groups supported.

Between 100 and 130 learning opportunities delivered.

2 citywide events organised

Partnership working with all children's

play to submit proposals by October 2008 to access capital grant to support EYFS delivery

Strategic capital delivery plan 2009-11 drafted by December 2008

Settings capital allocation 2009-11 confirmed February 2009

Audit of groups relating to physical activity.

Provision of resources to fill gaps.

Modelling physical play sessions.

2 activity days to

NAPI

To be confirmed

EYFS equalities targets

- Completion of audit relating to physical activity
- Number of group leaders and voluntary staff attending training
- Numbers of parents and toddlers attending organised citywide events
- Numbers of toddler groups accessing resources from the toy library loan scheme

Support for parent and toddler groups in activity planning to include physical activity

<p>centres</p> <p>Outcomes</p> <p>Good practice modelled in line with EYFS to embed physical activity as part of normal parent and toddler group sessions.</p> <p>Parents provided with knowledge of activities that can be replicated in the home.</p> <p>Group Leaders and regular volunteers will have access to training.</p> <p>Increased activity by parents/carers and children under 5.</p> <p>Resources made available to group sessions via the toy library loan scheme for parent and toddler groups.</p>	<p>be planned city wide per year.</p> <p>Regularly termly contact with Children's Centres via Early Years Forums to increase opportunities for partnership working.</p>		
---	---	--	--

Overweight and obesity strategy action plan

Project 5 – Adults

Workstream 2 – Food in the Community

Objective							To give adults the opportunity to increase their knowledge about what food is good for them
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators	
Increase the number of projects supported through professional advice by the Community Food Initiative	Increase by (X) this year NB. Need to list potential projects	More adults able to make healthy food choices	CFI to list projects they wish to work with	CFI / Newcastle Nutrition	?	<ul style="list-style-type: none"> Number of projects supported by the Newcastle Community Food initiative 	
Increase the number of projects and organisations with a food policy	Increase by (X)	Better food choices available	Do we have a 'model' food policy	PCT, CFI and Newcastle Nutrition	?	<ul style="list-style-type: none"> Number of organisations implementing a food policy 	

To identify location for the development of community kitchens	Increase by one	More adults get to learn how to cook	Identify locations	Newcastle Nutrition	?	<ul style="list-style-type: none"> • Number of community kitchens • Number of new community kitchens established • Number of adults involved in community kitchens
Increase grant aid to Community Food Projects?	Increase by £X,000	More development work carried out with adults	Identify organisation and what activities should be supported	PCT, City Council, EA Community Action on Health	?	<ul style="list-style-type: none"> • Number of grants given to community food projects • Average amount of grant provided to community food projects • Number of adults involved in community projects

Overweight and obesity strategy action plan

Project 5 – Adults

Workstream 3– Food in the Community Training Programme

Objective						
To provide staff with the necessary competency to deliver healthy eating training sessions in the community and to support business and community organisations top adopt healthy eating practises						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
To develop a programme of approved training to all workers who support families	(X) number of people receiving training	Improved in adults and their families	Agree which course is needed by (when) and cost the delivery of the programme	Newcastle Nutrition	?	<ul style="list-style-type: none"> Number of staff on approved training courses Number of staff on other (non approved) courses Breakdown of types of staff attending training
Deliver accredited training in weight management for community workers	Deliver 2 courses each year	More people with correct skills working with the community	Agree the course, who delivers it and where funds come from	?	?	<ul style="list-style-type: none"> Number of community workers attending training on weight management Number of project with community staff who have attended weight management training
Develop a food and nutrition training package for BME communities	1 course per year?	More people with correct skills working with the	Agree the course, who delivers it and where funds	?	?	<ul style="list-style-type: none"> Number of people from BME communities attending training on food and nutrition

		community	come from			
Develop food and nutrition training package for people with visual impairment	1 course per year?	More people with correct skills working with the community	Agree the course, who delivers it and where funds come from	?	?	<ul style="list-style-type: none"> • Number of people with visual impairments attending training on food and nutrition • Number of establishments providing training for people with visual impairments on food and nutrition
Promote the "Heart of Newcastle Award"	10 organisations awarded each year	Better food choice		PHEPS	?	<ul style="list-style-type: none"> • Number of organisations applying for the "Heart of Newcastle Award" • Number of organisations awarded the "Heart of Newcastle Award"

Overweight and obesity strategy action plan

Project 5 – Adults

Workstream 4 – Physical Activity in the Community (Adults)

Objective To ensure that there is an extensive range of community based activities providing opportunities for people to participate in physical activities						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
Increase the number of adults who undertake regular physical activity	Increase participation rates assessed by the Sport England Active people survey from (X%) to (Y%)	Reduction in adult BMI	Next Active People survey	NCC	PCT and City Council and Sport England	<ul style="list-style-type: none"> Undertake Sport England Active People survey Number of people completing the Sport England Active People survey
City Council Facilities to develop programme to get adults into a regular exercise programme	Increase participation rates assessed by the Sport England Active people survey from (X%) to (Y%)	Reduction in adult BMI	Performance Development Appraisal of individual managers			<ul style="list-style-type: none"> Number of people enrolled in City Council exercise programmes Number of people completing City Council exercise programmes

Free swimming for over 60's	Increase participation rates assessed by the Sport England Active people survey from (X%) to (Y%)	Reduction in adult BMI	National launch of free swimming	NCC	DCMS	<ul style="list-style-type: none"> Number and % of pools in the City providing free swimming for over 60's Number of older people participating in free swimming sessions
Increase number of staff trained to national occupational standards	(X) staff trained this year	Reduction in adult BMI	Identify suitable staff by	NCC	NCC/PCT	<ul style="list-style-type: none"> Number of organisations with staff trained to national occupational standards Number and % of staff trained to national occupational standards
Provide exercise programmes for people with health conditions	Increase in participating adults from (X) to (Y)	Reduction in adult BMI				<ul style="list-style-type: none"> Number and % of establishments providing exercise programmes for people with health conditions Number of people with health conditions enrolled on exercise programmes Number of people with health conditions completing exercise programmes
Pilot subsidised use of gyms for 16-22 year olds		Reduction in adult BMI	Bid to for pilot status in October			<ul style="list-style-type: none"> Number and % of establishments providing subsidised use of gyms for 16-22 year olds

						<ul style="list-style-type: none">• Number of 16-22 year olds using gyms when subsidised• Number of 16-22 year olds using gyms at full price
--	--	--	--	--	--	---

Overweight and obesity strategy action plan

Project 6 – Planning and Regeneration

Objective To ensure that the physical layout of the City encourages people to walk and cycle and to create environments that encourage play and sport						
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
<p>Ensure that the plans for the key regeneration projects in the City support the objective</p> <p>Ensure that the relevant policy documents such as the Parks and Green Space Strategy and the Policy Planning Guidance for Sport and Leisure are adhered to.</p> <p>Assessment of the potential to expand the production of</p>	<p>Obesity Strategy group to input into the planning process through a designated representative</p> <p>Endorsement of Allotment Strategy</p>		<p>Regeneration plans assessed by Obesity Strategy group</p> <p>Individual planning applications</p>			<ul style="list-style-type: none"> • Number of regeneration projects that have given explicit consideration to reducing obesity • Number of regeneration plans assessed by Obesity Strategy Group • Number of planning applications that have taken account of policies that impact on the ability of communities to exercise • Number and % of allotments in use • Number of community

<p>food through gardening and allotments</p> <p>Ensure that fruit and vegetables are on sale in accessible location and price</p> <p>Development of 'sustainable travel guides'</p> <p>Organisation of weekly walks from central sites in Newcastle</p> <p>Involvement in key national and local events such as Walk to School wee</p> <p>Development of 'Walkit' website</p> <p>Development and adoption of a cycling strategy</p> <p>improvements to the public realm to improve walkability</p>	<p>Provide information on walking and cycling</p>		<p>Guides produced</p>	<p>ncc</p>		<p>gardens</p> <ul style="list-style-type: none"> • Number of allotments designed into new projects • Number of fruit and vegetable shops in local communities • Number of community food outlets in local communities • • • • •
--	---	--	------------------------	------------	--	--

Overweight and obesity strategy action plan

Project 7 – Weight Management

Workstream 1 – Children

Objective							
To ensure that children who have a weight problem are directed to the most effective form of treatment for their individual circumstances							
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators	
Development of a Care Pathway	Pathway developed	Most effective direction of care reduction in BMI	How do we ensure Care Pathway is understood and adhered to?	PCT		<ul style="list-style-type: none"> • Introduction of pathway across primary and secondary care and local council services • Reduction in prevalence of BMI \geq 30 in adults 16+ years in the previous 15 months in GP registers 	

Overweight and obesity strategy action plan

Project 7 – Weight Management

Workstream 2 – Adults

Objective	To ensure that all adults are sign posted to the correct treatment for their own individual case					
Activities to meet this objective	Output & Targets	Outcomes	Milestone	Organisation	Funding	Key Performance Indicators
All adults who are in contact with primary care have their BMI recorded	Systems in place for measuring and recording adult BMIs	All adults accessing services having a recorded BMI	Ensure all practices have recording systems in place	PCT and local authority	?NHS North of Tyne Strategic Plan	<ul style="list-style-type: none"> Number and % of GP practices recording adult BMI Number and % patients given <i>Your Weight, your Health</i> booklets Number and % patients referred by GPs to practice to level 2 & 3 weight management services
Provide brief intervention advice around health eating and physical activity (level 1)	Ensure staff are trained to raise issues around weight	Staff able to discuss weight issues with overweight and obese adults	Staff regularly discussing weight issues with adults they are in contact with	PCT and local authority	?NHS North of Tyne Strategic Plan	<ul style="list-style-type: none"> Number of <i>Your Weight, your Health</i> booklets given to patients
Development of the weight management programme to support	Evaluate pilot project and incorporate	Reduced adult weight loss as a result of	Secure long term funding for weight	PCT and local authority	?NHS North of Tyne Strategic Plan	<ul style="list-style-type: none"> Number and % of adults assessed for the programme but not taking part

overweight and obese adults	findings into continuation of a weight management programme	completing the programme	management programme			<ul style="list-style-type: none"> • Number and % of DNAs on programme • Number and % completing the programme • Number and % of adults attending >4 sessions • Number and % of adults losing weight • Number and % of adults maintaining their weight
Develop a pathway for all adults who are overweight or obese to receive appropriate support and treatment	Pathway developed by October 2008	<ul style="list-style-type: none"> • Most effective direction of care • reduction in BMI 	Pathway needs to be shared with primary, secondary and local authority providers	PCT and acute trust	?NHS North of Tyne Strategic Plan	<ul style="list-style-type: none"> • Evidence that pathway being followed by all agencies in health and local authority • Reduction in prevalence of BMI \geq 30 in adults 16+ years in the previous 15 months in GP registers
Training to support staff working with overweight and obese adults	Ensure staff are trained to raise issues around weight	Staff able to discuss weight issues with overweight and obese adults	Programme of training for staff	PCT and local authority	?NHS North of Tyne Strategic Plan	<ul style="list-style-type: none"> • Number of organisations with staff who have received training around advising overweight and obese adults occupational standards • Number of staff who have received training around advising overweight and obese adults in accordance with skills for health competencies
Agree guidelines to support the use of drug treatments for	Ensure document agreed by	The appropriate use of drug	Guideline agreement	NHS North of Tyne and PCT	?Specialised Commissioning, NHS North of	<ul style="list-style-type: none"> • Numbers of prescriptions given for Orlistat and Sibutramine

obese adults	Drugs & Therapeutics Committee	treatments for obese adults			Tyne	
Agree guidelines to support the use of bariatric surgery for obese adults	Bariatric surgery for obese adults who are prepared to lose weight	Reduction in individual adult BMIs following bariatric surgery as part of their weight reduction plan	Guideline agreement	NHS North of Tyne and acute trusts	?Specialised Commissioning, NHS North of Tyne	<ul style="list-style-type: none"> • Numbers of adults accepted for bariatric surgery • Numbers of adults with reduced BMI after 2 years
