



Dudley Public Health

**Tackling Obesity
A Framework
for Action**

**Annual Report
Year 2**

**Progress
July 06—July 07**



TACKLING OBESITY A FRAMEWORK FOR ACTION

ANNUAL REPORT YEAR 2 2006/07





INTRODUCTION:

This annual report details progress for year 2 of Dudley's Tackling Obesity Strategy and Action Plan. Thanks to all those who have contributed to the report.

CONTENTS:

OVERVIEW OF PROGRESS SUMMARY

2006 TARGETS:	TIER 1 & 2: OBESIOGENIC ENVIRONMENT AND LIFESTYLES
2006 TARGETS:	TIER 3, 4 5: WEIGHT MANAGEMENT
2007 TARGETS:	TIER 1 & 2: OBESIOGENIC ENVIRONMENT AND LIFESTYLES
2007 TARGETS	TIER 3, 4 5: WEIGHT MANAGEMENT
2008 TARGETS:	TIER 1 & 2: OBESIOGENIC ENVIRONMENT AND LIFESTYLES
2008 TARGETS:	TIER 3, 4 5: WEIGHT MANAGEMENT
2009 TARGETS	
2010 TARGETS	

	Target achieved or on track to be achieved within the timescale
	Target is achievable but not within the timescale and there is good progress
	Some barriers exist to achieving the target, progress is slow
	Action not yet started

An Overview of Progress - Summary

2006 & 2007 Targets:

This progress report highlights good progress across the majority of the 2006 and 2007 targets with 9 of the 14 2006 targets either completed or on track to be completed in the near future and 3 out of 4 2007 targets making good progress. This includes:

- Parks as physical activity centres: 6 parks are now firmly established as activity centres with summer programmes, marked walks and other activities. Plans are in place to roll out to all parks. (ref 3,35)
- Increased activity of children and young people:- through Active Dudley, the Health Promoting School programme and the achievement of 100% coverage of schools in school sports partnerships across the borough. (ref 4 and 5)
- Training and resources: training programmes are established for key workers with new schemes for health professionals in development (ref.11) and campaigns are in place to increase public awareness (ref 10)
- School travel plans: 60% of schools have travel plans and all schools are on track to have them in place by 2010 (ref 1)
- The national cycle training standard is being delivered, increasing the number of adults and children trained. (ref 6)
- Community support programmes such as the volunteers programme and get cooking are well established and expanding. (ref 16.1 &2)
- An adult weight loss pathway has been developed and partly commissioned (ref 13) and audits have been completed on obesity management drugs with recommendations for action identified (ref 14,18)

However, the action plan is a very challenging one and as a result some areas are finding progress slow or difficult. This is not necessarily due to funding blocks but issues in reshaping/ redefining delivery and mainstreaming 'health' as a key criteria in all public policy. There has been less progress towards:

- The setting up of home zones and incorporation of these into the transport plan. 155 walkability audits have been completed. However, the recommendations from these audits have not yet been incorporated into the transport, community safety and land-use plans to make home-zones a reality. (ref 2)
- Health as a key criteria for land-use planning has not yet been fully mainstreamed, with stronger links required to planning, community safety and transport within the Local Authority required. (ref 7)
- All NHS sites have not yet achieved a Dudley Food for Health Award (DFHA) (ref 8): the PCT has obtained a bronze award, however DGoH have not yet achieved the required criteria.

There are inevitably some funding issues:

- The health trainers service, crucial for supporting lifestyle changes within the most disadvantaged wards of the borough and tackling inequalities requires funding (ref 16.3)
- DFHA expansion within the commercial sector is experiencing delivery issues due to the requirement to prioritise statutory environmental health checks with no spare capacity for additional food for health checks. This needs to be addressed. (ref 9)
- Breast-feeding rates continue to fall. Improvements in data-collection are required to capture lost data and also full implementation of the baby-friendly

policy and breast feeding buddies schemes requires additional funding. (ref 12)

An Overview of Progress on 2008-2010 Targets

Progress is already being made towards a number of later targets. For example, NHS and DMBC travel plans (ref 19,20), implementation of walking and cycling routes (ref 21,22), parks as activity stations (ref 35), exercise & get cooking on referral schemes (ref 23, 29), children achieving 4 hours physical activity per week (ref 24), food retailing programmes (ref 26) food provision, cooking classes, food policies, DFHAs, implementation of the healthy living blueprint within schools (ref 27.2,3, 28, 30 and 38) and child weight management pathway development (ref 31)

However, there are early warning signs for action areas experiencing implementation difficulties which include:

- Nutritional standards for school meals have been introduced by the government, however uptake of school meals has fallen (ref 27.2)
- Transport plan and land use to encourage a modal shift in mind set from car use incorporating cycle and walking, traffic calming and home-zone proposals: Development and discussion with key stakeholders has not yet started (ref 34)
- The national fruit scheme is not being expanded to additional age groups by the government, (ref 27.4)
- Establishing targeted physical activity sessions for overweight adults in leisure centres (ref 32)

Funding issues include:

- The child weight management pathway is in development but will require funding for full implementation (ref 31)
- Developing healthy workplace: Work on public sector workplaces is in progress but has funding implications for development within private business (ref 33)
- DFHA in all Local Authority sites and nurseries and colleges: Work is in progress but is challenged by the large number of sites and contracting arrangements. Funding is required to buy in additional environmental checks (ref 25, 27.5)
- Retail provision of healthy food options: Scoping and piloting work is in progress but has funding implications (ref 26)

The following section gives more detailed information on the progress of each action within the obesity strategy action plan.

TARGET AND ACTION	LEAD	PROGRESS	OUTCOME
2006 TARGETS			
TIER 1&2: OBESEOGENIC ENVIRONMENT & PREVENTION			
1. 100% schools to have active travel plans by 2006 1. DMBC to develop plans using free consultancy from Department of Transport	D McDougall	As of June 2007 60% of schools have active travel plans. School travel plans are included in the LAA block to achieve 100% by 2010.	60%
2. Apply the walkability checklist to 10 areas and develop 'home zone' proposals by 2006 1. Implement walkability checklist	D Hill	155 checklists completed from a number of areas. Common themes to emerge across all areas were; <ul style="list-style-type: none"> ▪ Too much traffic ▪ Parked cars blocking pedestrians' view of the road when crossing ▪ Dirty streets with too much litter ▪ Drivers going too fast Whilst common barriers to walking were highlighted, the checklists did not point to specific improvements that could be made, which are required to develop home zone proposals.	155
2. Develop homezone proposals	D.Hill	A more street specific approach to develop home zone proposals (as advocated by Living Streets) will be used. This will begin in Brierley Hill and will involve engaging local residents and community organisations to conduct street audits.	In progress
3. Incorporate walkability recommendations into transport plan	I Withey		
3. LA to provide affordable leisure centre facilities by 2006 1. Implement Smartcard in Local Centres	A Webb	6358 issued to DD Members; Option Card holders; GP referral.	Implemented

2. Ensure measures are taken to ensure that facilities are accessible to all groups	D Lowndes	DDA investment plan; Options Scheme sessions, MEND programme; targeted programmes identified.	In progress
3. Identify key 'activity' stations and set up monitoring including parks	D Lowndes	Existing stations identified. Currently 8 parks and 12 Leisure/sports Centres. A further 14 parks to become activity stations during 07/08. To be supplemented as programme expands. Baseline position established.	8 parks, 12 leisure/ sports centres
4. Ensures LA's Leisure and Cultural – Strategy is health related	D Lowndes	3 Strategic Aims: - Participation and Access; Quality and Diversity Social and Economic Regeneration Key objective – 'To improve people's health & well-being and quality of life through participation in cultural activities' & implementation of Obesity Strategy.	Strategy in place
4. Develop family orientated activity options by 2006 1. Continue family activity events through Steps To Health – in parks	D Hill	A summer family activity event will be delivered in partnership with Leap over Sixty at Priory park in August 2007. The parks summer coaching programme will include regular 'family' activity sessions at 8 parks. During 06/07 Summer and Autumn Coaching Programme, 99 sessions were delivered, with 728 attendances.	728 Attendees
2. Develop choices in the home e.g. active play stations, garden games, activity Dudley	M Hooper	2,238 families, who have 3 year olds entering nursery education, have been engaged in this programme and trained to use the bags of physical activity and musical equipment that have been provided for them for use at home to ensure daily physical activity. 12 volunteers and 53 nursery staff have also undertaken Active Dudley training. From September 2007, 594 families will be engaged through the Children's Centres and the day nurseries attached to them, as well as childminders linked to the Children's Centres.	2238 families engaged. 65 staff/volunteers trained
5. To achieve 100% coverage of borough through school sports partnership by 2006 1..Encourage and support schools to develop partnerships	M Hooper D Hill	As of September 2006, 100% of Dudley schools are engaged in the three School Sport Partnerships.	100%

2. Work with schools to develop their action plans	S Toon	As of June 2007, 45 schools have submitted all four themes and achieved National Healthy School status. 8 additional schools have completed the PA Theme and are working on the others.	45 schools
6. Implement national standard for cycle training in Dudley by 2006 1. Pilot training and develop a model that can be rolled out to all schools for children and adults	D McDougal	Dudley has implemented the National Standards for all levels. These are now being delivered, including training for adults. Additional funding for level 2 has been gained from Cycling England to increase the numbers trained. Additional Trainers have been recruited and trained to try to meet the increased delivery programme.	Training models in place
7. Develop a sustainable approach to 'land use planning for health' in the borough by 2006 1. Develop formal health involvement in town planning and land use and community safety	D Lowndes D Hill K. Jackson M. Holloway	Progress is slow. Home-zone developments (see 2.2) and the use of parks & open spaces (see 35.1) contribute, however, further links to transport and safety departments are required. A meeting was arranged between KJ, DH, DL and Martin Holloway (MH). The impact of transport and planning processes on the obeseogenic environment was discussed. MH was asked to arrange a meeting with key staff and was invited to attend the PACE and the Obesity Steering team. The meeting with staff was chased twice, but has still not happened.	Slow progress
2. Introduce 'health impact assessment' for development plans, the UDP and within the planning office	K Jackson/ D Lowndes	A HIA of Brierley Hill Leisure centre closure was conducted releasing 40k to PACE for developing alternative leisure facilities and 100K for capital programmes. The Overview & Scrutiny Committee recommended HIA use in key planning decisions. A HIA on the housing scheme regeneration of the North Priory estate is now in progress.	Some progress
8. All NHS sites to have the DFHA by 2006 1. Implement DFHA in all sites	T Bussell	PCT achieved Bronze award. Russells Hall not awarded.	1 out of 2 sites
2. PCTs and DGOH to develop food for health policies	T Bussell	PCT Food Policy in place. Policy under development in DGoH.	1 out of 2 policies
9. Expand DFHA to promote the	T Bussell	Currently there are only 5 live awards. 13 had previously been awarded,	5 Live Awards,

<p>provision of healthy affordable food choices in the commercial sector by 2006</p> <p>1. Expand DFHA within the commercial sector</p>		<p>but 9 of these had lapsed. 21 outlets have been assessed but not yet awarded. There is slow progress due to the priority of statutory environmental health checks and capacity issues. To pilot purchasing additional 'food for health' award environmental checks and to develop a nutrition directory to deliver healthy food choices separate to statutory environmental checks see 10.2. 9 Care Homes for the elderly also have DFHAs.</p>	<p>Progress Slow. 14 Live Awards</p>
<p>10. Develop a rolling public awareness campaign by 2006</p> <p>1. Incorporate a stock or stories and tie in with government and local campaigns and IT</p>	<p>T Bussell/ D Hill</p>	<ul style="list-style-type: none"> ▪ Everyday Sport packs were distributed to attendees at the Parks Programme; posters were placed in libraries and schools. ▪ "PA and your Health" information/brief intervention leaflet produced and 9500 have currently been distributed. 50 per practice, to be used as supportive literature for those on the exercise referral programme, Action Heart, libraries, all PCT staff via payslips, mental health services, Stepometer Programme. ▪ Leap over Sixty directory distributed to all practices. ▪ Walkzone marketed and launched with 7000 hits by July 06. Activemag has also been successful with around 5000 young people registered on the site. ▪ PA web page was produced and is now in the process of being redesigned. ▪ A marketing plan is in development 	<p>On-going</p>
<p>2. Map healthy sandwich and snack outlets and takeaways for a directory</p>	<p>T Bussell</p>	<p>Criteria under development. First scoping planned for August 07 in 3 townships.</p>	<p>In progress</p>

<p>11. Establish training programmes for key professionals by 2006 in nutrition and physical activity</p> <p>1. Implement training of caterers, health workers, teachers, primary care staff etc to improve consistency of messages</p>	<p>T Bussell/ D Hill</p>	<ul style="list-style-type: none"> ▪ 5 PA volunteers have been trained as PA mentors and deliver signposting and referral sessions in practices. ▪ Dietitians, Occupational Therapists and Pharmacists have been trained in relation to the exercise referral pathway. ▪ School staff have been trained around implementing the National Healthy School standard in relation to PA. ▪ Nutrition training programmes established for pharmacists, primary care, schools, mental health and others including volunteers: Health professions – 17 (up from 10 last year) Schools staff – 46 (up from 27 last yr) Volunteers – 28 (up from 13 last yr) Others – 101 (up from 40 last yr) 	<p>Physical activity: 5 Peer mentors & 24 professionals trained as walkleaders</p> <p>Nutrition: 192 professionals trained</p>
<p>2. Provide a core set of relevant information</p>	<p>T Bussell/ D Hill</p>	<ul style="list-style-type: none"> ▪ PA and your Health ▪ Lifestyle Assessment Guidelines ▪ GP PAQ ▪ Links to resources available on web page 	<p>In place</p>
<p>3.. Implement an obesity training scheme for health professionals</p>	<p>K Jackson</p>	<ul style="list-style-type: none"> ▪ Weight Loss referral pathway launched, primary care staff trained via attendance at events – non attending practices to be followed up individually ▪ 9 primary care professionals trained in conducting weight management Brief Intervention and facilitating weight loss clinics. ▪ Training and tool kit for delivering weight loss clinics in primary care is being piloted. 	<p>51 attendees 26 practices attended</p> <p>Pilots in place</p>
<p>12. Increase initiation of breast-feeding by 2% year on year</p> <p>1. Increase breast feeding rates.</p>	<p>K Jackson T Bussell</p>	<p>Breast feeding rate consistently below target. Data collection problems at DGoH are partly responsible. Alternative systems are being piloted.</p>	<p>06/07 target = 52% Actual Q3 = 43%</p>
<p>2. Develop a joint agency infant feeding policy training programme, and action plan.</p>	<p>T Bussell</p>	<p>Plan developed. Ratification in progress. Baby friendly policy is being implemented within the community setting. Further funding will be required for full implementation.</p>	<p>In progress Additional funds required</p>

3. Identify a way forward for Breast feeding buddies	T Bussell	Pathway developed and shared with Sure Starts and Children's Centres. PCT continuing to support trained Buddies who fall outside of SS areas. Proposals to be built into Children's Centres performance framework. Funding will be required for full implementation.	In progress. Additional funds required
TIER 3,4 & 5: WEIGHT MANAGEMENT			
13. Establish a coordinated Weight Management Service for over weight and obese adults (>16) by 2006 1. Develop and commission a costed weight loss pathway for adults.	K Jackson	Adult Weight Loss Pathway developed. Funding for Weight Watchers service secured (5000 contacts / yr) and commissioned. Currently 92.3% of clients achieving a 5%+ weight loss in 12 weeks (n=13). 22 courses have been completed. 81 current referrals. 'Slimmers' Kitchen' service piloted and to be rolled out as additional support for disadvantaged communities and vulnerable groups. 3 courses piloted with 11 attendees.	Achieved: service in place for 5000 contacts/ yr
2. Develop referral links to other relevant chronic disease management pathways e.g. Diabetes, CHD, hypertension and smoking	K Jackson	Weight Loss Pathway linked into CVD Primary and Secondary Prevention Pathways via CVD Primary and Secondary prevention Protocols and diabetes guidelines.	In place
3. Pilot a service for learning disability clients	J Howells	Bespoke service piloted. Evaluation report and recommendations in development.	On-going
14. Reporting - expenditure on anti-obesity drugs established by 2006 1. Expenditure template adjusted for ASTRO-PUS per practice	A Tennant	Expenditure template and audit process established (see 18) Completed.	In place

2007 TARGETS

TIER 1 & 2: OBESEOGENIC ENVIRONMENT & PREVENTION

<p>15. Develop a healthy workplace programme in public sector – 2007</p> <p>1. Develop workplace programme</p>	<p>K Jackson</p>	<p>Work and Health Sub Group established as sub-group of DHWP. LAA targets on healthy workplace established and baselines being measured during 07/08. Health interventions for implementation during 08/09 in development. In schools, following last years pilot, awaiting a funding decision to role out to all schools.</p>	<p>Good progress</p>
<p>16. Expand community programmes to provide training, resources and support to local people to enable them to improve healthy living skills and knowledge by 2007</p> <p>1. Expand volunteers programme: nutrition and physical activity workers</p>	<p>D Hill/ T Bussell</p>	<p>To date 67 volunteers have been recruited and trained and signed up to deliver on the PA programme. All have been offered placements and many are still active 6 months on. The programme currently has active volunteers in Primary Care, Nurseries, Schools, Parks, Workplaces, Action Heart and in the Community, Under 18's also being recruited to support the Parks Physical Activity Programme in the 2007 school summer holidays prior to placements at schools and potential paid work. 28 Get Cooking Volunteers trained 06-07.</p>	<p>67 PA volunteers 28 Get Cooking volunteers</p>
<p>2. Expand Get Cooking initiative especially in deprived areas and with vulnerable groups</p>	<p>T Bussell</p>	<p>170 Get Cooking users during 06-07 (up from 144: 05-06 and 93: 04-05).</p>	<p>170 users</p>
<p>3. Implement the 'Choosing Health – Making Healthy Choices Easier' NHS accredited health trainers scheme</p>	<p>K Jackson</p>	<p>Bid to LDP 07/08 was submitted, however health trainers were not funded. Funding for 1 health trainer in Brierley Hill secured externally via DMBC, not yet in place.</p>	<p>Requires funding</p>

TIER 3, 4 & 5 WEIGHT MANAGEMENT

<p>17. Ensure appropriate adult referrals to secondary and tertiary care by 2007</p> <p>1. Incorporate secondary and tertiary input to the adult weight loss pathway</p>	<p>K Jackson</p>	<p>Funding to initiate a specialist weight management centre secured. Specification completed and tender imminent. This service will act as gatekeeper for secondary care referrals for bariatric surgery.</p>	<p>Good progress</p>
<p>2. Develop referral/commissioning protocols for bariatric surgery</p>	<p>K Jackson</p>	<p>Commissioning guidance for surgery completed and policy in development. SLA for bariatric surgery being investigated.</p>	<p>In progress</p>

<p>18. Appropriate use of anti-obesity drugs by 2007</p> <p>1. Audit use of sibutamine and orlistat in primary care according to NICE guidance</p>	<p>A Tennant</p>	<p>Audit completed in both Dudley PCTs during 2005/6. Use in primary care is currently not following the NICE guidelines: a low percentage of patients had lost the prerequisite weight, been referred for lifestyle support, and a significant number are not being monitored throughout treatment. It is recommended that:</p> <ul style="list-style-type: none"> ▪ Guidance on prescribing be reinforced as part of adult pathway information ▪ Practice pharmacist medication reviews to check anti obesity prescribing and report to individual practices ▪ Repeat the audit in Jan-Mar 07 with inclusion of total percentage body weight lost over the treatment cycle ▪ Further investigate reasons for non-referral to lifestyle services ▪ Audit to be presented to the PBC commissioning group as total expenditure on these drugs in 05/06 was £205,696 and the high drop off rate in the audit indicates that these drugs may not be being used effectively <p>06/07 spend was £269,100. A sample audit is to be repeated to review practice.</p>	<p>In progress</p>	
2008 TARGETS				
TIER 1 & 2: OBESOGENIC ENVIRONMENT & PREVENTION				
<p>19. All NHS sites to have active travel plans by 2008</p> <p>1. PCTs and Dudley Group of Hospitals (DGOH) to develop plans using free consultancy from Department of Transport</p>	<p>G Hunt/ S Toon</p>	<p>The new PCT Ridge Hill site has a working Green Travel Plan. There is an action plan in place for St John's House awaiting Board support and funding.</p> <p>The free consultancy from department of transport (DfT) has now ceased.</p> <p>Russell's Hall Hospital, Corbett Sites and Tipton Road sites do not have Travel Plans.</p> <p>Health centres and GP practices do not have travel plans</p> <p>All LIFT projects have them - required as part of the LIFT proposal</p>	<p>In progress</p>	
<p>20. All DMBC sites to have active travel plans by 2008</p> <p>1. DMBC to develop plans using</p>	<p>G Hunt</p>	<p>Dudley MBC has a Travel Plan which covers all sites. The free consultancy from DfT has now ceased.</p>	<p>All sites covered</p>	

free consultancy from Department of Transport			
2. Implement travelwise and link to walking and link to walking and cycling strategies	G Hunt	Travelwise is used to promote walking and cycling at every opportunity, especially journeys to school. Cycle routes are promoted along with all Travelwise promotional material.	In place
21. Develop and implement a joined up network of walking routes in Dudley by 2008			
1. Develop as part of LA in walking strategy	D McDougall	Dudley to draw up an action plan priority list to develop a number of walking routes from residential areas to shopping centres.	In progress
2. Develop rigorous local response to the National Walking Action Plan	D McDougall	A draft active travel strategy will be produced for early 2008 which will incorporate walking and cycling and an action plan for both modes of travel.	Draft strategy for 2008
3. Implement walking routes, walk zone website, walk leaders programme and pedometers programme	D Hill	<ul style="list-style-type: none"> ▪ Walking programme developed with parks dept, LEAP over 60 and Action Heart. 13 regular health walks taking place each week. ▪ 2000 walking routes leaflets for each of the 5 LEAP pilot parks produced and distributed to the local community. ▪ Pedometers in libraries piloted in three libraries, to be expanded into all libraries by Oct 07. ▪ 64 new walk leaders trained, and are now supported to identify walks to lead. ▪ Quarterly newsletter sent to walk leaders. ▪ Walkzone website promoted in a range of settings, 7718 hits on the site recorded between July 06 and March 07. 	64 walk leaders trained 7718 hits on the walkzone website
22. Develop and implement a joined up network of cycle routes in Dudley by 2008			
1. Develop cycling strategy with a network of safe routes that join up key community facilities	D McDougall	The Council Cycle Strategy makes a commitment to develop a cycle network, based on a number of spine routes, these make use of off-road and canal towpaths whenever possible. A map identifying low traffic routes linking with the spine routes is available and a number of more detailed cycle route maps. A borough wide map is to be developed for 2009 in the same style as	In progress

(lifestyle pathways)		Sandwell to enable cross border linkages to be followed.	
2. Develop rigorous local response to the National Cycling Plan	D. McDougall	Current thinking is to make use of low traffic roads and to provide suitable support for cyclists at difficult junctions and crossings. Cycle lanes are now considered to be of no advantage to cyclists. Additional cycle parking facilities are being installed at railway stations and in town centres.	Within local cycle strategy
3. LA to implement traffic calming and other supportive infrastructure measures to support the above	I Withey/J Miller	No information	
4. Make full use of planning opportunities to influence design layout of new developments as well as Section 106 Agreements	I Withey	New SPD for Open Space adopted by Council – S106 processes established within Council for distribution of funding	In progress
23. All GPs and medical professionals to participate in Exercise On Prescription by 2008			
1. Develop referral schemes	D Hill	'Green' Exercise referral scheme launched in May 06 alongside existing referral schemes. All Dudley GP's received the paperwork and were offered training to facilitate the Exercise Referral Programme in August 2006. All GP's therefore, have the resources and opportunity to refer to the service. Training for additional medical professionals such as dietitians, physiotherapists, mental health workers and pharmacists is ongoing. As an expansion to the Discount Leisure Scheme for low risk patients, the referral will be offered to all patients who set a Stop Smoking quit date as of July 1 2007.	902 referrals April 06-July 07
2. Continue Physical Activity training in primary care	D Hill	8 members of staff from mental health services trained as walk leaders. 31 members of staff from a variety of professions have undertaken the National Step-O-Meter training and 25 actively promote the loan of Step-o-meters to their patients.	39 professionals trained
24. All children to have the opportunity to take 4 hours physical activity per week within and beyond the			
	D Hill/ M Hooper	2006 figures show that 83% of Dudley pupils access 2 hours of high quality PE and School Sport/week. Currently audits for 2007 are being undertaken and will be available from DES in November 2007. (Estimated target is 85%). The focus now for the 3 Sport partnerships	83% achieving 2 hours

<p>curriculum by 2008</p> <p>1. Deliver environmental audits of all schools re physical activity opportunities</p>		<p>is to increase the variety of out-of-school hours activities to encourage access of 2 hours of these activities for all pupils.</p>		
<p>2. Expand extra-curricular activities through busy kids/PhyzKids, and Playtime Pals</p>	M Hooper	<p>2 courses training school staff delivered- 60 trained and 1 course training year 6 pupils delivered - 30 trained. Further courses to be offered in the Autumn Term 2007.</p>	<p>60 school staff & 30 pupils trained</p>	
<p>3. Implement pedometers in schools</p>	D Hill	<p>Working with Physical Activity Co-ordinator to implement this. Pedometer loans are offered to all schools and done on a supply and demand basis. Currently 5 schools.</p>	<p>5 schools</p>	
<p>4. Develop walking to school opportunities</p>	D Hill	<p>In March, 20 schools applied for a DFT grant to develop walking opportunities in schools. Of the 20 schools, 19 met the criteria (1 was a secondary school). All 19 were successful in achieving the grant. 16 to develop a Walking Bus and 3 to offer walking as an after-school club. All schools are currently being supported to develop these initiatives.</p>	<p>In progress in 19 schools</p>	
<p>5. Expand the use of lunch time activities with supervisors</p>	M Hooper	<p>Currently 23 personnel have been trained. 3 courses have been planned for Autumn Term 2007.</p>	<p>23 staff trained</p>	
<p>25. All local authority catering &, workplaces to provide healthy affordable food choices by 2008</p> <p>1. Targeted work with supermarkets and retailers in relation to promotion, labelling and pricing especially in deprived areas</p>	T Bussell	<p>2 LA sites currently hold DFHA's. Plan to 'buy in' inspections to achieve this target. If this doesn't work a plan will be developed to award DFHA Healthy Eating Certificates.</p>	<p>2 / 21sites</p>	

2. LA sites to develop food for health policies	T Bussell	LA Working towards a policy, trialling will begin with DUE, including Leisure Centres	In progress	
26. Key local supermarkets will promote their healthier food options by 2008	T Bussell	Food Retail Scoping Project to begin in August 07	In progress	
1. Targeted work with supermarkets and retailers in relation to promotion, labelling and pricing especially in deprived areas				
2. Develop a retailers award	T Bussell	Requires further funding	Funding required	
3. Train retailers to promote healthier food options	T Bussell	Will be under development late 07- 08	To start 07/08	
4. Lobby and support Food Standards Agency in implementing improved food labelling	T Bussell	Completed. Labelling schemes in development nationally	National schemes in development	
27. All schools, nurseries and colleges to provide healthy meal and snack options and have a DFHA by 2008				
1. Investigate funding and support of the school meals service as a welfare service in all primary schools to increase uptake	M Flood/ V Little	Investigations in very initial stages	Early stages	
2. Review catering contracts to introduce nutritional standards for school meals	M Flood/ T Bussell	National Standards in place. However uptake of school meals has dropped, locally and nationally. Plan in place to increase uptake.	In place but school meal Uptake falling	
3. Continue implementation of water	HPS	All schools are working towards this as part of the national healthy	In progress	

in schools, and healthy tuck shop, breakfast clubs and vending machines		school scheme, and training is offered as part of the process.	
4. Expand implementation of the national fruit scheme to other age groups	HPS	There has been a national decision not to expand the fruit scheme.	No funding
5. Implement Food for Health Award in schools, colleges, and nurseries	T Bussell	17 schools had DFHA in 05/06, 32 in 06/07. 4 nurseries and 1 residential home for children also have DFHA's. Plan to 'buy in' inspections to achieve this target. If this doesn't work, a plan will be developed to award DFHA Healthy Eating Certificates.	32 schools with DFHA, 4 nurseries, 1 residential home
28. All schools, nurseries, and colleges to have food policies by 2008			
1. Work with schools, colleges, nurseries to support development of food for health policies	T Bussell	Support to nurseries in place Work with colleges will begin 07 – 08 34 schools have food policies (as of March 07) Early years and child care colleagues have been working with PCT support to develop.	In progress- 34 schools
2. Incorporate school councils which include food action	T Bussell	40% of schools have SNAG – school nutrition action groups supported by the PCT	Good progress- 40% of schools
29. All GPs to prescribe Get Cooking by 2008			
1. Further develop and establish the Get Cooking referral process	T Bussell	Pilots unsuccessful (March 07). Further work required 07- 08 with links to PA team referrals awareness raising plan in Primary Care – meeting individual practices	No referrals
30. Expand school learning re healthy living skills by 2008			
1. Implement DfES Growing Schools Programme through allotments	T Bussell	Growing in schools not being implemented in Dudley. However Public Health has completed a feasibility study of 32 schools re offering a raised bed allotments programme via BTCV. Costings and priorities to be reviewed to decide the number/year in which the scheme can be implemented	In progress

2.	Support the introduction of food skills on the national curriculum	T Bussell	Ongoing but unlikely to be achieved. Government has decided not to make cookery a compulsory part of the new curriculum for 11-14 year olds. However, Food Technology sessions will now involve more practical work - but this is only for the pupils who choose this subject.	Not taken forward nationally	
3.	Develop cooking programmes in schools	T Bussell	46 (up from 27 last year) school staff trained to deliver extra curricula health cooking classes.	46 trained staff	
TIER 3,4 & 5 WEIGHT MANAGEMENT					
31. Establish a coordinated Weight Management Care Pathway for overweight and obese children (<16) by 2008		Karen Jackson	Pathway in development. Full implementation will require funding. A range of interventions aimed at different age groups are being piloted. Evaluation from these will be fed into pathway development. Funding has been secured from the Big Lottery to deliver 8 programmes of the "MEND", (Mind Exercise, Nutrition, Do It) Initiative for 7 – 13 year olds as part of the pilot process.	In progress. Requires additional funding	
1.	Develop a costed weight loss pathway for children. Identify funding				
2.	Commission service	K Jackson		Not started yet	
32. Physical activity sessions for overweight provided by LA by 2008		Andy Webb/ Dean Hill	In September 2007 the MEND Programme will be facilitated by Leisure Centre Staff and hosted by the Leisure Centre. Other options for targeted programming under consideration	In progress	
1.	Establish physical activity sessions at key leisure centres, for people managing their weight				
2009 TARGETS					
33. Develop a healthy work place programme in the Business Sector by 2009		K Jackson		Not started yet	

2010 TARGETS

<p>34. Encourage a model shift in mind set away from car use to public transport by 2010</p> <p>1. Develop and implement a transport plan for Dudley that makes public transport reliable, comfortable, frequent, affordable, and coordinated with parking and walking and cycling routes</p>	<p>M Holloway</p>	<p>No information</p>	
<p>2. Review car parking charges for parking in all areas of the borough</p>	<p>I Withey</p>	<p>No information</p>	
<p>3. Investigate restriction of car use in urban areas</p>	<p>I Withey</p>	<p>No information</p>	
<p>4. Investigate subsidized/ free bus passes</p>	<p>I Withey</p>	<p>No information</p>	
<p>35. 100% of parks/key open spaces to be out door activity centres by 2010</p> <p>1. Continue parks as an outdoor activity centre</p>	<p>S Orton/D Hill</p>	<ul style="list-style-type: none"> ▪ Parks activity coordinator post appointed. Summer & autumn programme delivered in 8 parks in 2006 (728 young people participated). Programme planned for summer 2007. ▪ A programme of regular health walks and exercise sessions taking place in parks and nature reserves. ▪ Training programme being delivered to enable park keepers to deliver activities on parks. Courses include CSLA, walk leader training and TOP outdoors. ▪ The PCT have been involved in the development of plans for physical improvements to parks. 	<p>8 parks</p>
<p>2. Continue links to walk leaders,</p>	<p>D Hill</p>	<ul style="list-style-type: none"> ▪ 9 regular health walks / exercise sessions taking place in parks / 	<p>In place</p>

Leap Over 60 and other key programmes		nature reserves.	
3. Expand Green Gym option	D Hill	<ul style="list-style-type: none"> Barrow Hill site has been developed via new footpaths, and supported via a two year Green Gym maintenance programme. Feasibility study done with 32 schools via BTCV re a raised bed allotment programme. All schools are very positive. Costings need to be decided and prioritised in relation to the wider obesity agenda before moving forward. 	Good progress
4. Develop active mag.website	L Newton	<ul style="list-style-type: none"> Developed and over 5000 young people registered on the site 	Over 5000 young people registered
5. Implement 'Liveability' Scheme	S Orton	<ul style="list-style-type: none"> Scheme ongoing. 20 parks have 'master plans' for building play/sport facilities e.g. tennis courts, cricket cages, multi-use games areas, play areas, footpaths.etc and building work is completed or underway. Master plans are in development for the other 6 parks and due for completion by December 07. Friends of parks groups are involved in all parks and all plans have been developed with public consultation. 	20/ 26 parks with new facilities in place or planned
36. All local communities to have access to affordable healthy food by 2010			
1. Map and identify food 'deserts'	T Bussell	<ul style="list-style-type: none"> Trading standards need further funding to take this forward. Not started yet. 	Not yet started
2. Develop fruit and vegetable delivery and mobile schemes for areas of 'food deserts'	T Bussell		Not yet started
3. Develop cooking and food storage facility standards for social housing	T Bussell	National Standards in place	Completed

<p>37. Develop and implement a 'health promoting youth club' model by 2010</p> <p>1. Promote model and support youth services</p>	<p>J Simmonds</p>		<p>Not started yet</p>	
<p>38. Implement 'Healthy Living Blue Print for Schools' by 2010</p> <p>1. Provide training inset and network meetings to support development</p>	<p>T Bussell/ D Hill/ J Edwards</p>	<p>A Physical Activity Cluster Group was offered at the June Networks to all schools. Health Inset was delivered at Foxyards Primary and to all PE Co-ordinators at their training event. Nutrition – one training session is offered / term to all schools to deliver the food in schools programme.</p>	<p>Established</p>	
<p>2. Implement full service extended schools programme</p>	<p>H. Kew</p>	<p>An extended services strategy has been drafted and is out for consultation in the Autumn. The key focus over the next 2 years is on co-ordinating services, bringing together children centres and extended schools into clusters.</p>	<p>In progress</p>	