Appendix 8a

Healthy Weight Strategy for Blackpool 2014-16
Refresh 2015

Blackpool Council
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Introduction
Much work has been undertaken in recent years under the Healthy Weight Strategy for Blackpool 2014-16.

Good progress has been made with the action plan. This, along with new data on the local picture and emerging research and evidence and guidance on effective population levels actions to promote healthy weight and good nutrition, means that it is timely to refresh the strategy.

This document presents a summary of the work to date, provides an update on local data including recent health and lifestyle surveys, summarises emerging research and new guidance, and sets out a refreshed set of actions.

The scope of this document is primarily concerned with food consumption; the ‘calories in’ component of the weight equation. Physical activity has an important part to play in weight management and maintaining healthy weight, as well as having important benefits independent of weight. Recognise that physical activity is the subject of a separate strategy.

This strategy should be read in conjunction with the ‘Blackpool Sport and Physical Activity Strategy 2013-2018’. The Sport and Physical Activity Strategy is produced and monitored by Blackpool Council’s Leisure Services Department, who are the Local Authority lead for physical activity.

The case for action
Why focus on healthy weight?
The benefits of maintaining healthy weight and nutrition are numerous, not only to the quality of life, but also the quantity of life. Physically and emotionally, an unhealthy body weight is a burden, but can be avoided or lowered. Reaching and maintaining a healthy weight is important for overall health and can help you prevent and control many disease and conditions. If you are overweight or obese, you are at higher risk of developing serious health problems. Therefore maintaining a healthy weight is important as it helps in the following ways:-

- Reducing the risk of heart disease;
- Reducing the risk of stroke;
- Reducing the risks of developing some forms of cancer;
- Relieving back and joint tension;
- Increasing energy levels;
- Optimizing the immune system;
- Reducing the risks of osteoporosis;
- Reducing infertility risks;
- Reducing the risk of anaemia;
- Having more self-esteem;
- Increasing energy and welfare levels.
Overview of overweight and obesity – A National Perspective

Obesity is widespread and the prevalence remains high for England and has been rising sharply over the past 20 years. The Health Survey for England data has shown two thirds of adults, a quarter of 2-10 year olds and one third of 11-15 year olds are overweight or obese. It is predicted that overweight and obesity in adults will reach 70% by 2034. Obesity threatens the health and well-being of individuals and places a burden on families because of the increasing burden of long term chronic disability. There are significant and rising costs for the public sector including local authorities in meeting the increasing health and social care needs associated with rising obesity levels and an ageing population. Employers and business see significant impacts too through sickness absence and lost productivity. England along with the rest of the UK ranks as one of the most obese nations in Europe and there are few signs of a sustained decline. We also see clear health inequalities with more deprived communities experiencing disproportionately high rates of overweight and obesity.

Causes of excess weight

Obesity occurs when energy intake from food and drink consumption is greater than energy expenditure through the body’s metabolism and physical activity over a prolonged period, resulting in the accumulation of excess body fat. The government-commissioned Foresight Report, published in 2007, looked into the reasons for this and concluded there was a “complex web” of factors at play. This included reasons such as

- Unhealthy diets
- Low levels of physical activity
- Societal influences: media, education, peer pressure, culture
- Individual psychology
- Environmental

Obesity harms health

The consequences of overweight and obesity is associated with an increased risk of developing a number of chronic diseases and conditions including type 2 diabetes, coronary heart disease, hypertension and stroke, asthma, depression and more.
The cost of obesity

The impact of overweight and obesity on individuals and families in terms of ill-health places a significant burden on NHS resources. The direct cost to the NHS in 2006/07 of people being overweight and obese was £5.1 billion, and is expected to reach £9.7 billion by 2050.

The impact on wider society and the economy is also a concern. Obesity impacts on employment opportunities and life chances in general but employers bear the major cost. There are an estimated 16 million days of certified incapacity per annum directly related to obesity.

Alongside the growing burden on the public sector there is an impact on Local Authorities including the cost to social services for caring for housebound people suffering from illness as a consequence of obesity. The estimated annual social care costs to local authorities are an estimated £352 million. In relation to the wider economy the indirect costs could be as much as £27 billion by 2015.

Obesity harms communities

Overweight or obese adults are less likely to meet physical activity recommendations. On average obese people are more likely to take an additional 4 days sick per year compared to a healthy weight person. As previously discussed obesity is associated with the development of long-term health conditions placing demands on social care services.
Obesity does not affect all groups equally

Obesity prevalence in England is known to be associated with many indicators of socioeconomic status, with higher levels of obesity found among more deprived groups. The association is stronger for women than for men. Obesity prevalence in children is strongly correlated with deprivation and is highest in the most deprived areas. There is a steady rise in obesity prevalence with increasing deprivation for both Reception and Year 6 children. Key research shows that households/individuals who are in poverty or socially disadvantaged have worse dietary-related outcomes. Food poverty is more likely amongst those who have a low income, are unemployed, have a disability or are a member of a black or minority ethnic group. Whilst there is some emerging evidence that national child obesity levels have plateaued, rates in the more deprived areas continue to rise. The picture in Blackpool

Children and Young People
The picture for the children in Blackpool is a major concern. The data from the National Child Measurement Programme (NCMP) for 2013/14 has been released, which noted that 27% of our reception children are reported to have excess weight which is approximate 2,600 children, compared to 23% for the North West and 21% nationally. The children are also weighed in Year 6 and for 2013/14 it was reported that 36% have excess weight compared to 34% for the North West and 33% nationally. Rates of overweight and obesity are increasing faster than the average, which is demonstrated in the two charts below.
The data from the NCMP has been collected since 2006/07, allowing comparison from the same cohort of children from Reception and Year 6. This analysis has been completed for children who were in Reception in 2006/07 to Year 6 in 2012/13 and Reception children in 2007/08 to Year 6 in 2013/14, showing that obesity rates double during this timeframe.

There are additional consequences for children eating unhealthy diets and one of these is tooth decay. A major cause of tooth decay is soft and fizzy drinks, which can be high in sugar and have few nutrients. The chart below demonstrates in Blackpool, 1,168 children aged 0-19 years were admitted to hospital for a simple tooth extraction in the three year period 11/12 to 13/14. Children in Blackpool are being admitted to hospital for tooth extraction at a younger age than the national average. Of the number of Blackpool children admitted for tooth extraction, three quarters were aged under 10, this compares to 57% aged under 10 across England.

In early 2015, Public Health undertook a survey to look at supporting the health and well-being of Young People in Blackpool. This survey was carried out by the Schools Health Education Unit (SHEU), an independent research unit with an established reputation for school health surveys. Year 4 and 6 pupils completed the Primary version of the questionnaire. Pupils in Year 8–10 completed the Secondary version of the questionnaire. All were undertaken anonymously and a total of 2,402 pupils took part in 13 primary school settings and 7 secondary school settings in Blackpool.

The Key findings for Primary school pupils in Years 4 and 6 (ages 8-11)
• 5% of pupils had nothing to eat or drink for breakfast on the day of the survey
• 39% of pupils had cereal for breakfast and 26% toast or bread on the morning of the survey. 18% said they had fruit
• Pupils were asked to identify, from a list, the foods which they ate on most days. 51% of pupils said they have fresh fruit and 37% said vegetables. 28% said crisps and 26% said sweets on most days
• 32% of boys and 22% of girls said they have spent money on sugary drinks in the last 7 days. 15% said they drink sugary drinks on most days
• 27% of pupils had eaten 5 or more portions of fruit and vegetables on the day before the survey, 9% had eaten none
• 42% of pupils said that they rarely or never ate fish or fish fingers. 31% said they rarely or never eat salads
• 29% of pupils said they would like to lose weight
• 28% of pupils had a filling on their last visit to the dentist, 4% had a brace fitted or checked and 9% had other treatment
The Key findings for Secondary school pupils in Year 8-10 (ages 12-15)

- 9% of pupils reported having nothing to eat or drink for breakfast on the day of the survey
- 4% of pupils reported having a high energy/caffeine drink before lessons on the day of the survey
- 25% of boys and 16% of girls said that they have fizzy drinks (not low calorie) on most days
- 17% of the pupils reported “never” considering their health when choosing what to eat 14% of pupils consider their health “very often” or “always”
- 7% of the pupils would like to put on weight while 48% would like to lose weight (65% of Year 10 girls said this). 45% of pupils are happy with their weight as it is
- 19% of pupils said they had no lunch on the day before the survey. 39% of pupils ate a packed lunch from home or went home for lunch, 37% had school food and 5% bought lunch from a takeaway or shop
- 25% of pupils said they eat sweets, chocolates “on most days”. 29% said they eat crisps “on most days” 48% said they eat fruit/vegetables “on most days”

Adults
In Blackpool it is estimated that there are approximately 83,500 Blackpool residents aged 16 and over who are classified as overweight or obese. This is 72% of the Blackpool population compared to the North West 66% and England 63.8%. It is also reported that 38% of adults aged 16 and over are inactive. Inactive means undertaking less than 30 minutes of physical activity per week. Compared to 31% for the North West and 28% for England. The average intakes of saturated fat, sugar, and salt are above recommendations whilst intakes of fruit and vegetables, fibre and some vitamins and minerals are below recommendations.

The Health behaviours survey for Blackpool 2015 provides analysis about the prevalence of different health behaviours across the population groups, the characteristics of people with different health behaviours and indicates how many people participate in more than one risk taking behaviour. The survey was circulated to 10,000 homes in Blackpool in September 2014 and asked respondents about their lifestyles, health and behaviours. The overall response rate was 23% (2,282).

The health behaviours survey returned a much lower proportion of the population eating the recommended ‘5 a day’ than was expected in comparison with other data sources but the collated evidence supports the findings that healthy eating is less likely in those who are struggling financially, younger people, those with a disability and the obese.
43% of survey responders reported eating less than 3 portions of different fruit and vegetables the previous day.

Of these, 12% didn’t eat any fruit or vegetables the previous day.

The number of portions of fruit and vegetables consumed increases with age and financial security.

Males and those out of work consume fewer portions of fruit and vegetables than the general population.

Income is not the only factor which can influence healthy eating, cooking and storage facilities or the cost of gas/electricity can be problematic for some, as can a lack of knowledge around food preparation. In these situations convenience food are more likely to be eaten – this includes processed foods and takeaway/fast food. The results of the survey highlighted:

- 20% reported eating fast food or takeaway meals at least once a week.
- Almost 10% said they never prepared a meal from basic ingredients.
- A further 14% said they prepared a meal from basic ingredients less than once a week.
- Younger people (age <45) eat takeaway food more often than older people and those working full time eat takeaway food significantly more frequently.
- Those not in work are significantly less likely to prepare a meal from scratch.

Adults who have a lot of sugary soft and fizzy drinks are more likely to put on weight and to be overweight or obese.
14% of people consuming fizzy drinks 6 or more times a week

People who are obese are significantly more likely to consume fizzy drinks more often

The number of fizzy drinks consumed decrease with age and financial security

Summary of new data

- Overall the picture is one of poor nutrition and excess weight.
- Overweight and obesity levels in children are continuing to rise in Blackpool and are diverging from the national picture which appears to be levelling off.
- Almost 400 children a year are admitted to hospital for tooth extraction. Tooth extraction under general anaesthetic is the single biggest reason for hospital admissions in primary aged children.
- Consumption of sugary drinks is high in both children, teens and adults.
- Consumption of fruit and veg (five-a-day) is lower than we thought it was.
- Fast food and convenience food feature prominently, with a quarter of people preparing a meal from fresh ingredients less than once a week.
Evidence base for action

Over the past year there have been a number of new studies and guidance documents released providing further evidence for tackling the causes of obesity. A key feature emerging from research evidence is that too much sugar in our diets is a key reason for increasing levels of overweight and obesity.

**NICE Quality standard 94: Obesity prevention and lifestyle weight management in children and young people; July 2015**
This quality guidance covers a range of approaches at a population level to prevent children and young people aged under 18 from becoming overweight or obese. It includes interventions for lifestyle weight management.

**NICE Quality standard 84: Physical Activity: Encouraging activity in all people in contact with the NHS; March 2015**
This quality standard covers encouraging physical activity in people of all ages who are in contact with the NHS, including staff, patients and carers. It does not cover encouraging physical activity for particular conditions.

**NICE Guidance 7: Maintaining a healthy weight and preventing excess weight gain amongst adults and children; March 2015**
This guideline makes recommendations on behaviours that may help people maintain a healthy weight or prevent excess weight gain. These recommendations support those made in other NICE guidelines about effective interventions and activities to prevent people becoming overweight or obese. This includes interventions and activities in which weight is not the primary outcome, such as those aimed at preventing cardiovascular disease or type 2 diabetes, improving mental wellbeing or increasing active travel.

**NICE Public Health Guidance 55: Oral Health: Approaches for local authorities to improve oral health of their communities; October 2014**
This guideline makes recommendations on undertaking oral health needs assessments, developing a local strategy on oral health and delivering community-based interventions and activities.

**NICE Public Health Guidance 49; Behaviour change; Individual approaches; January 2014**
This guidance makes recommendations on individual-level behaviour change interventions aimed at changing the behaviours that can damage people's health. It includes a range of approaches for people aged 16 and over, from single interventions delivered as the opportunity arises to planned, high intensity interventions that may take place over a number of sessions.

**World Cancer Research Fund International NOURISHING Framework: Updated July 2015**
The Nourishing framework is an interactive tool to support policy making decisions. The tool helps identify where action is needed to promote healthy diets, reduce obesity and other non-communicable diseases, including cancer. It also allows policy makers to tailor options suitable for different populations and assess if the approach is sufficiently comprehensive. The key domains are environment, food, and behaviour change.
Public Health England; Obesity and the environment briefing; regulating the growth of fast food outlets; March 2014
This briefing has been written in conjunction with the Local Government Association (LGA) and the Chartered Institute of Environment Health (CIEH). It is aimed at those who work in or represent local authorities. The document addresses the opportunities to limit the number of fast-food takeaways (primarily hot food takeaways near schools) and ways in which food can be made healthier. It provides a summary of the importance of action on obesity and outlines what can be achieved at a local level.

Local Government Association: Investing our nation’s future the first 100 days of the next government; Tackling the causes and effects of obesity; January 2015
This document describes the unique opportunity for local authorities to have a local approach to tackling obesity and change the focus from treatment to prevention.

Lancet Obesity Series 2015
This is the second Lancet Obesity Series, under the Leadership of Boyd Swinburn. This series of papers provides the opportunity to rethink about the approach on obesity. In particular, it suggests the dichotomy of personal choice versus environmental influence is unhelpful and proposes a reframing of obesity as problem driven largely by environmental effects that undermine our self-regulatory capacity to make responsible decisions about personal diet and physical activity. Preventing childhood obesity is highlighted as being key to achieving healthy lives in adulthood and ultimately to reversing obesity prevalence. To achieve this we need to change our approach as a society to feed, drinks and physical activity and prioritise the creation of ‘healthy-preference learning environments’ for children. Also highlighted is a relatively quick way to reduce inequalities by enabling disadvantaged communities to express healthy food preferences by ensuring access to healthy food, skills and social support.
What is happening in Blackpool

The vision of the Healthy Weight Strategy 2014-16 was “all people who live, learn, play, work and visit Blackpool will enjoy the benefits of a health promoting town which makes choosing to eat a balanced diet and having a physically active lifestyle an easier option. For those individuals that require additional support to achieve and maintain a healthy weight, effective tailored programmes and interventions will be provided appropriate to their age, sex, ability, ethnicity, socioeconomic status and personal circumstances.”

Some of the key achievements of the action plan have been;

Healthier Catering Award
The Healthier Catering Award commenced in September 2013 and has been developed to support local food establishments create healthier food options. The aim of the award is to help create healthier food environments with the healthier choices being promoted as the easiest choice(s) and providing individuals with the option to order healthier choices when eating out. To date 21 establishments are working towards achieving the award including businesses such as the Children’s Centres, and the Sandcastle.

Health Works Award
The Health Works Award has been operational since 2009 and has helped to improve the mental and physical wellbeing of employees by encouraging and supporting local employers to include health promotion/wellness programs to create healthier working environments and business advantage through sustainable organisational change.

Allotments & Community growing schemes
Public Health has commissioned Grow Blackpool to develop green spaces and growing opportunities across Blackpool since 2009. Food Co-operatives help to improve community cohesion, nutritional intake and sustainable green spaces. Growing fruit and vegetables can lead to a higher intake of these foods, helping people to meet the recommended intake of a minimum of 5 portions a day. The funding has supported networks of growing schemes to aid the foundation of a sustainable Blackpool Food Co-operative linking with The Green Infrastructure Plan, Surface Water Management Plan, Fairness Commission, Food Banks, The School Food Plan, The Early Years programmes and the Healthy Weight and Mental Wellbeing Action Plans

Sustainable food network
The purpose of the network is to work in partnership to create equitable, sustainable, and fairer food systems for the resident population of Blackpool. As well as looking at the sustainability of food, it is about providing food that is healthy for people and providing access to good food for all.

Campaign Give up Loving Pop (GULP)
This campaign was created by Food Active, a collaborative healthy weight programme commissioned by the North West Directors of Public Health and delivered by the Health Equalities Group (HEG), Liverpool. The aim of this campaign was to raise awareness around the health effects of excessive consumption of sugary drinks.
Free School Breakfast
Blackpool Council offers all primary school pupils from Reception through to Year 6 attending state funded schools in Blackpool a free, healthy breakfast at the start of the school day, compliant with the School Food Guidelines. This scheme is based on evidence of effectiveness from the US federally assisted School Breakfast Program showing that children who eat school breakfast are less likely to be underweight, more likely to have improved nutrition, and the Program does not contribute to obesity. Local evaluation work has suggested that free school breakfasts are already making a positive difference to Blackpool children’s eating habits.

Fit2Go
Fit2go is a programme for year 4 children to increase physical activity and promote healthy lifestyles including healthy eating.

Family Fit2go
Family Fit2go is working with families to improve knowledge around healthy food choices and increasing physical activity.

YMCA MEND Family Lifestyle Programme
This is a programme working with families with overweight children aged 5-13 years.

Early Years Physical Activity Programme
This service implements an Early Years training package and programme around play for staff working with children aged 0-4 years, based on the new physical activity guidelines.

Breast Feeding
Public Health have commissioned the Breast Feeding Network to deliver a service that provides a Breast Feeding Peer support programme, where women that have had personal and practical experience of breastfeeding offer support to other mothers. The programme has a multi-faceted approach to breastfeeding and is embedded as part of a wider multi-disciplinary approach, working in partnership with other organisations (e.g. hospital and community health services, children’s services, voluntary organisations and volunteers) to provide separate facets of a service offered to all women, but particularly targeting families living in areas of deprivation in Blackpool. The goal of peer support is to encourage and support pregnant women and those who are breastfeeding.

Blackpool Better Start
Blackpool has recently been successful in securing funding from the Big Lottery for ‘A Better Start’ programme over the next ten years. The programme aims to improve outcomes for children aged 0-3 focusing on diet and nutrition, social and emotional development, and speech and language development. Going forward, this offers a real opportunity for working with local partners to improve diet and nutrition in pregnancy and early childhood.
**Future direction**

In light of the emerging research, evidence and trends it is necessary to refresh the Healthy Weight Strategy to ensure it is up to date and delivering the appropriate actions for the Blackpool residents.

The Government recently published its response to the House of Commons Health Select Committee report on the Impact of physical activity and diet on health (Department of Health, 2015). The document highlights that interventions have been focused on encouraging individuals to change their behaviour with regard to diet and physical activity, but suggest these need to be underpinned by broader population-level interventions. Priorities around food and nutrition need to include:

- Continuing to address and reduce levels of overweight and obesity in children and adults
- Increase knowledge, skills and abilities about healthy eating
- Make healthy choices the default choice
- Pricing
- Availability of unhealthy foods
- Redesigning environments to promote physical activity and healthy food
- Reducing sugar consumption

**Targets**

To measure the success of the Healthy Weight Strategy a number of targets have been set:

- Expand the number of local businesses achieving the Healthier Catering Award
- Reduction in the consumption of sugary drinks
- Increase the number of referrals to child weight management Services
- Implementation of Supplementary Planning Documentation
- Reduce the number of hospital admissions for tooth extraction in children
- Reduce the number of children arriving at Primary school overweight or obese
- Reduce the increase of overweight and obese children from Reception to Year 6
- Council committing to signing the Local Authority Declaration for Healthy Weight
- Breastfeeding – Further discussion with Donna Taylor

**Actions**

Many of the existing activities remain relevant and necessary and the new action plan is intended to support and build on these activities.

- Scale up the Healthier Catering Award
- Run a local campaign using the GULP materials to promote reduction in sugary drink consumption
- Commit to signing the Local Authority Declaration for Healthy Weight and commit to the actions of the declaration
- Expand the places available on Children and Young People weight management programmes
- Lobby for taxation of Sugar Sweetened Beverages
• Develop supplementary planning documentation for the restriction on fast food/takeaways, sweet shops and ice cream vans around schools
• Development of community growing spaces and allotments
## Action Plan

### Starting Well

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<td>Increase rates of Breast Feeding</td>
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<td>• Promotion and seeking to normalise Breastfeeding</td>
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<td>• Increase the number of premises that advertise they are a breastfeeding friendly organisation</td>
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<td>• FNP</td>
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<td></td>
<td>• Better start initiatives (baby steps)</td>
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<td>• Early Years Physical Activity programme</td>
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<td>• Set up an Early Years Fit2Go programme</td>
<td>Lisa Arnold</td>
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### Developing Well and Young People

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<td>Reduce exposure to high fat and high sugar foods and sugar sweetened beverages to reduce consumption and improve nutrition</td>
<td>• Develop and implement the GULP campaign (Give up Loving Pop) children and Young People</td>
<td>Nicky Dennison/Rebecca Edwards</td>
<td>Audit of vending machines in Council &amp; NHS premises, and those of relevant partners e.g. Football Club.</td>
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<td>• Implementation of Healthy Vending Machines across all local authority premises, NHS premises by reducing the percentage of sugary drinks available</td>
<td>Alan Shaw</td>
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<td></td>
<td>• Lobby for taxation of Sugar Sweetened</td>
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<td>Beverages</td>
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<td>• Strive to protect children and young people from inappropriate marketing by food and drinks industry</td>
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<td>• Implementation of Fluoridisation in milk for primary school Children</td>
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<td>• Oral Health Education</td>
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<td>• Tooth paste and tooth brush distribution</td>
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<td>• Supervised brushing in settings</td>
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<td>• Expand the number of places available for Children and Young People weight management programmes</td>
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### Living and Working Well

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| Improve diet and nutrition in Adults | • Support the health and well-being of our staff and increase knowledge and understanding of overweight and obesity to create a culture and ethos that denormalises unhealthy weight  
• Commission Healthy Weight programme for adults  
• Need something in about the wellness service  
• IBA for healthy weight | Public Health  
Alan Shaw  
Judith Mills/Alan Shaw | Public Health  
Public Health |
### Ageing Well

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<th>Objective</th>
<th>Action</th>
<th>Responsible Lead</th>
<th>Comments/Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Diet and nutrition in older adults</td>
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</tbody>
</table>

### People and Places

<table>
<thead>
<tr>
<th>Objective</th>
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<th>Responsible Lead</th>
<th>Comments/Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting Residents from commercial pressures from the food and drink industry</td>
<td>- Extend and change the scope of the current Healthier Catering Award</td>
<td>Alan Shaw/Nicky Dennison</td>
<td></td>
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<td></td>
<td>- Consideration of Supplementary Planning Documentation to restrict the number of fast food outlets and sweet shops outside schools</td>
<td>Nicky Dennison/Healthy Urban Planner</td>
<td></td>
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<td></td>
<td>- Commit to signing the Local Authority Declaration for Healthy Weight and commit to the actions</td>
<td>Nicky Dennison/Lynn Donkin/Arif Rajpura</td>
<td>Need to agree who</td>
</tr>
<tr>
<td></td>
<td>- Review provision in all our public buildings, facilities and providers to make healthy foods and drinks more convenient and affordable and limit access to high calorie, low nutrient foods</td>
<td>Need to agree who</td>
<td></td>
</tr>
</tbody>
</table>
| Developing a Sustainable growing network across Blackpool | • Increase access to fresh drinking water  
• Ensure food provided at public events includes healthy provisions and supporting food retailers to deliver this offer | Need to agree who | 
| --- | --- | --- | 
| • Development of the Community Farm and the development of community growing spaces and allotments  
• Support the development of the sustainable food network  
• Development and implementation of the Community Shop | Judith Mills/ Mike Crowther  
Nikki Hart  
Fairness Commission |