

WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

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SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Improving health and wellbeing	To support and improve the leading of healthy lifestyles and the well-being of adults and children and young people	Children and Young People’s Strategic Partnership/Health and Social Care Board	Paul Bates, Worcestershire PCT	PCT, Worcestershire County Council, District Councils, Schools Sports Partnerships, County Sports network	Community engagement

Indicator	Description	Purpose	Indicator Lead
NI56	Obesity in primary school age children in Year 6	This indicator measures the percentage of children in Year 6 who are obese, as shown by the National Child Measurement Programme (NCMP). The Government’s new ambition on excess weight, announced in the Comprehensive Spending Review 2007, is to be the first major country: to reverse the rising tide of obesity and overweight in the population, by ensuring that all individuals are able to maintain a healthy weight.	Liz Altay Consultant in Public Health, WPCT

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
15.2% (2006/07)	15.3%	15.4%	15.5%	Designated

CONSIDERATIONS

	LAA Priority	Theme Group	Arrangement for managing dependency
<p>Is this priority dependant on any other LAA priorities?</p>	<p>To support and improve the leading of healthy lifestyles and well-being of adults and children and young people</p>	<p>CYP Partnership & Health & Well Being Theme group</p>	<p>To be determined</p>
	<p>Mortality rate from all circulatory diseases for under 75s NI121</p>	<p>Health & Well Being Theme group</p>	<p>To be determined</p>
	<p>Adult participation in Sport NI8</p>	<p>Health & Well Being Theme group</p>	<p>To be determined</p>
	<p>Also achievement of: NI 52 Take up of school lunches NI 53 Prevalence of breastfeeding at 6 – 8 weeks from birth NI 55 Obesity among primary school age children in Reception Year NI 57 Children and young people’s participation in high-quality PE and sport</p>		<p>All included in Worcestershire Childhood obesity strategy/action plan</p>

<p>Have equality and diversity considerations been made?</p>	<p>The county childhood obesity strategy and action plan will be subject to an equality & diversity impact assessment</p>
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	<p>Risk</p>	<p>Current Impact</p>	<p>Current Likelihood</p>	<p>How managed</p>
<p>What are the significant risks associated with this priority?</p>	<p>National evidence shows that when an increased % of children are measured the % obese/overweight increases. As the % of pupils in Year 6 are measured as the NCMP is embedded it might therefore result in increased % obese/overweight</p>	<p>Low</p>	<p>Medium</p>	<p>The % measured target is 85% for 0809 and 90% for 0910 programme</p>
	<p>There are many external and social influences which impact on levels of child obesity which require a shift in culture</p>	<p>High</p>	<p>High</p>	<p>All opportunities are being explored to promote healthy eating and build physical activity into children's lives. Other policies and strategies need to be explored such as local planning regulations.</p>

Is this priority delivered through or dependant on any other policy, plan or strategy?	Policy, plan or strategy	Responsible Theme Group or organisation	Arrangement for managing dependency
	Children and Young People's Plan Outcome 1	CYPSP	Performance monitored by CYPSP performance team
	Worcestershire Child Obesity strategy	CYPSP	Performance monitored/implemented by County Obesity Group
	Worcestershire Maternal & Infant feeding Strategy	NHS Worcestershire	Performance monitored/implemented by County Infant Feeding group
	Healthy Settings Strategy	CYPSP	Performance monitored/implemented by Healthy Settings Strategy group
	PESSCL Strategy	School Sports Partnerships/ County Sports Network	Performance monitored/implemented by County Sports Network
	Play Strategy	District Councils	

What arrangements are in place for managing performance of this priority?	Performance management through performance improvement group of the CYPSP and through performance management process of the PCT.
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ACTIVITY PLAN

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Implementation of the new Child Health Promotion Programme for under 5s which places greater emphasis on nutrition, breastfeeding, weaning and physical activity	Worcestershire PCT	<ul style="list-style-type: none"> •Review and recommission Health Visiting Service to provide new requirements of CHPP •Review and implement new Worcestershire Child Health Promotion Programme (all providers) 	<p>Sept 2009</p> <p>Dec 2009</p>	None	

<p>Develop & implement countywide Maternal & Infant Feeding Strategy to improve maternal and foetal nutrition, breastfeeding initiation and continuation rates, weaning practice and infant nutrition</p>	<p>WAHT, PCT, Early Years settings, Childrens Centres, Voluntary sector, District Councils</p>	<ul style="list-style-type: none"> •Review pathway to increase take up of Healthy Start Scheme for eligible families •Implement UNICEF UK Baby Friendly Initiative (BFI) in all settings including hospital maternity units, PCT, Children’s Centres and University of Worcester. This will ensure best practice to support breastfeeding and increase initiation and sustained breastfeeding rates. •Develop a countywide targeted breastfeeding peer support programme. •Develop a local Breastfeeding Friendly Scheme/Standard for local employers to promote and support breastfeeding for staff and customers. •Develop & implement age appropriate weaning guide & resources 	<p>Sept 09</p> <p>WHAT Second stage June 09</p> <p>PCT/Childrens Centres First stage by Oct 2010</p> <p>Dec 2009</p> <p>June 2010</p> <p>April 2010</p>		
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<p>Increase the uptake of school meals so that Worcestershire reaches the national average (NI52). The current national average for primary uptake is 43% (Worcestershire 37%) and for secondary in 37.7% (Worcestershire 26.7%).</p>	<p>Schools, Children's Services</p>	<ul style="list-style-type: none"> • Increase in the number of schools with a new production kitchen or a modernised re-fresh kitchen to serve transported meals to 146 in July 2011 (Baseline of 82 production kitchens in March 09). • Increase in the percentage of schools that wish to receive a hot meal service doing so from 78% in March 2009 to 100% in July 2011. 	<p>July 2011</p>	<p>£6.3 million</p>	
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<p>Run healthy lunchbox initiatives in schools and early years settings for parents and practitioners to improve the nutritional quality of lunchboxes</p>	<p>Schools, Children's Services, Early Years Settings, PCT</p>	<ul style="list-style-type: none"> • Developing and distribute early years food guidance to children's centres and early years settings. • Distribute information leaflets on healthy lunch boxes to Children's Centres and early years settings. • Deliver training in lunch box nutrition for Children's Centre managers and key workers 	<p>March 2010</p> <p>June 2009</p> <p>December 2009</p>		
<p>Roll-out the new requirements of the National Child Measurement Programme (NCMP) for all Reception and Year 6 children in state-maintained schools.</p>	<p>PCT, Schools</p>	<ul style="list-style-type: none"> • School Nursing Service to measure 85% of Reception & Year 6 children. • Provide parental feedback letters 	<p>July 2009</p> <p>Dec 2009</p>	<p>School Nursing Service</p>	

<p>Build physical activity into children's lives and promote an active lifestyle as the norm including play from an early age, active transport (walking & cycling) and school/college-based physical activity</p>	<p>District Councils, LSPs, WCVYS, Environmental Services, School Sports Partnerships, County Sports Partnership, PCT</p>	<ul style="list-style-type: none"> • All schools to developing a School Travel Plan • 100% 5-16 year olds to offered 5 hrs of physical activity & sport per week by March 2010. • All 16-19 year olds to be offered opportunities to participate in 3 hours of sport per week by March 2010. • 2,000 pupils receive Bikeability/cycle training • Implementing the District Play Strategies 	<p>Mar 2010</p> <p>Mar 2010</p> <p>Mar 2010</p> <p>Mar 2010</p> <p>Mar 2010</p>		
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<p>Commission & implement a range of weight management interventions for prevention and treatment following the evidence-based 'multi-component' approach (covering healthy eating, increased physical activity and behaviour change & involving parents and carers)</p>	<p>WPCT, MEND, Schools Sports Partnerships</p>	<ul style="list-style-type: none"> • Commission accredited weight management /prevention programmes. • Continued roll out of MEND weight management programmes (age 7-13 years) across the county (2-3 programmes per term) • Pilot of maternal healthy weight service • Providing evidence-based resources (leaflets) to professionals to better support children, young people and parents. • Develop and implement agreed care pathway with clear referral routes 	<p>September 2009</p> <p>Ongoing</p> <p>May 2009</p> <p>December 2009</p> <p>Mar 2010</p>	<p>£125,000</p>	
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