

**Action Plan Template: Theme 1 Environmental and social causes of unhealthy weight (ES)**

PRIORITY	ACTION	BASELINE	OUTCOME	PARTNERS	TIMESCALE	FUNDING
	ES1.1 Provide public education including knowledge and skills across all age ranges	50 Champions trained per year	Trained food champion in all settings delivering workshops to their client base around healthy eating	KCHFT,  TDC, East Kent College, Broadstairs Food Festival, Thanet Food Bank, Home-Start Thanet, Windmill Community Allotment Project	March 2017	KCC
Improve food standards in all settings (ES1)	ES1.2 Increase access to nutritious and tasty food		<ul style="list-style-type: none"> <li>• Food Champions programme – Bitesize training school food plan</li> <li>• Supporting food champions in schools and children centres develop and amend food policies</li> </ul>	Children and Young people's team (Healthy Schools), KCHFT,  TDC, Broadstairs Food Festival, Thanet Food Bank/St. Pauls Community Centre, Home-Start Thanet, Windmill Community Allotment Project, Thanet Community Development Trust? Thanet Fairtrade Initiative?	March 2017	KCC
	ES1.3 Provide training for front-line staff and identify champions		<ul style="list-style-type: none"> <li>• Food Champions Programme</li> <li>• Change 4 Life Train the trainer (TT)</li> </ul>	KCHFT,  TDC, East Kent College, Thanet Community Development Trust?	March 2017	KCC

	ES1.4 Implement sugar reduction campaign/C4L		<ul style="list-style-type: none"> <li>• Extension of Sugar Smart PHE campaign</li> <li>• Food Champion goals – sugar workshops</li> <li>• Change 4 Life TT</li> </ul>	<ul style="list-style-type: none"> <li>• General practice, schools, Think Zest agency</li> <li>• Early Help services Schools, Workplace health leads, Children and Young people's team (Healthy Schools)</li> </ul> TDC	Spring 2016  March 2017	KCC
Increase levels of physical activity in all settings (ES2)	ES2.1 Increase usage of leisure, sport and recreational facilities		Adult cycle training, bikeability  Exercise referral	Growth, Environment and Transport Team, KCC  Kent Community Health Foundation Trust, Thanet District Council Sports 4 NRG  Your Leisure, Thanet District Council Sport Development Officer, Motiv8,	2016/17	KCC
	ES2.2 Increase use of the natural environment including parks, public rights of way and natural open spaces		Country Parks  East Kent Walking Group 20-40s White Cliffs Ramblers – easy walks in Thanet  Health walks	GET Team, Thanet District Council  Ramblers Association  Kent Community Health Foundation Trust  Newington Big Local:	Programme on line  March 2017	KCC, Thanet DC  Voluntary funded  KCC

				The Copse, Newington Adult Gym (under consultation), Porchlight 'street games', Motiv8, Thanet Fit Club, Charlton Athletic, Thanet Roadrunners		
	ES2.3 Implement Kent Active Travel Strategy		Strategy Final Draft stage Kent Connected Project	KCC  TDC,	Consultation summer From early 2016	KCC
	ES2.4 Identify and mentor people who are inactive		<ul style="list-style-type: none"> <li>Families attending RSG – evaluated pre and post on exercise. Signpost onto suitable services (adults Ex. Ref)</li> <li>Health Trainers</li> <li>Exercise referral</li> <li>Health walks</li> </ul>	KCHFT  TDC, Thanet Fit Club, Motiv8, Charlton Athletic, Your Leisure, Charlton Athletic	March 2017	KCC
Reduce social isolation (ES3)	ES3.1 Local authorities should work with partners and communities to create safer homes and environments			TDC, KCC, Family Mosaic? Age UK Thanet, RVS, Thanet Community Support Partnership		TDC, KCC
	ES3.2 Local authorities should work with partners to foster community cohesion.		Healthwatch Communities Seldom Heard	TDC, Local town councils and town teams	2016	
Create healthier environments (ES4)	ES4.1 Undertake health impact assessments			TDC, KCC, Family Mosaic		

	ES4.2 Use planning and licensing powers to create healthier environments					
	ES4.3 Reduce adult absenteeism caused by unhealthy weight		Workplace health checks Food champions Healthy Business Awards Workplace Challenge	KCC, Businesses, local authorities and NHS Trusts	March 2017	

**Action Plan Template: Theme 2 Give every child the best start in life and into adulthood (BS)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Pregnancy and the first year of life (BS.1)	BS1.1 Provide specialist support for all pregnant women with a BMI $\geq 30$	Public Health Maternity Review BMI $\geq 35$	Interventions for women with lower BMI currently not in place	Dietetics Services, maternity services		CCG
	BS1.2 Increase the number of eligible women who apply for Healthy Start	69% June 2015  0	Increase at least to England average 75% (check)  Increase the number of women & children who uptake healthy start vitamins to at least 36 across the District	KCC, maternity, health visitors, childrens centres	March 2017  March 2017	Should be cash neutral if all ordered vitamins are distributed.
	BS1.3 Increase breastfeeding initiation rates in all maternity services	Thanet initiation rate 66.7%  Baby Friendly Initiative Stage 1	At least bring up to England average 74.3%  Achieve Baby Friendly Initiative Stage 3	East Kent Hospitals Foundation Trust, CCGs, KCC, PS Breastfeeding CIC EKHUFT	unknown	Thanet CCG
	BS1.4 Set a baseline and a local target for breastfeeding at 6-8 weeks then improve prevalence rates by 2% per annum	Awaiting health visitor data 6-8 week data  Registered Intent	Target needs to be in line with Children Centre plans  Achieve Children's Centre Baby Friendly Initiative full accreditation	KCHFT, KCC, Members of Thanet District Advisory Group  KCC, PS Breastfeeding CIC	May 2016  Stage 2 October 2016	KCC  KCC
	BS1.5 All health visitors to provide education on responsive move to complimentary foods		Awaiting information from health visitors			

Early Years and Pre school (BS.2)	BS2.1 Ensure consistent, messages in line with guidelines are provided by all those working with this age group		<ul style="list-style-type: none"> <li>Public Health Champion in Thanet District</li> <li>Food Champions in place in Thanet children's centres</li> </ul>	Public Health, KCHFT, Thanet Early Years Project/ Sure Start Children's Centres, Fegans	Review quarterly	KCC
Early Years and Pre school (BS.2)	BS2.2 Commission a variety of training opportunities for practitioners around healthy lifestyles	Currently not in place	Training needs survey for healthy weight designed and in consultation	Early Help, Public Health	May 2016	KCC
	BS2.3 Develop and implement policies that cover healthy choices in play, learning and in snack and meal provision		Food Champions developing/amending food policies to be in line with guidance	KCC, KCHFT, Thanet Early Years Project/ Sure Start Children's Centres	June 2017	KCC
	BS2.4 Health visitors to provide advice and support about healthy weight when children are measured at 2½ years		95% of families receive this mandatory check	KCC, KCHFT	Annual cycle	KCC
	BS2.5 Promote the UK Physical Activity guidelines for Under 5's and ensure physical activity is embedded in all early years settings		Born to move programme delivered across all Thanet Children's Centres	KCC, KCHFT Thanet Early Years Project/ Sure Start Children's Centres, Fegans	Quarter on quarter increase on activity reported on e-start	KCC
Young Children (Key stage 1&2) (BS.3)	BS3.1 Deliver a whole-family and whole-school approach to promote healthy eating and physical activity		Increase provision of <ul style="list-style-type: none"> <li>Change 4 Life TT</li> <li>RSG – targeted programme delivered in communities</li> </ul>	KCC, KCHFT  Newington Big Local: are	March 2017	KCC

				developing a community-led healthy coking on a budget programme; also investigating set-up on community social enterprise/catering initiative		
	BS3.2 Provide targeted support to schools which have the most children of unhealthy weight		NCMP target schools parents and carers receive pro-active contact from PH school nursing service  Increase engagement of schools in areas of highest need including <ul style="list-style-type: none"> <li>• Change 4 life TT</li> <li>• Food Champions</li> </ul>	KCC, KCHFT,	March 2017	KCC
	BS3.3 Provide complete care pathways for the treatment of child obesity, based on patient need and the evidence base		Currently being developed within KCC and KCHFT	KCC, KCFFT, CCG		KCC, CCG
	BS3.4 Develop school based interventions that reduce stigma associated with obesity in children		Develop the offer from the School Health Team			
Young People (11-19 years) (BS.4)	BS4.1 Provide 11-19 year olds with information and encouragement about the benefits of a healthy diet and physical activity with additional life skills		Work with youth delivery hubs that includes interventions to foster healthier behaviours re: healthy weight  Limited provision of support for older children in education	KCC Early Help, KCHFT  Thanet Fit Club, Motiv8, Skip 2 B Fit, TDC		

	BS4.2 Support those young people identified as being overweight or obese, to achieve a healthy lifestyle in Early Help settings		Work with youth delivery hubs that includes interventions to foster healthier behaviours re: healthy weight  Limited provision of support for older children in education	KCC Early Help  KCHFT, KCC  Thanet Fit Club, Motiv8, Skip 2 B Fit		
	BS4.3 Deliver a whole-school approach to promote healthy eating and physical activity		<ul style="list-style-type: none"> <li>• Food Champions in schools</li> <li>• Change 4 life TT in target schools</li> </ul>	Children and Young people's team (Healthy Schools)		
	BS4.4 Young people to have access to complete care pathways for the treatment of obesity, based on need and evidence based practice BS4.5 Ensure all relevant staff and practitioners have the capacity and knowledge to provide appropriate advice/brief intervention on healthy weight, especially to those at risk of weight gain		Currently being developed within KCC and KCHFT  Raising the Issue of Weight training to school staff in target schools	KCC, KCFFT, CCG  Children and Young people's team (Healthy Schools) KCHFT		KCC, CCG  KCC



**Action Plan Template: Theme 3 Develop a confident workforce skilled in promoting healthy weight (SW)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Training for front line workforce (SW.1)	SW1.1 Develop MECC programme that includes building confidence and ability to give behaviour change advice		Generic e-learning MECC programme <a href="http://www.kpho.org.uk/workforce-development/make-every-contact-count">http://www.kpho.org.uk/workforce-development/make-every-contact-count</a>	Regionally co-ordinated programme for delivery across all organisations	March 2017	DH
	SW1.2 Identify key staff to be trained in MECC and motivational interviewing		Basic 1 hour online motivational interviewing programme available	TDC, Include VCSEs, KCC, EKHUFT, KCHFT, Primary care		
Identify train and mentor Champions (SW.2)	SW2.1 All partners to identify locality champions for healthy weight		<ul style="list-style-type: none"> <li>• Increase the number of Healthy Business Awards</li> <li>• Work with Healthwatch to identify community champions and peers</li> <li>• Food Champions</li> <li>• Weigh to go in community pharmacies delivering Fresh start</li> </ul>	KCC, TDC  Healthwatch, local communities  KCHFT, community pharmacies  Various/all local VCSEs	March 2017	KCC
	SW2.2 Provide training and mentoring programme		Food champions	KCHFT Thanet Fit Club, Motiv8, Skip 2 B Fit	March 2017	KCC
Work with voluntary sector and other organisations to identify peer supporters/buddies (SW.3)	SW3.1 Provide training and mentoring for community champions		Increase the uptake of health walks	KCHFT  Newington Big Local, ABC, East Kent Mencap, Cliftonville Community Centre, Age UK Thanet, Ageless Thanet (particularly Active Citizen's & Wellbeing workstreams)	March 2017	KCC

	SW3.2 Design a framework for monitoring and evaluation of effectiveness and implement					
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**Action Plan Template: Theme 4 Provide support to people who want to lose weight (SP)**

<b>PRIORITY</b>	<b>ACTION</b>	<b>BASELINE</b>	<b>OUTCOME</b>	<b>PARTNERS</b>	<b>TIMESCALE</b>	<b>FUNDING</b>
Universal provision (SP.1)	SP1.1 Healthy Living Pharmacies to offer lifestyle support		<ul style="list-style-type: none"> <li>Roll-out of HLP programme across Thanet</li> <li>Fresh Start</li> </ul>	Health Trainers-KCHFT, community pharmacies, KCC	March 2017	KCC
	SP1.2 Locality National Child Measurement Programme Groups to oversee interventions linked to the NCMP		Ensure all relevant partners are engaged, consider making NCMP group a subgroup of the Inequalities Group	School Health Team-KCHFT	March 2017	KCC
	SP1.3 Engage with communities to maximise assets		<p>Work with local community groups (ie NBL, ABC, Thanet HLC)</p> <p>Work with Healthwatch in areas where peoples voices are seldom heard</p>	<p>Newington Big Local, ABC, Red Zebra (signposting/information), Age UK Thanet, Ageless Thanet, Your Leisure etc</p> <p>KCC, Healthwatch, community representatives</p>	No timeframes	DH
	SP1.4 Front line staff to signpost to physical activity and healthy eating programmes		<ul style="list-style-type: none"> <li>MECC</li> <li>Ready Steady Go</li> <li>Fresh Start</li> <li>Hub</li> <li></li> <li>Exercise referral</li> </ul>	<ul style="list-style-type: none"> <li>KCHFT</li> <li>Early Help</li> <li>Children and Young people's team (Healthy Schools)</li> <li>Dieticians</li> <li>GP's</li> </ul>	March 2017	KCC
Primary Care (SP.2)	SP2.1 Target patients with a BMI $\geq 28$ with a strong family history of diabetes or have hypertension		<p>Fresh Start</p> <p>Health checks</p>	<p>KCHFT</p> <p>Health Trainers Primary Care, Dietetics</p>	March 2017	<p>KCC</p> <p>KCC, CCG</p>

	SP2.2 Identify patients with non-diabetes hyperglycaemia for diabetes prevention		Community Engagement events, health promotion days, Healthy Living Centre  World Diabetes Day events-offering glucose testing and NHS Health Checks  National Diabetes Prevention Programme	CCG, KCC	November 2016  Procurement pending	KCC  DH
Family support included in Theme 2						
Provide adult programmes (SP.3)	SP3.1 Implement a strong adult weight management pathway		<ul style="list-style-type: none"> <li>• KCC and CCGs to continue discussions re: future of adult weight management pathway</li> <li>• Fresh Start</li> <li>• Exercise referral</li> <li>• Ready Steady Go</li> </ul>	KCC, Thanet CCG  Health Trainers SSS Health Checks School health team	April 2016 onwards  March 2017	KCC,NHSE,CCGs  KCC
	SP3.2 Make use of the range of services i.e. health trainers, weight management courses, NDPP, exercise referral, commercial programmes and support for maintaining changes		<ul style="list-style-type: none"> <li>• Adult Healthy Weight teams deliver a variety of 10-12 week programmes at a variety of locations to support adults with a BMI ≥28, mainly self-referral.</li> <li>• Programme</li> <li>• Fresh Start</li> <li>• Exercise referral</li> <li>• Ready Steady Go</li> <li>• Food Champions</li> <li>• C4L TT</li> </ul>	KCHFT, KCC  Thanet CCG, CCGs in Kent Surrey Sussex	March 2017  Procurement plan in development	KCC  DH
	SP3.3 Provide		Tier 3 weight management	KCC, The Bariatric	March 2017	KCC

	specialist weight management		<p>programme guaranteed until 03/17</p> <p>Thanet CCG responsibility for Tier 4</p> <p>Negotiations in place between KCC and Thanet CCG re: adult clinical pathway</p> <ul style="list-style-type: none"> <li>- Healthy Schools Plan</li> <li>- NCMP School nurses</li> </ul> <p>Proactive phone calls Integrated pathway Health Trainer works in Childrens centre and works with/refers in to family weight management programmes</p>	<p>Consultancy</p> <p>Thanet CCG, NHSE</p> <p>KCC, Thanet CCG, NHSE</p> <p>School Health Teams GP's</p>	<p>April 2016</p> <p>April 2017</p> <p>March 2017</p>	<p>Thanet CCG</p> <p>KCC</p>
Provide help for specific groups (SP.4)	SP4.1 Provide lifestyle interventions in areas of highest prevalence/deprivation		<p>Targeted health improvement events- Live Well Live Longer</p> <p>Food Champions</p> <p>Fresh Start</p> <p>Exercise referral</p> <p>Health walks</p>	KCHFT	March 2017	KCC
	SP4.2 Provide lifestyle interventions for people with poor mental health		<p>Food Champions</p> <p>Health walks- dementia friendly</p> <p>Exercise referral</p>	KCHFT	March 2017	KCC
	SP4.3 Make reasonable adjustments and provide pro-active targeting for people		<p>Fresh start</p> <p>Exercise referral</p> <p>Health walks</p>	KCHFT	March 2017	KCC

	with disabilities, make easy read materials available					
	SP4.4 Ensure that people from black and Asian ethnic origin are offered advice and support		Targeted social marketing Increase proportion of people from black and Asian ethnic origins in services	KCHFT, KCC, TDC, community groups	March 2017	KCC
	SP4.5 Ensure that provision is tailored to the needs of male participants		Targeted social marketing Increase proportion of men in services	KCHFT, KCC, TDC, community groups	March 2017	KCC