

## Eat Well Move More Shape Up Action Plan 2017-2020

### Eat Well

For Blackburn with Darwen to be a place where everyone can access healthy, affordable, good quality food and enjoy a healthy diet and where the food in the borough is produced and sourced locally and responsibly which in-turn supports the local economy and helps sustain the environment and to use food to bring the community together celebrating different food cultures and promoting cohesion through food.

1. Promote healthy and sustainable food choices for all including individuals, communities, businesses, voluntary sector and statutory agencies				
Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>1a Encourage and support nurseries, schools, colleges and health and social care settings including hospitals and care homes to adopt a whole setting healthy and sustainable food policy</b>	<ul style="list-style-type: none"> <li>Work with nurseries, schools, colleges, health and social care settings including hospitals, health centres and care homes, to develop and implement a healthy and sustainable food policy which includes all aspects of food provision, food education and food culture, including breakfast clubs, lunch boxes, school dinners, snacks and food rewards</li> <li>Increase the number of educational and care establishments with the Recipe 4 Health awards</li> </ul>	Number of settings with food policies	BwD PH with BwD Services to Schools	Ongoing
		Increased number of Recipe 4 Health awards in educational establishments from baseline	BwD Public Protection	Ongoing
<b>1b Support the most vulnerable in our community to have access to a healthy diet</b>	<ul style="list-style-type: none"> <li>Embed the Food Active <a href="#">Food in Care</a> (FiC) resource for Looked After Children</li> <li>Support vulnerable adults including those who are socially isolated, in houses of multiple occupation, in sheltered accommodation, homeless etc</li> <li>Training for frontline staff in malnutrition awareness and identification</li> </ul>	No of children benefitting from FiC resource  No of adults supported via campaigns and programmes  No of staff trained	BwD PH BwD Children's Services CCG, BYZ Nightsafe  ELHT	April 2017
<b>1c Improve access to healthy, affordable food choices for all, making healthy and sustainable food the easy choice</b>	<ul style="list-style-type: none"> <li>Promote pop up shops run by local fruit &amp; veg suppliers, farm shops and other local suppliers, to reaches areas which do not have access to good quality and affordable food, including in settings such as hospitals, schools and children's centres</li> <li>Promote local community food projects and Blackburn and Darwen</li> </ul>	No and location of pop up shops  No of promotion opportunities across	ELHT Children's Centres Primary Schools All	

	markets as a source of locally produced, locally sourced, healthy sustainable food	partners via social media, leaflets, case studies etc.		
<b>1d Promote healthy and sustainable food for all and reconnect people with where food is from</b>	<ul style="list-style-type: none"> <li>Encourage local Food festivals to be opportunities for the public to see, taste and learn about healthy and sustainable food, and to meet local suppliers</li> <li>Provide guidance and support for healthy and sustainable food provision at local events and festivals</li> <li>Develop a local food charter which details the vision of healthy, affordable and sustainable food for BwD and encourage communities and local organisations to take action and make it happen</li> <li>Encourage workplaces to develop and implement healthy and sustainable food policies that make healthy and sustainable food the easy choice for staff, including using locally grown and responsibly sourced produce where possible</li> </ul>	<p>No of Food Festivals &amp; Events supported</p> <p>No of Food Festivals and Events supported</p> <p>Development of BwD Food Charter</p> <p>No of workplaces with food policies</p>	All Eat Well stakeholders	April 2017
<b>2. Tackle food poverty and diet related ill-health</b>				
<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>
<b>2a Support pre conception, maternal and infant nutrition awareness and education and promote the benefits of breastfeeding and healthy introduction to solid foods</b>	<ul style="list-style-type: none"> <li>Pre conception and maternal nutrition programme through the community physical activity and food growing programme with breastfeeding peer support and education on introduction to solid foods using the <a href="#">Start 4 Life</a> campaign</li> <li>Midwives, health visiting, children's centre staff to have mother centred conversations about infant feeding , including benefits of breastfeeding / breast milk</li> <li>Targeted pilot in low breastfeeding initiation area – 3 sessions with a group of antenatal mums to explore if breastfeeding uptake can increase</li> <li>Antenatal group sessions to be available to all mums includes breastfeeding</li> <li>Explore partners re more education (outreach) i.e. Healthwise staff – volunteer training</li> </ul>	<p>No of pre, ante and post-natal mums accessing the programme</p> <p>Audit results</p> <p>Case studies / outcome data</p> <p>Attendance data</p> <p>Training uptake and number of mums reached</p>	<p>BwD CLS&amp;YP</p> <p>ELHT</p> <p>ELHT</p> <p>ELHT</p> <p>ELHT / BwD Council depts LCFT / BwD Council</p>	

	<ul style="list-style-type: none"> <li>Starting solid foods – develop a robust mechanism to educate families at an effective time - in absence of visit from a Health Visitor at 3-4 month</li> </ul>	Agree mechanism-monitor and evaluate session		
<b>2b Increase the awareness across the life course of the risks of Vitamin D deficiency</b>	<ul style="list-style-type: none"> <li>Raise awareness of risks of Vitamin D deficiency across the life course to promote bone and teeth health through a programme of education to include advice on exposure to sunlight</li> <li>Promote the uptake of Healthy Start vitamins for pregnant and new mums and Under 5's</li> </ul>	<p>No benefitting from Vitamin D awareness programme</p> <p>Increase in uptake of Healthy Start vitamins from 2016-17 baseline</p>	<p>BwD PH BwD CCG ELHT LCFT</p>	
<b>2c Promote a balanced diet with increased fruit and vegetable consumption for health and well being</b>	<ul style="list-style-type: none"> <li>Promote the use of <a href="#">the Eat Well Guide</a> across all partners ensuring a consistent approach to what constitutes a balanced diet</li> <li>Training and awareness in diet and health for wider workforce of catering, fitness, leisure sectors, local authority and health to develop Association of Nutrition competences including using accredited programmes e.g. <a href="#">HENRY</a> core training</li> </ul>	<p>No of partners engaged in promoting Eat Well Guide</p> <p>No of people trained No of organisations receiving training</p>	<p>All</p> <p>BwD Council ELHT LCFT CCG</p>	
<b>2d Increase awareness of sugary food and drink and address sugar intake through local policy</b>	<ul style="list-style-type: none"> <li>Designate Blackburn with Darwen as a <a href="#">Sugar Smart Town</a> via the Local Authority Declaration on Healthy Weight</li> <li><a href="#">Give Up Loving Pop</a> (GULP) awareness campaigns in Secondary Schools and Workplaces</li> <li>Review food and vending contracts in the public sector and create an action plan for positive change making the healthy and sustainable choice the easy choice</li> <li>Support the hospital trust to achieve the CQUIN for staff health and well being</li> </ul>	<p>Successful designation as a Sugar Smart Town</p> <p>No of settings engaging in GULP campaigns</p> <p>No of contracts reviewed Case studies of good practice</p> <p>CQUIN achieved</p>	<p>BwD Council All partners</p> <p>BwD Council Healthy Child Programme BwD Council ELHT, LCFT CCG ELHT</p>	
<b>2e Reduce levels of tooth decay in children</b>	<ul style="list-style-type: none"> <li>Awareness and education of dental decay and contributory factors for parents and children to include brushing techniques, bottle amnesties and supporting families to access an NHS dentist for regular check-ups and dental hygiene advice</li> <li>Promote <a href="#">National Smile month</a> via social media campaigns and through settings including health centres, hospital, Children's Centres, nurseries and Schools</li> </ul>	<p>Reduced dental decay from 2015-16 baseline</p> <p>No of partners and settings engaged in National Smile month</p>	<p>Healthy Child Programme Children's Centres BwD PH CCG ELHT LCFT</p>	

<b>2f Raise awareness of food poverty and encourage access to services</b>	<ul style="list-style-type: none"> <li>Initiate a multi-agency BwD food poverty network to develop a strategic approach to tackling food poverty in the Borough</li> <li>Develop a life course Food Poverty action plan and engage a wide range of stakeholders to deliver against the actions to reduce food poverty in the Borough</li> </ul>	Food poverty network established and food poverty action plan developed	All	
<b>2g Increase availability of healthy and sustainable food options in all settings</b>	<ul style="list-style-type: none"> <li>Increase availability of healthy options in all settings e.g. nurseries, hospitals, schools, care homes and workplaces, leisure centres and vending, takeaways etc. and support settings to make the healthy and sustainable choice the easy choice and inform the public of those settings who have developed their menus and practices to support healthy living</li> </ul>	No of case studies of successful settings being promoted	BwD Public Protection BwD PH BwD Comms ELHT	
<b>2h Support the Planning for Health Supplementary Planning Document on Hot Food Takeaways and protection of community growing spaces</b>	<ul style="list-style-type: none"> <li>Work with Planning to support the <a href="#">Planning for Health Supplementary Planning Document</a> in reducing obesity and promoting healthy and sustainable food</li> <li>Increase public awareness of the effectiveness of the Planning for Health SPD in addressing the number of hot food takeaways in the Borough</li> </ul>	No of <a href="#">Health Impact Assessments</a> (HIA) reviewed by BwD PH No of A5 applications refused Annual review of effectiveness of SPD	BwD Planning BwD PH BwD Comms	
<b>3. Build community food knowledge, skills and resources</b>				
<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>
<b>3a Introduce nursery and school children to growing and eating fresh produce</b>	<ul style="list-style-type: none"> <li>Promote Soil Association's evidence based <a href="#">Food For Life</a> Schools Award Programme and the recently launched Food For Life Early Years Awards Programme which includes food growing and cooking within their frameworks</li> <li>Encourage educational settings to develop food growing, cooking skills and farm links within their curriculum</li> <li>Encourage primary schools to engage in training for teachers on food education using the <a href="#">School Food Plan</a> as a framework</li> </ul>	No of schools and nurseries aware of/signed up to the Food for Life programme  No of schools with food growing and cooking as a standard part of the curriculum No teachers with specific food training	BwD CLS  BwD PH  BwD PH BwD Schools Catering	Ongoing
<b>3b Adopt a strategic approach to food growing sites</b>	<ul style="list-style-type: none"> <li>Map existing and identify new food growing sites, including statutory and informal, arrange leases where appropriate (permanent and 'meanwhile')</li> </ul>	Map of food growing sites developed	BwD PH & CLS	

	<ul style="list-style-type: none"> <li>Match community groups with support and maintenance and support adoption of '<a href="#">Incredible Edible</a>' status for local community groups</li> <li>Help communities protect and take control of assets for food growing and other projects via the Sustainable Communities Act</li> <li>Strengthen links with Public Health and Planning and Property Departments to support and enable adoption of permanent and 'meanwhile' community growing spaces and ensure inclusion of growing spaces and major new developments</li> <li>Encourage hospitals and health centres to develop food growing on their sites with staff/patients taking ownership of the spaces</li> </ul>	<p>BwD Incredible Edible groups established</p> <p>No of new growing sites adopted</p> <p>No of health settings with active growing spaces</p>	<p>BwD CLS</p> <p>BwD Planning Property &amp; PH</p> <p>ELHT CCG LCFT</p>	
<b>3c Enable and empower the community to build skills and knowledge around healthy and sustainable food</b>	<ul style="list-style-type: none"> <li>Use the skills and assets in the community to develop a 'Pass it On' pledge programme for sharing cooking knowledge and skills to those who lack the confidence and/or skill to cook a healthy meal from basic ingredients</li> <li>Encourage schools to provide family cooking clubs</li> <li>Encourage schools to work with volunteers and further education catering students to share skills through demonstrations and practical work</li> </ul>	<p>Improved cooking skills and confidence through the pledge – number signed up to the pledge</p> <p>No family cooking clubs established</p>	<p>BwD CLS PH Comms</p> <p>Schools &amp; Blackburn College</p>	
<b>3d Educate communities around healthy eating, shopping and cooking skills for all</b>	<ul style="list-style-type: none"> <li>Devise a Healthy Eating campaign which covers all stages of life of the life course and communicate in the appropriate manner depending on age group, gender, ethnicity etc.</li> <li>Promote the use of Age UK's Fit as a Fiddle '<a href="#">Cooking for One</a>' and '<a href="#">Cooking on a Budget</a>' resource for use amongst the most vulnerable and at risk older people being supported by families, carers and health professionals</li> <li>Utilise Children's Centre and other community kitchens, with the support of catering students and volunteers, to teach cooking skills to all ages encouraging intergenerational activity where possible</li> <li>Healthy eating advice for vulnerable adults in houses of multiple occupation with limited access to kitchen facilities and on a limited budget</li> </ul>	<p>No of healthy eating courses delivered</p> <p>No of cooking on a budget courses delivered</p> <p>No of people accessing cooking skills courses</p>	<p>BwD Adult and Community learning</p> <p>BwD Age UK</p> <p>Children's Centres Blackburn College</p>	
<b>4. Promote a vibrant diverse local food economy</b>				
<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>

<b>4a Celebrate the borough's diverse food culture and promote cohesion through food</b>	<ul style="list-style-type: none"> <li>• Celebrate different food cultures and promote cohesion through food festivals</li> <li>• Encourage event organisers for local events to provide healthy and sustainable food stalls which represents the borough's diverse food culture</li> <li>• Encourage schools to hold community food events</li> </ul>	No of schools holding a community food event	BwD Schools	
<b>4b Promote healthy and sustainable local food businesses</b>	<ul style="list-style-type: none"> <li>• Adopt a local 'out to lunch' scheme in conjunction with the Recipe 4 Health scheme to support positive changes in local restaurants and cafes which is communicated through social media and The Shuttle</li> <li>• Increase spending in independent food businesses and markets that are providing healthy and sustainable food using a locally developed loyalty scheme</li> </ul>	No of businesses signed up to 'Out to Lunch'  Loyalty scheme developed and piloted	BwD Public Protection  BwD PH	
<b>5. Transform catering and food procurement</b>				
<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>
<b>5a Support healthy and sustainable catering in all settings</b>	<ul style="list-style-type: none"> <li>• Encourage and support schools to work to the School Food Plan</li> <li>• Promote the Recipe 4 Health scheme in schools, early years, hospitals and care settings</li> <li>• Encourage caterers in public settings to achieve standards for healthy and sustainable catering following guidelines in the <a href="#">PHE toolkit</a></li> <li>• Explore the possibility of encouraging settings and local businesses to implement a voluntary 'sugar tax' which will be administered by local agencies to enable more campaigns, education, nutrition, cooking and physical activities for local children and young people</li> </ul>	No schools engaging with catering support service No of settings with R4H award  No of settings with 'sugar tax'	BwD Schools Catering  BwD PH	
<b>5b Encourage healthy and sustainable food procurement across all settings</b>	<ul style="list-style-type: none"> <li>• Provide information to schools, colleges, early years, workplaces, care settings and hospitals about the support available to them around procuring healthy and sustainable food through the Government Food Buying Standards</li> <li>• Develop a local supplier directory to encourage local businesses to support each other in food procurement</li> <li>• Consider a large joint procurement exercise across a number of partners which focuses on healthy, sustainable and, where ever possible, locally sourced food</li> </ul>	No of settings supported  Develop a case study for each setting to share with the public and other settings  No of local suppliers engaged in directory		
<b>6. Reduce waste and the ecological footprint of the food system</b>				

Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>6a Educate and empower the community to reduce food waste to reduce food poverty, protect the environment and reduce the associated hazard to health</b>	<ul style="list-style-type: none"> <li>Promotion of the <a href="#">Love Food Hate Waste</a> campaign with a particular focus on the prevention of food waste</li> <li>Education on how to use of food at risk of being out of date and how to dispose of the waste correctly to reduce health hazard</li> <li>Support local businesses to reduce food waste through addressing portion sizes, promoting 'doggy bags'</li> <li>Promote benefits of composting in the home and in communities including schools</li> <li>Promote the procurement of less but better quality meat, for example, encourage meat free Monday in settings</li> </ul>			

## Move More

Increase the levels of physical activity across the life course for all residents in Blackburn with Darwen through greater partnership and collaborative working.

### 1. Active society: creating a social movement where physical activity is a priority for everyone

Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>1a Promote the benefits of physical activity for all</b>	<ul style="list-style-type: none"> <li>Physical activity campaign targeting each age group, to promote the benefits of physical activity including spontaneous and recreational activity and to raise awareness of the risks of sedentary behaviour even in physically active people. Sedentary behaviour risk awareness to prioritise children and young people (reducing time restrained and excess screen time), desk based workers and older people (increased television time)</li> </ul>	<p>No of people reached through campaign</p> <p>No of partners engaged in campaign</p>	BwD PH	
<b>1b Increase physical activity levels across the life course</b>	<ul style="list-style-type: none"> <li>Promote the British Heart Foundation National Centre for Physical Activity <a href="#">Early Movers practitioner</a> and <a href="#">tutor training</a> for Children's Centre and private nursery staff to encourage a structured approach to physical activity in Early Years settings</li> </ul>	No of early years staff trained	Children's Centres Nurseries	

	<ul style="list-style-type: none"> <li>• Encourage Early Years settings to have a physical activity/healthy weight policy</li> <li>• Information and education for parents on physical activity including tummy time and floor based play for non-walkers and active play for Under 5's using Start 4 Life and <a href="#">Play 4 Life</a> campaigns and signpost to local activities as appropriate</li> <li>• Support and encourage the Mile a Day initiatives in primary schools including training for teaching staff</li> <li>• Evaluation of the pilot Mile a Day initiative in selected schools</li> <li>• Support and encourage Couch 2 5K in education and youth settings</li> <li>• Support schools in ensuring quality of physical education, school sport and activity clubs provision in schools</li> <li>• Increase recreational walking and cycling opportunities for all in all settings including those delivered by statutory and voluntary organisation and groups e.g Young Weavers, Breeze cycle rides, Healthwise</li> <li>• Encourage and support active travel to work and leisure activities through promotion of the <a href="#">CONNECT</a> website travel planning function and active transport information</li> <li>• Review and redesign of re:refresh, Healthwise and Falls Prevention provision to reflect the evidence base for increasing physical activity levels across the life course</li> <li>• Develop a programme of new and existing fun, social, 'non-traditional' physical activity opportunities for Active Ageing (55+) ensuring it covers the three 'eras of ageing' - older adults in employment, older adults in transition and frailer older adults – and addresses behaviour change and</li> </ul>	<p>No of early years settings with a physical activity policy</p> <p>Information developed and issued to parents via Midwives, Health Visitors and Children's Centres</p> <p>No of schools delivering Mile a Day No of staff trained Evaluation completed and results disseminated</p> <p>No of Couch to 5k programmes established No of run leaders trained</p> <p>Head Teacher's conference delivered</p> <p>No of led walks No of led cycle rides</p> <p>No of partners promoting CONNECT travel planning</p> <p>Redesigned service specifications in place</p> <p>Submit Active Ageing funding application to Sport England</p>	<p>BwD PH</p> <p>LCFT Children's Centres</p> <p>Lancashire Sport</p> <p>Lancashire Sport/SGO</p> <p>Lancashire Sport SGO BYZ</p> <p>SGO</p> <p>All</p> <p>All</p> <p>BwD PH CLS&amp;YP</p> <p>All</p>	
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	<p>an innovative approach to increasing physical activity levels</p> <ul style="list-style-type: none"> <li>Support the RoSPA funded project for falls prevention in older adults</li> <li>Offer a variety of option for increasing physical activity including digital apps and channels (YouTube), social media forums, signposting to validated websites, DVD and leaflets for home based exercise and share those options and ideas with all partners</li> </ul>	<p>No of older adults benefitting from the RoSPA programme</p> <p>Menu of options developed to support increased physical activity across the life course</p>	<p>Age UK BwD</p> <p>All</p>	
<p><b>1c Reduce barriers to and increase physical activity levels in traditionally underrepresented groups (older adults, women &amp; girls, deprived, BME)</b></p>	<ul style="list-style-type: none"> <li>Consortium Pennine/Pan Lancashire bids for Sport England investment identified in the '<a href="#">Towards an Active Nation</a>' strategy</li> <li>Cross organisation marketing of ongoing initiatives targeting these underrepresented groups addressed through the communication and marketing sub group</li> <li>Increase the number of adults in recovery from drug and alcohol addiction accessing the <a href="#">Challenge through Sport Initiative</a> through improved communication between stakeholders and through shared social media</li> <li>Further insight and consultation work with people with disabilities and long term conditions from across the life course and their families and carers to ensure quality effective and accessible opportunities for physical activity</li> </ul>	<p>Funding bids submitted to Sport England</p> <p>No of partners cross marketing activities</p> <p>No of adults from BwD attending sessions</p> <p>No of partners promoting CSI</p> <p>Local insight completed to facilitate access to physical activity</p>	<p>All</p> <p>All</p> <p>Lancashire Sport CGL</p> <p>BYZ BwD PH</p>	
<p><b>1d Embed 5 Ways to Well Being in physical activity provision by all partners to support mental health and well being</b></p>	<ul style="list-style-type: none"> <li>Support partners to promote the <a href="#">5 ways to wellbeing</a> evidence based actions to support mental health and well-being across the life course and integrate in provision where ever possible encouraging social movement for physical activity</li> </ul>	<p>No of partners referencing 5 Ways to Well Being</p>	<p>All</p>	
<p><b>2. Moving professionals: activating networks of expertise to create active healthy workplaces and make every contact count to promote physical activity</b></p>				
<p><b>Key Actions</b></p>	<p><b>Key Deliverables</b></p>	<p><b>Progress Indicators</b></p>	<p><b>Organisation / Lead</b></p>	<p><b>Timescale</b></p>

<p><b>2a Develop a network of physical activity champions across a range of settings</b></p>	<ul style="list-style-type: none"> <li>• Identify an Activity Champion from the BwD Health and Wellbeing Board who is easily contactable by the public and local private businesses to facilitate introductions between people, leisure providers and other bodies to create more physical activity opportunities with a particular focus on addressing health inequalities and targeting under-represented groups</li> <li>• Develop leadership and volunteering opportunities within schools, colleges and other youth settings through a Youth Health Champion programme</li> <li>• Identify and support Workplace Health Champions to encourage workforces to be more active</li> <li>• Identify and support a network of physical activity champions and activity leaders who are living with disabilities and/or long term conditions</li> <li>• Deliver strong and consistent messages about physical activity in collaboration with health professionals to overcome barriers to activity and to encourage healthy ageing</li> <li>• Mobilise existing workforce and partners across education, NHS, leisure, social care, planning, volunteers in community sports and activity clubs (e.g. cubs, guides etc) to deliver health messages to empower residents to make healthier choices and recognise the power of physical activity via online learning and webinars</li> <li>• Influence Health &amp; Social care training delivered in local education settings to include basic healthy lifestyle messages, including physical activity and healthy eating messages, and Making Every Contact Count online learning</li> <li>• Encourage the implementation of <a href="#">Making Every Contact Count</a> across as many settings as possible</li> <li>• Develop a community based 'Pass it on' programme to spread the message of the benefits of physical activity and link this to cooking skills 'Pass it On' activity</li> </ul>	<p>Activity Champion identified and supported to promote physical activity</p> <p>No of Youth Health Champions trained</p> <p>No of Workplace Health Champions identified</p> <p>No of physical activity champions with disabilities/LTCs</p> <p>Provide PA guidelines and guidance on tackling barriers for health professionals</p> <p>Learning package developed No of learners engaging with package</p> <p>No of students participating in training</p> <p>No of partners engaging in MECC training Programme developed No of individuals participating</p>	<p>HWB BwD PH</p> <p>Schools BYZ</p> <p>WorkWell BwD</p> <p>Re:refresh Volunteers BYZ</p> <p>CCG LCFT ELHT</p> <p>BwD PH</p> <p>Colleges</p> <p>All</p> <p>BwD HCP BwD Localities &amp; Prevention</p>	
<p><b>3. Active environments: creating the right spaces for safe and enjoyable physical activity</b></p>				

Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>3a Encourage greater use of parks and open spaces for physical activity</b>	<ul style="list-style-type: none"> <li>• Increase the use of all parks and open spaces in BwD and develop better partnerships with providers and parks and open spaces teams</li> <li>• Develop a programme of family activities in both blue and green spaces ensuring the activity appeals to all ages and abilities</li> <li>• Celebrate Witton Country Park as a centre of excellence for physical activity programmes including cycling, walking, gardening and sporting activities through local, regional and national promotion and awards</li> <li>• Develop a Lancashire Cycling Challenge to include the <a href="#">Weaver's Wheel</a>, the <a href="#">Guild Wheel</a> (Preston) and the Coastal Pathway (Fylde Coast) – opportunities to include other locations such as Gisburn Forest</li> <li>• Develop online interactive mapping for cycling routes in the borough</li> <li>• Promote and signpost to <a href="#">Cycle Lancashire</a> website</li> <li>• Promote the Weaver's Wheel as both a recreational route and to encourage active travel into the town centres</li> <li>• More coordinated promotion of the range physical activity sessions in parks and open spaces provided by volunteers including the <a href="#">Green Gym</a> at Witton Park, <a href="#">Young Weavers</a> walks and cycle rides, Couch to 5K</li> <li>• Engage with Friends of Parks to further promote the use of parks in the borough</li> <li>• Support local residents groups and parks groups to apply for funding to improve local spaces for safe play</li> </ul>	<p>Increase no of activities in blue and green spaces No of people accessing activities No of family activities delivered No events delivered in Witton Park No of regional/national awards entered</p> <p>No of people attempting the challenge</p> <p>No using the online maps</p> <p>No of partners signposting to Cycle Lancashire</p> <p>No using the Weavers Wheel for leisure and active travel</p> <p>No of partners promoting activity opportunities FoP groups engaged in the strategy group</p> <p>No of groups supported</p>	<p>BwD Parks All</p> <p>All</p> <p>BwD CLS&amp;YP BwD Parks</p> <p>BwD PH LCC PH Transport teams BwD CONNECT</p> <p>All</p> <p>BwD CONNECT</p> <p>All</p> <p>BwD CLS&amp;YP BwD PH</p> <p>BwD PH</p>	
<b>3b Promote and encourage greater active travel across the borough to all ages</b>	<ul style="list-style-type: none"> <li>• Promotion of walking and cycling as sustainable forms of transport</li> <li>• Improve uptake of cycling by promoting access to community bike scheme including <a href="#">Witton Cycle Centre</a> and <a href="#">Cycle Roots CIC</a> for affordable bicycles and repairs</li> </ul>	<p>No of people reached via the promotion Increase % walking and cycling via PHOF outcomes No accessing bikeability</p>	<p>BwD CLS&amp;YP BwD CONNECT</p>	

	<ul style="list-style-type: none"> <li>• Increase confidence and safety in cycling through bikeability courses and provision of bike racks in public places</li> <li>• Promote active travel in early years, schools, colleges and other youth settings by encouraging the development of healthy travel initiatives including park and stride, cycle to school, walking buses, supporting the Walk to School Week initiative and <a href="#">Living Streets WOW</a> (Walk Once a Week) campaign</li> </ul>	<p>courses</p> <p>No of settings engaged in WOW</p> <p>No of settings with a healthy travel plan</p>	BwD CONNECT BYZ	
<b>3c Develop active environments across Blackburn with Darwen</b>	<ul style="list-style-type: none"> <li>• Pilot the introduction of temporary <a href="#">play street</a> orders for safe and active play</li> <li>• Explore the creative use of non-traditional places for active play e.g. car parks out of working hours</li> <li>• Develop <a href="#">active environments</a> by linking health policy with planning to support increase in physical activity to include stair location, new development that enables improvement to new sustainable transport, children's play, open space, green infrastructure, community food growing, indoor and outdoor sports and recreation facilities</li> <li>• Identify a member of the planning team to sit on the Health &amp; Well Being Board as recommended by <a href="#">UK Active</a></li> </ul>	<p>Pilot two Street Play programmes in BwD</p> <p>Pilot active play programme delivered</p> <p>No of major applications with Health Impact Assessment</p> <p>No of smaller applications with PA recommendations made</p> <p>Planning represented on HWB Board</p>	<p>Locality teams</p> <p>BwD Environment</p> <p>BwD Planning</p> <p>Transport &amp; Highways</p> <p>BwD Planning</p>	
<b>4. Moving at scale: maximising the potential of the existing assets and build on existing evidence base on what works to make us active</b>				
<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>
<b>4a Develop a local strategic physical activity network</b>	<ul style="list-style-type: none"> <li>• Reinststate a local strategic physical activity network to strengthen partnerships and co-ordinate activity opportunities across the borough across the life course</li> </ul>	<p>PA Network established</p> <p>No of partners engaged</p> <p>No of meetings</p>	BwD PH Lancashire Sport	

<p><b>4b Maximise the power of educational and health settings from children's centres to college to promote physical activity</b></p>	<ul style="list-style-type: none"> <li>• Whole healthy settings approach to support and promote physical activity, along with healthy eating, with consistent messages for children, young people and parents</li> <li>• Encourage a network of Young Ambassadors through youth and educational settings and Blackburn Youth Zone to encourage and empower peers to increase physical activity levels</li> <li>• Encourage and support the Sport England offer of <a href="#">specialist training to at least two teachers in every secondary school by 2020</a> which will enable the development of activities and inclusion of all children and young people in physical activity opportunities regardless of their level of sporting ability</li> <li>• Embed physical activity promotion into services provided to young people through the <a href="#">Everybody Young Persons Resource Centre</a> and <a href="#">Blackburn Youth Zone</a></li> </ul>	<p>No of settings supported to develop healthy policies</p> <p>No of Youth Ambassadors identified</p> <p>No of secondary schools accessing training</p> <p>No of frontline staff completing MECC training</p>	<p>BwD PH, CCG Schools Colleges</p> <p>BYZ</p> <p>SGO Lancashire Sport</p> <p>CCG LCFT BYZ</p>	
<p><b>4c Maximise the power of health care settings to promote physical activity to include GP Practices, hospital, health centres, dental surgeries, care homes</b></p>	<ul style="list-style-type: none"> <li>• Work with pharmacies to provide brief intervention with consistent messages around physical activity and encourage signposting to community physical activity programmes through the <a href="#">Wellbeing Service</a> (WBS)</li> <li>• Encourage GPs and GP Trainees to complete the BMJ Learning course <a href="#">Physical activity in the treatment of long term conditions</a></li> <li>• Support and empower staff across all health care settings to promote the benefits of physical activity and the risks of sedentary behaviour and signpost effectively</li> <li>• Encourage health centres to have food growing on site for patient groups to engage in</li> </ul>	<p><a href="#">PHE PA training</a> delivered</p> <p>Increase on no signposted from 2015-16 baseline to WBS</p> <p>No of GPs accessing online training</p> <p>Increase signposting into WBS from health care</p> <p>Case study of health centre/s engaging in food growing</p>	<p>BwD CLS&amp;YP Pharmacies</p> <p>CCG</p> <p>BwD CLS&amp;YP</p> <p>CCG LCFT ELHT</p> <p>CCG</p>	
<p><b>4d Build on the power of sporting brands in the borough and maximise the impact of major sporting events on physical activity levels of the in borough</b></p>	<ul style="list-style-type: none"> <li>• Building on the power of the sporting brand to engage, motivate and encourage participation in sport and physical activity by fans and their families</li> <li>• Maximise the opportunity to promote sport and physical activity opportunities during major domestic and international sporting events</li> </ul>	<p>Initiatives developed to increase family participation</p> <p>No of partners supporting events linked to major sporting events</p>	<p>BRFC Trust</p> <p>All</p>	

## Shape Up

Create an environment which promotes and supports healthy weight

1. Transforming the environment we live in				
Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>1a Transform the environment by leadership from Blackburn with Darwen Council in partnership with health partners</b>	<ul style="list-style-type: none"> <li>• Sign up to the <a href="#">Local Authority Declaration on Healthy Weight</a> as a commitment to change the environment to increase healthy weight in the Borough</li> <li>• Engage all council departments in creating a healthy borough, including public health, planning, transport, procurement, licensing, environmental health colleagues</li> <li>• Work strategically and in partnership across departments and with health partner organisations to make positive changes to local food systems and increase physical activity levels</li> </ul>	<p>Successful adoption of LADHW Increase % of healthy weight</p> <p>Reporting on relevant PHOF indicators via MAF</p> <p>Regular tabling of strategy progression and partnership working to meet outcomes at relevant council and health meetings</p>	<p>BwD PH Executive Members</p> <p>BwD Council Executive Members</p> <p>BwD Council CCG ELHT LCFT</p>	
<b>1b Strengthen Planning and Public Health links to influence the environment to encourage a healthy weight and increase physical</b>	<ul style="list-style-type: none"> <li>• Support the implementation of the <a href="#">Planning for Health Supplementary Planning Document</a> (SPD) to develop a supportive environment and green infrastructure that promotes healthy lifestyles. Regular review of determined planning applications to reflect the effectiveness of the SPD</li> <li>• Support planners and developers in ensuring evidence based practice by</li> </ul>	<p>No A5 applications refused No HIAs received and reviewed in support of applications Attendance at Planning team</p>	<p>BwD Planning BwD PH</p>	

<b>activity levels</b>	<p>providing most up to date public health evidence as it emerges</p> <ul style="list-style-type: none"> <li>• Develop public health aspects of the planning process of major development plans and neighbourhood plans with a designated link to public health for comments an planning applications</li> <li>• Health Impact Assessments for all significant major applications and applications likely to impact on health</li> <li>• Recommendation of BwD Workwell programme to all major developers making a planning application to promote a healthy workforce as a priority</li> </ul>	<p>meetings as required by PH representative</p> <p>No planning applications commented on</p> <p>No HIAs received and commented on</p> <p>No of recommendations made</p>		
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## 2. Making healthier choices easier by educating and empowering individuals and communities

<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>
<b>2a Support and encourage educational settings to embrace the healthy lifestyle agenda and to embed policies and initiatives into everyday life</b>	<ul style="list-style-type: none"> <li>• Provide support for schools to achieve Healthy schools rating as described in <a href="#">Childhood Obesity Plan</a> as part of Ofsted inspections</li> <li>• Introduce, develop and support the Give Up Loving Pop (GULP) campaign in Year 9 pupils across the borough in association with Food Active to address high consumption of sugary drinks</li> <li>• Support national initiatives within schools – including Healthy Schools Week, National School Sport week, Walk to School week, Change 4Life 10 minute Shake Up campaign</li> </ul>	<p>No of schools with Healthy Schools rating</p> <p>No of schools participating</p> <p>No of students participating</p> <p>No of participants who reduced sugary drink intake</p> <p>No of Head Teacher bulletin posts</p>	<p>BwD PH Schools</p> <p>BwD PH Secondary Schools</p> <p>BwD PH</p>	
<b>2b Make healthy vending options the norm in all public buildings</b>	<ul style="list-style-type: none"> <li>• Reduce the number of sugary food and drink options available in vending machines in NHS and council premises</li> </ul>	<p>Increase in % of healthy products in vending machines</p>	<p>ELHT CCG BwD Council</p>	

## 3. Give all children the best start and tackle the generational issue of healthy weight in families

<b>Key Actions</b>	<b>Key Deliverables</b>	<b>Progress Indicators</b>	<b>Organisation / Lead</b>	<b>Timescale</b>

<p><b>3a Establish a culture where every child grows up eating well and being active</b></p>	<ul style="list-style-type: none"> <li>• Ensure all appropriate services to link in with the Healthy Child Programme to ensure all children are given the opportunity increase physical activity levels and maintain a healthy weight</li> <li>• Give parents the information and level of support required to promote a positive experience of breastfeeding and assist in maintaining as long as possible via: <ul style="list-style-type: none"> <li>• Peer support</li> <li>• Breastfeeding groups</li> <li>• Specialist clinical support for more complex /prolonged challenges</li> <li>• Maintenance of the BFI accreditation in Health Visiting, Children’s Centre and maternity services</li> </ul> </li> <li>• Give parents the information and level of support required to promote a positive experience of breastfeeding and assist in maintaining as long as possible</li> <li>• Reinforce and the importance of healthy introduction to solid foods, diet and nutrition in early life</li> <li>• Provide the HENRY (Healthy Eating and Nutrition in the Really Young) programme through a range of settings to support parents in giving their child the best start in life</li> <li>• Offer HENRY practitioner training to frontline staff to support the conversation with parents about healthy weight</li> </ul>	<p>PA and healthy weight discussion at every appropriate contact</p> <p>Audit Group attendance SIFT reports</p> <p>Audit</p> <p>No of support groups</p> <p>No of HENRY programmes Reports provided by HENRY evaluation team</p> <p>No of staff trained</p>	<p>HCP provider</p> <p>BwD Council BwD Council ELHT SIFT</p> <p>ELHT</p> <p>ELHT Children’s Centres BwD CLS&amp;YP</p> <p>Children’s Centres</p> <p>Children’s Centres</p>	
<p><b>3b Increase awareness around generational patterns of obesity</b></p>	<ul style="list-style-type: none"> <li>• Ensure weight management programmes address generational patterns in obesity and encourage a whole family approach to weight management including children, parents and grandparents</li> </ul>	<p>No of families engaged in activities</p>	<p>BwD CLS&amp;YP</p>	

4. Holistic and integrated evidence based support for individuals with weight related conditions – under or overweight				
Key Actions	Key Deliverables	Progress Indicators	Organisation / Lead	Timescale
<b>4a Commission and provide effective services that identify, advise, refer and treat those at risk</b>	<ul style="list-style-type: none"> <li>To improve access to evidence based weight management services across the life course for those who are overweight or obese and explore alternative setting for the provision of weight management programmes e.g. mosques and madrassahs, supermarkets, pharmacies</li> <li>Ensure commissioned weight management programmes address maternal healthy weight including physical activity, nutrition, and begin the education and awareness around breastfeeding and healthy introduction to solid foods</li> <li>Explore and evaluate the provision of alternative methods of providing weight management programmes including online forums which can include peer support with volunteers to admin social media groups</li> <li>Consider the development of a men’s weight management programme – delivered by men for men to obtain best outcomes</li> <li>Focus on those most at risk of obesity to address poor uptake and improve access – mental illness, men, quitters, and BME population</li> <li>Development of a practitioner package to promote healthy weight in 2-4 year olds</li> <li>Learn from the <a href="#">malnutrition prevention programme</a> pilot in Salford and apply the learning locally including the development of a Malnutrition Task Force and implementing the <a href="#">Paperweight Armband</a></li> </ul>	<p>No and type of settings where weight management activities are delivered</p> <p>Maternal pathway and provision developed</p> <p>Pilot of online support evaluated</p> <p>Pilot programme developed and evaluated</p> <p>Increase uptake in under-represented groups</p> <p>Programme developed and rolled out No accessing the training</p> <p>Malnutrition action plan developed</p>	<p>BwD CLS&amp;YP</p> <p>BwD CLS&amp;YP CCG Children’s Centres</p> <p>BwD CLS&amp;YP</p> <p>BwD CLS&amp;YP BRFC Trust</p> <p>BwD CLS&amp;YP</p> <p>BwD PH Liverpool John Moores</p> <p>BwD PH</p>	

<b>4b Ensure all programme incorporate evidence based practice and consider national guidelines</b>	<ul style="list-style-type: none"> <li>• Regular review of weight management provision across all Tiers to ensure quality of performance according to <a href="#">NICE Guidance</a></li> <li>• Strengthen brief intervention support at Tier 1 across all Primary Care settings through MECC and HENRY where appropriate</li> </ul>	Regular review of pathway	BwD PH CCG BwD PH Children's Centres	
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### Communications and Marketing Action Plan

Key Actions	Key Deliverables	Progress Indicators	Organisation	Timescale
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			<b>/Lead</b>	
<b>C1 Common approach to communicating local activities and initiatives to the public from all stakeholders to raise awareness of all local opportunities to eat well, move more and shape up</b>	<ul style="list-style-type: none"> <li>• Ensure 'Communications and Marketing' is tabled as an agenda item every steering group meeting and contact details of group members are updated at each meeting and shared via an appendix to the minutes</li> </ul>	Communications and marketing discussed at every steering group meeting	All	Ongoing
	<ul style="list-style-type: none"> <li>• Develop and communications a marketing annual plan to be reviewed at each steering group meeting</li> </ul>	Planner developed and review regularly	All	Ongoing
	<ul style="list-style-type: none"> <li>• Explore all methods of communication as appropriate to the target group taking into consideration including but not exclusive to age, gender, literacy level, language, develop a communication guide and begin implement appropriate methods across partners</li> </ul>	Improved communication to the public	PH	March 2017
<b>C2 Become more effective at using national campaigns to raise awareness of local issues</b>	<ul style="list-style-type: none"> <li>• Embed and regularly review an annual calendar of national awareness events to be promoted by all stakeholders and partners where appropriate using a variety of approaches</li> </ul>	Number of events promoted Number of partners promoting events	All	Ongoing
	<ul style="list-style-type: none"> <li>• Common approach agreed to supporting ongoing campaigns – e.g. Love Food Hate Waste, Change 4Life, One You, This Girl Can – using the consistent messages within to inform and educate the residents of Blackburn with Darwen and share good practice of effective use</li> </ul>	Case studies of effective use of campaigns	All	Ongoing
	<ul style="list-style-type: none"> <li>• Maximise the potential of national and international sporting events to motivate residents into making lifestyle changes and using the power of the brand locally to engage and inspire</li> </ul>	Annual plan of sporting events developed Number of activities delivered against the plan	All	Ongoing
	<ul style="list-style-type: none"> <li>• Adopt the Give Up Loving Pop (GULP) Campaign in secondary schools on an annual basis sponsorship/funding permitting</li> </ul>	Annual campaign delivered in secondary schools	PH, Healthy Child Programme, CLS	Ongoing
<b>C3 Become more effective at raising the profile of the work of strategy stakeholders and partners</b>	<ul style="list-style-type: none"> <li>• Share examples of good practice across all partners to continually improve service provision and reduce duplication of delivery</li> </ul>	Number of awareness campaigns/messages delivered by partners	All	Ongoing
	<ul style="list-style-type: none"> <li>• Share case studies across stakeholders and via all available media channels to encourage behaviour change and increase participation amongst the residents of BwD and improve partnership working across the strategic network</li> </ul>		All	Ongoing

<p><b>C4 Consistent evidence based education and awareness delivered by all partners and stakeholders via local campaigns through the year</b></p>	<ul style="list-style-type: none"> <li>• Collate and circulate up to date evidence based guidelines for physical activity, healthy eating and weight management to ensure all organisations are conveying consistent and targeted lifestyle messages in a sustained and co-ordinated manner to assist in changing attitudes and behaviours and update as new evidence emerges</li> <li>• Raise awareness of all issues across each strand highlighted in the strategy in a coordinated manner – to include healthy eating, physical activity (including recreational and spontaneous activity), risks of sedentary behaviour (in the ‘active’ and inactive population), food poverty, sustainable food and food waste, addressing barriers to behaviour change</li> <li>•</li> </ul>	<p>Quarterly service updates via steering group meetings</p> <p>Number of case studies shared</p> <p>Guidelines circulated to all partner organisations</p>	<p>All</p> <p>All</p> <p>PH</p>	<p>January 2017</p> <p>Ongoing</p>
<p><b>C5 Develop an approach to using social and digital media including relevant apps</b></p>	<ul style="list-style-type: none"> <li>• Use social media more effectively to raise awareness for food, physical activity, health and sustainability issues</li> <li>• Build community food knowledge, skills and resources via apps, social media and other digital platforms</li> <li>• Promote services and activities in more interactive ways through podcasts and videos which can be broadcast through social media channels</li> <li>• Consistent use of social media tags #BwDEatWell #BwDMoveMore #BwDShapeUp</li> </ul>	<p>Case studies shared through the steering group</p> <p>Number of apps and social media channels used by partner organisations</p> <p>Examples of good practice shared through steering group</p> <p>All partners using the social media tags</p>	<p>All</p> <p>All</p> <p>All</p> <p>All</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>